

ANALYZING THE SMALL CITY AND RURAL MARKET AREA

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CHAPTER I.—GENERAL ANALYSIS

INTRODUCTION

This report, analyzing the small city and rural market area, is one of the series of reports on trade in the small city and rural area issued by the Bureau of the Census. These reports represent one phase of the work of the first Census of Distribution taken in 1930, covering the year 1929, which has provided the first data ever available on a national basis on retail trade in the small city and rural area. A very keen interest was manifested in preliminary data about this market released under date of January 26, 1932. This has taken the form of numerous requests for a further breakdown by kind of business and also for suggestions for analyzing this market. This report has been prepared for the purpose of indicating the sorts of data now available about trade in this area. It has been prepared in the Bureau of the Census under the supervision of Robert J. McFall, chief statistician for distribution, by Charles D. Bohannan, in charge of agricultural and rural distribution.

Since Census of Distribution data alone are not enough in analyzing any market, there are incorporated in this report related economic data taken from a number of sources; and an attempt has been made to show how such data may be used in conjunction with the Census of Distribution data to come to a better understanding of this highly important market area. This report, accordingly, consists of three sections, the first of which includes a description of what is included in the small city and rural market area together with a presentation of some of the main facts concerning its retail trade and the related data which it is felt are of particular value in analyzing this market. The second section presents in greater detail the available information concerning both distribution and the related economic data in six especially selected Nebraska counties. The third section presents some of the detailed data on distribution in a number of other typical counties in the small city and rural market area. The chief sources of such related data are the census reports on population, agriculture, and manufactures, General Consumer Market Statistics published jointly by the Bureau of the Census and the Bureau of Foreign and Domestic Commerce, and various reports of the United States Department of Agriculture.

Fifty-three per cent of the potential retail consumers in the United States live in the area designated by the title of this publication. Here are also 45 per cent of the retail establishments of the United States. These retailers do 30 per cent of the total retail business of the United States, and this 30 per cent amounts to approximately \$15,000,000,000.

This \$15,000,000,000 market is worthy of the most earnest and careful consideration of all who have merchandise to sell. In addition the retail establish-

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ments themselves constitute an important market outlet for manufacturers and distributors of store equipment and supplies—display cases, filing systems, accounting devices and systems, bags, paper, twine, etc. Whatever affects the life and buying power of citizens affects vitally all manufacturers, wholesalers, and retailers who depend upon it to any degree, and, through them, all other makers and purveyors of goods, as well as the whole vast organizations of transportation, communication, finance, and credit. All such persons and firms need to be made fully cognizant of this fundamental fact, and also that agriculture underlies the economic welfare of this region.

We have had for years the census data on population, and on farm production, as well as on the production of manufactured products. These two have given us, on the one hand, data on potential consumers and, on the other, production. However, it has remained for the Census of Distribution data, which have supplied for the first time the obvious connecting link, to serve to arouse persons who have been more accustomed to thinking in terms of city life to the true significance of this region.

It is the purpose of this publication to set forth such of the principal facts concerning this market as it is felt are of especial significance to those interested in it. The data on sales and stores are from the Census of Distribution, which has resulted in a wealth of information concerning trade in this relatively neglected market area. Most of this is now available for the first time in the history of merchandising in this country. In addition, there is incorporated a discussion of how some of the other data available through the Census of Agriculture, Census of Population, and other sources may be utilized in understanding the underlying economic conditions in this market area.

Description of what is comprised in the small city and rural market area.—Approximately 65,000,000 people, or slightly over 50 per cent of the total population of the United States, live in places of less than 10,000 population and in the open country. This is the small city and rural market area as defined by the Census of Distribution; in other words, what the urban-minded individual generally considers small town and country. The selection of the 10,000 population limit in city population divides the nation at the median line between the essentially urban on the one extreme and the essentially rural on the other. (That over half of the people still live outside of big cities has been surprising to many persons—sales managers, market analysts, etc. This is because these persons, like many of the rest of us, had let the overemphasis which has been placed on industrial developments and the cityward trend of our population, lead them to believe that our national economic life is essentially on a large city basis.)

Table 1, arranged on the geographical division basis, shows for each State the number of incorporated places in different size groups and the population contained in each such group. Table 2 shows the number of counties and their total population by States; the number of counties in the small city and rural market area, that is, containing no place of 10,000 or more, with their total population, and similar information for the counties which do contain such larger cities. As will be noted from Table 1, there are all told only 954 of these larger cities, and of these approximately 60 per cent are contained in the New England, Middle Atlantic, and East North Central divisions.

Some States have a considerable number of cities which run considerably over the 10,000 population mark. On the other hand, in some States there are very few cities of over 10,000. In Nebraska there are only 8 of these larger cities, while there are 100 between 1,000 and 10,000 and 421 under 1,000. A somewhat similar situation exists in Kentucky, which has only 13 cities of over 10,000 population, but 114 between 1,000 and 10,000 and 242 under 1,000. Oregon has

but 6 cities of over 10,000 population, and 51 between 1,000 and 10,000 population and 147 under 1,000.

In the small city and rural market area there are all together 15,616 incorporated places of less than 10,000 population, many of which are important trading centers. (For discussion of trade of the incorporated places in the Nebraska counties, see p. 45 and Table 30.) The following table shows how the total population of the small city and rural area is divided as between incorporated places in various size groups, farm population, and unincorporated territory other than farm.

POPULATION OF THE SMALL CITY AND RURAL AREA

GEOGRAPHIC DIVISION	Total population of the small city and rural area	IN INCORPORATED PLACES OF--			On rural farms	In unincorporated territory other than farm
		2,500 to 9,999	1,000 to 2,499	Less than 1,000		
United States.....	65,008,298	10,614,746	4,820,707	4,362,746	30,157,513	15,052,585
New England.....	2,553,512	612,061	60,735	27,436	499,083	1,354,197
Middle Atlantic.....	8,700,693	2,397,389	727,558	382,897	1,673,694	3,519,145
East North Central.....	10,997,419	2,195,142	1,031,344	996,420	4,453,114	2,021,399
West North Central.....	8,924,581	1,188,347	832,209	1,212,142	5,035,561	660,322
South Atlantic.....	11,242,403	1,148,936	676,858	595,044	5,378,956	2,944,609
East South Central.....	7,765,361	657,334	376,610	337,891	5,084,435	1,309,591
West South Central.....	8,942,811	1,195,420	630,591	438,095	5,307,689	1,373,766
Mountain.....	2,734,641	490,774	251,571	227,093	1,123,693	641,510
Pacific.....	3,446,387	737,843	233,231	145,728	1,101,038	1,228,547

PERCENTAGE CLASSIFICATION OF POPULATION OF SMALL CITY AND RURAL AREA

GEOGRAPHIC DIVISION	Per cent of total population	PER CENT OF SMALL CITY AND RURAL POPULATION				
		In incorporated places of--			On rural farms	In unincorporated territory other than farm
		2,500 to 9,999	1,000 to 2,499	Less than 1,000		
United States.....	53	16.3	7.4	6.7	46.4	23.2
New England.....	31	24.0	2.4	1.1	19.5	53.0
Middle Atlantic.....	33	27.6	8.4	4.4	19.2	40.4
East North Central.....	42	20.5	9.6	9.4	41.6	18.9
West North Central.....	67	13.3	9.3	13.5	56.4	7.5
South Atlantic.....	71	10.2	6.0	5.3	52.3	26.2
East South Central.....	79	8.5	4.8	4.3	65.5	16.0
West South Central.....	73	13.3	7.1	4.9	59.3	15.4
Mountain.....	74	17.9	9.2	8.3	41.1	23.5
Pacific.....	42	21.4	6.8	4.2	32.0	35.6

From the above table it will be noted that the small city and rural area comprises 53 per cent of the total population of the United States. The table further shows that of the total population in this area 16.3 per cent is in incorporated places ranging from 2,500 to 9,999; 7.4 per cent from 1,000 to 2,499; 6.7 per cent in incorporated places of less than 1,000; and 46.4 per cent on rural farms; while the remaining 23.2 per cent is included in unincorporated territory other than farms, which includes a considerable number of unincorporated places. It is interesting to note the variation from division to division both in the per cent of the total population included in this area and in the distribution of that population between places of different sizes, farms, and unincorporated places. The fact that in 6 out of the 9 divisions over 40 per cent of the population of this

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area live on farms, serves to emphasize the importance of the small incorporated places as trading centers. In this connection it will pay the market analyst to make careful study of Table 1 above mentioned, which gives the number of such incorporated places in each of several size groups.

While the data on stores and sales as given in this and other reports on trade in the small city and rural area consist for the greater part of data on stores which are strictly in that area, it should be specifically noted that the totals for the United States and some of the State totals do include the business of some small places which do not possess the essential characteristics of the small city and rural area; that is, the small incorporated and unincorporated suburban points just outside the larger cities. Such inclusion does not, however, vitiate the comparison between the data for the essentially urban communities and those for the small towns and rural market area, since the total number of such suburban points which have less than 10,000 population is not large, and such places are quite largely confined to certain sections of the country, notably east and north of the Ohio River and the State of California. Examination of the counties having no city with a population as much as 10,000 shows that in only a few cases does any considerable portion of such counties lie close enough to larger cities as to be rightfully considered suburban areas thereof.

The extent of this large market area is indicated by the fact that of the 3,072 counties in the United States, 2,457, or 80 per cent, contain no city as large as 10,000 population; and in nearly half of the 615 counties which do have cities of over 10,000 population, over 50 per cent of the population live outside of the cities.

The great majority of the cities of over 10,000 population are east of the Mississippi and north of the Ohio Rivers. Outside of this region the chief exception is California. This means that in the balance of the country the majority of the towns, which constitute the trading points, are those in the smaller size groups. These are the trading points which are most advantageously located geographically for the merchandising of the majority of the population of those regions.

RETAIL OUTLETS AND SALES

The 694,536 stores in this area constitute 45 per cent of all the stores in the United States, and their 1929 business of \$14,813,783,000 constituted 30 per cent of the total sales of all retail stores.

Table 3 shows for each State the population, number of stores, and sales in the small city and rural area (all places of less than 10,000 population and the open country). The per cent of the population living in this area, as well as the per cent of stores and sales, is also shown.

The per cent of all retail stores which are in the small city and rural area varies considerably in different States. It is relatively small in such States as Rhode Island (12 per cent), Massachusetts (18 per cent), and New York (20 per cent); but much larger in such States as Alabama and Georgia (66 per cent), and Kentucky (69 per cent), Nebraska (71 per cent), and North Dakota (86 per cent). In 32 States there are more stores in this area than in the larger cities.

Similarly, there is quite a wide range from State to State in the percentage of the total retail sales which are made by the stores in these small places. Here again the percentage is quite low in some of the Eastern States, such as Rhode Island (6 per cent), Massachusetts (10 per cent), and New York (13 per cent); and much larger in some of the Southern and Western States, as Alabama (47 per cent), Iowa (54 per cent), Mississippi (68 per cent), and Nebraska (59 per cent). In fact there are 19 States in which the retail sales of the small city and rural area represents over half the total retail sales of the State. In addition

there are 7 other States in which the sales of small cities and rural areas represent over 40 per cent of the entire retail business of the State.

Retail trade by kind of business.—Tables 6 to 16 show for each State by geographic divisions the number of stores and total sales for the following kinds of business: Groceries and meat stores; general stores; automobile dealers; apparel stores (including clothing and shoe stores); furniture and house furnishings stores; drug stores; restaurants and other eating places; hardware and farm implement stores; feed and farm supplies stores; lumber and building materials stores; and the general merchandise group, which includes general merchandise stores, department stores, dry-goods stores, and variety, and 5-and-10, and to-a-dollar stores.

These are kind of store classifications, that is, based on the name of the store as submitted or on the principal kind of business or principal commodity sold. Hence, the data are not to be interpreted as commodity sales figures, since many commodities are sold by more than one kind of store. Specifically, groceries are sold by general stores, as also are clothing, dry goods, and hardware in some communities.

Table 5 presents a summary for the United States showing number of stores and sales in cities of over 10,000 population and in the small city and rural area for all retail stores and also for each of the above-mentioned kinds of business.

Groceries and meat stores.—The 137,696 stores in this group (i. e., groceries, groceries and meats, and meat markets) did a business of \$2,630,420,000 in 1929, or 31 per cent of the entire groceries and meat stores business of the United States. Table 6 presents data on these stores by States in geographic divisions.

While for the United States only 39 per cent of such stores are in the small city and rural market area, there are 27 States in which over 50 per cent of such stores are outside of the large cities.

For the area as a whole, as stated above, the stores in this group did only 31 per cent of the total United States trade of such stores, but here again there is great variation from State to State. In 13 States over half of the sales of groceries and meat markets are made in the small city and rural area.

In New England, the Middle Atlantic States, and South Atlantic States this kind of business group constitutes a larger percentage of all stores than it does in the East North Central, West North Central, Mountain, and Pacific States. In a considerable number of States over 50 per cent of all such stores are in this small city and rural area. For example, 55 per cent in Nebraska; 76 per cent in North Dakota; 74 per cent in Mississippi; and 84 per cent in Idaho. Contrast this with 17 per cent in New York and 10 per cent in Rhode Island. Typically in the West North Central, East South Central, West South Central, and Mountain divisions the sales of such stores form a smaller percentage of the total retail sales than for the United States as a whole.

This should not be interpreted as meaning that smaller quantities of food are sold in these States, since it is especially in some of the States in these divisions that the general stores play such an important part in the retail trade of the small city and country regions. Further, it should, of course, be kept in mind that the residents of the market area under consideration typically raise a considerable portion of their food requirements, either on farms or in small towns and villages.

The fact that 39 per cent of all such stores are in this general market area is of significance to those concerns which sell supplies and equipment for groceries and meat markets. The percentage data by States should also prove valuable to such concerns in allocating territorial sales quotas. This also applies to the use of the data by wholesalers and manufacturers.

The general store.—The general store is still a factor to be reckoned with in retail merchandising. In fact, it is in the front rank of retail trade outlets.

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The 101,577 such stores in 1929 had total sales amounting to \$2,510,008,000, or 5 per cent, of the entire retail business of the United States. The Census used the term "general store" almost exclusively in the small city and rural area.

The term "general store" as here used by the Census of Distribution corresponds quite closely to accepted business practices in that there were classified as general stores the schedules for all stores which so named themselves, with a few exceptions where the detail on the schedule showed quite clearly that they carried special lines of merchandise, particularly furniture and ladies' ready-to-wear. In such cases they were classified as general merchandise stores. The per cent which sales of different lines form of the total sales of general stores varies in different States, and at times even within counties, although a general store may be for most purposes considered as one which handles groceries, cured meats, and sometimes fresh meats, hardware, shoes, dry goods and notions, work clothing, and house dresses and at times more pretentious lines of clothing. Many general stores also handle feeds and other farm supplies, and, at times, implements and machinery.

Only four other kinds of stores in the United States lead the general store in the amount of the total retail business done, namely, grocery stores, grocery stores with meat markets, department stores, and motor vehicle sales and service establishments. Naturally, there is considerable variation in this matter from State to State, depending on general economic conditions and population concentration. In such highly urbanized States as Rhode Island (7 per cent), Massachusetts (5 per cent), and New York (8 per cent), the percentage of the small city and rural-area business done by general stores is naturally comparatively small. On the other hand, in some of the Midwestern, Western, and Southern States the percentage is much higher; for example, Georgia (26 per cent), Kentucky (31 per cent), Louisiana (38 per cent), and Alabama (43 per cent).

In 30 of the 48 States the per cent of the total retail business done by the general stores exceeds the national average of 5 per cent. However, if we limit the comparison of general store business to the total retail business in the small city and rural market area, we find that the general store does 17 per cent of the total retail business, and in 12 States, over 25 per cent.

In many counties in this market area the general stores lead, in size of sales, all other groups except grocery stores and motor vehicle sales and service establishments, and in a considerable number of counties they lead even these two groups.

Automobile dealers.—Sixty-one per cent of all automobile dealers are in the small city and rural area, and their sales of \$2,210,836,000 represent 35 per cent of the sales of all automobile dealers in the United States. The automobile dealers business represents 15 per cent of the total volume of all trade in the small city and rural area. Table 8 presents information on the total number of automobile dealers, their sales by States, and also shows for each State the per cent of such dealers which are in this market area. These percentage figures, as well as those showing the per cent of total sales of automobile dealers in this area, by States, are extremely significant and will repay very careful study. For example, it will be noted that in 33 States more than the national average percentage of such dealers are in this area. Here again we find a considerable variation from State to State in the per cent of total retail business done in this area by this kind of dealer, ranging from 7 per cent in Rhode Island to 19 per cent in North Dakota. The cities of over 10,000 population contain 39 per cent of all automobile dealers and their sales represent 65 per cent of sales by all automobile dealers.

Apparel stores.—Twenty-four per cent of all apparel stores are in this market area and these stores constitute 4 per cent of the retail outlets in this area. Their 1929 sales of \$473,584,000 constituted 11 per cent of the sales of all clothing stores

in this country. Seventy-six per cent of the apparel stores are in cities of over 10,000 population and their sales are 89 per cent of the sales of all apparel stores. As will be noted from the table, in some States sales of clothing and apparel stores constitute a very small percentage of the total sales of this area, the range being from 2 per cent in Rhode Island to 6 per cent in Maine, the average for the entire country being 3 per cent as against 11 per cent in cities of over 10,000 population. In other words, on the State and national basis the percentage of total retail business done in this area by this kind of store is materially lower than in the larger cities. However, here again as in connection with the furniture stores it should be noted that this is not universally true of all counties nor of all cities below 10,000 population. Further, it should be kept in mind that in many places where large general stores operate, such stores usually sell considerable quantities of clothing.

Furniture stores.—This group of stores, 17,228 in number, which constitute 2 per cent of all stores in this area, had sales in 1929 amounting to \$406,839,000, or 3 per cent of all the retail business in the small city and rural area. These sales represent 19 per cent of the sales of all such dealers both rural and urban. In the cities of over 10,000 population are located 60 per cent of all furniture stores and they do 81 per cent of the furniture store business of the United States. Data by States are given in Table 10. From this table it will be noted that such stores are by no means confined to the large cities, and in fact in 28 States over 50 per cent are in the small city and rural area.

Drug stores.—This area contains 23,883 drug stores, or 42 per cent of all drug stores in the United States. Their sales of \$496,202,000 constitutes 30 per cent of the total sales of all drug stores in 1929. Data on the drug store business in this area is given by States in Table 11. Note that the drug stores do 3 per cent of the total retail business of this area, which is the same percentage as that for cities over 10,000. In 29 States 50 per cent or more of all drug stores are in the small city and rural area, and in 33 States they do more than the national average percentage of the total drug store business.

Restaurants and other eating places.—A business of \$417,033,000 was done by the 55,036 restaurants and other eating places in this area. (See Table 12.) This constitutes 3 per cent of the total retail business of the small city and rural market area, and 20 per cent of the total restaurant and eating place business of the United States.

Hardware and farm implements stores.—Table 13, presents the data on the hardware and hardware and farm implements stores in this area. It shows the total number of such establishments by geographical divisions and States together with sales. The percentage figures make possible some interesting comparisons between the number of dealers and sales in various States and between the small city and rural market area and the urban area.

This table includes data on stores reporting themselves as hardware stores, hardware and farm implements stores, and farm implements dealers, since in the small city and rural market area there is a considerable amount of overlapping between these kinds of businesses.

Farm supply stores.—Data on this group of stores showing number of establishments and total sales in this area by geographical divisions and States are given in Table 14. This classification includes several different kinds of business, all of them, however, being farm supply businesses. These are as follows: Feed stores, fertilizer dealers, harness shops, general farm supply stores, and the like.

Quite naturally, by far the greater part of this business is done in the small city and rural market area, amounting to 70 per cent of the United States total as contrasted to 30 per cent of the entire retail trade in all lines in this area. It should be specifically noted that, as mentioned on page 45, in some States a con-

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siderable amount of business in farm supplies is done by grain elevators; and the details for this business will be available later in the special report on the distribution of grain. For a discussion of variations in sales by implement dealers and farm supply stores in various counties see page 13.

Lumber and building material stores.—The data on number of stores and total sales of the lumber and building material stores in the small city and rural area are presented in Table 15 by geographical divisions and States. The Bureau of the Census classification of lumber and building material stores includes the following kinds of business: lumber and building material dealers; lumber and hardware dealers; roofing; dealers in any other single building material; electrical shops without radios; heating appliances and oil burners; plumbing shops, heating and ventilating; and paint and glass stores.

That this is a line of business which is of especial importance in the small city and rural area is indicated by the fact that 51 per cent of all such stores are found in this area, and further by the fact that in 21 of the States 60 per cent or more of such stores are in this area.

The sales of lumber and building material stores represent 7 per cent of the total retail sales in the small city and rural market area and 41 per cent of the total United States retail trade of these kinds of stores. This latter fact is quite interesting since the total retail trade of this area represents but 30 per cent of the total retail trade in the United States. In 20 States 50 per cent or more of the entire lumber and building material business is done in the small city and rural area.

General merchandise stores.—Table 16 presents by geographical divisions and States the data on number and sales of general merchandise stores in this area. The term "general merchandise stores" as here used refers to a group of kinds of business including general merchandise stores, department stores, dry-goods stores, variety stores, and 5-and-10, and to-a-dollar stores.

It should also be noted that no store was classified as a department store unless its business amounted to \$100,000 or more. The data in this table and especially the percentages regarding both number of stores and sales should be taken into consideration along with Table 7 which presents data on general stores.

SUGGESTIONS FOR ANALYTICAL STUDY IN MARKET ANALYSIS

For years attempts have been made to build up a predictive sales index for portions of this area or for the area in its entirety. Population data, number of farms, value of crops and livestock on the farms, income per farm, and so forth and so on. These and other facts were put together by numerous individuals either in their simple form or according to long and involved formulas in an attempt to estimate or calculate sales quotas, or potentials for the various counties and States in this area. At times attention was also paid by some workers to various lists of the number of retail establishments in this or that kind of business.

The essential facts, however, were missing. The essential facts—the number of stores and volume of sales by State, county, city, or town—have now become available through the first Census of Distribution.

The Census of Distribution has given a definite picture of what actually exists in the way of small city and rural trade. Naturally, many of the formulas and indices previously developed, useful as they then were, it now becomes apparent had given an erroneous or, at best, a lopsided or disproportionate view of the actual situation. However, since the Bureau of the Census has provided facts about sales it is not necessary now for market analysts to estimate them by indirect means.

These data furnish a short cut to that knowledge which previously we strove to estimate through studying the social and economic factors which we had good reason to believe underlie and determine trade. There must be a checking up and discarding of some of these old formulas. For example, one of these, and one which probably involved a great amount of careful and painstaking statistical analysis, has been found to estimate sales potentials for counties in this area which bear practically no resemblance to the actual sales facts as disclosed by the Census of Distribution.

The Census of Distribution data on sales have established as it were a benchmark or point of reckoning. Under the present law another Census of Distribution will not be taken until 1940. However, it may be possible by using the 1929 figures as a base and by taking into consideration changes in farm income, salaries and wages, income-tax returns, and other related economic factors, to calculate decreases or increases in sales for the intervening years with a fair degree of accuracy.

Population and production data are still valuable in market analysis. Distribution data alone, while of the greatest direct interest to those looking for markets for their goods, are not enough to give a complete understanding of this market. Its people and their economic and social life must be understood. Trade (distribution) in a given community or region is, of course, but one phase of its complex economic and social life. Distribution, of course, arises from the wants of the people and their purchasing power. To interpret it and put oneself in position to most helpfully and profitably participate in this trade, one needs must understand as well as possible the underlying factors which determine trade, its extent, amount, and kind.

Population data and those on agricultural conditions and farm income, and manufacturing now take on added importance from the standpoint of the market analyst. There is a great wealth of such related economic data. No firm nor individual, however, can use them all. Some of them in fact are of relatively little value, while other sorts of data are of paramount importance. Further, such data are widely scattered through numerous Federal, State, and other publications. It is in fact no small task to gather them and sort out the most worthwhile and this further requires a fairly wide and intimate knowledge of this type of publications.

Population data in relation to distribution data.—Population data, from the Census of Population, are of course of great significance in the analysis of Census of Distribution data for any market area. We have already made use of population data above in showing the scope of this market area and the number of consumers which it contains. This, the actual number of persons, is of course, the greatest and most fundamental contribution the Census of Population makes to the study of trade in this or any other area. However, the Population Census provides many other data of value in the critical determination of important details concerning factors influencing retail trade. The fact that the Population Census and the Census of Distribution were taken with reference to political units, such as incorporated places, townships, counties, and States, enables us to determine the total sales as well as per capita sales in any given area for which we have or can set up definite boundary lines.

In addition, the Population Census makes available data on population characteristics, such as racial characteristics, including not only the actual number of persons of different races but also the number of persons of foreign born parentage and the like. From the Census of Population also come such highly important market data as: Percentage of illiteracy; number of families; density of population; and occupations of the gainfully employed. The last census also included a count of the number of families having radios.

Total population and total sales.—There is a high degree of correlation between total population and total sales in any given area. This, of course, is self-evident. However, it can also be measured statistically by the well-known method of correlation, which gives a mathematical expression of the relation between any two sets of known facts. This measurement can be made either by using the rank of the various States or counties in sales or any other factor, in this case, population; or the correlation can be figured directly from the amount of the sales and from the amount of the population. If all the States or counties rank exactly the same for both sales and population, the relationship would be expressed by unity, 1.00. Also, if there were a perfect correlation between the amount of the population and the amount of sales, that is, if the sales always varied directly with the amount of the population, the correlation also would be expressed by unity, 1.00.

Using the first method, the rank correlation method, we find that for the entire United States the relationship between the rank of the States on population and on sales is 0.93; while by using the amount of population and sales to determine the mathematical degree of the relationship between the two the result is 0.97.

The same idea can also be applied to the counties in any given State which are in the small city and rural market area. Thus, in Nebraska 85 of the 93 counties contain no city of over 10,000 population. Studying the total population of each of these counties together with its total retail sales, we find that the correlation between rank on population and rank on sales is 0.92; while the correlation between the actual number of population and the amount of sales is 0.97.

Later as more detailed figures are available for incorporated places of different sizes, similar measurements may be made of the relation between their population and sales.

Per capita sales in this area.—Per capita sales figures, of course, are obtained by dividing the total retail sales of any place, county, or State by the figure representing the total population thereof. Similar per capita sales figures may be worked out for each of the several merchandise groups of stores or for individual kinds of business. Caution must, however, be exercised in the use of such figures so as to avoid reading meanings into them which they do not really contain. Especially is this true in connection with per capita sales by kinds of business, since the tendency is to think of these as meaning per capita sales, or per capita purchases, of kinds of commodities, whereas these kind of business classifications do not necessarily coincide with the commodity classifications. For example, general stores frequently sell considerable quantities of groceries and other foods.

Further, there is danger in using such figures for comparative purposes as between cities of different size classes unless the other concomitants or attendant circumstances are carefully weighed. The areas must be carefully delimited so as to coincide strictly as regards both sales and population.

For example, when it was stated in the preliminary release "United States Summary of Retail Distribution" that the per capita sales of cities over 10,000 population ranged according to size groups from \$546 to \$645 and that for the balance of the United States the per capita sales were \$239, the latter figure was interpreted by some market analysts as being the average per capita figure for all cities and towns of less than 10,000 population. This led to various erroneous comparisons both as to per capita sales and purchasing power in the small city and rural area. This small per capita figure for the entire small city and rural area is, of course, merely indicative of what everybody knows—that the inhabitants of the open country go to the small towns for their purchases, thereby adding to the per capita sales of such towns and to their importance as sales centers. Each of these towns of from 1,000 to 10,000 has a tributary territory accounting for a large part of the customers of the small town stores.

However, the population figure for the balance of the United States, that is, all the territory not within the corporate limits of cities over 10,000 population, is not the same as that for all cities and all towns of less than 10,000 population. In fact, it is much larger since it also includes the total rural farm population. Correcting for this by subtracting the farm population, we get on the basis of the preliminary figures the average per capita sales figure of \$448. However, the population figure used is still too large since many people live outside of incorporated cities or towns and yet are not classed as farm population.

The proper method to use here is to total the population of all incorporated places between 1,000 and 10,000 population and also the sales of all such places. When this is done, it is found the average sales per capita of all incorporated places between 1,000 and 10,000 population is \$589. The sales for the smaller incorporated places, that is, under 1,000, were not separately tabulated by the census.

The table below presents a summary for the United States, showing total population, total number of stores, total sales, and average per capita sales for all incorporated places from 1,000 to 9,999 population in three different size groups.

RETAIL DISTRIBUTION BY SIZE OF PLACE

SIZE OF PLACE	Number of places	Total population	Number of stores	Total sales (thousands of dollars)	Sales per capita
Total.....	5, 270	15, 435, 453	322, 757	9, 093, 387	589
1,000-2,499.....	3, 087	4, 820, 707	119, 109	2, 980, 909	618
2,500-4,999.....	1, 332	4, 717, 590	99, 258	2, 840, 999	602
5,000-9,999.....	851	5, 897, 156	104, 390	3, 271, 479	555

Much has been said in some quarters concerning the value of a city's per capita sales figure as indicating its drawing power for trade. Here again caution is necessary. But if significance does attach to this idea, it becomes interesting to note that throughout the small city and rural area there are many places of less than 10,000 population that have relatively high per capita sales. The following cases illustrate this point very nicely: City A—population, 947, per capita sales, \$993; City B—population, 1,709, per capita sales, \$1,270; City C—population, 1,720, per capita sales, \$992; City D—population, 1,371, per capita sales, \$887. Further, some such places are located well within the retail trading area claimed by some of the cities which are much over the 10,000 population mark. For example, in the retail-trade territory claimed by a midwestern city with per capita sales of \$659 there are a number of places of less than 10,000, some of these even under 2,500, which have per capita sales ranging from \$812 to \$1,010.

Undoubtedly variations in the per capita sales figures in the various cities are in large measure due to sales to nonresidents and afford some index to such outside sales, as well as to variations in total expendable income. However, the census does not provide such data as make possible the calculation of the per cent of the total retail sales of any city which is made to residents and the per cent which is made to nonresidents. In any case it must not be assumed that the sales figures for any given city or town, either total sales or sales by kind of business, represent the consumption of goods by residents in the place. Such an assumption is not warranted for two reasons. First, as already pointed out, the kind of business classification is not synonymous with the commodity classification since many kinds of commodities are handled by several kinds of stores, and second, because the total amount of sales made in any given place is composed of sales both to residents and nonresidents thereof.

The county seat as a trading center.—A study has been made of the population and retail trade of a considerable number of county-seat towns in this area in relation to the total population and total retail sales of their counties. This tends to emphasize the importance of the county-seat town as a trading center, especially when it is located, as is often the case, near the geographic center of the county. This was pointed out in the preliminary mimeographed release on trade in this area, at which time data were available on 248 county-seat towns. Since then analyses have been made for an additional 479 county-seat towns in this area.

RETAIL BUSINESS IN COUNTY-SEAT TOWNS

COUNTY-SEAT TOWNS ANALYZED	Num-ber	Per cent of total
Total.....	727	100
Doing over 50 per cent of county business.....	444	61
Containing over 50 per cent of population of their counties.....	26	
Containing from 25 to 50 per cent of population of their counties.....	183	
Containing less than 25 per cent of population of their counties.....	235	
Doing from 30 to 50 per cent of county business.....	182	25
Containing over 50 per cent of population of their counties.....	3	
Containing from 25 to 50 per cent of population of their counties.....	179	
Containing less than 25 per cent of population of their counties.....		
Doing less than 30 per cent of county business.....	101	14

It is of course at once apparent that county-seat towns doing well over 50 per cent of the total retail business of their counties are by no means confined to those having a major share of the population of their counties.

Information on economic activities and income in this area.—Information on what the people in any area do to make their living and their income therefrom is, of course, of great value in analyzing the market therein. The kinds of things people need or want and their purchasing power as represented by total expendable income naturally bear close relation to sales potentials, both as to kind of merchandise and total business.

Unfortunately, data are not available which can be used to compile total income figures by States, counties, and incorporated places. However, there are available from the Government and other sources data which, although partial, still are helpful in coming to a better understanding of this market.

Data on occupations.—The data on what people do to earn a living—that is, occupations—are more complete than the income data. The chief source of data here is again the Census of Population, which issues detailed reports on the number of persons gainfully employed and the occupations in which they are engaged. As illustrative of the sorts of data available by counties, see page 41. Many additional details are presented, including age and sex classifications and the like, all of which are of value in detailed market analysis. Figures are not available, though, for the incomes which these workers obtained from the various occupations.

Data on agriculture and on farm income.—Agriculture is the chief economic activity of most parts of this market area, not only because of the large number of persons directly engaged in farming, but also because the tone of the economic life and retail trade of the small towns and cities of this area are directly affected by the agriculture surrounding them. Thus the agricultural data gathered by various Government and State organizations (especially the agricultural experiment stations) are indispensable in analyzing this market; that is, next in importance to the actual population count.

In the forefront of sources of data here stands the Census of Agriculture, supplying us with manifold data not only on number of farms, and production and value of various kinds of crops and livestock, but also with still more valuable details as to the amounts and values of various products sold; annual expenditures for machinery and equipment; fertilizer, and feed; the number of farm homes with electric lighting, running water, telephones, etc.; and also data on improved roads and number of automobiles.

Total farm income in relation to sales.—The Census of Agriculture reports on the value of crops and livestock and livestock products sold or traded in each State and county are valuable as affording an index to farm income.

Data showing total estimated receipts from sales of crops and livestock and livestock products in 1929 were published by the United States Department of Agriculture in September, 1931. While the total amount of retail sales in any State does not vary directly in proportion to the differences in estimated farm income, the relationship is close enough to be significant in market analysis. Keeping in mind, as stated above, that perfect relationship is expressed by unity—i. e., 1.00—we find that the correlation between the rank on sales and rank on farm income is 0.80; while the correlation between the amount of total sales and the amount of farm income is 0.81.

While the relation here is far from a perfect one, it is close enough to indicate that the farm-income figures by States and counties will repay very careful study by those interested in merchandising in this area. Further confirmation of this is available in an analysis recently made of the relation between total sales and the value of farm products sold or traded, as reported by the Census of Agriculture, in the State of Nebraska for those counties containing no cities of over 10,000 population. For that State the rank correlation between value of farm products sold or traded and sales, as reported by Census of Distribution, is 0.83; while the correlation between the actual amounts is 0.80.

However, important as data on farm income are, one must go farther than that in analyzing the agriculture of the particular part of the small city and rural market in which he is interested. Data on the number of farms, kind of crops, and livestock produced, with relative income from each, seasonality of the crops and livestock movement to market, the location of the trading centers—all are important and help to throw valuable light on the merchandising situation.

Kind of goods sold is affected by kind of farming.—This may be illustrated from the actual data on trade in two counties showing a wide divergence between the two as regards the per cent of the total retail business of each done by farm-implement stores on one hand and by feed and farm supplies stores on the other. In one county the hardware and farm-implement stores did 4 per cent of the total business of the county, and the feed and farm supplies stores 11 per cent; while in the other county the hardware and farm-implement stores did 8 per cent and the feed and farm supplies stores, less than 1 per cent. Without the agricultural background, these differences would be unexplainable, but when we realize that the first county is largely a dairy county, requiring large supplies of commercial feed and with agricultural crops not requiring heavy expenditures for farm machinery, while the other is a great wheat county, raising most of the feed for the type of livestock maintained, the reason for these differences in sales by different kinds of stores is at once readily apparent. Similar situations, of course, exist in other States and other counties, and sales managers in considering sales potentials and sales quotas will need to give such agricultural differences very careful consideration.

It is impossible within the space of this report to present either a detailed list of the kinds of agricultural data available from the Bureau of the Census and the Department of Agriculture or the various State experiment stations, or to show specific illustrations of how each can be used. Suffice it to say that such data must be carefully scrutinized by all interested in this market. One of the chief complaints which has come to the writer concerning mistakes made, especially by manufacturers and wholesalers, in attempting to merchandise this market is the attempt to do things in the way of advertising or putting over sales campaigns which these firms never would have undertaken had they had an acquaintance with agricultural life and conditions. It would seem that any business man must have realized long ago that it is axiomatic that you can not successfully go after business in any region unless you understand at least the great outstanding facts concerning that region. Individual manufacturers or wholesalers, or groups of such concerns acting together, should set up some system of detailed market analysis based on the data so readily available.

Other related economic data.—Market analysis of this area should, of course, also take into consideration data on manufacturing, mining, and other industrial and business developments of regions where such activities exist.

The Census of Manufactures has already issued for each State a preliminary report on manufactures, giving by counties the total number of manufacturing establishments and certain other data, including total wages paid.

In those States and counties where manufacturing is of sufficient importance so that the wages paid by such establishments reach an appreciable amount, this can be taken into consideration by adding them to the farm-income figures. A typical illustration here is found in the State of Ohio.

By correlating the value of farm products sold and/or traded with total retail sales we secure a correlation figure of only 0.60, as contrasted with 0.80 for the more highly agricultural State of Nebraska. However, when we include salaries and wages paid by manufacturers, by retailers, and by wholesalers we find that the correlation between this combined income figure and retail sales in counties having no city of 10,000 population in the State of Ohio is 0.85.

The influence of varying climatic conditions in sales planning is so well recognized that it perhaps does not here need especial emphasis.

Data on the number of telephones and automobiles, together with information on farm-home conveniences, such as electricity, running water, and machinery and the like, are not only important as showing the regions where these commodities have been sold and where the potential market exists, if it can be developed, but are also highly important since the possession of these conveniences and labor-saving devices may rightfully be considered as an index to purchasing power.

A study of the Ohio counties which contain no city as large as 10,000 population shows that an interesting relationship does exist between total retail sales and the number of telephones and also between sales and the number of automobiles. The correlation between rank on total retail sales and rank on number of telephones is 0.88, while the correlation between actual number of telephones in each county and the actual amount of retail sales in each county is 0.86. The correlation between rank on total retail sales and rank on number of passenger automobiles is 0.95, while the correlation between actual amount of retail sales and actual number of passenger automobiles is also 0.95. (See Table 17.)

For similar data on the Nebraska counties, see page 43, and Table 26. Table 36 presents similar data for the States of New Mexico, Wisconsin, Tennessee, Louisiana, Oregon, Missouri, Kansas, and Iowa.

Income-tax returns and sales.—The number of income-tax returns per county for the year 1929 in the case of the Ohio counties in the small city and rural market area also shows a very decided correlation with their sales. Here the mathematical expression for correlation between ranks is 0.92; and the correlation between actual number of income-tax returns and actual amount of sales is 0.84. For the Nebraska counties, see page 44.

Summary of related economic data on Ohio counties.—Table 17, based on Ohio counties containing no cities of 10,000 population or over, illustrates how the data on the above-mentioned economic factors may be arranged as an aid in studying their relation to sales. It will be noted that the counties are ranked on the basis of sales. The columns following the sales-rank column show the actual data for each of the other economic factors and the rank of each county therein. This makes possible a direct comparison between rank on sales and rank on each or all of the related economic data.

OTHER CENSUS OF DISTRIBUTION DATA OF VALUE IN ANALYZING THIS MARKET

Many other details concerning this important market area available.—The preceding pages have set forth some of the more important facts concerning retail trade in this area, together with some idea as to how available related economic data can be used in interpreting them. Many additional details are available—both on distribution and on population, agriculture, manufactures, etc.

Sample data on some of the most important details on trade in this area are given in the following pages.

Stores and sales by kind of business.—The State retail series make available information as to total number of stores and total sales for each county and for each incorporated place down to 1,000 population. They also show stores and sales for each of some forty-odd kinds of business. In some cases only the number of stores can be shown as they are too few in number to permit giving sales figures without revealing individual businesses.

The special county studies in the more important agricultural States show for the selected counties a grouping of stores under some 9 or 10 merchandise groups. Each such group consists of stores in related lines. Table 36 presents representative samples of this type of data.

Size of retail stores in this area.—The counterpart of the idea that retail trade in the small city and rural area is dead has been the notion that such businesses as are left are very small, as compared with businesses in the larger cities. Here again is a more or less widely accepted idea which the actual census facts entirely disprove. True, there are many small retail businesses in the small city and rural area, just as there are many such in the large cities, and the average size is smaller than in the large cities. One naturally would not expect to find any small town businesses running into such gigantic sales figures as do some of the very large retail concerns in the great metropolitan centers.

However, careful examination of the data on size of business, as far as now available, shows that the per cent of stores in the lower ranks of size of business groups in the small city and rural market area is not very different from that for all cities, both large and small. Complete data on size of business for this area are not yet available. However, the data for a number of counties in the small city and rural market area show that approximately 27.5 per cent of the stores do an annual business of less than \$5,000 each, and their combined sales represent 2.4 per cent of the total sales of all stores; 17.1 per cent do from \$5,000 to \$10,000 each annually, representing 5.1 per cent of the total sales. The data on size of business for all retail stores in the United States, both urban and rural, show that

27.18 per cent do an annual business of less than \$5,000 each, representing 2 per cent of the total retail sales and that an additional 16.48 per cent do an annual business of between \$5,000 and \$10,000, with combined sales representing 3.69 per cent of the national total. Additional data on the number and per cent of stores in the various size of business groups for the United States, both urban and rural, are given in the following table.

SALES BY SIZE OF BUSINESS

UNITED STATES TOTALS

SIZE OF BUSINESS	STORES		SALES	
	Number	Per cent of all stores	Amount (thousands of dollars)	Per cent of total sales of all stores
Total.....	1,543,158	100.00	\$49,114,653	100.00
All stores with annual sales of—				
Less than \$5,000.....	419,378	27.18	979,349	2.00
\$5,000 to \$9,999.....	254,308	16.48	1,813,667	3.69
\$10,000 to \$19,999.....	312,865	20.28	4,440,873	9.04
\$20,000 to \$29,999.....	178,458	11.24	4,200,105	8.55
\$30,000 to \$39,999.....	176,767	11.45	6,748,325	13.74
\$40,000 to \$49,999.....	128,869	8.34	8,745,541	17.81
\$50,000 to \$99,999.....	49,497	3.21	6,730,586	13.70
\$100,000 to \$199,999.....	12,966	.84	3,121,806	6.36
\$200,000 to \$299,999.....	8,467	.55	3,192,534	6.50
\$300,000 to \$499,999.....	4,524	.29	3,080,040	6.27
\$500,000 to \$999,999.....	2,059	.14	6,061,841	12.34
\$1,000,000 and over.....				

Detailed analyses of size of business have been made for six counties in Nebraska and Ohio, and five counties in New Mexico. In the Nebraska counties the percentage of stores doing a business of less than \$5,000 annually ranges from 12 to 26 per cent, with an average for the group of 18 per cent; while in Ohio the range is from 16 to 37 per cent, with an average for the group of 29 per cent; and in New Mexico the range is from 17 to 52 per cent, with an average for the group of 37 per cent. (See Table 41.)

Size of business by kind of business.—The above data on stores in the different size of business groups raise at once the extremely interesting question as to what kinds of business are typically large business or small business in the rural area. Intensive analysis of the data shows that most kinds of business are fairly evenly distributed through the range of size of business groups as given. Exceptions to be noted are that the lumber and building material stores, automotive dealers, and hardware and farm implements dealers tend to appear more frequently in the larger business groups. On the other hand, jewelry stores and drug stores tend to fall more frequently into small size groups, although here again there are notable exceptions. Grocery stores and general stores are pretty well scattered through the entire range. (See Table 42.)

The credit business of stores in this area.—The final report on the credit functions of rural retailers will present the first data ever available on the national basis on this highly important matter. Table 4 presents data on credit sales of retailers in the State of Ohio.

It should be specifically noted that many storekeepers do not have the records of their businesses in such shape as to enable them to report separately as to what part of their business was done on a cash basis and what part on a credit basis. Hence, the data on the total amount of credit business done by the stores in any

county probably represent an understatement of the actual conditions. Nevertheless, the amounts and per cent of credit as indicated under the heading "Stores Reporting Credit Sales" is probably the truest available index of actual store credit conditions in the county.

The function of rural retailers as assemblers of agricultural commodities.—In addition to their service as retail outlets for the communities in which they are located, many small city and rural retailers play an important part in the initial movement of agricultural products into wider channels of distribution. This, of course, has been known for years, but never before this first Census of Distribution have data been available as to the volume of this assembling business. Some of the agricultural products are handled on an outright purchase-and-sale basis. In other cases the retailer acts as a buying agent for a distributor on a larger market or for a manufacturer.

For the United States as a whole this phase of the business of small city and rural retailers totaled \$450,000,000 in the year 1929. It should be specifically noted that this figure does not include the value of farm products which the retailer bought and sold over his own counter, but covers only such commodities as he passed on into wider channels of distribution.

Table 18 presents a summary of the data on this assembling business in the United States. The final report on the assembling of agricultural commodities by the retailers in this area will contain other details which will be of value in market analysis.

Retail sales by nonretail dealers.—In addition to the \$15,000,000,000 sales of retailers in this area a considerable amount of sales are made to residents of this area by retailers in cities over 10,000 population, and also by mail-order houses, and a certain amount, perhaps, by kinds of business not included in the Census of Distribution. For these three classes of retail purchases by residents in this area, data are not available.

We do have, however, data on sales at retail made by nonretail dealers such as wholesalers and assemblers of agricultural commodities, and on the amount of purchases for members made by cooperative marketing associations. The retail sales of such dealers will be covered in a series of reports on the distribution of agricultural commodities, livestock, grain, etc.

The national total for this retail business runs into considerable figures. For example, the special county study for Nebraska shows that for six selected counties such retail sales by nonretail dealers amount to \$760,398, most of them being made by grain elevators. (See Table 29.) For six selected counties in the State of Ohio the retail sales by nonretail dealers amount to \$1,283,469 and for five counties in New Mexico the retail sales by nonretailers amount to \$186,032. (See Table 38.) Tabulations on the grain elevator business in the State of Kansas indicate that the total sales at retail by Kansas elevators in 1929 amount to something over \$7,750,000.

Sound merchandising plans for this area demand careful analytical study.—Enough has already been said to show that the State series on retail trade and the special studies of trade in this area will provide a wealth of data for those whole salers and manufacturers interested in analyzing the market potentialities in this area. Business is there and will continue to be there. Goods roads and automobiles run out as well as in. Population analysis shows the drift outward from the most congested regions of the metropolitan centers. The center of manufacturing is steadily moving westward. So important is the question of decentralization of industry that various organizations are carefully studying the problem

Merchandising plans for this area, however, must be based on a real understanding of its economic and social life, and on the needs and desires of its residents. Mistakes in this market area in merchandising methods will build up the strongest kind of sales resistance. The intelligent individual or firm will study this market carefully using at least the various sources of information discussed in the preceding pages.

Relative income and purchasing power.—Attempts have been made to explain the lower total and per capita sales in the small city and rural market area on the basis of lower purchasing power in the agricultural districts. While there are no data available to make an absolute comparison of relative purchasing power it should be borne in mind that while there are certain sections of this area where purchasing power is undoubtedly low due to the low productive capacity of farms and/or of the human element—as in sections with a large negro population—on the other hand it is equally true that in many large cities there are large and densely populated areas wherein the families have a very meager income—a bare subsistence wage—or at best a wage that does not permit very heavy expenditures.

There is a considerable amount of retail business done in this area by dealers who are in essentially nonretail kinds of business, by mail-order concerns, and by cooperative purchasing associations and, further, persons in the small cities and on the farms produce a considerable percentage of their own food, for use either fresh or canned.

Nevertheless, it must be remembered that under the present distribution set-up considerable quantities of goods are purchased by the residents of this area in the larger cities. From the Census of Distribution data it is apparent that this is especially true in the case of such commodities as apparel and in some sections, furniture and other items of household equipment. The purchases made in larger cities by residents of this area are by no means confined exclusively to these two lines.

With 52 per cent of the total population living in the small city and rural market area and having probably as high an average purchasing power as residents of larger cities, but with only 30 per cent of the total retail sales made there, it is at once apparent that here is a real market. It is a region to be carefully studied—not only as to its present sales potentialities but also as to how its expendable income may be increased and built up to the point where it will maintain an even higher standard of living.

For some purposes sales managers and market analysts will need to take into consideration not only States as a whole but also the individual counties and individual cities or towns. Accordingly, as further illustrating the sorts of data available as a result of the first Census of Distribution and of the related economic data which can be used in interpreting these facts, there is presented in Chapter II a detailed discussion of trade in six selected counties in the State of Nebraska—Otoe, Clay, Dawson, Holt, Box Butte, and Scotts Bluff. Each of these counties is in a different agricultural region of the State, and none of them has any city with as much as 10,000 population.

In comparing the data on stores and sales in this special analytical study with those contained in the bulletins on retail distribution, it will be noted that there are some slight differences both in number of stores and total sales. Such differences, where they exist, are accounted for by the fact that in making this special detailed study some slight differences were made in classification by kind of stores for reasons pertinent to the study itself.

Following the tables for Nebraska there are presented additional tabulations giving data on distribution and related economic factors for similarly selected counties in the States of Ohio, New Mexico, and Wisconsin, and summary tables for Tennessee, Louisiana, Oregon, Missouri, Kansas, and Iowa.

TABLE 1.—NUMBER AND POPULATION OF INCORPORATED PLACES IN VARIOUS SIZE GROUPS

STATE AND DIVISION	OVER 10,000 POPULATION—TOTAL		LESS THAN 10,000 POPULATION			
	Number	Population	Total		5,000 to 10,000 population	
			Number	Population	Number	Population
Total.....	954	57,766,748	15,616	19,798,199	851	5,897,156
NEW ENGLAND:						
Maine.....	9	228,010	39	116,826	9	64,962
New Hampshire.....	10	230,462	8	42,617	4	24,460
Vermont.....	3	53,411	72	114,731	7	50,278
Massachusetts.....	73	3,504,681	49	326,745	39	237,939
Connecticut.....	20	994,672	21	65,477	5	33,732
Rhode Island.....	14	601,593	5	33,836	4	30,170
MIDDLE ATLANTIC:						
New York.....	69	9,917,224	526	950,634	41	277,831
New Jersey.....	55	2,590,995	274	727,425	50	351,371
Pennsylvania.....	92	5,051,848	893	1,829,785	108	734,549
EAST NORTH CENTRAL:						
Ohio.....	59	3,916,263	* 803	1,075,252	51	359,925
Indiana.....	34	1,497,997	* 489	600,953	27	172,871
Illinois.....	58	4,968,880	1,071	1,318,115	56	363,926
Michigan.....	40	2,433,678	435	662,710	32	213,702
Wisconsin.....	27	1,282,948	475	565,870	20	141,905
WEST NORTH CENTRAL:						
Minnesota.....	14	997,005	714	600,958	18	123,500
Iowa.....	21	716,469	896	727,745	14	94,173
Missouri.....	16	1,534,491	757	656,014	21	151,136
North Dakota.....	4	72,920	322	178,327	6	34,074
South Dakota.....	6	92,333	293	183,499	2	11,805
Nebraska.....	8	367,952	521	387,988	9	62,216
Kansas.....	20	541,164	560	493,007	12	81,815
SOUTH ATLANTIC:						
Delaware.....	1	106,597	151	48,343	3	20,547
Maryland.....	6	911,444	131	142,272	3	20,547
District of Columbia.....	1	486,869				
Virginia.....	* 16	650,021	199	262,268	10	68,993
West Virginia.....	10	344,080	188	290,616	12	85,750
North Carolina.....	21	592,814	477	492,951	17	113,693
South Carolina.....	9	235,002	256	286,321	12	73,555
Georgia.....	15	665,709	578	529,527	16	113,785
Florida.....	14	558,650	275	357,540	17	112,719
EAST SOUTH CENTRAL:						
Kentucky.....	13	600,603	356	413,576	16	112,451
Tennessee.....	18	703,780	225	328,594	14	99,184
Alabama.....	14	579,581	282	345,169	11	69,654
Mississippi.....	13	237,389	300	284,496	4	23,448
WEST SOUTH CENTRAL:						
Arkansas.....	19	221,133	1380	357,835	9	56,416
Louisiana.....	8	659,654	1202	307,932	11	72,564
Oklahoma.....	16	553,770	1496	566,343	22	162,353
Texas.....	136	1,799,462	1544	1,029,996	47	314,203
MOUNTAIN:						
Montana.....	6	123,688	110	127,727	6	38,245
Idaho.....	2	38,015	148	166,790	5	44,122
Wyoming.....	2	33,980	82	82,784	3	25,585
Colorado.....	8	428,088	233	213,459	10	60,916
New Mexico.....	3	48,919	53	90,690	4	25,920
Arizona.....	2	80,624	32	93,312	6	44,224
Utah.....	3	195,305	140	168,926	4	25,379
Nevada.....	1	18,529	15	25,750	1	5,165
PACIFIC:						
Washington.....	15	792,006	206	219,858	4	27,976
Oregon.....	6	384,431	198	202,665	9	61,218
California.....	47	3,571,609	231	694,279	48	342,421

1 Includes 1 place counted also in another State. 2 Includes 2 places counted also in other States.

TABLE I.—NUMBER AND POPULATION OF INCORPORATED PLACES IN VARIOUS SIZE GROUPS—Continued

STATE AND DIVISION	LESS THAN 10,000 POPULATION—continued					
	2,500 to 5,000 population		1,000 to 2,500 population		Under 1,000 population	
	Number	Population	Number	Population	Number	Population
Total.....	1,332	4,717,590	3,087	4,820,707	10,346	4,362,746
NEW ENGLAND:						
Maine.....	8	28,534	8	15,338	14	7,992
New Hampshire.....	4	18,187				
Vermont.....	4	15,077	20	32,493	41	16,943
Massachusetts.....	10	38,808				
Connecticut.....	4	16,200	7	12,964	5	2,501
Rhode Island.....	1	3,666				
MIDDLE ATLANTIC:						
New York.....	85	308,873	146	228,791	254	135,139
New Jersey.....	53	188,156	85	144,318	86	43,580
Pennsylvania.....	149	636,609	216	354,449	425	204,178
EAST NORTH CENTRAL:						
Ohio.....	164	231,183	1160	247,358	528	236,786
Indiana.....	134	128,024	197	148,488	331	154,570
Illinois.....	78	272,921	211	327,745	726	323,523
Michigan.....	42	154,695	111	171,380	250	122,939
Wisconsin.....	36	128,990	87	136,373	332	158,602
WEST NORTH CENTRAL:						
Minnesota.....	41	137,111	93	135,139	562	205,208
Iowa.....	46	168,650	123	186,409	713	278,513
Missouri.....	35	123,492	116	178,685	585	203,301
North Dakota.....	2	6,312	29	39,232	285	98,709
South Dakota.....	8	26,769	41	56,947	242	37,978
Nebraska.....	18	55,939	73	107,172	421	162,661
Kansas.....	30	106,855	85	128,625	433	175,772
SOUTH ATLANTIC:						
Delaware.....	4	16,549	111	17,744	36	14,050
Maryland.....	12	42,878	126	36,797	90	42,050
District of Columbia.....						
Virginia.....	19	66,523	42	69,099	128	57,663
West Virginia.....	17	61,674	62	98,609	107	53,583
North Carolina.....	30	103,340	91	141,572	339	134,349
South Carolina.....	19	62,223	54	88,114	171	62,129
Georgia.....	33	116,998	91	143,903	438	156,841
Florida.....	27	88,409	52	81,020	179	75,392
EAST SOUTH CENTRAL:						
Kentucky.....	24	85,972	74	117,656	242	97,497
Tennessee.....	26	93,574	49	72,008	136	63,828
Alabama.....	28	95,038	64	99,288	179	81,209
Mississippi.....	22	78,013	55	87,678	219	95,567
WEST SOUTH CENTRAL:						
Arkansas.....	31	105,329	158	89,513	282	106,577
Louisiana.....	29	101,314	153	78,415	109	56,639
Oklahoma.....	30	105,658	199	180,698	345	137,734
Texas.....	76	276,678	1190	301,965	231	138,145
MOUNTAIN:						
Montana.....	6	19,103	24	36,270	74	34,109
Idaho.....	14	47,370	22	33,521	107	41,777
Wyoming.....	3	10,532	17	27,916	59	18,751
Colorado.....	9	30,878	42	60,826	172	60,839
New Mexico.....	9	31,977	11	17,458	29	16,335
Arizona.....	6	25,008	9	14,911	11	9,169
Utah.....	14	45,580	34	63,058	88	44,900
Nevada.....	3	10,770	5	7,611	6	2,204
PACIFIC:						
Washington.....	19	64,557	42	63,013	141	64,312
Oregon.....	13	44,097	29	46,354	147	50,996
California.....	58	197,574	77	123,864	43	30,420

Includes 1 place counted also in another State.

TABLE 2.—NUMBER AND POPULATION OF COUNTIES IN THE UNITED STATES

STATE AND DIVISION	TOTAL		COUNTIES			
	Number	Population	Containing no incorporated places of 10,000 population or over		Containing incorporated places of 10,000 population and over	
			Number	Population	Number	Population
Total.....	3, 072	122, 775, 046	2, 457	41, 212, 198	615	78, 746, 189
NEW ENGLAND:						
Maine.....	16	797, 423	11	355, 560	5	441, 863
New Hampshire.....	10	465, 293	2	57, 093	8	408, 200
Vermont.....	14	359, 611	11	221, 954	3	137, 657
Massachusetts.....	14	4, 249, 614	3	40, 936	11	4, 208, 678
Rhode Island.....	5	687, 497			5	687, 497
Connecticut.....	8	1, 606, 903	1	23, 659	7	1, 578, 244
MIDDLE ATLANTIC:						
New York.....	62	12, 588, 066	22	807, 843	40	11, 780, 223
New Jersey.....	21	4, 041, 334	7	297, 881	14	3, 743, 453
Pennsylvania.....	67	9, 631, 350	30	978, 769	37	8, 652, 581
EAST NORTH CENTRAL:						
Ohio.....	88	6, 646, 697	49	1, 186, 599	39	5, 460, 098
Indiana.....	92	3, 238, 503	65	1, 147, 187	27	2, 091, 316
Illinois.....	102	7, 630, 654	69	1, 354, 932	33	6, 275, 722
Michigan.....	83	4, 842, 325	56	914, 681	27	3, 927, 644
Wisconsin.....	71	2, 939, 006	50	1, 031, 453	21	1, 907, 553
WEST NORTH CENTRAL:						
Minnesota.....	87	2, 568, 953	73	1, 216, 549	14	1, 347, 404
Iowa.....	99	2, 470, 939	79	2, 380, 789	20	1, 090, 150
Missouri ¹	114	3, 629, 367	101	1, 629, 041	13	1, 178, 366
North Dakota.....	53	680, 845	40	546, 788	4	134, 057
South Dakota.....	69	692, 849	63	533, 245	6	159, 604
Nebraska.....	93	1, 877, 963	85	884, 086	8	493, 877
Kansas.....	105	1, 880, 999	86	1, 008, 542	19	877, 457
SOUTH ATLANTIC:						
Delaware.....	3	238, 380	2	77, 348	1	161, 032
Maryland ¹	23	1, 631, 526	18	540, 836	5	285, 816
District of Columbia.....		486, 869				
Virginia ²	100	2, 421, 851	100	1, 718, 895		
West Virginia.....	55	1, 729, 205	44	996, 459	11	732, 746
North Carolina.....	100	3, 170, 276	79	1, 839, 807	21	1, 330, 469
South Carolina.....	46	1, 738, 765	37	1, 039, 342	9	699, 423
Georgia.....	161	2, 908, 506	146	1, 941, 223	15	967, 283
Florida.....	67	1, 468, 211	53	675, 049	14	893, 162
EAST SOUTH CENTRAL:						
Kentucky.....	120	2, 614, 589	108	1, 735, 807	12	878, 782
Tennessee.....	95	2, 616, 556	88	1, 623, 870	7	992, 686
Alabama.....	67	2, 646, 248	54	1, 498, 160	13	1, 148, 088
Mississippi.....	82	2, 009, 821	70	1, 480, 525	12	529, 296
WEST SOUTH CENTRAL:						
Arkansas.....	75	1, 854, 482	67	1, 861, 729	8	492, 753
Louisiana.....	64	2, 101, 593	56	1, 219, 467	8	882, 126
Oklahoma.....	77	2, 396, 040	62	1, 323, 266	15	1, 072, 774
Texas.....	254	5, 824, 715	221	3, 130, 473	33	2, 694, 242
MOUNTAIN:						
Montana.....	56	537, 606	50	352, 407	6	185, 199
Idaho.....	44	445, 032	42	375, 841	2	69, 191
Wyoming.....	23	225, 565	21	174, 448	2	51, 117
Colorado.....	63	1, 035, 791	55	439, 716	8	596, 075
New Mexico.....	31	423, 317	28	333, 771	3	84, 546
Arizona.....	14	435, 573	12	228, 927	2	206, 646
Utah.....	29	507, 847	26	212, 552	3	295, 295
Nevada.....	17	91, 058	16	63, 900	1	27, 158
PACIFIC:						
Washington.....	39	1, 563, 396	25	295, 314	14	1, 268, 082
Oregon.....	36	953, 786	30	414, 062	6	539, 724
California.....	58	5, 677, 251	35	568, 062	23	5, 109, 159

¹ This State contains 1 independent city.

² This State contains 24 independent cities.

CENSUS OF DISTRIBUTION

TABLE 3.—STORES AND SALES IN THE SMALL CITY AND RURAL AREA

STATE	POPULATION IN SMALL CITY AND RURAL AREA		STORES IN SMALL CITY AND RURAL AREA			
	Number	Per cent of total population	Number	Per cent of all stores	Sales (thousands of dollars)	Per cent of total sales
UNITED STATES, Total.....	65,008,298	53	694,536	45	14,813,783	30
NEW ENGLAND.....	2,553,512	31	32,645	30	748,050	20
Maine.....	569,413	71	7,600	08	164,138	53
New Hampshire.....	234,831	50	3,255	50	67,253	36
Vermont.....	306,200	85	4,391	18	110,886	78
Massachusetts.....	744,933	18	9,651	12	210,955	10
Rhode Island.....	85,904	12	1,107	12	20,286	6
Connecticut.....	612,231	33	6,741	30	175,132	23
MIDDLE ATLANTIC.....	8,700,683	33	108,830	30	2,340,065	18
New York.....	2,670,842	21	38,139	20	923,551	13
New Jersey.....	1,450,339	36	18,843	31	440,625	24
Pennsylvania.....	4,579,602	48	51,848	38	984,880	26
EAST NORTH CENTRAL.....	10,697,419	42	123,140	39	2,680,500	24
Ohio.....	2,730,434	41	31,063	37	640,871	22
Indiana.....	1,740,506	54	20,016	48	387,850	32
Illinois.....	2,661,774	35	31,233	32	684,388	18
Michigan.....	1,908,047	39	20,765	57	497,547	22
Wisconsin.....	1,656,058	50	20,123	51	460,904	38
WEST NORTH CENTRAL.....	8,924,581	67	106,775	63	2,405,286	47
Minnesota.....	1,566,948	61	18,009	59	428,210	41
Iowa.....	1,764,470	71	21,972	67	526,010	54
Missouri.....	2,044,876	56	23,202	49	442,221	31
North Dakota.....	607,925	80	6,966	88	175,120	75
South Dakota.....	600,516	87	7,301	83	179,446	70
Nebraska.....	1,010,011	73	12,468	71	331,228	59
Kansas.....	1,339,835	71	16,857	60	413,053	55
SOUTH ATLANTIC.....	11,242,403	71	100,206	61	1,672,727	43
Delaware.....	131,783	55	1,698	46	34,266	38
Maryland.....	720,082	44	7,041	33	145,433	23
Virginia.....	1,771,830	73	16,408	63	254,573	42
West Virginia.....	1,385,125	80	12,218	71	241,460	54
North Carolina.....	2,577,462	81	20,608	71	347,827	53
South Carolina.....	1,503,763	86	11,390	78	175,309	58
Georgia.....	2,242,797	77	19,027	66	277,006	44
Florida.....	909,561	62	11,816	53	106,253	39
EAST SOUTH CENTRAL.....	7,765,861	79	60,011	68	1,064,777	49
Kentucky.....	2,013,986	77	18,639	69	287,142	49
Tennessee.....	1,912,776	73	14,091	63	250,988	39
Alabama.....	2,066,667	78	14,244	66	245,531	47
Mississippi.....	1,772,432	88	13,337	77	281,116	68
WEST SOUTH CENTRAL.....	8,942,811	73	86,074	64	1,862,602	50
Arkansas.....	1,633,349	88	14,266	80	280,008	68
Louisiana.....	1,441,939	69	12,360	53	202,537	42
Oklahoma.....	1,842,270	77	19,180	70	422,598	53
Texas.....	4,025,263	69	41,108	62	957,404	47
MOUNTAIN.....	2,734,641	74	29,739	67	833,665	54
Montana.....	413,918	77	4,944	71	139,985	57
Idaho.....	407,017	91	4,341	88	138,367	82
Wyoming.....	191,585	85	2,388	80	75,555	73
Colorado.....	607,703	59	7,130	51	175,505	38
New Mexico.....	374,398	85	3,457	82	83,580	70
Arizona.....	354,949	81	3,500	71	115,894	58
Utah.....	312,542	62	2,923	56	73,174	37
Nevada.....	72,529	80	952	73	31,005	63
PACIFIC.....	3,446,387	42	45,316	37	1,106,442	25
Washington.....	771,390	49	9,418	43	213,457	28
Oregon.....	569,355	60	7,824	54	179,908	39
California.....	2,105,642	37	28,074	33	713,077	22

TABLE 4.—CREDIT SALES AS REPORTED BY RETAILERS IN THE STATE OF OHIO

SIZE OF CITIES	Number of cities	NUMBER OF ESTABLISHMENTS			SALES, all stores, total sales (thousands of dollars)	TOTAL SALES AND CREDIT SALES OF STORES REPORTING CREDIT BUSINESS			
		All stores, total number	Reporting credit sales			Total sales		Credit sales	
			Total number	Per cent of all stores		Amount (thousands of dollars)	Per cent of sales of all stores	Amount (thousands of dollars)	Per cent of total sales
Unclassified ¹		15,105	8,996	60	217,525	160,137	74	99,352	62
1,000-2,499.....	² 160	5,484	3,114	57	121,098	82,338	69	34,084	41
2,500-4,999.....	² 64	4,144	2,314	56	120,397	77,110	64	35,769	46
5,000-9,999.....	51	6,270	3,584	57	181,870	119,786	66	54,506	46
Subtotal.....	275	31,003	18,008	58	640,890	439,371	69	223,711	51
10,000-29,999.....	36	8,837	4,455	50	304,069	180,884	59	94,006	52
30,000-49,999.....	11	5,939	1,883	32	224,738	130,681	58	74,753	57
50,000-99,999.....	4	2,532	1,048	41	99,196	49,813	50	28,529	57
100,000-249,999.....	3	5,483	2,555	47	279,373	166,593	60	96,237	58
250,000-499,999.....	4	17,453	6,519	37	782,505	462,127	59	264,935	57
500,000 and over.....	1	12,470	3,641	29	534,060	285,764	54	168,107	59
Subtotal.....	59	52,714	20,101	38	2,223,941	1,275,862	57	726,569	57
Total.....	334	83,717	38,109	46	2,864,831	1,715,233	60	950,280	55

¹ Includes incorporated places of less than 1,000 population, unincorporated places, villages, hamlets, and country crossroads stores.

² Includes 1 place counted also in another State.

STATE OF OHIO
 DEPARTMENT OF COMMERCE
 BUREAU OF STATISTICS
 CENSUS LIBRARY

TABLE 5.—SUMMARY OF RETAIL DISTRIBUTION

[Through groceries and meat stores, general stores, automobile dealers, apparel stores, furniture stores, drug stores, restaurants, hardware and farm implements stores, feed and farm supplies stores, lumber and building materials group, and general merchandise group]

KIND OF BUSINESS	Number of stores	Per cent of all stores in this area	Per cent of all stores in United States	Per cent of all similar stores in United States	Sales (thousands of dollars)	Per cent of total sales in this area	Per cent of total sales in United States	Per cent of total sales by similar stores in United States
ALL STORES:								
Cities of over 10,000.....	848, 622	-----	55	-----	34, 300, 864	-----	70	-----
Small city and rural area.....	694, 536	-----	45	-----	14, 813, 783	-----	30	-----
Groceries and meat stores:								
Cities of over 10,000.....	218, 592	26	14	61	6, 051, 441	18	12	69
Small city and rural area.....	137, 696	20	9	39	2, 630, 420	18	6	31
General stores:¹								
Cities of over 10,000.....								
Small city and rural area.....	101, 677	15	7	-----	2, 510, 008	17	5	-----
Automobile dealers:								
Cities of over 10,000.....	17, 499	2	1	39	4, 195, 587	12	8	65
Small city and rural area.....	27, 799	4	2	61	2, 210, 836	15	5	35
Apparel stores:								
Cities of over 10,000.....	86, 892	10	6	76	3, 769, 310	11	8	89
Small city and rural area.....	27, 404	4	2	24	473, 584	3	(²)	11
Furniture stores:								
Cities of over 10,000.....	25, 560	3	2	60	1, 786, 107	5	4	81
Small city and rural area.....	17, 228	2	1	40	406, 839	3	(²)	19
Drug stores:								
Cities of over 10,000.....	32, 913	4	2	53	1, 194, 198	3	2	70
Small city and rural area.....	23, 883	3	2	42	496, 202	3	1	30
Restaurants and other eating places:								
Cities of over 10,000.....	79, 257	9	5	59	1, 717, 859	5	3	80
Small city and rural area.....	55, 036	8	4	41	417, 033	3	(²)	20
Hardware and farm implement stores:								
Cities of over 10,000.....	14, 714	2	(²)	39	531, 286	2	1	43
Small city and rural area.....	22, 857	3	1	61	696, 309	5	1	57
Feed and farm supplies stores:								
Cities of over 10,000.....	5, 853	(²)	(²)	22	334, 123	(²)	(²)	30
Small city and rural area.....	21, 274	3	1	78	785, 448	5	2	70
Lumber and building materials group:								
Cities of over 10,000.....	25, 775	3	2	49	1, 506, 431	4	3	59
Small city and rural area.....	27, 039	4	2	51	1, 044, 600	7	2	41
General merchandise group:								
Cities of over 10,000.....	29, 449	3	2	54	5, 516, 230	16	11	85
Small city and rural area.....	25, 187	4	2	46	927, 870	6	2	15

¹ This classification used almost exclusively in places of less than 10,000 population.

² Less than 1 per cent.

TABLE 6.—GROCERIES AND MEAT STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF GROCERIES AND MEAT STORES IN THE SMALL CITY AND RURAL AREA			SALES OF GROCERIES AND MEAT STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all groceries and meat stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all groceries and meat stores (rural and urban)
UNITED STATES, total.....	52	137,696	20	39	2,630,420	18	31
NEW ENGLAND.....	30	7,466	23	25	195,001	26	24
Maine.....	71	1,575	21	62	34,625	21	66
New Hampshire.....	50	693	19	41	16,242	24	37
Vermont.....	85	765	17	79	19,879	18	75
Massachusetts.....	18	2,379	25	15	64,896	31	15
Rhode Island.....	12	306	28	10	6,904	34	10
Connecticut.....	33	1,808	27	27	52,455	30	31
MIDDLE ATLANTIC.....	31	24,910	23	26	554,913	24	24
New York.....	21	7,497	20	17	198,436	21	17
New Jersey.....	31	5,056	27	30	125,769	29	31
Pennsylvania.....	45	12,357	24	35	230,708	23	32
EAST NORTH CENTRAL.....	42	21,868	18	31	518,618	19	25
Ohio.....	41	6,045	19	31	136,940	21	25
Indiana.....	54	3,662	18	39	71,651	18	30
Illinois.....	35	5,753	18	27	144,391	21	23
Michigan.....	39	3,712	18	28	98,545	20	23
Wisconsin.....	56	2,696	13	37	67,091	14	31
WEST NORTH CENTRAL.....	67	13,268	12	46	320,293	13	40
Minnesota.....	61	2,262	13	39	54,826	13	34
Iowa.....	71	2,529	12	51	68,269	13	46
Missouri.....	56	3,579	15	39	67,816	15	30
North Dakota.....	89	738	11	76	18,869	11	69
South Dakota.....	87	699	10	68	17,238	10	59
Nebraska.....	73	1,387	11	55	37,935	11	48
Kansas.....	71	2,074	12	51	55,340	13	47
SOUTH ATLANTIC.....	71	25,813	26	59	285,801	17	41
Delaware.....	55	393	23	42	7,153	21	34
Maryland.....	44	1,835	26	32	32,843	23	23
Virginia.....	73	3,442	21	54	38,126	16	38
West Virginia.....	80	2,176	18	62	32,511	13	46
North Carolina.....	81	5,216	25	68	53,648	15	43
South Carolina.....	86	3,926	34	78	32,123	18	58
Georgia.....	77	6,092	32	66	46,373	17	42
Florida.....	62	2,733	23	51	42,514	22	41
EAST SOUTH CENTRAL.....	79	13,626	22	62	136,757	13	40
Kentucky.....	77	3,661	20	61	41,224	14	39
Tennessee.....	73	2,980	20	52	33,886	14	32
Alabama.....	78	3,545	25	62	30,267	12	58
Mississippi.....	88	3,440	26	74	31,380	11	57
WEST SOUTH CENTRAL.....	73	17,544	20	58	262,944	14	47
Arkansas.....	88	2,883	20	74	29,111	10	57
Louisiana.....	69	3,608	29	52	23,903	12	34
Oklahoma.....	77	3,195	17	63	66,720	16	54
Texas.....	69	7,858	19	54	143,210	15	45
MOUNTAIN.....	74	4,969	17	60	133,993	16	53
Montana.....	77	694	14	59	19,521	14	49
Idaho.....	91	635	15	84	22,034	16	83
Wyoming.....	85	320	13	74	11,350	15	71
Colorado.....	59	1,186	17	44	32,113	18	40
New Mexico.....	88	783	23	82	10,888	13	64
Arizona.....	81	824	23	72	21,707	19	64
Utah.....	62	384	13	41	10,724	15	37
Nevada.....	80	143	15	73	5,656	18	66
PACIFIC.....	41	8,232	18	34	222,100	20	29
Washington.....	49	1,565	17	34	40,329	19	30
Oregon.....	60	1,298	17	45	35,198	20	42
California.....	36	5,369	19	30	146,573	21	27

TABLE 7.—GENERAL STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF GENERAL STORES IN THE SMALL CITY AND RURAL AREA			SALES OF GENERAL STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all general stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all stores (rural and urban)
UNITED STATES, total.....	52	101,577	15	7	2,510,008	17	5
NEW ENGLAND.....	30	2,306	7	2	66,261	9	2
Maine.....	71	829	11	7	20,856	13	7
New Hampshire.....	50	339	10	5	9,853	15	5
Vermont.....	85	590	13	11	15,597	14	10
Massachusetts.....	18	351	4	(1)	11,127	5	(1)
Rhode Island.....	12	55	5	(1)	1,456	7	(1)
Connecticut.....	33	232	3	1	7,372	4	(1)
MIDDLE ATLANTIC.....	31	9,178	8	2	225,297	10	2
New York.....	21	2,894	8	2	70,743	8	1
New Jersey.....	31	497	3	(1)	12,808	3	(1)
Pennsylvania.....	45	5,787	11	4	141,746	14	4
EAST NORTH CENTRAL.....	42	12,316	10	4	303,850	11	3
Ohio.....	41	2,966	10	4	59,712	9	2
Indiana.....	54	2,302	12	6	44,660	12	4
Illinois.....	35	2,853	9	3	70,166	10	2
Michigan.....	39	1,951	9	3	54,189	11	2
Wisconsin.....	56	2,244	11	6	75,123	10	6
WEST NORTH CENTRAL.....	67	14,067	13	8	420,220	17	8
Minnesota.....	61	2,402	13	8	80,091	10	8
Iowa.....	71	2,335	11	7	75,002	14	8
Missouri.....	56	4,024	17	9	82,041	10	8
North Dakota.....	89	1,132	16	14	38,130	22	16
South Dakota.....	87	1,027	14	12	37,150	21	15
Nebraska.....	73	1,308	11	8	51,500	16	9
Kansas.....	71	1,740	10	7	55,031	13	7
SOUTH ATLANTIC.....	71	22,831	23	14	445,189	27	12
Delaware.....	55	108	12	7	2,970	9	3
Maryland.....	44	1,414	20	7	20,200	18	7
Virginia.....	73	5,572	34	21	74,995	29	12
West Virginia.....	80	3,658	30	21	94,318	39	21
North Carolina.....	81	4,700	23	17	99,100	28	15
South Carolina.....	86	2,140	19	14	50,020	29	17
Georgia.....	77	3,772	20	13	71,459	26	11
Florida.....	62	1,287	11	6	20,040	13	5
EAST SOUTH CENTRAL.....	79	19,929	33	22	378,473	36	17
Kentucky.....	77	6,587	35	24	88,020	31	15
Tennessee.....	73	5,030	34	22	68,787	27	11
Alabama.....	78	4,420	31	21	104,512	43	20
Mississippi.....	88	3,883	29	23	116,254	41	28
WEST SOUTH CENTRAL.....	73	14,104	16	10	417,346	22	11
.....	88	3,795	27	21	99,444	36	24
.....	69	3,090	25	13	77,434	38	16
.....	77	2,073	11	8	58,290	14	7
.....	69	5,236	13	8	182,178	10	9
.....	74	3,760	13	8	139,884	17	9
.....	77	660	13	9	25,061	18	11
.....	91	430	10	9	15,069	11	9
.....	85	294	12	10	15,498	21	15
.....	59	742	10	5	22,021	13	5
.....	88	694	20	17	22,352	27	19
.....	81	370	11	7	15,894	14	8
.....	62	427	15	8	14,627	20	7
.....	80	134	14	10	7,262	23	14
.....	41	2,906	6	2	113,479	10	3
.....	49	873	9	4	33,477	16	4
.....	60	648	8	4	21,285	12	5
.....	36	1,385	5	2	58,767	8	2

TABLE 8.—AUTOMOBILE DEALERS IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Percent of population in small city and rural area	NUMBER OF AUTOMOBILE DEALERS IN THE SMALL CITY AND RURAL AREA			SALES OF AUTOMOBILE DEALERS IN THE SMALL CITY AND RURAL AREA		
		Total	Percent of all stores in this area	Percent of all automobile dealers (rural and urban)	Sales (thousands of dollars)	Percent of total retail sales in this area	Percent of sales of all automobile dealers (rural and urban)
UNITED STATES, total.....	52	27,799	4	61	2,210,836	15	35
NEW ENGLAND.....	30	1,256	4	41	102,153	14	21
Maine.....	71	334	4	71	24,135	15	50
New Hampshire.....	50	135	4	50	8,984	13	31
Vermont.....	85	179	4	81	18,875	17	71
Massachusetts.....	18	334	3	26	26,095	13	11
Rhode Island.....	12	26	2	13	1,501	7	4
Connecticut.....	33	248	4	41	21,963	13	22
MIDDLE ATLANTIC.....	31	3,950	4	50	315,809	13	25
New York.....	21	1,584	4	48	134,807	15	21
New Jersey.....	31	537	3	43	51,270	12	24
Pennsylvania.....	45	1,829	4	56	129,732	13	31
EAST NORTH CENTRAL.....	42	6,338	5	58	426,651	16	28
Ohio.....	41	1,457	5	54	98,664	15	25
Indiana.....	54	876	4	60	61,558	16	34
Illinois.....	35	1,537	5	55	102,432	15	25
Michigan.....	39	1,146	6	56	89,650	18	26
Wisconsin.....	56	1,322	7	70	74,347	16	43
WEST NORTH CENTRAL.....	67	6,380	6	79	419,320	17	54
Minnesota.....	61	1,186	7	79	70,835	17	51
Iowa.....	71	1,364	6	79	85,242	16	58
Missouri.....	56	862	4	65	61,966	14	35
North Dakota.....	89	513	7	90	33,372	19	74
South Dakota.....	87	567	8	88	31,137	17	69
Nebraska.....	73	901	7	85	60,764	18	66
Kansas.....	71	987	6	76	76,004	18	58
SOUTH ATLANTIC.....	71	2,565	3	66	217,626	13	44
Delaware.....	55	60	4	68	4,022	12	30
Maryland.....	44	277	4	60	21,391	15	32
Virginia.....	73	475	3	70	37,339	15	47
West Virginia.....	80	360	3	70	25,282	10	45
North Carolina.....	81	477	2	63	43,233	12	50
South Carolina.....	86	239	2	69	22,334	13	53
Georgia.....	77	419	2	71	39,111	14	46
Florida.....	62	258	2	53	24,864	13	37
EAST SOUTH CENTRAL.....	79	1,476	2	71	137,749	13	46
Kentucky.....	77	481	3	71	35,631	12	47
Tennessee.....	73	371	3	71	34,536	14	39
Alabama.....	78	275	2	65	27,373	11	39
Mississippi.....	85	349	3	75	40,209	14	62
WEST SOUTH CENTRAL.....	73	2,674	3	71	292,868	16	49
Arkansas.....	85	316	2	77	36,412	13	61
Louisiana.....	69	244	2	67	27,078	13	43
Oklahoma.....	77	682	4	71	72,085	17	51
Texas.....	69	1,432	3	70	157,293	16	47
MOUNTAIN.....	74	1,499	5	75	133,747	17	53
Montana.....	77	311	6	79	24,057	17	56
Idaho.....	91	251	6	90	24,424	18	81
Wyoming.....	85	153	6	84	13,262	18	68
Colorado.....	59	349	5	64	31,136	15	64
New Mexico.....	88	123	4	79	12,458	15	51
Arizona.....	81	152	4	78	17,400	15	34
Utah.....	62	99	3	62	10,935	15	34
Nevada.....	80	61	6	80	5,045	16	53
PACIFIC.....	41	1,661	4	47	159,913	14	24
Washington.....	49	380	4	54	28,339	13	25
Oregon.....	60	292	4	66	28,227	16	41
California.....	36	989	4	41	103,347	14	21

TABLE 9.—APPAREL STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF APPAREL STORES IN THE SMALL CITY AND RURAL AREA			SALES OF APPAREL STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all apparel stores (rural and urban)	Sales (thousands of dollars)	Per cent of total sales in this area	Per cent of sales of all apparel stores (rural and urban)
UNITED STATES, total.....	52	27,404	4	24	473,584	3	11
NEW ENGLAND.....	30	1,854	6	18	31,287	4	9
Maine.....	71	635	7	54	9,673	6	36
New Hampshire.....	50	217	7	37	3,464	5	28
Vermont.....	85	241	5	70	5,008	5	56
Massachusetts.....	18	606	5	7	7,240	3	2
Rhode Island.....	12	20	3	4	429	2	1
Connecticut.....	33	326	5	15	5,473	3	7
MIDDLE ATLANTIC.....	31	5,253	5	14	85,382	4	6
New York.....	21	1,984	5	9	33,017	4	4
New Jersey.....	31	837	4	16	11,557	3	8
Pennsylvania.....	45	2,432	5	22	40,808	4	11
EAST NORTH CENTRAL.....	42	5,990	5	23	98,106	4	10
Ohio.....	41	1,494	5	23	25,200	4	10
Indiana.....	54	843	4	32	13,776	4	15
Illinois.....	35	1,573	5	17	20,385	4	8
Michigan.....	39	1,060	5	23	17,541	4	9
Wisconsin.....	56	1,020	5	34	15,234	3	16
WEST NORTH CENTRAL.....	67	4,910	5	40	82,566	3	23
Minnesota.....	61	890	5	41	15,112	4	19
Iowa.....	71	1,222	6	55	22,312	4	34
Missouri.....	56	900	4	30	13,084	3	12
North Dakota.....	89	238	3	62	3,901	2	43
South Dakota.....	87	323	4	65	4,010	3	41
Nebraska.....	73	616	5	58	10,906	3	32
Kansas.....	71	712	4	50	12,041	3	31
SOUTH ATLANTIC.....	71	2,021	3	31	49,807	3	18
Delaware.....	55	76	4	34	1,380	4	16
Maryland.....	44	203	3	14	2,987	2	7
Virginia.....	73	376	2	28	7,903	3	17
West Virginia.....	80	470	4	45	10,556	4	30
North Carolina.....	81	501	2	40	10,048	3	26
South Carolina.....	86	207	2	38	3,509	2	22
Georgia.....	77	359	2	32	5,553	2	13
Florida.....	62	429	4	31	7,931	4	21
EAST SOUTH CENTRAL.....	79	1,304	2	37	24,257	2	18
Kentucky.....	77	494	3	40	8,003	3	21
Tennessee.....	73	365	2	37	7,591	3	17
Alabama.....	78	218	2	28	3,084	2	12
Mississippi.....	88	227	2	44	4,079	1	27
WEST SOUTH CENTRAL.....	73	2,370	3	43	43,971	2	21
Arkansas.....	88	350	2	60	6,278	2	34
Louisiana.....	69	289	2	30	4,903	2	13
Oklahoma.....	77	540	3	48	11,556	3	25
Texas.....	69	1,101	3	42	21,234	2	19
MOUNTAIN.....	74	1,296	4	51	26,681	3	32
Montana.....	77	229	5	53	4,247	3	32
Idaho.....	91	215	5	82	4,832	3	72
Wyoming.....	85	141	6	66	2,936	4	55
Colorado.....	59	282	4	34	5,032	3	17
New Mexico.....	88	104	3	67	2,250	3	53
Arizona.....	81	133	4	59	3,666	3	47
Utah.....	62	142	5	41	2,794	4	20
Nevada.....	80	50	5	52	924	3	33
PACIFIC.....	41	1,806	4	20	31,377	3	9
Washington.....	49	333	4	23	4,881	2	10
Oregon.....	60	296	4	36	5,047	3	18
California.....	36	1,177	4	18	21,449	3	8

TABLE 10.—FURNITURE AND HOUSEHOLD STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF FURNITURE AND HOUSEHOLD STORES IN THE SMALL CITY AND RURAL AREA			SALES OF FURNITURE AND HOUSEHOLD STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all furniture and household stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all furniture and household stores (rural and urban)
UNITED STATES, total.....	52	17,228	2	40	409,839	3	19
NEW ENGLAND.....	30	815	2	27	19,225	3	12
Maine.....	71	191	3	61	4,429	3	37
New Hampshire.....	50	90	3	43	1,579	2	25
Vermont.....	85	126	3	75	3,222	3	66
Massachusetts.....	18	225	2	15	4,549	2	5
Rhode Island.....	12	9	(1)	4	239	1	2
Connecticut.....	33	174	3	27	5,187	3	13
MIDDLE ATLANTIC.....	31	2,183	2	21	54,374	2	9
New York.....	21	857	2	15	21,332	2	6
New Jersey.....	31	285	2	21	6,815	2	8
Pennsylvania.....	45	1,041	2	30	26,227	3	14
EAST NORTH CENTRAL.....	42	3,231	3	38	71,659	3	14
Ohio.....	41	714	2	32	14,907	3	12
Indiana.....	54	547	3	46	11,386	3	21
Illinois.....	35	918	3	34	18,695	3	12
Michigan.....	39	513	2	36	12,329	2	14
Wisconsin.....	56	534	3	49	12,342	3	25
WEST NORTH CENTRAL.....	67	3,332	3	65	68,701	3	35
Minnesota.....	61	501	3	58	11,557	3	32
Iowa.....	71	788	4	73	15,924	3	46
Missouri.....	56	639	3	51	10,685	2	17
North Dakota.....	89	177	3	83	4,036	2	86
South Dakota.....	87	221	3	82	3,928	2	58
Nebraska.....	73	459	4	75	11,010	3	53
Kansas.....	71	547	3	65	11,561	3	43
SOUTH ATLANTIC.....	71	2,001	2	49	49,374	3	29
Delaware.....	55	29	2	33	744	2	15
Maryland.....	44	109	2	24	2,367	2	8
Virginia.....	73	297	2	45	6,818	3	25
West Virginia.....	80	260	2	61	7,749	3	37
North Carolina.....	81	408	2	56	11,263	3	40
South Carolina.....	86	226	2	58	6,040	3	43
Georgia.....	77	346	2	51	7,882	3	27
Florida.....	62	326	3	47	6,511	3	31
EAST SOUTH CENTRAL.....	79	1,267	2	55	32,705	3	35
Kentucky.....	77	370	2	59	8,189	3	35
Tennessee.....	73	309	2	50	8,684	3	27
Alabama.....	78	357	3	54	8,481	4	34
Mississippi.....	88	231	2	59	7,351	3	52
WEST SOUTH CENTRAL.....	73	2,458	3	62	61,319	3	38
Arkansas.....	88	357	3	73	9,716	3	60
Louisiana.....	69	160	1	43	4,722	2	24
Oklahoma.....	77	674	4	68	16,330	4	47
Texas.....	69	1,267	3	61	30,551	3	33
MOUNTAIN.....	74	843	3	64	22,727	3	37
Montana.....	77	126	3	66	2,543	2	34
Idaho.....	91	164	4	85	5,150	4	76
Wyoming.....	85	62	3	68	1,893	3	56
Colorado.....	59	200	3	51	4,279	2	23
New Mexico.....	88	85	2	73	2,232	3	59
Arizona.....	81	102	3	65	3,173	3	40
Utah.....	62	80	3	55	2,759	4	23
Nevada.....	80	24	3	65	698	2	58
PACIFIC.....	41	1,098	2	29	26,755	2	13
Washington.....	49	284	3	41	5,905	3	19
Oregon.....	60	213	3	52	5,387	3	30
California.....	36	596	2	23	15,463	2	10

¹ Less than 1 per cent.

TABLE 11.—DRUG STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF DRUG STORES IN THE SMALL CITY AND RURAL AREA			SALES OF DRUG STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all drug stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all drug stores (rural and urban)
UNITED STATES, total.....	52	23,883	3	42	490,202	3	30
NEW ENGLAND.....	30	974	3	25	24,807	3	21
Maine.....	71	240	3	63	5,400	3	53
New Hampshire.....	50	110	3	48	3,002	4	44
Vermont.....	85	123	3	83	3,184	3	76
Massachusetts.....	18	254	3	13	6,884	3	11
Rhode Island.....	12	22	2	5	427	2	4
Connecticut.....	33	225	3	20	5,850	3	26
MIDDLE ATLANTIC.....	31	2,732	3	22	61,194	3	17
New York.....	21	984	3	15	24,243	3	12
New Jersey.....	31	487	3	27	11,319	3	23
Pennsylvania.....	46	1,261	2	20	25,632	3	22
EAST NORTH CENTRAL.....	42	3,865	3	32	74,067	3	19
Ohio.....	41	836	3	29	15,857	2	17
Indiana.....	54	605	3	43	12,212	3	26
Illinois.....	35	1,042	3	27	19,908	3	15
Michigan.....	39	732	4	30	15,545	3	20
Wisconsin.....	56	500	3	43	11,075	2	31
WEST NORTH CENTRAL.....	67	4,530	4	60	83,706	3	45
Minnesota.....	61	549	3	51	10,307	2	37
Iowa.....	71	902	5	69	18,592	4	50
Missouri.....	56	1,061	5	45	10,098	4	27
North Dakota.....	89	250	4	90	4,004	3	75
South Dakota.....	87	307	4	80	5,042	3	74
Nebraska.....	73	622	5	71	11,015	4	58
Kansas.....	71	743	4	66	10,188	4	53
SOUTH ATLANTIC.....	71	2,084	3	53	50,191	4	40
Delaware.....	55	44	3	41	758	2	30
Maryland.....	44	163	2	25	3,635	2	19
Virginia.....	73	375	2	49	8,427	3	37
West Virginia.....	80	267	2	56	5,085	2	43
North Carolina.....	81	578	3	62	11,747	3	47
South Carolina.....	82	380	3	71	6,856	4	58
		687	4	59	12,147	4	44
		510	4	50	10,036	5	41
		2,052	3	59	39,986	4	46
		481	3	54	9,574	3	42
		400	3	50	9,350	4	37
		551	4	68	10,177	4	43
		554	4	78	10,885	4	67
		115	5	63	86,410	5	50
		623	4	75	11,374	4	66
		432	3	50	8,397	4	40
		894	5	70	20,230	5	54
		166	5	62	46,409	5	48
		167	4	66	28,790	3	53
		202	4	74	4,343	3	61
		186	4	92	4,765	3	86
		104	4	84	2,714	4	72
		321	5	50	6,508	4	36
		105	3	79	2,912	3	68
		111	3	67	4,194	4	58
		104	4	56	2,250	3	37
		34	4	74	1,104	3	66
		464	3	32	37,452	3	24
		351	4	41	6,995	3	28
		275	4	49	6,304	4	43
		338	3	26	24,063	3	21

TABLE 12.—RESTAURANTS AND OTHER EATING PLACES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF RESTAURANTS AND OTHER EATING PLACES IN THE SMALL CITY AND RURAL AREA			SALES OF RESTAURANTS AND OTHER EATING PLACES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all restaurants and other eating places (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all restaurants and other eating places (rural and urban)
UNITED STATES, total.....	52	55,036	8	41	417,033	3	20
NEW ENGLAND.....	30	2,460	8	33	22,536	3	14
Maine.....	71	399	5	64	3,000	2	38
New Hampshire.....	50	215	7	52	1,760	3	30
Vermont.....	85	256	6	89	2,136	2	65
Massachusetts.....	18	998	10	26	9,343	4	10
Rhode Island.....	12	94	8	14	496	2	4
Connecticut.....	33	498	7	33	5,801	3	20
MIDDLE ATLANTIC.....	31	8,067	7	27	62,358	3	10
New York.....	21	2,825	7	18	23,950	3	5
New Jersey.....	31	1,654	9	38	14,479	3	21
Pennsylvania.....	45	3,588	7	38	23,929	2	18
EAST NORTH CENTRAL.....	42	10,544	9	35	79,309	3	16
Ohio.....	41	2,196	7	33	19,697	3	16
Indiana.....	54	1,633	8	42	11,648	3	27
Illinois.....	35	2,501	8	28	20,154	3	11
Michigan.....	39	1,433	7	30	12,086	2	13
Wisconsin.....	56	2,781	14	46	15,724	3	32
WEST NORTH CENTRAL.....	67	8,522	8	57	74,207	3	38
Minnesota.....	61	1,401	8	57	13,268	3	35
Iowa.....	71	1,685	8	65	17,201	3	49
Missouri.....	56	1,941	8	40	12,158	3	21
North Dakota.....	89	466	7	82	4,602	3	58
South Dakota.....	87	568	8	84	5,711	3	63
Nebraska.....	73	997	8	66	9,354	3	49
Kansas.....	71	1,464	9	63	11,913	3	47
SOUTH ATLANTIC.....	71	6,625	7	51	33,367	2	29
Delaware.....	55	79	5	38	705	2	26
Maryland.....	44	351	5	28	2,207	1	13
Virginia.....	73	875	5	52	4,358	2	29
West Virginia.....	80	1,208	10	74	6,978	3	50
North Carolina.....	81	1,201	6	54	6,263	2	36
South Carolina.....	86	585	5	64	2,137	1	37
Georgia.....	77	1,244	7	47	4,869	2	25
Florida.....	62	1,082	9	44	5,850	3	28
EAST SOUTH CENTRAL.....	79	4,400	7	55	22,879	2	35
Kentucky.....	77	1,342	7	59	8,139	3	41
Tennessee.....	73	1,012	7	43	5,723	2	27
Alabama.....	78	1,064	7	55	4,389	2	31
Mississippi.....	88	982	7	66	4,628	2	48
WEST SOUTH CENTRAL.....	73	7,738	9	53	48,689	3	37
Arkansas.....	88	1,187	8	71	5,858	2	51
Louisiana.....	69	1,061	9	39	4,954	2	26
Oklahoma.....	77	1,852	10	62	12,158	3	41
Texas.....	69	3,638	9	50	25,719	3	35
MOUNTAIN.....	74	2,450	8	64	28,979	3	48
Montana.....	77	396	8	70	4,800	3	49
Idaho.....	91	302	7	87	4,264	3	77
Wyoming.....	85	253	11	83	3,632	5	73
Colorado.....	59	567	8	49	4,742	3	38
New Mexico.....	88	266	8	84	3,189	4	54
Arizona.....	81	346	10	62	5,024	4	31
Utah.....	62	219	7	50	1,946	3	31
Nevada.....	80	107	11	73	1,382	4	53
PACIFIC.....	41	4,224	9	34	44,709	4	18
Washington.....	49	713	8	38	6,207	3	18
Oregon.....	60	571	7	45	5,860	3	27
California.....	36	2,940	10	32	32,642	5	17

TABLE 13.—HARDWARE AND FARM IMPLEMENTS STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF HARDWARE AND FARM IMPLEMENTS STORES IN THE SMALL CITY AND RURAL AREA			SALES OF HARDWARE AND FARM IMPLEMENTS STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all hardware and farm implements stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all hardware and farm implements stores (rural and urban)
UNITED STATES, total.....	52	22, 857	3	61	696, 300	5	57
NEW ENGLAND.....	30	718	2	38	22, 667	3	33
Maine.....	71	218	3	84	7, 203	4	75
New Hampshire.....	50	51	2	58	1, 879	3	41
Vermont.....	85	146	3	93	4, 670	4	83
Massachusetts.....	18	154	2	17	4, 239	2	14
Rhode Island.....	12	23	2	16	310	2	6
Connecticut.....	33	126	2	40	4, 226	2	33
MIDDLE ATLANTIC.....	31	3, 171	3	39	91, 880	4	41
New York.....	21	1, 383	4	33	44, 069	5	38
New Jersey.....	31	509	3	37	13, 937	3	38
Pennsylvania.....	45	1, 279	2	50	33, 874	3	47
EAST NORTH CENTRAL.....	42	5, 723	5	58	148, 801	6	53
Ohio.....	41	1, 269	4	56	33, 432	5	49
Indiana.....	54	814	4	70	19, 843	5	60
Illinois.....	35	1, 456	5	49	36, 287	5	48
Michigan.....	39	977	5	54	24, 700	5	44
Wisconsin.....	56	1, 207	6	75	34, 539	7	70
WEST NORTH CENTRAL.....	67	7, 315	7	85	204, 832	8	82
Minnesota.....	61	1, 339	7	84	37, 851	9	80
Iowa.....	71	1, 626	7	91	43, 626	8	85
Missouri.....	56	896	4	64	19, 566	4	62
North Dakota.....	89	712	10	96	19, 472	11	90
South Dakota.....	87	717	10	94	20, 730	12	91
Nebraska.....	73	947	8	91	29, 994	8	89
Kansas.....	71	1, 078	6	86	36, 063	9	82
SOUTH ATLANTIC.....	71	1, 586	2	64	55, 720	3	55
Delaware.....	55	55	3	73	1, 067	5	33
Maryland.....	44	167	2	34	5, 805	4	46
Virginia.....	73	272	2	67	9, 610	4	60
West Virginia.....	80	164	1	73	4, 605	2	58
North Carolina.....	81	314	2	74	13, 393	4	58
South Carolina.....	86	156	1	80	4, 863	3	69
Georgia.....	77	270	1	74	9, 948	4	65
Florida.....	62	188	2	62	5, 739	3	43
EAST SOUTH CENTRAL.....	79	891	1	71	32, 379	3	63
Kentucky.....	77	319	2	69	10, 515	4	66
Tennessee.....	73	221	2	70	8, 954	4	57
Alabama.....	78	201	1	71	7, 091	3	62
Mississippi.....	88	150	1	80	5, 810	2	71
WEST SOUTH CENTRAL.....	73	1, 567	2	76	62, 934	3	67
Arkansas.....	83	167	1	82	6, 051	2	66
Louisiana.....	69	113	(1)	50	3, 967	2	51
Oklahoma.....	77	526	3	85	17, 866	4	75
Texas.....	69	761	2	75	35, 050	4	66
MOUNTAIN.....	74	833	3	81	34, 373	4	71
Montana.....	77	205	4	88	9, 023	6	74
Idaho.....	91	172	4	95	7, 841	6	94
Wyoming.....	85	71	3	88	2, 412	3	85
Colorado.....	59	234	3	71	8, 045	5	65
New Mexico.....	88	46	1	87	2, 318	3	66
Arizona.....	81	34	(1)	69	2, 255	2	46
Utah.....	62	56	2	66	1, 522	2	49
Nevada.....	80	15	2	79	957	3	62
PACIFIC.....	41	1, 053	2	47	42, 733	4	43
Washington.....	49	223	2	56	7, 161	3	39
Oregon.....	60	201	3	63	8, 475	5	61
California.....	36	624	2	41	27, 097	4	40

1 Less than 1 per cent.

TABLE 14.—FEED AND FARM SUPPLIES STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF FEED AND FARM SUPPLIES STORES IN THE SMALL CITY AND RURAL AREA			SALES OF FEED AND FARM SUPPLIES STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all feed and farm supplies stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of all feed and farm supplies stores (rural and urban)
UNITED STATES, total.....	52	21,274	3	78	\$785,448	5	70
NEW ENGLAND.....	30	1,005	3	70	54,157	7	59
Maine.....	71	343	5	89	13,125	8	85
New Hampshire.....	56	91	3	73	4,153	6	57
Vermont.....	85	219	5	95	10,566	10	94
Massachusetts.....	18	182	2	45	15,250	7	40
Rhode Island.....	12	20	2	34	1,321	7	31
Connecticut.....	33	150	2	65	9,739	6	62
MIDDLE ATLANTIC.....	31	2,934	3	76	149,855	6	71
New York.....	21	1,287	3	73	75,124	8	69
New Jersey.....	31	307	2	67	24,403	6	71
Pennsylvania.....	45	1,340	3	82	50,328	5	73
EAST NORTH CENTRAL.....	42	3,882	3	77	133,772	5	71
Ohio.....	41	954	3	77	35,077	5	72
Indiana.....	54	736	4	77	23,540	6	73
Illinois.....	35	967	3	74	29,941	4	64
Michigan.....	39	463	2	72	17,776	4	65
Wisconsin.....	56	762	4	84	27,438	6	83
WEST NORTH CENTRAL.....	67	3,683	3	83	129,463	5	78
Minnesota.....	61	587	6	86	15,436	4	73
Iowa.....	71	771	4	84	28,975	6	83
Missouri.....	56	1,090	5	94	43,431	10	81
North Dakota.....	89	102	1	84	2,425	1	73
South Dakota.....	87	147	2	84	3,886	2	67
Nebraska.....	73	459	4	83	15,188	5	83
Kansas.....	71	527	3	77	20,122	5	75
SOUTH ATLANTIC.....	71	3,150	3	83	83,539	5	69
Delaware.....	55	68	4	92	3,709	11	92
Maryland.....	44	223	3	77	8,860	6	67
Virginia.....	73	468	3	80	11,933	5	65
West Virginia.....	80	351	3	92	7,203	3	82
North Carolina.....	81	724	4	84	18,484	5	71
South Carolina.....	86	267	2	82	7,590	4	65
Georgia.....	77	706	4	86	15,208	5	70
Florida.....	62	343	3	74	10,582	5	61
EAST SOUTH CENTRAL.....	79	1,857	3	85	47,525	4	76
Kentucky.....	77	613	3	89	11,944	4	73
Tennessee.....	73	561	4	86	15,355	6	80
Alabama.....	78	335	2	82	9,774	4	74
Mississippi.....	88	348	3	81	10,452	4	75
WEST SOUTH CENTRAL.....	73	3,129	4	82	93,405	5	78
Arkansas.....	88	657	5	90	18,173	6	85
Louisiana.....	69	217	2	78	5,944	3	77
Oklahoma.....	77	790	4	83	20,666	5	75
Texas.....	69	1,465	4	79	48,622	5	75
MOUNTAIN.....	74	527	2	74	19,000	2	62
Montana.....	77	71	1	84	2,835	2	73
Idaho.....	91	122	3	97	4,448	3	90
Wyoming.....	85	29	1	83	583	(1)	53
Colorado.....	59	132	2	54	4,901	3	48
New Mexico.....	88	53	2	85	2,291	2	69
Arizona.....	81	48	1	72	2,048	3	48
Utah.....	62	66	2	75	1,702	(2)	58
Nevada.....	80	6	(1)	86	192	(1)	98
PACIFIC.....	41	1,107	2	59	74,732	7	59
Washington.....	49	289	3	73	19,557	9	69
Oregon.....	60	216	3	75	9,323	5	70
California.....	36	602	2	51	45,852	6	54

1 Less than 1 per cent.

TABLE 15.—LUMBER AND BUILDING MATERIALS STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city and rural area	NUMBER OF LUMBER AND BUILDING MATERIALS STORES IN THE SMALL CITY AND RURAL AREA			SALES OF LUMBER AND BUILDING MATERIALS STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all lumber and building materials stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all lumber and building materials stores (rural and urban)
UNITED STATES, total.....	52	27,039	4	51	1,044,600	7	41
NEW ENGLAND.....	30	985	3	33	46,547	6	25
Maine.....	71	235	60	60	7,677	5	53
New Hampshire.....	50	75	2	39	2,596	4	32
Vermont.....	85	143	3	82	4,296	4	60
Massachusetts.....	18	238	2	19	14,116	7	17
Rhode Island.....	12	44	4	15	2,591	13	13
Connecticut.....	33	250	4	36	15,271	9	31
MIDDLE ATLANTIC.....	31	4,049	4	35	203,496	9	34
New York.....	21	1,552	4	29	83,304	9	28
New Jersey.....	31	732	4	40	49,825	11	39
Pennsylvania.....	45	1,765	3	42	70,367	7	41
EAST NORTH CENTRAL.....	42	6,069	5	49	232,605	9	34
Ohio.....	41	1,391	4	43	48,265	8	32
Indiana.....	54	931	5	50	29,190	8	36
Illinois.....	35	1,689	5	49	66,343	10	34
Michigan.....	39	928	4	44	40,927	8	26
Wisconsin.....	56	1,130	6	62	47,880	10	48
WEST NORTH CENTRAL.....	67	7,018	7	71	220,249	9	60
Minnesota.....	61	1,244	7	71	36,998	9	59
Iowa.....	71	1,491	7	72	52,236	10	64
Missouri.....	56	1,041	4	57	27,323	6	40
North Dakota.....	89	587	3	89	15,983	9	79
South Dakota.....	87	573	3	86	17,602	10	76
Nebraska.....	73	896	7	75	36,452	11	67
Kansas.....	71	1,181	7	71	34,655	8	58
SOUTH ATLANTIC.....	71	1,624	2	49	57,658	3	39
Delaware.....	55	66	4	59	3,909	11	51
Maryland.....	44	174	2	38	10,213	7	36
Virginia.....	73	241	1	46	9,448	4	35
West Virginia.....	80	287	2	61	8,079	3	51
North Carolina.....	81	225	1	47	7,397	2	41
South Carolina.....	86	116	1	53	3,909	2	42
Georgia.....	77	199	1	47	5,470	2	34
Florida.....	62	336	3	50	9,233	5	38
EAST SOUTH CENTRAL.....	79	896	1	51	33,933	3	37
Kentucky.....	77	406	2	57	13,842	5	45
Tennessee.....	73	233	2	50	8,280	3	28
Alabama.....	78	100	(1)	31	4,129	2	25
Mississippi.....	88	157	1	62	7,682	3	52
WEST SOUTH CENTRAL.....	73	3,051	4	67	115,786	6	48
Arkansas.....	88	300	2	72	10,461	4	64
Louisiana.....	69	16	1	47	7,688	4	35
Oklahoma.....	77	866	5	72	29,100	7	50
Texas.....	69	1,725	4	67	68,537	7	48
MOUNTAIN.....	74	1,462	5	71	57,884	7	62
Montana.....	77	311	6	80	10,386	7	68
Idaho.....	91	248	6	89	8,931	6	85
Wyoming.....	85	133	6	82	6,154	8	79
Colorado.....	69	372	5	60	14,811	8	59
New Mexico.....	88	111	3	79	4,788	6	65
Arizona.....	81	100	3	69	5,700	5	42
Utah.....	62	135	5	55	5,044	7	44
Nevada.....	80	43	5	78	2,070	7	38
PACIFIC.....	41	1,885	4	44	76,442	7	55
Washington.....	49	348	4	44	9,921	5	33
Oregon.....	60	326	4	51	8,107	5	44
California.....	36	1,211	4	43	58,414	8	64

1 Less than 1 per cent.

TABLE 16.—GENERAL MERCHANDISE STORES IN THE SMALL CITY AND RURAL AREA

DIVISION AND STATE	Per cent of population in the small city rural area	NUMBER OF GENERAL MERCHANDISE STORES IN THE SMALL CITY AND RURAL AREA			SALES OF GENERAL MERCHANDISE STORES IN THE SMALL CITY AND RURAL AREA		
		Total	Per cent of all stores in this area	Per cent of all general merchandise stores (rural and urban)	Sales (thousands of dollars)	Per cent of total retail sales in this area	Per cent of sales of all general merchandise stores (rural and urban)
UNITED STATES, total.....	52	25,187	4	40	927,870	6	15
NEW ENGLAND.....	30	1,261	4	30	33,004	4	7
Maine.....	71	334	4	74	9,301	6	35
New Hampshire.....	50	141	4	48	3,501	5	22
Vermont.....	85	147	3	78	5,763	5	52
Massachusetts.....	18	317	3	16	6,683	3	2
Rhode Island.....	12	54	5	14	1,067	5	3
Connecticut.....	33	268	4	30	6,689	4	8
MIDDLE ATLANTIC.....	31	3,168	3	25	88,303	4	5
New York.....	21	1,155	3	19	31,030	3	4
New Jersey.....	31	656	4	27	13,828	3	7
Pennsylvania.....	45	1,357	3	33	43,445	4	7
EAST NORTH CENTRAL.....	42	4,016	3	39	151,865	6	9
Ohio.....	41	1,044	3	38	35,972	6	9
Indiana.....	54	653	3	47	24,442	6	17
Illinois.....	35	1,065	3	33	36,545	5	6
Michigan.....	39	790	4	40	26,973	5	9
Wisconsin.....	56	464	2	44	27,933	6	20
WEST NORTH CENTRAL.....	67	3,161	3	59	125,240	5	19
Minnesota.....	61	484	3	56	19,726	5	12
Iowa.....	71	607	3	66	24,452	5	25
Missouri.....	56	852	4	47	26,001	6	11
North Dakota.....	89	129	2	78	7,784	4	45
South Dakota.....	87	161	2	74	8,411	5	45
Nebraska.....	73	330	3	69	15,618	5	30
Kansas.....	71	598	4	66	23,248	6	36
SOUTH ATLANTIC.....	71	3,957	4	61	129,349	8	26
Delaware.....	55	63	4	41	1,456	4	17
Maryland.....	44	215	3	29	8,303	6	8
Virginia.....	73	434	3	51	15,728	6	23
West Virginia.....	80	369	3	63	13,656	6	28
North Carolina.....	81	846	4	68	30,394	9	36
South Carolina.....	86	592	5	77	18,571	11	49
Georgia.....	77	913	5	68	27,383	10	28
Florida.....	62	525	4	62	13,858	7	26
EAST SOUTH CENTRAL.....	79	2,607	4	65	85,559	8	31
Kentucky.....	77	736	4	67	24,066	8	40
Tennessee.....	73	652	4	61	23,324	9	23
Alabama.....	78	568	4	58	16,125	7	24
Mississippi.....	88	651	5	73	22,044	8	49
WEST SOUTH CENTRAL.....	73	4,245	5	70	154,825	8	34
Arkansas.....	88	601	4	76	19,349	7	45
Louisiana.....	69	417	3	53	13,592	7	22
Oklahoma.....	77	921	5	77	35,782	8	42
Texas.....	69	2,306	6	70	86,102	9	32
MOUNTAIN.....	74	1,164	4	73	80,487	10	42
Montana.....	77	194	4	80	12,715	9	49
Idaho.....	91	173	4	90	15,754	11	73
Wyoming.....	85	68	3	83	4,869	6	67
Colorado.....	59	297	4	60	12,838	7	19
New Mexico.....	88	135	4	75	7,781	9	63
Arizona.....	81	163	5	80	17,361	15	61
Utah.....	62	90	3	67	7,038	10	26
Nevada.....	80	44	5	76	2,131	7	50
PACIFIC.....	41	1,608	4	46	79,238	7	14
Washington.....	49	369	4	50	17,533	8	16
Oregon.....	60	291	4	61	15,474	9	23
California.....	36	948	3	41	46,231	6	18

CENSUS OF DISTRIBUTION

TABLE 17.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA OF COUNTIES IN SMALL CITY AND RURAL AREA: IN OHIO

[Includes all counties containing no city of 10,000 population or over]

[Sales are shown in thousands of dollars]

COUNTY	SALES (1920)			FARMS (1930)		PER CENT OF FAMILIES HAVING RADIOS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)	
	Thousands of dollars	Per cent of State sales	Rank	Number ¹	Rank	Per cent ¹	Rank	Thousands of dollars ¹	Rank
Portage.....	14,257	0.5	1	2,766	12	51.7	3	4,224	13
Darko.....	12,502	.4	2	4,825	1	37.4	22	7,443	1
Wood.....	12,360	.4	3	3,727	2	49.1	5	7,223	2
Athens.....	12,325	.4	4	2,000	36	27.9	35	1,738	30
Huron.....	11,534	.4	5	2,453	20	45.1	7	3,473	29
Logan.....	10,291	.4	6	2,450	21	40.6	14	3,820	23
Madina.....	9,982	.4	7	2,674	14	51.8	2	4,216	14
Anchorage.....	9,243	.3	8	2,491	19	39.3	17	4,000	10
Williams.....	9,194	.3	9	2,567	15	49.5	4	3,830	22
Hardin.....	8,770	.3	10	2,542	18	36.3	23	4,147	15
Knox.....	8,529	.3	11	2,724	13	43.1	12	4,007	17
Fulton.....	8,386	.3	12	2,805	8	46.5	6	4,819	6
Clinton.....	8,263	.3	13	2,103	32	40.3	16	4,250	12
Delaware.....	8,235	.3	14	2,793	9	39.0	19	4,578	7
Champaign.....	8,130	.3	15	2,134	31	38.0	21	4,440	9
Warren.....	7,927	.3	16	2,221	30	44.9	8	3,802	21
Van Wert.....	7,870	.3	17	2,415	22	44.2	9	3,728	24
Ottawa.....	7,778	.3	18	1,834	40	54.5	1	2,424	36
Henry.....	7,762	.3	19	2,549	17	43.9	10	4,477	8
Highland.....	7,548	.3	20	3,020	5	34.7	27	4,356	10
Shelby.....	7,488	.3	21	2,398	23	38.2	20	3,500	28
Defiance.....	7,483	.3	22	2,061	33	43.3	11	3,561	27
Clermont.....	7,098	.3	23	3,022	4	41.6	13	2,703	34
Mercer.....	7,074	.3	24	2,708	11	35.3	25	4,273	11
Perry.....	6,977	.2	25	1,933	37	34.7	27	1,725	41
Putnam.....	6,499	.2	26	2,825	7	35.9	24	5,468	4
Pickaway.....	6,488	.2	27	2,039	34	35.1	26	5,170	5
Jackson.....	6,293	.2	28	2,769	10	40.4	15	5,581	3
Preble.....	6,237	.2	29	1,544	46	26.1	36	1,124	47
Payette.....	6,074	.2	30	1,569	45	39.1	18	3,908	19
Meigs.....	5,819	.2	31	2,359	24	26.0	37	1,801	38
Wyandot.....	5,724	.2	32	2,025	35	40.3	16	3,932	20
Madison.....	5,718	.2	33	1,577	44	32.7	31	3,983	18
Harrison.....	5,199	.2	34	1,707	42	33.3	30	1,512	44
Union.....	4,956	.2	35	2,294	27	35.9	24	3,665	25
Geauga.....	4,617	.2	36	1,884	38	44.9	8	3,025	31
Hocking.....	4,470	.2	37	1,426	47	31.6	32	929	48
Brown.....	4,059	.1	38	3,302	3	30.9	33	3,158	30
Paulding.....	3,927	.1	39	1,800	39	36.3	23	2,950	32
Gallia.....	3,920	.1	40	2,709	10	22.1	40	1,974	37
Adams.....	3,912	.1	41	2,829	6	25.5	38	2,572	35
Carroll.....	3,680	.1	42	1,798	41	34.7	27	1,626	42
Holmes.....	3,281	.1	43	2,249	28	33.5	29	3,597	26
Morrow.....	2,978	.1	44	2,351	25	33.9	28	2,707	33
Pike.....	2,911	.1	45	1,592	43	18.9	43	1,336	46
Monroe.....	2,846	.1	46	2,556	16	20.4	42	1,490	45
Morgan.....	2,776	.1	47	2,241	29	28.2	34	1,732	40
Noble.....	2,473	.1	48	2,317	26	21.2	41	1,569	43
Vinton.....	1,302	.1	49	1,075	48	22.4	39	604	49

¹ Number of income-tax returns, telephones, and automobiles obtained from general consumer market statistics issued by Bureau of Foreign and Domestic Commerce. Number of farms, farm products sold or traded, number of farms reporting telephones, and number of automobiles on farms obtained from census of agriculture. Per cent of families having radios obtained from census of population.

TABLE 17.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA OF COUNTIES IN SMALL CITY AND RURAL AREA: IN OHIO—Continued

[Includes all counties containing no city of 10,000 population or over]

COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES *				PASSENGER AUTOMOBILES			
	Number ¹	Rank	Total, Jan. 1, 1930		Farms reporting, Apr. 1, 1930		Total, July 1, 1930		On Farms Apr. 1, 1930	
			Number ¹	Rank	Number ¹	Rank	Number ¹	Rank	Number ¹	Rank
Portage.....	1,372	1	5,202	5	1,185	31	10,640	2	2,594	14
Darke.....	470	6	4,078	12	2,057	3	9,926	4	4,586	1
Wood.....	889	2	5,237	3	2,024	4	13,101	1	3,825	2
Athens.....	369	12	4,854	7	1,257	29	8,436	7	1,379	44
Huron.....	854	3	7,177	1	1,531	17	10,290	3	2,441	19
Logan.....	367	13	4,989	6	1,577	12	7,997	8	2,269	21
Medina.....	615	5	5,265	2	1,908	5	8,557	6	2,662	11
Auglaize.....	387	9	4,683	9	1,598	10	7,163	13	2,619	13
Williams.....	325	18	3,958	13	1,496	19	7,645	9	2,591	15
Hardin.....	346	14	3,735	17	1,382	25	7,842	11	2,467	17
Knox.....	453	7	5,221	4	1,495	20	8,721	5	2,731	8
Fulton.....	261	26	4,685	8	2,077	2	7,416	10	2,773	7
Clinton.....	370	11	3,058	26	1,094	35	6,229	22	2,048	29
Delaware.....	302	19	3,635	18	1,544	15	6,440	19	2,630	12
Champaign.....	284	24	3,513	21	1,433	23	6,201	23	2,165	24
Warren.....	427	8	2,254	34	940	41	6,524	17	2,160	25
Van Wert.....	333	17	3,821	15	1,587	11	5,994	25	2,428	20
Ottawa.....	532	4	2,911	29	861	42	6,994	14	1,701	35
Henry.....	288	21	4,183	10	1,886	6	6,639	15	2,812	5
Highland.....	337	16	3,191	24	1,266	28	6,440	19	2,717	9
Shelby.....	338	15	3,740	16	1,336	26	6,270	21	2,459	18
Defiance.....	298	20	3,562	20	1,438	22	5,957	26	2,072	28
Clermont.....	384	10	4,097	11	1,005	9	7,169	12	2,588	16
Mercer.....	234	28	2,909	27	1,537	16	6,017	20	2,809	6
Perry.....	286	23	3,135	25	1,133	32	6,403	20	1,706	34
Putnam.....	182	35	3,037	14	2,236	1	6,522	18	2,965	3
Pickaway.....	219	32	2,462	32	1,117	34	5,473	27	2,110	27
Proble.....	232	29	3,563	19	1,726	8	6,024	24	2,855	4
Jackson.....	241	27	1,522	43	673	44	4,763	30	1,175	47
Payette.....	287	22	2,930	28	1,122	33	4,079	31	1,586	37
Melgs.....	175	36	2,621	30	1,569	14	4,298	36	1,547	38
Wyandot.....	226	30	3,461	22	1,515	18	5,457	28	2,130	26
Madison.....	162	37	3,233	23	1,027	38	5,887	29	1,485	43
Harrison.....	265	25	1,587	42	694	43	4,015	32	1,352	45
Union.....	90	39	2,168	37	1,309	27	4,308	35	2,202	22
Genauga.....	220	31	2,240	35	995	40	3,560	36	1,535	40
Hocking.....	199	34	2,149	38	639	46	4,062	34	1,219	46
Brown.....	132	38	2,492	31	1,572	13	4,392	34	2,710	10
Paulding.....	78	41	2,217	36	1,210	30	3,768	39	1,783	33
Gallia.....	88	40	2,332	33	1,390	24	4,256	37	1,762	32
Adams.....	49	46	1,246	46	609	45	4,469	33	2,041	30
Carrroll.....	70	43	1,086	47	1,058	36	2,532	44	1,537	39
Holmes.....	203	33	1,462	45	1,015	39	3,209	43	1,695	36
Morrow.....	54	45	1,514	44	1,034	37	3,293	42	2,188	23
Pike.....	38	47	994	48	363	48	2,261	47	1,079	48
Monroe.....	74	42	1,726	41	1,531	17	3,613	40	1,800	31
Morgan.....	65	44	1,957	40	1,470	21	2,508	45	1,520	42
Noble.....	33	49	2,074	39	1,727	7	2,506	46	1,522	41
Vinton.....	36	48	378	49	393	47	1,604	48	723	49

¹ Number of income-tax returns, telephones, and automobiles obtained from general consumer market statistics issued by Bureau of Foreign and Domestic Commerce. Number of farms, farm products sold or traded, number of farms reporting telephones, and number of automobiles on farms obtained from census of agriculture. Per cent of families having radios obtained from census of population.

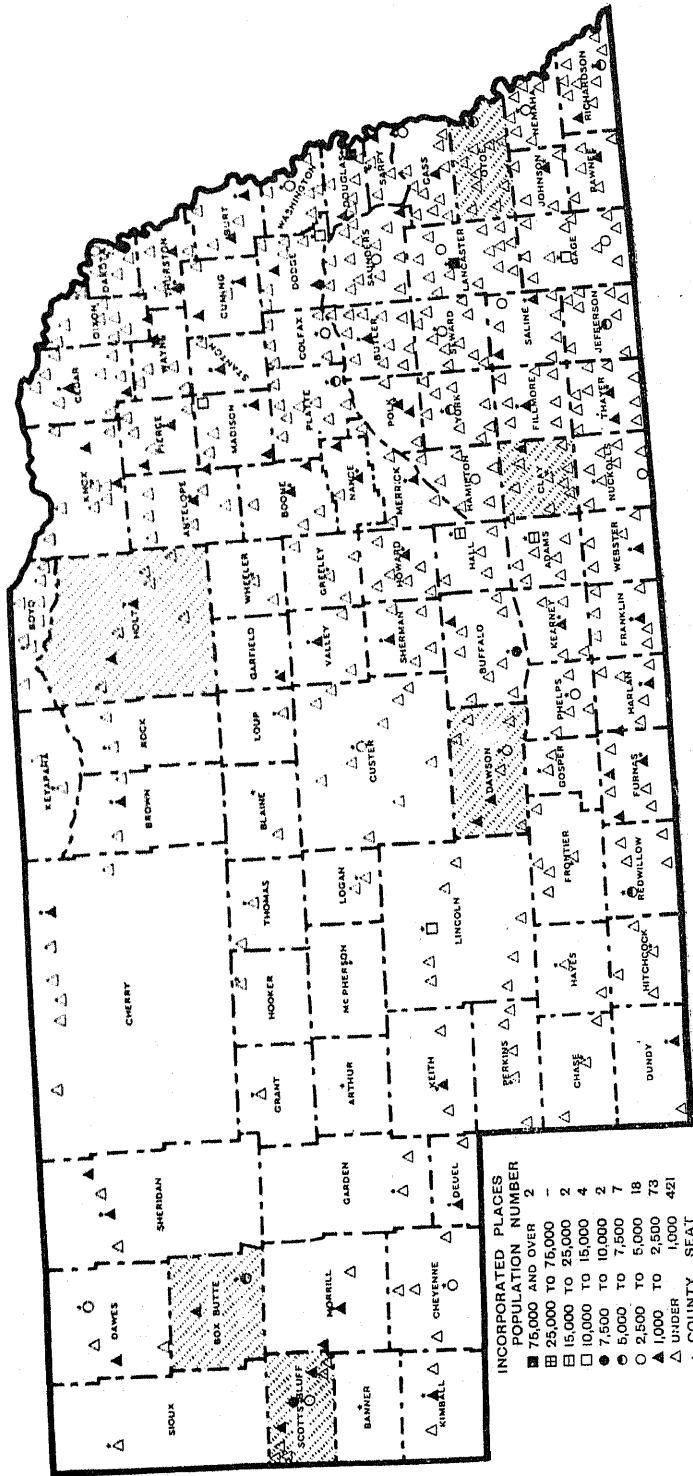
* County totals which are less than the number of farms reporting, probably do not include Farmers' Mutual telephones.

TABLE 18.—ASSEMBLING OF AGRICULTURAL COMMODITIES BY RURAL RETAILERS

(State totals)

DIVISION AND STATE	STORES REPORTING ASSEMBLING		ASSEMBLING BUSINESS	
	Number	Total sales	Value	Percent of sales
UNITED STATES, total.....	73,006	\$1,885,316,492	\$450,054,767	24
NEW ENGLAND:				
Maine.....	338	10,510,971	2,070,103	20
New Hampshire.....	102	2,778,331	152,632	5
Vermont.....	288	8,740,004	1,092,545	12
Massachusetts.....	58	2,377,673	306,445	13
Rhode Island.....	23	509,733	31,434	5
Connecticut.....	60	2,951,434	192,828	7
MIDDLE ATLANTIC:				
New York.....	1,435	47,718,555	9,048,387	19
New Jersey.....	96	4,822,240	989,904	21
Pennsylvania.....	1,908	40,066,626	7,941,036	10
EAST NORTH CENTRAL:				
Ohio.....	2,745	64,800,750	15,213,434	23
Indiana.....	2,508	55,446,522	11,035,777	22
Illinois.....	2,966	84,662,951	22,006,872	27
Michigan.....	1,512	47,382,002	9,302,822	20
Wisconsin.....	2,140	80,180,925	13,057,014	16
WEST NORTH CENTRAL:				
Minnesota.....	2,417	82,884,813	17,814,343	21
Iowa.....	3,110	100,180,193	28,859,361	26
Missouri.....	4,418	109,804,429	31,879,181	29
North Dakota.....	1,100	35,931,060	6,377,644	18
South Dakota.....	1,122	40,592,964	8,616,892	21
Nebraska.....	1,797	64,020,997	15,870,704	25
Kansas.....	2,383	82,245,327	19,656,752	24
SOUTH ATLANTIC:				
Delaware.....	133	3,406,324	542,820	16
Maryland.....	632	13,786,060	3,346,106	24
Virginia.....	4,508	53,754,360	9,725,209	18
West Virginia.....	1,242	17,734,676	2,250,146	13
North Carolina.....	3,069	52,850,270	12,783,140	24
South Carolina.....	1,129	24,633,006	6,599,419	27
Georgia.....	2,683	46,183,555	11,599,082	25
Florida.....	273	6,729,954	1,404,401	22
EAST SOUTH CENTRAL:				
Kentucky.....	4,636	51,853,707	8,435,406	16
Tennessee.....	4,065	53,294,413	10,898,528	20
Alabama.....	2,740	57,636,400	14,381,296	25
Mississippi.....	2,204	79,146,197	33,340,965	42
WEST SOUTH CENTRAL:				
Arkansas.....	2,429	60,331,636	18,628,235	31
Louisiana.....	815	28,109,250	10,010,328	38
Oklahoma.....	2,297	67,167,864	10,461,623	16
Texas.....	4,893	173,981,864	48,400,189	28
MOUNTAIN:				
Montana.....	354	12,696,379	1,733,749	14
Idaho.....	169	6,846,593	1,345,056	20
Wyoming.....	135	6,339,627	722,173	11
Colorado.....	433	13,412,212	2,761,040	21
New Mexico.....	305	11,628,988	3,571,824	31
Arizona.....	111	2,909,913	540,627	19
Utah.....	96	3,212,811	1,093,145	34
Nevada.....	9	239,127	6,749	3
PACIFIC:				
Washington.....	288	13,458,462	2,725,240	20
Oregon.....	268	10,900,314	2,140,377	20
California.....	435	26,395,825	6,776,978	26

MAP 1.—COUNTIES AND INCORPORATED PLACES IN THE STATE OF NEBRASKA



CHAPTER II.—ANALYSIS OF TRADE IN SIX NEBRASKA COUNTIES

INTRODUCTION

The detailed data on trade in each of the six counties are presented in a series of tables. Likewise, for comparative purposes, there are included certain distribution data for the State as a whole and for the two largest cities, Omaha and Lincoln. Additional tables present data on population, agricultural and other economic characteristics of the counties and the State.

Location of the six counties within the State.—The location, within the State, of each of the counties is shown on the State map. Otoe County is located in the southeastern part of the State on the Missouri River and is in what is known as the southeastern general farming area. Clay County is located in the south central part of the State in the southern cash grain and livestock area. Dawson County is located just south of the central portion of the State in the central corn and livestock area, with approximately half of the farms in the irrigated area. Holt County, located in the northern part of the State just east of the center of the State, is in the central hay and livestock area. Box Butte County is in the high plains region in the northwestern part and is in the small grain and grazing area. Scotts Bluff County, in the western tier of counties, has approximately two-thirds of its farms in the irrigated area.

Population characteristics of the State.—As indicated in Table 19 the total population of the State of Nebraska is 1,377,963, of which only 486,107 is urban population, that is, in towns or cities of 2,500 population and over. The remaining 891,856 persons constitute the rural population; and of these, 582,981, or approximately 43 per cent of the total population, live on farms. The total population of all incorporated places in the State is 755,940.

Nebraska contains but two cities of more than 75,000 population, which are Lincoln (75,933) and Omaha (214,006). In addition the State contains only six other cities with a population of over 10,000. They are as follows: Beatrice (10,297), Fremont (11,407), Grand Island (18,041), Hastings (15,490), Norfolk (10,717), and North Platte (12,061). On the other hand, there are in Nebraska 100 incorporated cities of 1,000 to 10,000 population, divided into various size groups as follows: 9 cities between 5,000 and 10,000; 18 between 2,500 and 5,000; and 73 between 1,000 and 2,500. In addition there are 421 incorporated places of less than 1,000 population, which in many instances are important trading centers.

There are 93 counties in the State and the population of these counties ranges from 1,180, in Hooker County, to 232,982, in Douglas County which contains the city of Omaha. The density of the population ranges from 1.6 persons per square mile, in Hooker County, to 703.9 persons per square mile, in Douglas, while the average for the State is 17.9 persons per square mile.

POPULATION CHARACTERISTICS OF THE SIX COUNTIES

Population density.—Table 19 presents data on those characteristics of the population in these counties, together with comparative data for the State, which it is felt will be of especial interest in connection with interpretation of the sales data. From this table it will be noted that the total population in these counties ranges from about 12,000 in Box Butte to approximately something over 28,000 in Scotts Bluff. Holt County is the least densely populated having only 7

persons per square mile; while Scotts Bluff is the most heavily populated, with 40 per square mile.

Rural and farm population.—The table further shows the number of persons in each county living in places of 2,500 population and over and in rural areas. Likewise, it shows for each of the counties the number and per cent of the total population living on farms. The per cent of the population living on farms ranges from 33 per cent in Box Butte County to 66 per cent in Holt County. In only two of these counties, Box Butte and Scotts Bluff, is the percentage of farm population lower than the average for the State.

The number of incorporated places ranges from 2 in Box Butte County to 10 each in Clay and Otoe Counties. As will be seen from the table, only three of the counties, Box Butte, Otoe, and Scotts Bluff, contain cities having over 5,000 population, while the majority of the incorporated places in these counties have a population of less than 1,000. The range in the per cent which the population of incorporated places forms of the total county population is from 33 per cent in Holt County to 65 per cent in Box Butte County.

Uniformity of population characteristics.—With the exception of Scotts Bluff, the population in each of these counties is rather evenly divided as between males and females. The uniformity of the population in these counties is further indicated by the data on the percentages of total population which are white—native-born white, and foreign-born white. In none of these counties, with the possible exception of Scotts Bluff, is the number of negroes or persons of other races sufficiently large to be of particular interest in market analysis.

A similar situation exists as regards distribution of the population in various age groups. With the exception of Scotts Bluff County these counties have been well settled over a considerable period of years.

Nebraska ranks high in the matter of literacy, having but 1.2 per cent classed as illiterates; and in five of these counties the percentage of illiteracy is either lower than the State average or quite close to it, while in Scotts Bluff County it is 5.5 per cent.

Occupations.—Table 19 containing population data, gives for each county the total number of persons gainfully employed, the number of such persons engaged in agriculture and the per cent which this represents of the total number employed. In only one of the six counties, namely, Box Butte, is the per cent of gainfully employed persons in agriculture less than the average for the State, 39 per cent; while in Dawson (52 per cent), Clay (55 per cent), and Holt (60 per cent), over half of the gainfully employed persons are in agriculture. In each of these counties more persons are engaged in agriculture than in any other occupation.

Occupations other than agriculture.—In Otoe and Scotts Bluff Counties the principal occupations other than agriculture are manufacturing and building, with professional and semiprofessional service following in Otoe, and transportation and communication industries in Scotts Bluff. In Box Butte and Dawson the leading industries, from the standpoint of the greatest number of persons employed, are transportation and communication (including railways, telegraph and telephone companies, postal service, and the like), and the building industries, with manufacturing next in importance in Box Butte, and professional and semiprofessional service in Dawson. In Clay County the building industries, professional and semiprofessional service, and railroads employ the greatest number. In Holt, professional and semiprofessional service leads, with transportation and manufacturing following. For details concerning persons engaged in various gainful occupations, see Table 20.

AGRICULTURE IN THE SIX COUNTIES

As indicated above, these counties are so selected as to represent different agricultural sections of the State. Tables 21 to 25 present what may perhaps be regarded as the agricultural data of greatest importance from the standpoint of market analysis and of interpreting the economic concomitants of distribution.

Area in farms and in crop land.—Table 21 gives the total acreage in each county and also the number of acres contained in farms, the area of farm land in crop land and in pasture land, and percentage figures on each of these points. It will be noted that the percentage of total area which is in farms ranges from 82 per cent in Scotts Bluff County to 98 per cent in Box Butte, while three other counties, Clay, Dawson, and Otoe, also exceed the State average of 91 per cent. The per cent of farm land in the State of Nebraska which is in crop land is 50 per cent. In these six counties the range is from 47 per cent in the case of Holt County to 82 per cent in Clay County. There is only one other county, Box Butte, which does not have a higher percentage of farm land in crop land than the average for the State.

Average size of farms.—The average size of farms ranges from 165 acres in Otoe County in the extreme eastern portion of the State, to 739 acres in Box Butte, while for the State as a whole, the average size is 345 acres. While in Holt County the average size is 560 acres, there is evidently a tendency toward increase in the number of smaller-sized farms since over 1,500 of the 2,410 farms contain less than the average number of acres. A similar trend is noticeable in Box Butte County and in Scotts Bluff County.

Crops.—The data in Table 21 serve to indicate the relative importance of crops and livestock in the agriculture of these counties. In three of the six counties, Otoe, Clay, and Dawson, corn is the major crop from the standpoint of percentage of total crop acreage devoted thereto, while in Box Butte, the principal crop from the standpoint of acreage is wheat. Two other counties, Clay and Otoe, exceed the State average in per cent of crop area devoted to wheat. Oats and hay are also important crops in the farming of each of these counties; although in the case of both there is a considerable variation. For oats the percentage of total crop acreage ranges from 5 per cent in Dawson County to 13½ per cent in Otoe, while in the case of hay it ranges from 9 per cent in Clay County to 58 per cent in Holt County. The average for the State is 19 per cent. Only two of these counties, Box Butte and Scotts Bluff, are in the important commercial potato area of the State. In addition Scotts Bluff is a heavy producer of sugar beets of which the production in 1929 amounted to approximately 622,000 tons, or about two-thirds of the total State production. The commercial production of fruits and vegetables, other than potatoes in the two counties mentioned, is of relatively slight importance in these counties.

Livestock and livestock products.—From the standpoint of numbers, swine are the most important type of livestock in all of these counties except Holt and Scotts Bluff. In Holt County beef cattle lead in numbers and in Scotts Bluff County, both beef cattle and sheep and lambs are important. In these two counties and also in Box Butte the number of swine per 100 acres of crop land is much smaller than that of the average of the State. The beef-cattle industry is especially important in Holt and Dawson Counties. The sheep industry is of relatively small importance in the State of Nebraska, but the industry does occupy an important place in the agriculture of two of these counties, namely, Dawson, and especially Scotts Bluff.

The dairy industry, while not as important in Nebraska as in some other States, nevertheless contributes an important part of the total farm income of the State. Due to the varying character of climate and topography in Nebraska, there is a

varying importance in the dairy industry from county to county. As far as these six counties are concerned the relative importance of the dairy industry is shown in Table 21, giving the number of cows and heifers milked, and also the number per 100 acres of crop land. The importance of the industry is also shown in Table 23, giving the amounts and values of various livestock products sold in 1929. It will be noted that Scotts Bluff County leads in the volume and value of milk and cream sold; Otoe County, in butter sold; and Holt County, in butterfat sold. The income from the sales of eggs is especially important in Clay, Dawson, and Holt Counties.

Farm income.—Table 22 gives the value of farm products sold or traded in each of these counties during 1929: This is subdivided so as to show separately the value of crops, and livestock and livestock products, sold or traded. The table also shows the average value per farm for each of these two classes of products, as well as forest products and the average value per farm of all products sold or traded. These data on farm incomes from these sources include the value both of the products sold and the products traded, since the latter naturally represent potential purchasing income. Scotts Bluff County had the largest total income from farm products sold or traded, as well as the largest income per farm. It is interesting to compare the rank of these counties in farm income as given in this table with their rank in terms of total retail sales. In total farm income and in retail sales Scotts Bluff, Dawson, and Otoe rank first, second, and third, respectively. In retail sales Box Butte, Clay, and Holt follow in the order given; while in total farm income the rank for these three counties is as follows, Clay, Holt, and Box Butte.

Farm values, charges on mortgage debt, taxes, and other expenditures.—Table 24 gives for each county and for the State, as a whole, the value of farm land and buildings, average value per farm of land and buildings, value of implements and machinery, and average value per farm. It also shows the charges on mortgage debt and taxes, as well as expenditures for feed not raised on farms, fertilizer, and farm implements and machinery.

Farm machinery, facilities, and roads.—Table 25 presents data on telephones, automobiles, radios, and special farm equipment. In addition to the total number of telephones, and the number on farms, there is shown the per cent of farms which have telephones. Similar data are shown for automobiles—passenger cars and trucks being shown separately. The number and per cent of families having radios in these counties are shown; and also the number of tractors, electric motors, and stationary gasoline engines are listed for each of the six counties and for the State.

SUMMARY OF THE RETAIL SALES AND RELATED ECONOMIC DATA

In order to provide a general comparative background there has been prepared Table 26, which presents data on total retail sales and related economic data on each Nebraska county which has no city as large as 10,000 population. These other data include number of farms, per cent of families having radios, farm products sold or traded, income-tax returns, number of telephones, and passenger automobiles. The rank of each county is given for total sales and for each of the other items. This ranking makes it possible to readily note such relationships as may exist between sales and each of these other economic factors. Thus, it will be noted that Scotts Bluff County, which ranks first in sales, is twentieth in number of farms, seventieth in per cent of families having radios, first in farm products sold or traded and in number of income-tax returns, twenty-second in number of telephones, and third in number of passenger automobiles. (See Table 36 for similar data on New Mexico, Wisconsin, Tennessee, Louisiana, Oregon, Missouri, Kansas, and Iowa.)

Detailed study of the table brings to light some significant relationships for the entire group of counties as between sales and certain other items. The degree of relationship existing between any two sets of facts—such as, in this case, sales and any other of the items—may be statistically measured by the rank method of correlation directly from the numerical ratings or by the Pearsonian method of correlation from the actual data. If a perfect correlation existed between sales in these counties and any one of these other factors, such perfect relation would be indicated by unity, 1.00. While, as indicated in the example of Scotts Bluff County given above, no one of these counties ranks exactly the same on all items, it is worthy of note that the relationships between total sales and some of these other factors are quite close.

Thus, the relationship between total retail sales and receipts from farm products as calculated by the rank method of correlation is 0.82, while the Pearsonian coefficient of correlation is $0.799 \pm$. In other words, although the relationship between sales and farm receipts is not perfect it is close enough to be significant.

In connection with total sales in any given area it is interesting to compare them not only with income figures but also with indicators of general spending capacity, such as possession of automobiles, number of income-tax returns, and certain conveniences such as telephones. The tabulation below expresses statistically the relationship existing between sales in these counties and each of the following facts: Number of passenger automobiles, number of income-tax returns, and number of telephones.

Correlation between total retail sales and:

Number of:				
Income-tax returns.....	Rank correlation..	0.90	Pearsonian correlation..	0.89 ± 0.015
Passenger automobiles.....	Rank correlation..	.93	Pearsonian correlation..	$.92 \pm .011$
Telephones.....	Rank correlation..	.90	Pearsonian correlation..	$.83 \pm .023$

TRADE (DISTRIBUTION) IN THE SIX COUNTIES

Kinds of stores—Number, sales, employees, and wages.—Table 27 shows for each county the number of stores and sales, together with the number of full-time employees and total salaries and wages for each of several kinds of business. These data are arranged in eight principal kinds of merchandise groups. Further, under each of these groups there are given similar data for the separate kinds of business included in the groups, and the table also presents data on five other kinds of stores not arranged under any particular merchandise group. For example, in the food stores group the data are shown for groceries, combination food stores, meat markets, candy and confectionery stores, and all other food stores. The table also shows for each of the merchandise groups the per cent which the sales of all the stores in that group form of the total retail sales of the county. (See Table 37 for similar data for Ohio, New Mexico, and Wisconsin.)

In addition to the retail sales shown in this table, the retail sales made by nonretail dealers, such as elevators and the like, are shown in Table 29.

Per cent of total sales made by each merchandise group.—Table 28 shows for the State and for each of the six counties the per cent which the sales by the establishments in each of 10 merchandise groups represents of the total retail sales. For comparative purposes similar data are presented for the two large cities of the State, Omaha and Lincoln. Reference to this table makes it possible to ascertain the relative importance of the different merchandise groups in the retail trade of the six counties.

The general merchandise group needs special attention. Most of the stores so classified here are the well known general store, selling a wide variety of merchandise. For the State of Nebraska as a whole the general stores do about 12 per cent of the entire retail business.

As will be noted, the sales of food stores represent a smaller percentage of the total sales in these counties than in the cities of Omaha and Lincoln. This difference is probably amply accounted for by the sales of food in general stores which are not included in the food store group and by the well-known fact that families in these areas, especially those on farms, produce more of their own food supply.

From the table it is evident that persons in the smaller cities and rural areas, at least in these six counties, tend to make their purchases of automobiles nearer home rather than in the larger cities. The same thing holds true in the lumber and building material group, hardware and farm implements, and feed and farm supply stores. In the case of each of these four merchandise groups the elements of convenience and service enter largely into determining the locus of purchases.

Further, in considering the sales of feed and farm supplies stores it should be kept in mind that considerable quantities of such supplies are handled by grain elevators and mills, the retail sales of which are not included in this group. Farmers' cooperative marketing associations likewise at times handle considerable quantities of feed and farm supplies, and the retail sales of such associations, also, are not included in this retail tabulation. However, the business of farmers' cooperative buying associations is included.

For the apparel group the percentage of sales runs as a rule considerably lower than in the larger cities, although it should be noted that some of the larger general stores handle considerable quantities of clothing.

On the other hand, the sales of furniture and household appliances stores form approximately the same percentage of total sales in these counties as in the two larger cities.

Retail trade in the towns and villages.—Table 30 presents the data on retail trade in each of the incorporated places in each of the counties. In addition to the data on total sales of all stores and the data on employees, salaries and wages, the table gives the population of each such place, the per cent this is of the total county population, the per capita sales, the per cent of the total retail trade of the county done in each place, and the number of stores in 21 different kinds of business.

The per capita sales of each place are arrived at by dividing the total retail sales for all the stores of that place by the population. Sales by kind of store should not be interpreted as representing either the sales or purchases of a particular kind of commodity, since, as pointed out in the introduction, many stores sell a wide range of merchandise. Further, as pointed out on page 10 above, an indeterminate part of these sales are made to nonresidents.

Examination of Table 30 reveals several interesting points as to the total per cent of the county trade done in the various incorporated places.

The county seat town as a trading center.—Reference to Table 30, above mentioned in connection with Table 19 presenting population data, reveals some interesting points in connection with the importance of the county-seat town as a trading center. In each of the counties, with the exception of Scotts Bluff, the county seat is the most important trading center.

Clay Center, the county seat of Clay County, containing only 7 per cent of the population of the county, does 24 per cent of the county's retail trade; and this, although there is in the county another place, Sutton, with a population considerably larger than that of Clay Center and also two other incorporated places of approximately the same size as the county seat. In Otoe County, Nebraska City is both the largest place and the county seat, containing 36 per cent of the population of the county and doing 64 per cent of the county's retail business. Dawson County contains eight incorporated places, three of them, including the

county seat, being over 1,500 population. The county seat, Lexington, contains 17 per cent of the population of the county and does 31 per cent of its retail trade and the three largest places together do 82 per cent of the retail business of the county. Holt County contains eight incorporated places, six of them with less than 1,000 population, one with a population slightly over 1,000, and the county seat with slightly over 2,000 population. The county seat, O'Neil, containing 12 per cent of the population of the county, does 33 per cent of the retail trade.

The importance of the county seat town in the trade of its county is further borne out by the preliminary data available on 13 other counties in the State of Nebraska in which the county seat is of less than 10,000 population. Six of these county seat towns do over 55 per cent of the total retail trade of their respective counties, although the population represents only from 17 per cent to 38 per cent of the population of their respective counties. In two of these six counties the county seat does 73 per cent of the trade of the county, although the population in these two county seat towns represents only about a third of the population of the counties. Of the other seven, five do from 30 to 45 per cent of the total retail business of their counties. Note, however, that some of the other smaller places have a larger per capita sales.

Per capita sales.—Data on per capita sales for each of the counties and for each incorporated place therein are shown in Table 30. For three of the counties—Otoe, Clay, and Holt—the per capita sales are lower than the State per capita, \$409. In Dawson County the per capita sales are practically the same as the State average, while in Scotts Bluff and Box Butte they are considerably higher than the State per capita sales. Per capita sales in the two larger cities in Nebraska, Omaha and Lincoln, are respectively \$582 and \$672. Each of these is materially larger than the average per capita sales for the State and for any of these six counties.

Examination of Table 30 will show that in a number of incorporated places in these various counties the per capita sales not only exceed the county average but also exceed the per capita sales for the State and for Omaha and Lincoln. Illustrations of this situation are Syracuse (\$993) in Otoe County; Lexington (\$811), Gothenburg (\$855), and Cozad (\$1,078) in Dawson County; Harvard (\$873) and Clay Center (\$1,157) in Clay County; Atkinson (\$812) in Holt County; Hemingford (\$1,212) in Box Butte County; and Scottsbluff (\$857), Mitchell (\$752), and Morrill (\$1,951) in Scotts Bluff County.

An indeterminate, but important, part of these differences in city figures is due to trade with people residing outside of the city limits. County differences in trade figures are not so readily explained.

Size of business.—Table 32 shows for each county the number of stores in each of several size groups; the percentage which the stores in each group are of the total number of stores; the total sales of the stores in each group and the per cent which these sales represent of the total sales of the county. Similar data are also presented for the six counties as a group. For the per cent of sales and the per cent of stores a cumulative percentage column has been included. (See Table 41 for similar data for selected counties in Ohio and New Mexico.)

Of the 1,301 retail stores in the six counties, 244, or 18 per cent, have annual sales of less than \$5,000 and the combined sales of these stores represent only 1 per cent of the total retail business of the counties. If we include the next size group, we find that there are 445 stores, or 34 per cent of the total number, which have sales not exceeding \$10,000, and these stores do only 5 per cent of the total retail business of the six counties. At the upper end of the scale—that is, stores doing a business of over \$100,000 annually—are 6 per cent of the stores, and these stores do 34 per cent of the retail business of the counties.

Size distribution by kinds of business.—Table 33 is so arranged as to enable one to ascertain readily how many of each kind of store in these counties are in each size of business group. Examination of the table shows that with but few exceptions all kinds of stores are represented in both the smallest size group and in the largest size group and that most kinds are scattered through this entire size of business range. Exceptions to be noted are meat markets, none of which do a business exceeding \$75,000; candy and confectionery stores, none of which do over \$35,000; men's and boys' clothing stores, which do not appear in the group over \$100,000; garages, none of which are found in either of the two largest size of business groups; hardware stores, the largest of which come in the \$50,000 to \$75,000 group; drug stores, none of which exceed \$75,000; and jewelry stores, none of which appear in the groups above \$35,000. Another exception to be noted is department stores, all of which appear in the group over \$100,000, since in the official classification work of the Census of Distribution no store was classified as a department store unless it did at least \$100,000 worth of business annually. (See Table 42 for similar data for selected counties in Ohio and New Mexico.)

Density of the population and number of retail trade outlets.—The table below gives for the State of Nebraska and for each of the six counties the total population, the population per square mile, the total number of retail stores, and the number of stores per 1,000 population. For comparative purposes similar data are also given for the cities of Lincoln and Omaha. Examination of the data in this table shows that while there is a considerable difference in the total population and also the population per square mile in these counties and also in the total number of stores, the number of stores per 1,000 population in four of these counties varies but very little, if any, from the State average of 13, which is also identical to the number of stores per 1,000 population in the two cities of Lincoln and Omaha. In two of the six counties the variation from the State average is quite noticeable, namely, Clay County with 15 stores per 1,000 and Scotts Bluff County with only 10 stores per 1,000.

DENSITY OF THE POPULATION AND NUMBER OF RETAIL TRADE OUTLETS

	Total population	Population per square mile	Number of stores	Number of stores per 1,000 population
State of Nebraska.....	1,377,963	18	17,637	13
Counties:				
Otoe.....	19,901	33	253	13
Clay.....	13,571	28	204	15
Dawson.....	17,875	18	223	13
Holt.....	16,509	7	204	12
Box Butte.....	11,851	11	140	12
Scotts Bluff.....	28,644	40	277	10
Cities:				
Lincoln.....	75,633		986	13
Omaha.....	214,006		2,663	13

Credit sales.—The table below shows for each of six counties the number and per cent of stores which report doing a credit business and also shows the credit sales of these stores and the per cent which these credit sales are of the total sales of these stores and also of the total sales of all stores in each county.

CREDIT SALES DATA

COUNTY	Total number of stores	STORES REPORTING CREDIT SALES					Total sales of all stores	Per cent credit sales as reported are of total sales
		Number	Per cent of all stores	Total sales	Credit sales	Per cent of total sales of these stores		
Total.....	1,301	763	59	\$27,269,591	\$9,852,485	36	\$42,620,793	23
Box Butte.....	140	57	41	2,434,481	1,084,994	45	5,640,744	19
Clay.....	204	117	57	3,115,025	896,639	29	4,537,522	20
Dawson.....	223	191	86	6,198,999	2,246,768	36	7,678,582	29
Holt.....	204	56	27	1,451,003	507,457	35	3,937,009	13
Otoe.....	253	212	84	6,330,957	1,559,366	25	7,113,419	22
Scotts Bluff.....	277	135	49	7,739,126	3,557,203	46	13,704,487	26

Stores reporting credit sales.—From the table it will be noted that in two of the counties, Dawson and Otoe, approximately 85 per cent of all stores report credit sales, while in one of them, Holt, only 27 per cent of the stores report doing credit business, while the average for the six counties is 57 per cent. The credit sales of those stores which do report such business ranges from 25 per cent in Otoe to 45 per cent in Box Butte and 46 per cent in Scotts Bluff, with an average percentage for the six counties of 36.

Relation of credit sales to the total retail sales of all stores.—The last two columns in the table show the total sales of all stores and also the per cent which the credit sales represent of these total sales. The range here is from 13 per cent in Holt County to 29 per cent in Dawson, with an average for the six counties of 22 per cent. In four of the six counties the credit sales represent from 20 to 30 per cent of the total sales made in the county. It should be specifically noted that many storekeepers apparently did not have the records of their businesses in such shape as to enable them to report separately as to what part of their business was done on a cash basis and what part on a credit basis. Hence, the data on the total amount of credit business done by the stores in any county probably represent an understatement of the actual conditions. Accordingly, the amounts and per cent of credit as indicated under the heading "Stores Reporting Credit Sales" is probably a truer index of actual store credit conditions in the county.

Date of establishment.—Table 34A presents data on the date of establishment. It shows when the stores in each county were established and the number of these stores which have been under the same ownership since their establishment. Per cent figures are also given. Thus, we see that in Otoe County 29, or 11 per cent, of the stores were established before 1900; and of these, 11, or 38 per cent, have remained under the same ownership. (See Table 44 for similar data for selected counties in Ohio and New Mexico.)

Table 34A shows when the stores in the counties came into the hands of the present owners. Taking Otoe County as a sample, this table is to be interpreted as follows: 11 of the stores have been under the same ownership since before 1900; between 1900 and 1913, 36 more stores came into the hands of the present owners, having either changed hands or been established at that time, so that 47 of the stores in Otoe County have not changed hands since 1913. (See Table 44 for similar data for selected counties in Ohio and New Mexico.)

Multi-unit stores.—Table 35 presents data on the multi-unit stores in each of the six counties. It shows the number of stores in each kind of chain, i. e., two and three store related independents, local chains, national chains, etc.; the kinds of stores included in these chains, as lumber and building material stores, filling stations, etc.; the total sales of all these chain establishments and the per cent which these sales represent of the total sales of the county. For comparative purposes the total number of retail stores and the number of single-store units for each county are shown. It will be noted that most of the multi-unit stores in these counties are two and three store related independents, and local chains; and that a large percentage of these chain establishments are lumber and building material stores. Of the 95 lumber and building material dealers in the six counties, 39 are members of chains. (See Table 45 for similar data for selected counties in Ohio and New Mexico.)

Nonretail dealers.—The majority of the nonretail dealers, data for which are presented in Table 29, are assemblers of agricultural commodities. These include assemblers of poultry and dairy products, livestock, grain (principally elevators), and fruits and vegetables. Of the strictly wholesale types of establishments the principal kinds are wholesale petroleum products, 3; wholesale groceries, 6; automobiles and accessories, 2; and confectionery, meats, hardware, tobacco, and hay, 1 each. In addition there are 32 bulk tank stations, which, while for official purposes have been classified as non retail, frequently make a considerable share of their sales at retail.

Table 29 is so arranged as to show separately for each county the total retail sales made by the entire group of nonretail establishments. Such retail sales consist quite largely of the retail business done by grain elevators in coal and feed and other farm supplies. (See Table 38 for similar data for selected counties in Ohio, New Mexico, and Wisconsin.)

Cooperative marketing associations.—The table below shows for each of the six counties the number of cooperative marketing associations, the total sales of farm products, and the amount of retail sales. These retail sales include principally sales to members of farm supplies and foodstuffs. As will be seen from the table, there are in these six counties 33 cooperative marketing associations with total sales of agricultural products amounting to \$5,493,169. Of the 33 cooperative associations 23 are elevators.

COOPERATIVE MARKETING ASSOCIATIONS

[Number and volume of business]

COUNTY	Number	VOLUME OF BUSINESS	
		Sales for members	Retail sales ¹
Total.....	33	\$5,493,169	\$498,374
Otoe.....	10	1,437,744	144,537
Clay.....	11	2,048,583	198,081
Dawson.....	7	945,185	59,405
Holt.....	1	(x)	(x)
Box Butte.....	1	(x)	(x)
Scotts Bluff.....	3	(x)	(x)

¹Represents principally sales to members of farm supplies and foodstuff.

(x) Included in total to prevent revelation of individual businesses.

Cooperative stores and buying associations.—The table below indicates the number of cooperative stores and buying associations in the 6 counties. The 22 establishments report total retail sales of \$1,200,481. In addition these 22 associations report sales to other dealers of \$63,150. This latter item represents for the most part farm products produced by their members and sold for them by these cooperative stores and buying associations. Of the 22 establishments included in this business 3 are stores and the remainder are cooperative buying associations.

COOPERATIVE STORES AND BUYING ASSOCIATIONS

[Number and volume of business]

COUNTY	Number	Retail sales	Sales to other dealers
Total.....	22	\$1,200,481	\$63,150
Otoe.....	2	(x)	(x)
Clay.....	5	153,000	11,500
Dawson.....	4	206,075	-----
Holt.....	4	143,440	35,713
Box Butte.....	3	(x)	(x)
Scotts Bluff.....	4	180,505	5,000

(x) Included in total to prevent revelation of individual businesses.

Assembling of agricultural commodities by retail establishments.—Retailers in the small cities and rural areas, in addition to their service as retail outlets for the communities in which they are located, often play an important part in the initial movement of agricultural products into wider channels of distribution. The table below presents data on this business for the retail stores in these six counties and also includes the total figures for the State of Nebraska. In addition to the sales data and the value of the agricultural commodities handled, the table shows the number of stores in each of the counties and in the State which reported the assembling of eggs, poultry, butter, and cream.

ASSEMBLING OF AGRICULTURAL COMMODITIES BY RETAIL ESTABLISHMENTS IN THE SIX COUNTIES

COUNTY	STORES REPORTING ASSEMBLING		ASSEMBLING BUSINESS		NUMBER OF STORES REPORTING SPECIFIED COMMODITIES			
	Number	Total sales ¹	Value	Percent of sales	Eggs	Poultry	Butter	Cream
State total.....	1,797	\$64,020,897	\$15,870,694	25	1,548	582	437	659
Otoe.....	41	1,605,913	219,788	14	35	8	25	15
Clay.....	35	1,164,892	187,614	16	29	7	21	12
Dawson.....	9	436,234	106,795	24	5	4	-----	6
Holt.....	35	810,290	216,325	27	27	13	1	15
Box Butte.....	7	243,003	35,820	15	4	2	3	3
Scotts Bluff.....	8	424,193	65,505	15	3	1	-----	6

¹ Total sales, as here used, includes the total volume of business of the retail store, i. e., sales at retail, the assembling business, and in some instances receipts from service operations and restaurant receipts.

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TABLE 19.—POPULATION DATA—SIX COUNTIES IN NEBRASKA

COUNTY	POPULATION			NATIVITY OF POPULATION			Population per square mile	Urban (2,500 population and over)	Rural	Rural farm	Per cent of population on farms
	Total number	Per cent male	Per cent female	White		Other					
				Per cent native born	Per cent foreign born	Per cent					
Total for State...	1,377,963	51	49	90	8	2	18	486,107	891,856	582,981	42
Otoe.....	19,901	52	48	93	6	(1)	33	7,230	12,671	9,575	48
Clay.....	13,571	50	50	90	10	(1)	23	-----	13,571	7,261	54
Dawson.....	17,875	52	48	93	7	(1)	18	2,962	14,913	9,107	51
Holt.....	16,509	52	48	94	6	(1)	7	-----	16,509	10,938	66
Box Butte.....	11,861	53	47	92	5	3	11	6,669	5,192	3,939	33
Scotts Bluff.....	28,644	53	47	81	10	9	40	10,996	17,648	11,739	41

COUNTY	PERSONS ENGAGED IN GAINFUL OCCUPATIONS			Per cent of illiteracy	Total population of incorporated places	NUMBER OF INCORPORATED PLACES, BY SIZE					
	All industries (number)	Agriculture				Total	Under 1,000	1,000 to 2,500	2,500 to 5,000	5,000 to 10,000	Over 10,000
		Number	Per cent								
Total for State...	507,022	197,342	39	1.2	755,940	529	421	73	18	9	8
Otoe.....	7,499	3,360	45	0.7	10,173	10	9	-----	-----	1	-----
Clay.....	4,367	2,410	55	1.3	6,188	10	9	1	-----	-----	-----
Dawson.....	5,867	3,053	52	0.8	8,657	8	5	2	1	-----	-----
Holt.....	5,777	3,451	60	0.4	5,505	8	6	2	-----	-----	-----
Box Butte.....	4,699	1,514	32	1.0	7,694	2	-----	1	-----	-----	-----
Scotts Bluff.....	9,676	4,275	44	5.5	15,978	9	5	2	1	1	-----

1 Less than 1 per cent.

TABLE 20.—GAINFUL WORKERS 10 YEARS OLD AND OVER BY OCCUPATIONS—
SIX COUNTIES IN NEBRASKA

INDUSTRY GROUP	COUNTIES					
	Box Butte	Clay	Dawson	Holt	Otoe	Scotts Bluff
All industries.....	4,609	4,367	5,867	5,777	7,490	9,676
Agriculture.....	1,514	2,410	3,053	3,451	3,360	4,276
Forestry and fishing.....	1	2	1	-----	6	-----
Extraction of minerals.....	7	3	15	6	19	13
Building industry.....	234	147	260	112	300	426
Chemical and allied industries.....	6	8	2	2	7	19
Clay, glass, and stone industries.....	1	3	3	1	45	8
Clothing industries.....	7	3	3	4	31	15
Bakeries.....	24	15	14	14	20	44
Slaughter and packing houses.....	12	10	-----	7	470	18
Other food and allied industries.....	61	24	65	34	163	482
Automobile factories.....	2	-----	-----	-----	9	-----
Automobile repair shops.....	60	20	37	11	28	64
Iron and steel industries.....	135	27	20	7	41	67
Paper, printing, and allied industries.....	19	15	21	10	31	50
Independent hand trades.....	31	42	40	34	51	71
Other manufacturing industries.....	48	37	85	50	100	122
Construction and maintenance of streets, etc.....	53	32	122	41	131	54
Garages, greasing stations, etc.....	50	40	68	72	78	144
Postal service.....	30	46	54	47	42	47
Steam railroads.....	559	116	101	140	175	107
Street railroads.....	-----	-----	-----	-----	-----	2
Telegraph and telephone.....	40	52	50	45	61	72
Other transportation and communication.....	63	94	148	54	108	118
Banking and brokerage.....	51	41	63	43	68	67
Insurance and real estate.....	40	25	50	48	60	75
Automobile agencies and filling stations.....	81	55	128	42	62	159
Wholesale and retail trade, except automobiles.....	450	339	503	442	656	952
Other trade industries.....	27	27	23	6	53	32
Public service (not elsewhere classified).....	71	76	60	73	71	95
Recreation and amusement.....	44	50	26	33	59	103
Other professional and semiprofessional service.....	312	324	389	462	458	595
Hotels, restaurants, boarding houses, etc.....	151	65	122	90	133	215
Laundries and cleaning and pressing shops.....	48	5	18	6	35	47
Other domestic and personal service.....	228	132	188	100	325	374
Industry not specified.....	239	72	126	201	165	654

TABLE 21.—AGRICULTURAL DATA—SIX COUNTIES IN NEBRASKA

	STATE	COUNTY					
		Otoe	Clay	Dawson	Holt	Box Butte	Scotts Bluff
Total area.....	49, 157, 120	387, 840	370, 560	630, 400	1, 531, 520	688, 640	462, 720
Area in farms:							
Amount (acres).....	44, 708, 565	377, 406	359, 499	593, 626	1, 349, 702	675, 210	378, 683
Per cent.....	91.0	97.3	97.0	94.2	88.1	98.0	81.8
Area of farm land in crop land:							
Amount (acres).....	22, 343, 612	278, 105	296, 312	352, 977	646, 685	337, 830	201, 686
Per cent.....	50	74	82	59	47	50	53
Area of farm land in pasture land:							
Amount (acres).....	20, 798, 031	79, 735	51, 646	221, 540	643, 660	310, 682	154, 363
Per cent.....	47	21	14	37	48	46	41
Number of farms (1930).....	129, 458	2, 280	1, 782	2, 086	2, 410	914	1, 798
Average size per farm (acres).....	345	165	202	285	560	739	211
Crops:							
Corn—							
Total area (acres).....	9, 516, 194	136, 962	118, 553	200, 094	148, 118	50, 786	20, 763
Per cent of crop land.....	42.6	49.3	40.0	56.7	22.9	15.0	10.3
Oats—							
Total area threshed (acres).....	2, 317, 266	37, 705	27, 897	17, 292	45, 396	20, 780	12, 102
Per cent of crop land.....	10.4	13.6	9.4	4.9	7.0	6.2	6.0
Wheat—							
Total area threshed (acres).....	3, 699, 967	50, 700	112, 205	29, 540	2, 006	124, 203	20, 243
Per cent of crop land.....	16.6	18.2	37.9	8.4	.3	36.8	10.0
Hay—							
Total area (acres).....	4, 320, 908	35, 076	25, 795	72, 398	375, 664	41, 444	51, 588
Per cent of crop land.....	19.3	12.6	8.7	20.5	58.1	12.3	25.6
Potatoes—							
Total area (acres).....	100, 908	799	590	825	1, 464	15, 482	10, 654
Per cent of crop land.....	.5	.3	.2	.2	.2	4.6	5.3
Livestock:							
Cows and heifers milked—							
Number.....	621, 456	9, 491	6, 540	7, 845	16, 429	3, 747	6, 454
Per 100 acres of crop land.....	2.8	3.4	2.2	2.2	2.5	1.1	3.2
All other cattle 1—							
Number.....	2, 528, 731	21, 142	12, 563	40, 268	74, 427	24, 258	19, 077
Per 100 acres of crop land.....	11.3	7.6	4.2	11.4	11.5	7.2	9.5
Swine—							
Number.....	4, 679, 161	50, 460	49, 971	76, 419	55, 854	27, 661	14, 635
Per 100 acres of crop land.....	20.9	21.4	16.9	21.7	8.6	8.2	7.3
Sheep and lambs—							
Number.....	496, 411	5, 329	1, 901	18, 013	12, 417	1, 758	51, 646
Per 100 acres of crop land.....	2.2	1.9	.6	5.1	1.9	.5	25.6
Chickens—							
Number.....	13, 317, 733	260, 889	199, 405	202, 591	194, 361	65, 830	110, 516
Per 100 acres of crop land.....	59.6	93.8	67.3	57.4	30.1	19.5	54.8

1 All cattle excluding cows and heifers kept mainly for milk production.

TABLE 22.—VALUE OF FARM PRODUCTS SOLD OR TRADED: 1929—SIX COUNTIES IN NEBRASKA

COUNTY	Crops 1	Average per farm	Livestock and livestock products	Average per farm	Forest products	Average per farm	Total	Average per farm
Otoe.....	\$2, 583, 312	\$1, 133	\$3, 082, 858	\$1, 352	\$8, 918	\$3.91	\$5, 675, 088	\$2, 489
Clay.....	2, 645, 855	1, 485	2, 437, 445	1, 363	3, 315	2.14	5, 087, 113	2, 855
Dawson.....	2, 491, 899	1, 195	5, 494, 459	2, 634	3, 326	1.83	7, 990, 184	3, 830
Holt.....	878, 063	364	4, 140, 761	1, 718	7, 380	3.06	5, 026, 204	2, 086
Box Butte.....	2, 692, 105	2, 945	1, 795, 163	1, 964	500	.28	4, 487, 268	4, 909
Scotts Bluff.....	6, 987, 304	3, 897	4, 404, 801	2, 457			11, 392, 605	6, 354

1 Including plants, flowers, etc.

TABLE 23.—AMOUNTS AND VALUE OF SPECIFIED LIVESTOCK PRODUCTS: 1929—SIX COUNTIES IN NEBRASKA

ITEM	COUNTIES					
	Otoe	Clay	Dawson	Holt	Box Butte	Scotts Bluff
Milk sold: Gallons..... Value.....	517,688 \$103,538	124,389 \$24,878	116,926 \$25,724	98,222 \$23,573	255,826 \$66,515	1,021,710 \$421,045
Butter sold: Pounds..... Value.....	37,333 \$16,053	17,211 \$7,401	21,920 \$9,426	8,544 \$3,759	3,122 \$1,342	7,851 \$3,370
Cream sold: As butterfat— Pounds..... Value..... As cream— Gallons..... Value.....	868,153 \$381,987 3,513 \$5,621	682,180 \$293,337 10,092 \$16,147	655,779 \$275,427 7,993 \$12,389	1,375,455 \$691,440 5,695 \$8,543	289,479 \$124,475 5,468 \$8,202	410,864 \$180,770 15,483 \$23,225
Wool shorn (unwashed): Pounds..... Value.....	21,556 \$6,467	5,024 \$1,407	18,687 \$5,045	63,393 \$19,652	23,107 \$6,932	50,090 \$16,440
Eggs sold: Dozens..... Value.....	1,446,260 \$376,025	1,138,340 \$284,585	966,835 \$232,040	743,532 \$185,383	200,933 \$74,233	425,130 \$114,785
Total value.....	\$889,691	\$627,755	\$560,051	\$832,856	\$281,699	\$760,247

TABLE 24.—FARM VALUES, CHARGES ON MORTGAGE DEBT, TAXES AND OTHER EXPENDITURES—SIX COUNTIES IN NEBRASKA

COUNTY	Value of farm land	Value of buildings (including dwellings)	Total value of land and buildings	Average value of land and buildings per farm	VALUE OF IMPLEMENTS AND MACHINERY	
					Total	Average per farm
State.....	\$2,048,663,849	\$446,539,222	\$2,495,203,071	\$19,274	\$150,925,108	\$1,166
Otoe.....	40,152,795	9,473,167	49,625,962	21,760	2,076,849	1,174
Clay.....	26,858,912	4,775,260	31,634,172	17,752	1,897,215	1,065
Dawson.....	34,278,384	6,064,164	40,342,548	19,340	2,245,109	1,070
Holt.....	26,028,978	6,008,058	32,037,036	13,293	2,013,498	835
Box Butte.....	17,408,075	2,684,350	20,092,425	21,983	1,765,502	1,932
Scotts Bluff.....	18,983,710	4,512,470	23,496,180	13,104	2,584,898	1,442

COUNTY	Charges on mortgage debt on farms owned by full owners owning no other farm land	Taxes on all farm property on farms operated by full owner	OTHER EXPENDITURES			
			For feed not raised on farm (dollars)	For fertilizers (dollars)	For farm wages (dollars)	For farm implements and machinery, including automobiles, trucks, etc. (dollars)
State.....	\$7,515,770	\$7,514,855	42,286,136	53,709	25,356,051	36,079,005
Otoe.....	99,633	129,315	242,879	243	334,160	520,559
Clay.....	55,802	75,880	324,265	1,796	217,400	468,028
Dawson.....	110,487	106,186	1,045,863	137	481,879	632,388
Holt.....	52,502	98,270	625,384	954	392,652	479,970
Box Butte.....	51,671	33,437	146,352	287	416,911	617,318
Scotts Bluff.....	76,787	58,228	776,001	3,487	1,044,358	707,287

TABLE 25.—FARM MACHINERY, FACILITIES AND ROADS: 1930—SIX COUNTIES IN NEBRASKA

	STATE	COUNTIES					
		Otoe	Clay	Dawson	Holt	Box Butte	Scotts Bluff
Telephones:							
Total number.....	235,785	3,732	3,274	3,203	1,972	1,690	2,462
Farms reporting.....	93,888	1,921	1,408	1,494	1,457	459	634
Per cent of all farms.....	72.5	84.2	79.0	71.6	60.5	50.2	33.4
Farms reporting dwellings lighted by electricity:							
Number.....	21,380	489	245	374	169	81	285
Per cent of all farms.....	16.5	21.4	13.7	17.9	7.0	8.9	15.9
Farms located on improved roads:							
Number.....	88,462	1,375	1,464	1,654	1,479	550	1,143
Per cent of all farms.....	68.3	60.3	82.2	79.3	61.4	60.2	63.7
Automobile passenger cars:							
Total number.....	345,524	5,483	4,355	5,157	3,801	2,960	6,557
On farms—							
Farms reporting.....	118,860	2,091	1,687	1,908	2,077	793	1,628
Per cent of all farms.....	91.8	91.7	94.7	91.5	86.2	86.8	90.8
Number of cars.....	141,144	2,628	1,931	2,238	2,338	943	1,846
Per cent of total number.....	40.8	47.9	44.3	43.4	61.5	31.9	26.9
Motor trucks:							
Total number.....	53,463	1,069	975	896	438	647	1,562
Number on farms.....	26,045	665	288	380	314	402	875
Per cent of total number.....	48.7	62.2	29.5	42.4	71.7	62.1	56.0
Families having radios:							
Number.....	164,324	2,930	1,828	2,090	1,607	1,178	2,060
Per cent of total.....	47.8	57.0	50.3	45.4	41.5	39.8	32.1
Number on farms—							
Tractors.....	40,729	710	436	640	359	647	629
Electric motors.....	8,303	167	64	92	51	18	165
Stationary gasoline engines.....	45,902	1,032	552	575	621	187	326

TABLE 26.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA OF COUNTIES IN SMALL CITY AND RURAL AREA IN NEBRASKA

INCLUDES ALL COUNTIES CONTAINING NO CITY OF 10,000 POPULATION OR OVER

[Counties ranked according to sales]

[Sales are shown in thousands of dollars]

COUNTY	SALES (1929)			FARMS (1930)		PER CENT OF FAMILIES HAVING RADIOS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)	
	Thousands of dollars	Per cent, State sales	Rank	Number ¹	Rank	Per cent ¹	Rank	Thousands of dollars ¹	Rank
Scotts Bluff.....	13,705	2.4	1	1,793	20	32.1	70	11,393	1
Buffalo.....	10,375	1.8	2	2,429	4	42.2	48	5,570	20
Custer.....	8,900	1.6	3	3,735	1	41.1	53	10,076	2
Platte.....	8,883	1.6	4	2,174	8	49.4	21	5,859	16
Redwillow.....	8,042	1.4	5	1,189	51	44.2	39	3,453	49
Dawson.....	7,679	1.4	6	2,086	12	45.4	33	7,900	4
Jefferson.....	7,551	1.3	7	1,716	23	49.0	22	4,314	37
Sanderson.....	7,246	1.3	8	2,099	2	50.9	16	6,825	9
Richardson.....	7,156	1.3	9	1,964	16	52.1	12	6,432	11
Otoe.....	7,113	1.3	10	2,280	6	57.0	3	5,675	19
York.....	6,943	1.2	11	1,999	14	52.1	12	6,215	12
Saline.....	5,770	1.0	12	2,087	11	45.9	32	4,973	28
Box Butte.....	5,650	1.0	13	914	59	39.8	58	4,487	36
Seward.....	5,420	1.0	14	2,132	10	54.6	5	5,175	22
Butler.....	5,294	.9	15	1,883	18	40.6	20	5,052	26
Furnas.....	5,228	.9	16	1,549	30	43.5	43	4,921	32
Knox.....	5,172	.9	17	2,032	3	42.8	46	6,507	10
Cheyenne.....	5,120	.9	18	1,116	53	43.6	42	4,040	40
Nuckolls.....	4,978	.9	19	1,887	27	45.5	31	4,795	34
Cedar.....	4,944	.9	20	2,193	7	48.9	23	7,080	7
Sheridan.....	4,853	.9	21	1,303	43	35.9	64	6,142	14
Dawes.....	4,812	.9	22	870	60	42.0	49	2,602	64
Thayer.....	4,805	.9	23	1,713	24	47.8	27	5,142	23
Cuming.....	4,761	.8	24	1,943	17	53.2	9	9,443	3
Boone.....	4,627	.8	25	1,985	15	48.2	25	5,821	17
Burt.....	4,556	.8	26	1,699	28	53.7	7	7,603	5
Clay.....	4,638	.8	27	1,782	21	50.3	18	5,087	25
Phelps.....	4,477	.8	28	1,196	50	50.8	17	2,616	63
Antelope.....	4,424	.8	29	2,154	9	48.9	23	5,985	15
Fillmore.....	4,414	.8	30	1,872	19	50.2	19	4,902	29
Cass.....	4,407	.8	31	2,060	13	53.6	8	6,158	13
Cherry.....	4,390	.8	32	1,480	36	33.6	67	7,331	6
Wayne.....	4,332	.8	33	1,482	35	58.9	1	6,877	8
Colfax.....	4,215	.7	34	1,393	40	42.8	46	3,992	41
Merrick.....	4,055	.7	35	1,390	41	47.3	29	4,947	31
Washington.....	4,036	.7	36	1,612	25	51.8	14	5,135	24
Holt.....	3,937	.7	37	2,410	5	41.5	52	5,026	27
Webster.....	3,731	.7	38	1,535	31	42.3	47	3,515	47
Hitchcock.....	3,482	.6	39	942	58	41.6	51	3,202	52
Dixon.....	3,333	.6	40	1,530	32	52.2	11	5,698	18
Nemaha.....	3,311	.6	41	1,511	33	47.9	26	3,776	43
Valley.....	3,209	.6	42	1,300	44	43.2	45	3,498	48
Keith.....	3,145	.6	43	779	64	29.2	73	3,909	42
Polk.....	3,090	.5	44	1,507	34	58.0	2	4,961	30
Pierce.....	2,994	.5	45	1,602	21	52.0	13	4,245	39
Pawnee.....	2,947	.5	46	1,409	38	54.0	6	3,093	53
Hamilton.....	2,928	.5	47	1,766	22	50.2	19	5,241	21
Morrill.....	2,745	.5	48	1,081	54	39.9	72	3,618	45
Perkins.....	2,720	.5	49	1,034	57	48.3	24	4,280	38
Nance.....	2,663	.5	50	1,197	49	44.4	38	3,676	44
Harlan.....	2,632	.5	51	1,267	45	45.2	34	3,048	56
Franklin.....	2,590	.5	52	1,398	39	43.9	40	2,440	67
Howard.....	2,526	.4	53	1,553	29	43.4	44	3,092	54
Johnson.....	2,506	.4	54	1,303	43	53.1	10	2,854	60
Kearney.....	2,494	.4	55	1,249	46	51.1	15	2,627	69
Kimball.....	2,430	.4	56	600	70	44.5	37	2,535	65
Sherman.....	2,427	.4	57	1,466	37	32.7	69	2,812	62
Greeley.....	2,333	.4	58	1,173	52	44.8	35	3,393	51
Dakota.....	2,283	.4	59	844	62	47.6	28	3,405	50
Thurston.....	2,196	.4	60	1,234	47	36.8	62	4,670	35

See footnotes at end of table.

TABLE 26.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA OF COUNTIES IN SMALL CITY AND RURAL AREA IN NEBRASKA—Continued

(Sales are shown in thousands of dollars)

COUNTY	SALES (1929)			FARMS (1930)		PER CENT OF FAMILIES HAVING RADIOS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)	
	Thousands of dollars	Per cent. state sales	Rank	Number 1	Rank	Per cent 1	Rank	Thousands of dollars 1	Rank
Brown.....	2,187	0.4	61	705	68	40.4	55	1,470	73
Frontier.....	2,098	.4	62	1,367	42	44.7	36	3,091	55
Deuel.....	1,999	.4	63	500	73	43.8	41	2,018	71
Chase.....	1,920	.3	64	766	65	41.8	50	2,961	59
Stanton.....	1,831	.3	65	1,225	48	51.8	4	4,600	33
Dundy.....	1,822	.3	66	709	67	33.0	68	2,852	61
Garden.....	1,724	.3	67	710	66	37.7	60	3,005	57
Sarpy.....	1,570	.3	68	1,062	55	53.7	7	3,596	46
Boyd.....	1,479	.3	69	1,048	56	42.3	47	2,294	69
Garfield.....	1,058	.2	70	445	74	39.9	57	910	70
Rock.....	929	.2	71	531	72	40.7	54	1,138	76
Logan.....	882	.2	72	288	78	37.7	60	1,020	77
Hooker.....	782	.1	73	144	83	34.7	66	320	84
Grant.....	682	.1	74	121	84	39.1	59	1,529	72
Gosper.....	599	.1	75	846	61	41.5	37	2,179	70
Hayes.....	545	.1	76	646	69	41.1	53	2,304	68
Keyapaha.....	411	.1	77	576	71	37.0	61	1,355	75
Sioux.....	386	.1	78	785	63	31.7	71	2,062	58
Thomas.....	384	.1	79	174	82	25.7	75	302	85
Blaine.....	373	.1	80	278	79	40.0	56	595	83
Wheeler.....	305	(2)	81	371	75	37.7	60	914	81
Loup.....	251	(2)	82	317	77	36.6	63	628	82
McPherson.....	133	(2)	83	275	80	28.3	74	918	80
Arthur.....	68	(2)	84	238	81	35.5	65	926	78
Banner.....	10	(2)	85	332	76	47.2	30	1,423	74

COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number 1	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number 1	Rank	Number 1	Rank	Number 1	Rank	Number 1	Rank
Scotts Bluff.....	488	1	2,462	22	634	53	6,857	3	1,846	24
Buffalo.....	391	3	4,645	1	1,841	6	6,984	1	2,618	5
Custer.....	179	23	4,159	2	2,806	1	6,967	2	4,120	1
Platte.....	416	2	3,266	11	1,796	7	5,136	9	2,584	6
Red Willow.....	273	13	2,350	26	853	46	3,163	29	1,285	50
Dawson.....	241	17	3,203	12	1,494	18	5,157	8	2,238	15
Jefferson.....	312	8	3,178	13	1,379	22	4,732	12	2,022	20
Saunders.....	359	4	4,074	3	2,228	2	5,924	4	3,234	2
Richardson.....	272	14	3,398	8	1,613	13	5,042	10	2,108	18
Otoe.....	351	5	3,732	4	1,921	4	5,483	5	2,628	4
York.....	272	14	3,635	5	1,768	9	4,755	11	2,388	10
Saline.....	294	10	3,491	6	1,716	10	5,316	6	2,410	8
Box Butte.....	333	7	1,680	41	459	50	2,960	35	943	60
Seward.....	240	18	3,167	14	1,779	8	4,243	15	2,391	9
Butler.....	291	15	2,828	18	1,519	16	4,223	17	2,262	14
Furnas.....	150	32	2,082	15	1,256	26	4,130	19	1,602	35
Knox.....	185	22	3,416	7	2,045	3	5,240	7	2,706	3
Cheyenne.....	160	26	1,345	49	622	54	2,836	37	1,173	52
Nuckolls.....	158	30	2,420	24	1,225	29	3,058	32	1,715	30
Cedar.....	247	16	2,863	17	1,864	5	4,582	13	2,415	7
Sheridan.....	171	24	1,311	50	766	40	2,748	40	1,400	46
Dawes.....	107	20	1,665	43	496	56	2,658	42	853	61
Thayer.....	163	28	2,863	16	1,416	20	3,003	21	1,842	25
Cuming.....	349	6	2,232	27	1,030	11	3,630	24	2,354	11
Boone.....	190	21	2,712	19	1,519	16	4,142	18	2,179	16

See footnotes at end of table.

TABLE 26.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA OF COUNTIES IN SMALL CITY AND RURAL AREA IN NEBRASKA—Continued

COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES ³				PASSENGER AUTOMOBILES			
	Number ¹	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number ¹	Rank	Number ²	Rank	Number	Rank	Number	Rank
Burt.....	303	9	2,457	23	1,246	28	3,869	22	1,810	26
Clay.....	120	35	3,274	10	1,408	21	4,355	15	1,931	22
Phelps.....	164	27	2,472	20	1,090	35	2,857	36	1,404	45
Antelope.....	97	42	2,062	34	1,009	14	3,475	25	2,282	13
Fillmore.....	126	34	2,477	21	1,511	17	3,801	23	2,079	19
Cass.....	283	12	3,302	9	1,614	12	4,501	14	2,171	17
Cherry.....	162	29	763	62	663	52	2,072	53	1,420	43
Wayne.....	203	19	1,823	40	1,284	27	2,961	34	1,859	23
Colfax.....	288	11	2,209	29	1,081	37	3,904	20	1,645	33
Merrick.....	170	25	2,003	33	1,975	42	3,270	27	1,548	36
Washington.....	247	16	2,140	32	1,322	24	3,336	26	1,931	22
Holt.....	98	41	1,972	36	1,457	10	3,801	23	2,338	15
Webster.....	74	49	2,189	30	1,344	23	2,767	30	1,093	51
Hitchcock.....	108	38	1,224	52	673	51	2,008	66	1,055	56
Dixon.....	126	34	1,845	39	1,179	32	3,116	30	1,674	32
Nemaha.....	162	29	2,153	31	1,192	31	3,091	31	1,611	34
Valley.....	105	39	1,802	38	1,057	38	2,280	47	1,458	47
Keith.....	86	45	645	64	332	60	1,805	58	827	63
Polk.....	111	37	2,053	35	1,264	25	2,711	41	1,770	28
Pierce.....	112	36	1,626	44	1,173	33	2,991	33	1,800	27
Pawnee.....	65	53	1,079	42	1,155	34	2,459	44	1,543	37
Hamilton.....	168	30	2,411	25	1,577	15	3,214	28	1,998	21
Morrill.....	79	48	770	61	383	64	2,063	54	1,083	55
Perkins.....	66	62	480	67	283	70	1,560	61	952	59
Nance.....	88	44	1,396	48	815	47	2,223	48	1,310	49
Harlan.....	82	47	1,584	45	1,012	41	2,093	52	1,338	47
Franklin.....	97	42	2,222	28	1,209	30	2,774	38	1,448	42
Howard.....	69	51	1,214	53	919	44	2,626	43	1,718	29
Johnson.....	82	47	1,865	37	1,023	40	2,626	43	1,481	40
Kearney.....	85	46	1,559	47	1,053	39	2,310	40	1,327	48
Kimball.....	120	35	370	70	118	75	1,216	65	575	70
Sherman.....	64	58	1,204	55	905	45	2,125	50	1,493	39
Greeley.....	34	61	1,307	51	764	48	2,024	55	1,174	51
Dakota.....	147	33	1,210	54	466	58	2,376	45	838	62
Thurston.....	167	31	859	60	495	57	2,132	49	1,140	53
Brown.....	56	55	948	57	440	61	1,444	62	675	69
Frontier.....	70	50	1,566	46	1,087	36	2,111	51	1,412	44
Deuel.....	52	57	465	68	291	69	1,044	66	553	72
Chase.....	60	54	736	63	366	65	1,685	59	808	64
Stanton.....	99	40	883	59	964	43	1,591	60	1,533	38
Dundy.....	43	60	618	66	422	62	1,262	64	719	67
Garden.....	55	56	412	69	322	67	1,030	67	737	66
Sarpy.....	88	44	908	58	507	55	1,965	57	1,128	54
Boyd.....	45	59	1,015	56	634	53	1,325	63	1,047	57
Garfield.....	24	63	626	65	310	68	983	68	440	74
Rock.....	9	66	324	71	252	72	539	73	485	73
Logan.....	23	64	267	72	179	74	579	71	304	78
Hooker.....	23	64	129	77	57	79	481	75	127	81
Grant.....	92	43	100	80	43	81	498	74	134	83
Gosper.....	22	65	412	69	709	50	732	69	901	58
Hayes.....	9	66	118	79	306	63	543	72	695	68
Keyapaha.....	8	67	212	73	267	71	730	70	559	71
Sioux.....	26	62	172	75	448	60	457	75	740	65
Thomas.....	6	68	126	78	51	80	388	77	149	82
Blaine.....	5	69	100	80	111	76	377	78	273	79
Wheeler.....	8	67	184	74	225	73	351	79	383	75
Loup.....	2	70	145	76	225	73	300	81	348	77
McPherson.....	6	68	66	81	100	77	302	80	240	80
Arthur.....	6	68	-----	82	34	82	228	83	228	81
Banner.....	6	68	-----	82	98	78	285	82	353	76

¹ Number of income-tax returns, telephones, and automobiles obtained from general consumer market statistics issued by Bureau of Foreign and Domestic Commerce. Number of farms, farm products sold or traded, number of farms reporting telephones, and number of automobiles on farms obtained from census of agriculture. Per cent of families having radios obtained from census of population.

² Less than one-tenth of 1 per cent.

³ County totals which are less than the number of farms reporting probably do not include Farmers' Mutual telephones.

TABLE 27.—RETAIL SALES BY KIND OF BUSINESS—SIX COUNTIES IN NEBRASKA

OTOE COUNTY

KIND OF BUSINESS	Number of stores	Em- ploy- ees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand—end of year (at cost)	Salaries and wages (total)
Total	253	460	\$7, 113, 419	100	\$1, 507, 490	\$549, 300
Food group	42	52	1, 149, 839	16	84, 250	59, 646
Grocery stores (without meats)	12	6	190, 893		18, 250	6, 970
Combination stores (groceries and meats)	20	27	737, 441		48, 740	31, 455
Meat markets (including sea foods)	3	6	131, 999		13, 530	7, 620
Candy and confectionery stores	6					
Other food stores	1	13	89, 506		3, 930	13, 601
General merchandise group (including general stores)	27	131	1, 624, 501	23	385, 750	120, 052
General stores	17	42	485, 439		128, 540	43, 611
General merchandise and variety stores	8					
Department stores	2	89	1, 139, 062		259, 210	76, 441
Dry goods stores						
Apparel group	13	21	270, 285	4	125, 150	26, 699
Men's and boys' clothing and furnishings stores	4	8	127, 229		75, 250	10, 311
Women's and children's apparel and accessory stores	4	6	47, 072		6, 710	5, 910
Other apparel and accessory stores						
Shoe stores	5	7	95, 984		43, 190	10, 478
Automotive group	54	112	1, 954, 112	27	288, 200	162, 332
Motor vehicles dealers (includes tractor dealers)	19	66	1, 393, 479		236, 730	106, 623
Filling stations	19	24	379, 001		20, 310	28, 128
Garages (repairs, gas and oil, etc.)	12	16	124, 896		19, 700	19, 469
Tire, accessory, and other automotive shops	4	6	56, 736		11, 460	8, 112
Furniture and household group	10	17	211, 269	3	63, 260	21, 953
Furniture stores	6	4	120, 714		47, 050	5, 302
Other home furnishings and appliances stores	2					
Radio and music stores	2	13	90, 555		16, 210	16, 651
Restaurants and other eating places	20	26	162, 201	2	5, 010	24, 099
Restaurants and lunch rooms, including cafeterias	20	26	162, 201		5, 010	24, 099
Other eating places						
Lumber and building materials group	23	48	650, 046	9	221, 830	67, 452
Hardware and farm implement and machinery group	17	20	432, 029	7	143, 310	25, 203
Hardware stores	7	8	145, 858		58, 570	11, 679
Hardware and farm implement and machinery dealers	10	12	336, 171		84, 740	13, 524
Feed stores and farm supplies dealers	7		80, 550	1	8, 950	
Cigar stores and cigar stands	13	9	85, 065	1	10, 620	7, 537
Drug stores	13	13	254, 205	4	103, 500	17, 812
Jewelry stores	4	3	53, 972	1	29, 240	2, 988
Coal and wood yards, including ice	2					
Other retail stores, including secondhand stores	8	8	135, 345	2	38, 420	13, 527

CLAY COUNTY

Total	204	298	\$4, 537, 522	100	\$975, 050	\$301, 458
Food group	23	26	606, 469	13	44, 660	21, 973
Grocery stores (without meats)	11	14	316, 466		27, 690	12, 345
Combination stores (groceries and meats)	7	7	154, 533		9, 610	5, 364
Meat markets (including sea foods)	7	3	101, 740		4, 900	3, 120
Candy and confectionery stores	2	2	33, 730		2, 460	1, 144
Other food stores	1					
General merchandise group (including general stores)	28	34	1, 054, 391	23	242, 760	35, 678
General stores	21	27	777, 973		187, 890	27, 663
General merchandise and variety stores	5	(x)	(x)		(x)	(x)
Department stores						
Dry good stores	2		(x)		(x)	

(x) Included in group total to prevent revelation of individual businesses.

TABLE 27.—RETAIL SALES BY KIND OF BUSINESS—SIX COUNTIES IN NEBRASKA—Continued
CLAY COUNTY—Continued

KIND OF BUSINESS	Number of stores	Em- ploy- ees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand—end of year (at cost)	Salaries and wages (total)
Apparel group.....	11	4	\$99,960	2	\$47,700	\$2,476
Men's and boys' clothing and furnishings stores.....	3	3	71,699	-----	37,60	2,276
Women's and children's apparel and accessory stores.....	4	1	11,061	-----	2,250	200
Other apparel and accessory stores.....	2	-----	17,200	-----	8,450	-----
Shoe stores.....	2	-----	-----	-----	-----	-----
Automotive group.....	44	73	1,166,735	26	121,080	89,061
Motor vehicles dealers (includes tractor dealers).....	8	36	588,715	-----	55,740	52,275
Filling stations.....	19	22	341,287	-----	37,230	22,229
Garages (repairs, gas and oil, etc.).....	15	15	236,733	-----	28,110	15,160
Tire, accessory, and other automotive shops.....	2	-----	-----	-----	-----	-----
Furniture and household group.....	8	15	172,189	4	74,700	15,580
Furniture stores.....	6	-----	-----	-----	74,700	15,580
Other home furnishings and appliances stores.....	2	-----	-----	-----	-----	-----
Radio and music stores.....	-----	-----	-----	-----	-----	-----
Restaurants and other eating places.....	18	28	162,300	4	13,080	18,852
Restaurants and lunch rooms, including cafeterias.....	15	26	142,450	-----	11,330	17,688
Other eating places.....	3	2	19,850	-----	1,750	864
Lumber and building materials group.....	13	20	401,082	9	145,490	20,383
Hardware and farm implement and machinery group.....	19	70	562,282	12	184,700	68,155
Hardware stores.....	7	9	119,516	-----	62,130	7,670
Hardware and farm implement and machinery dealers.....	12	70	442,766	-----	122,570	60,485
Feed stores and farm supplies dealers.....	4	2	61,656	1	3,500	1,050
Cigar stores and cigar stands.....	4	3	15,429	(1)	3,350	2,428
Drug stores.....	10	6	126,053	3	53,430	5,437
Jewelry stores.....	7	3	29,873	1	22,060	3,660
Coal and wood yards, including ice.....	3	3	42,628	1	4,540	3,100
Other retail stores, including secondhand stores.....	7	2	35,575	1	13,340	4,025

DAWSON COUNTY

Total.....	223	393	\$7,678,582	100	\$1,390,020	\$400,814
Food group.....	27	34	905,905	12	66,080	42,630
Grocery stores (without meats).....	11	19	430,925	-----	36,270	22,639
Combination stores (groceries and meats).....	5	7	183,905	-----	10,150	6,641
Meat markets (including sea foods).....	6	5	214,219	-----	9,000	8,440
Candy and confectionery stores.....	5	3	76,856	-----	5,200	4,910
Other food stores.....	-----	-----	-----	-----	-----	-----
General merchandise group (including general stores).....	27	86	1,730,341	22	352,440	83,042
General stores.....	16	51	1,071,627	-----	157,870	40,683
General merchandise and variety stores.....	7	24	452,194	-----	119,840	19,671
Department stores.....	1	11	215,620	-----	74,730	14,313
Dry goods stores.....	3	-----	-----	-----	-----	-----
Apparel group.....	8	6	120,655	1	52,060	9,358
Men's and boys' clothing and furnishings stores.....	3	5	92,280	-----	44,460	8,158
Women's and children's apparel and accessory stores.....	4	(x)	(x)	-----	(x)	(x)
Other apparel and accessory stores.....	-----	-----	-----	-----	-----	-----
Shoe stores.....	1	-----	(x)	-----	(x)	-----

(x) Included in group total to prevent revelation of individual businesses.

1 Less than 1 per cent.

TABLE 27.—RETAIL SALES BY KIND OF BUSINESS—SIX COUNTIES IN NEBRASKA—Continued

DAWSON COUNTY—Continued

KIND OF BUSINESS	Number of stores	Em- ploy- ees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand—end of year (at cost)	Salaries and wages (total)
Automotive group.....	61	98	\$1,971,525	26	\$214,200	\$143,486
Motor vehicles dealers (includes tractor dealers).....	18	50	1,212,370	-----	136,030	83,498
Filling stations.....	25	29	578,450	-----	41,540	35,662
Garages (repairs, gas and oil, etc.).....	10	13	97,805	-----	20,680	17,814
Tire, accessory, and other automotive shops.....	8	6	82,900	-----	15,950	6,512
Furniture and household group.....	10	29	565,994	7	121,250	52,627
Furniture stores.....	7	24	517,133	-----	105,330	47,442
Other home furnishings and appliances stores.....	1	5	48,861	-----	15,920	5,185
Radio and music stores.....	2					
Restaurants and other eating places.....	20	56	298,179	4	9,100	38,481
Restaurants and lunch rooms, including cafeterias.....	19	56	298,179	-----	9,100	38,481
Other eating places.....	1					
Lumber and building materials group.....	13	35	614,703	8	155,680	44,508
Hardware and farm implement and machinery group.....	22	25	821,974	11	224,120	37,742
Hardware stores.....	9	8	254,547	-----	86,980	16,374
Hardware and farm implement and machin- ery dealers.....	13	17	567,427	-----	137,140	21,368
Feed stores and farm supplies dealers.....	9	3	213,563	3	16,430	4,046
Cigar stores and cigar stands.....	-----	-----	-----	-----	-----	-----
Drug stores.....	12	15	298,603	4	110,390	24,758
Jewelry stores.....	5	4	65,861	1	35,030	4,936
Coal and wood yards, including ice.....	-----	-----	-----	-----	-----	-----
Other retail stores, including secondhand stores.....	9	2	62,279	1	32,640	4,000

HOLT COUNTY

Total.....	204	204	\$3,937,009	100	\$942,870	\$243,128
Food group.....	28	17	504,090	13	54,910	16,265
Grocery stores (without meats).....	14	7	287,340	-----	34,410	6,610
Combination stores (groceries and meats).....	6	4	115,000	-----	14,350	3,480
Meat markets (including sea foods).....	2	6	43,450	-----	2,050	-----
Candy and confectionery stores.....	1					
Other food stores.....	5	6	58,300	-----	4,100	6,175
General merchandise group (including general stores).....	39	46	970,979	25	259,990	46,770
General stores.....	33	37	836,266	-----	234,260	38,550
General merchandise and variety stores.....	5	(x)	(x)	-----	(x)	(x)
Department stores.....	-----	-----	-----	-----	-----	-----
Dry goods stores.....	1	(x)	(x)	-----	(x)	(x)
Apparel group.....	9	5	84,050	2	53,450	5,300
Men's and boys' clothing and furnishings stores.....	1	(x)	(x)	-----	(x)	(x)
Women's and children's apparel and acces- sory stores.....	6	2	57,800	-----	35,700	2,400
Other apparel and accessory stores.....	1	(x)	(x)	-----	(x)	(x)
Shoe stores.....	1	(x)	(x)	-----	(x)	-----
Automotive group.....	43	40	844,823	22	121,040	63,189
Motor vehicle dealers (includes tractor dealers).....	11	20	467,317	-----	71,200	38,500
Filling stations.....	19	10	253,863	-----	26,690	13,698
Garages (repairs, gas and oil, etc.).....	10	9	104,943	-----	19,810	10,901
Tire, accessory, and other automotive shops.....	3	1	18,700	-----	3,280	180
Furniture and household group.....	10	12	215,333	6	92,770	19,747
Furniture stores.....	5	12	182,833	-----	86,370	19,747
Other home furnishings and appliances stores.....	1					
Radio and music stores.....	4	-----	32,500	-----	6,400	-----
Restaurants and other eating places.....	18	30	134,454	3	6,480	22,857
Restaurants and lunch rooms, including cafeterias.....	15	30	129,704	-----	6,000	22,857
Other eating places.....	3	-----	4,750	-----	480	-----

(x) Included in group total to prevent revelation of individual businesses.

TABLE 27.—RETAIL SALES BY KIND OF BUSINESS—SIX COUNTIES IN NEBRASKA—Continued

HOLT COUNTY—Continued

KIND OF BUSINESS	Number of stores	Em- ploy- ees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand—end of year (at cost)	Salaries and wages (total)
Lumber and building materials group.....	12	22	\$437,324	11	\$174,710	\$20,408
Hardware and farm implement and machinery group.....	13	18	329,980	8	86,970	22,770
Hardware stores.....	8	6	127,600	-----	42,100	5,720
Hardware and farm implement and machin- ery dealers.....	5	12	202,380	-----	43,870	17,050
Feed stores and farm supplies dealers.....	10	1	55,350	1	8,110	200
Cigar stores and cigar stands.....	1	-----	(xx)	(xx)	(xx)	-----
Drug stores.....	9	7	118,990	3	46,520	8,702
Jewelry stores.....	1	-----	(xx)	(xx)	(x)	-----
Coal and wood yards, including ice.....	4	5	140,686	4	27,220	3,720
Other retail stores, including secondhand stores.....	7	1	91,950	2	11,700	1,200

BOX BUTTE COUNTY

Total.....	140	369	\$5,640,744	100	\$990,600	\$467,804
Food group.....	25	51	911,260	10	83,080	61,325
Grocery stores (without meats).....	8	14	365,724	-----	32,230	21,052
Combination stores (groceries and meats).....	10	20	370,010	-----	30,940	25,005
Meat markets (including sea foods).....	2	2	-----	-----	-----	-----
Candy and confectionery stores.....	2	7	121,688	-----	8,950	6,170
Other food stores.....	3	10	62,944	-----	2,800	9,088
General merchandise group (including general stores).....	13	55	615,443	11	151,210	43,573
General stores.....	8	11	267,809	-----	47,840	15,627
General merchandise and variety stores.....	3	-----	-----	-----	-----	-----
Department stores.....	1	44	347,634	-----	103,370	27,940
Dry goods stores.....	1	-----	-----	-----	-----	-----
Apparel group.....	13	23	480,042	8	130,430	30,734
Men's and boys' clothing and furnishings stores.....	3	6	171,005	-----	77,680	16,854
Women's and children's apparel and acces- sory stores.....	6	16	240,037	-----	43,650	20,780
Other apparel and accessory stores.....	1	-----	-----	-----	-----	-----
Shoe stores.....	3	1	60,000	-----	18,100	2,100
Automotive group.....	27	99	1,389,075	24	150,300	137,360
Motor vehicles dealers (includes tractor dealers).....	11	71	1,033,765	-----	110,270	103,737
Filling stations.....	8	10	195,906	-----	14,820	9,933
Garages (repairs, gas and oil, etc.).....	7	18	150,404	-----	25,270	23,600
Tire, accessory, and other automotive shops.....	1	-----	-----	-----	-----	-----
Furniture and household group.....	9	16	203,273	4	60,670	15,285
Furniture stores.....	4	15	193,474	-----	58,460	14,785
Other home furnishings and appliances stores.....	1	-----	-----	-----	-----	-----
Radio and music stores.....	4	1	9,799	-----	2,210	500
Restaurants and other eating places.....	9	46	264,566	5	6,270	45,176
Restaurants and lunch rooms, including cafeterias.....	8	46	264,566	-----	6,270	45,176
Other eating places.....	1	-----	-----	-----	-----	-----
Lumber and building materials group.....	8	22	736,019	13	169,700	47,635
Hardware and farm implement and machinery group.....	8	15	361,882	6	53,480	18,330
Hardware stores.....	1	-----	-----	-----	-----	-----
Hardware and farm implement and machin- ery dealers.....	7	15	361,882	-----	53,480	18,330
Feed stores and farm supplies dealers.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Cigar stores and cigar stands.....	6	11	206,205	4	12,660	12,174
Drug stores.....	6	19	224,080	4	113,500	28,332
Jewelry stores.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Coal and wood yards, including ice.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Other retail stores, including secondhand stores.....	16	12	257,893	5	49,340	18,870

(xx) Included in "Other retail stores" to prevent revelation of individual businesses.

TABLE 27.—RETAIL SALES BY KIND OF BUSINESS—SIX COUNTIES IN NEBRASKA—Continued

SCOTTS BLUFF COUNTY

KIND OF BUSINESS	Number of stores	Em- ploy- ees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand—end of year (at cost)	Salaries and wages (total)
Total.....	277	777	\$13,704,487	100	\$2,342,923	\$1,107,526
Food group.....	44	67	1,718,209	13	145,632	87,611
Grocery stores (without meats).....	14	25	606,562	-----	59,552	29,536
Combination stores (groceries and meats).....	22	34	1,003,472	-----	79,410	50,476
Meat markets (including sea foods).....	4	6	91,392	-----	5,700	6,920
Candy and confectionery stores.....	2	2	-----	-----	-----	-----
Other food stores.....	2	2	16,783	-----	970	679
General merchandise group (including general stores).....	35	160	2,308,296	17	560,350	181,753
General stores.....	20	70	1,376,375	-----	306,290	97,749
General merchandise and variety stores.....	10	48	469,928	-----	149,140	47,350
Department stores.....	2	42	461,993	-----	104,920	36,654
Dry goods stores.....	3	3	-----	-----	-----	-----
Apparel group.....	20	31	781,569	6	192,270	40,880
Men's and boys' clothing and furnishings stores.....	7	8	220,585	-----	110,400	12,320
Women's and children's apparel and accessory stores.....	6	9	126,428	-----	22,300	14,324
Other apparel and accessory stores.....	4	10	360,000	-----	34,340	9,180
Shoe stores.....	3	4	74,556	-----	25,230	5,056
Automotive group.....	62	201	3,644,750	27	346,700	307,923
Motor vehicles dealers (includes tractor dealers).....	18	145	2,936,190	-----	294,890	231,295
Filling stations.....	21	30	412,653	-----	21,100	39,707
Garages (repairs, gas and oil, etc.).....	17	17	210,235	-----	19,480	24,721
Tire accessory, and other automotive shops.....	6	9	85,672	-----	11,230	12,200
Furniture and household group.....	11	41	471,265	3	155,781	70,888
Furniture stores.....	7	19	326,131	-----	114,711	25,284
Other home furnishings and appliances stores.....	2	22	145,134	-----	41,070	45,604
Radio and music stores.....	2	2	-----	-----	-----	-----
Restaurants and other eating places.....	19	72	376,764	3	11,870	73,695
Restaurants and lunch rooms, including cafeterias.....	15	70	333,691	-----	9,610	71,395
Other eating places.....	4	2	43,073	-----	2,260	2,300
Lumber and building materials group.....	26	87	1,556,430	11	360,160	145,515
Hardware and farm implement and machinery group.....	16	44	924,375	7	265,660	75,842
Hardware stores.....	7	12	187,714	-----	82,650	23,640
Hardware and farm implement and machinery dealers.....	9	32	736,661	-----	183,010	52,202
Feed stores and farm supplies dealers.....	5	12	443,669	3	36,630	20,331
Cigar stores and cigar stands.....	7	2	50,154	(1)	4,870	3,036
Drug stores.....	15	41	605,026	4	160,060	69,385
Jewelry stores.....	7	2	85,105	(1)	51,880	4,200
Coal and wood yards, including ice.....	2	2	-----	-----	-----	-----
Other retail stores, including secondhand stores.....	8	17	738,875	5	51,080	26,467

¹ Less than 1 per cent.

TABLE 28.—PERCENTAGE OF TOTAL RETAIL SALES MADE BY STORES IN THE DIFFERENT MERCHANDISE GROUPS

	All stores	Food stores	General merchandise group, including general stores	Apparel stores	Motor vehicle dealers	Other automotive dealers	Furniture and household appliance stores, including radio stores	Restaurants and other eating places	Lumber and building material stores	Hardware and farm implement and machinery stores	Feed and farm supply stores	Other retail stores
State of Nebraska.....	100	16	18	6	16	8	5	4	8	6	3	10
Counties:												
Otoe.....	100	16	23	4	19	3	3	2	9	7	1	8
Clay.....	100	13	22	2	13	13	4	4	9	12	1	6
Dawson.....	100	12	22	1	16	10	7	4	8	11	3	6
Holt.....	100	13	25	2	12	10	5	3	11	8	1	10
Box Butte.....	100	16	11	9	18	6	3	5	13	7	(x)	13
Scotts Bluff.....	100	13	17	6	22	5	3	3	11	6	3	10
Cities:												
Omaha.....	100	20	15	11	13	6	5	5	6	(1)	(1)	18
Lincoln.....	100	19	19	9	15	7	3	3	6	(1)	(1)	18

(x) Amounts included in "Other retail stores" to prevent revelation of individual businesses.

1 Less than 1 per cent.

TABLE 29.—DATA ON NONRETAIL DEALERS—SIX COUNTIES IN NEBRASKA [ASSEMBLERS AND WHOLESALERS]

KIND OF BUSINESS BY COUNTY	Number of establishments	SALES		Employees	Salaries and wages
		Total	Retail		
Total.....	197	\$21, 573, 205	\$760, 398	447	\$621, 502
Otoe County.....	41	3, 453, 710	187, 690	74	90, 362
Grain.....	23	2, 471, 943	33	23, 300
Petroleum and petroleum products.....	7	174, 778	8	13, 308
Poultry, dairy and poultry products.....	6	335, 551	11	10, 170
Other dealers.....	5	471, 438	22	34, 018
Clay County.....	49	4, 864, 222	220, 022	76	70, 237
Grain.....	26	3, 501, 191	37	36, 883
Petroleum and petroleum products.....	3	39, 385	4	5, 895
Poultry, dairy and poultry products.....	13	990, 741	32	34, 305
Livestock.....	3	319, 089	1	120
Other dealers.....	4	13, 816	2	2, 054
Dawson County.....	27	2, 044, 111	110, 763	41	36, 496
Grain.....	13	1, 610, 692	24	20, 581
Petroleum and petroleum products.....	6	88, 930	6	12, 197
Dairy and poultry products.....	6	165, 242	8	2, 362
Other dealers.....	2	179, 238	3	1, 350
Holt County.....	25	1, 608, 314	68, 648	30	42, 731
Petroleum and petroleum products.....	4	153, 748	5	17, 378
Dairy and poultry products.....	9	263, 181	6	7, 148
Livestock.....	3	525, 000	2	1, 800
Hay, grain, and feed.....	6	521, 000	16	14, 545
Other dealers.....	3	140, 385	1	1, 800
Box Butte County.....	23	5, 196, 455	5, 465	102	177, 092
Grain.....	4	3, 010, 874	19	32, 040
Petroleum and petroleum products.....	4	257, 716	7	10, 368
Produce and dairy products.....	9	463, 638	15	4, 760
Livestock.....	3	217, 716
Other dealers.....	3	1, 246, 511	61	123, 537
Scotts Bluff County.....	32	4, 406, 393	167, 820	124	194, 550
Grain.....	3	428, 727	6	6, 763
Petroleum and petroleum products.....	11	630, 334	17	30, 018
Produce, poultry and dairy products.....	10	1, 115, 364	32	31, 974
Groceries.....	3	1, 134, 122	30	60, 736
Other dealers.....	5	1, 097, 346	30	65, 160

TABLE 30.—RETAIL TRADE BY COUNTIES AND INCORPORATED PLACES—SIX COUNTIES IN NEBRASKA

COUNTIES AND INCORPORATED PLACES	Total sales	Popula- tion	Per cent of county popu- lation	Per cent of county sales	Per capita sales ¹	Num- ber of full- time em- ployees	Salaries and wages	Num- ber re- tail estab- lish- ments
OTOE COUNTY	\$7, 113, 419	19, 901	100	100	\$357	461	\$533, 300	253
Incorporated places:								
Nebraska City (C. H.)	4, 523, 136	7, 230	36	64	626	334	390, 345	138
Syracuse	940, 705	947	5	13	993	53	58, 518	36
Talnage	462, 947	474	2	7	977	23	25, 550	15
Palmyra	292, 877	344	2	4	851	13	17, 720	11
Dunbar	237, 504	292	1	3	813	13	14, 957	14
Otoe	141, 024	263	1	2	536	8	7, 885	12
Douglas	111, 284	233	1	2	478	3	4, 260	8
Unadilla	159, 619	194	1	2	823	7	6, 525	5
Burr	154, 335	122	(1)	2	1, 265	4	4, 120	6
Lorton	42, 275	74	(1)	(1)	571	2	2, 220	5
Balance of county	47, 913	9, 728	49	(1)	---	1	1, 200	3
CLAY COUNTY	4, 537, 522	13, 571	100	100	334	297	293, 458	204
Incorporated places:								
Sutton	782, 042	1, 540	11	17	503	48	50, 204	33
Edgar	666, 814	987	7	15	676	42	39, 294	35
Clay Center (C. H.)	1, 079, 509	933	7	24	1, 157	105	90, 249	25
Harvard	754, 928	865	6	17	873	44	51, 513	29
Fairfield	330, 400	757	6	7	437	18	19, 046	24
Glenville	190, 673	376	3	4	507	10	13, 262	13
Ong	243, 046	250	2	6	972	9	9, 530	11
Trumbull	120, 210	176	1	3	683	3	4, 400	7
Dewesse	112, 155	156	1	2	719	5	3, 650	12
Saronville	76, 458	148	1	2	517	5	4, 120	4
Balance of county	181, 227	7, 383	54	3	---	8	8, 190	11
DAWSON COUNTY	7, 678, 582	17, 875	100	100	430	394	482, 814	223
Incorporated places:								
Lexington (C. H.)	2, 402, 914	2, 962	17	31	811	134	173, 483	61
Gothenburg	1, 984, 756	2, 322	13	26	855	93	129, 527	55
Cozad	1, 955, 284	1, 813	10	25	1, 078	110	109, 242	45
Overton	385, 078	600	3	2	642	25	29, 264	17
Farnam	339, 945	394	2	5	1, 015	15	19, 188	16
Sumner	262, 064	297	2	4	832	7	8, 500	13
Eddyville	203, 258	224	1	3	907	5	6, 710	9
Darr	1, 500	45	(1)	(1)	33	---	---	1
Balance of county	93, 785	9, 218	51	1	---	5	6, 900	6
HOLT COUNTY	3, 937, 009	16, 509	100	100	238	204	237, 128	204
Incorporated places:								
O'Neill (C. H.)	1, 284, 122	2, 019	12	33	636	77	99, 269	54
Arlinson	928, 687	1, 144	7	24	812	48	52, 828	42
Stuart	556, 453	763	5	14	729	31	34, 956	25
Ewing	262, 142	588	3	7	446	11	9, 381	17
Page	295, 054	359	2	7	622	10	11, 678	12
Inman	85, 385	285	2	2	300	4	9, 251	7
Chambers	215, 944	259	1	5	834	9	4, 595	15
Emmet	86, 903	88	(1)	2	988	4	3, 020	6
Balance of county	222, 319	11, 004	67	6	---	10	12, 150	26
BOX BUTTE COUNTY	5, 649, 744	11, 861	100	100	476	369	461, 804	140
Incorporated places:								
Alliance (C. H.)	4, 247, 770	6, 669	56	75	637	310	337, 248	91
Hemingford	1, 251, 848	1, 025	9	22	1, 222	57	72, 431	42
Balance of county	150, 126	4, 167	35	3	---	2	2, 125	7
SCOTT BLUFF COUNTY	13, 704, 487	28, 644	100	100	478	786	1, 101, 526	277
Incorporated places:								
Scottsbluff	7, 250, 445	8, 465	29	53	857	464	681, 082	115
Gering (C. H.)	1, 412, 566	2, 531	9	10	558	92	117, 343	43
Mitchell	1, 547, 735	2, 058	7	11	752	80	123, 113	28
Minatare	767, 111	1, 079	4	6	711	48	52, 824	28
Morrill	1, 475, 199	1, 756	2	11	1, 951	60	73, 859	20
Lyman	654, 528	656	2	5	998	21	27, 477	18
Henry	165, 995	167	(1)	1	994	8	8, 829	7
Melbeta	206, 891	138	(1)	1	1, 499	6	7, 290	8
McGrew	124, 104	128	(1)	(1)	970	6	8, 009	6
Balance of county	99, 943	12, 666	44	1	---	1	1, 700	4

¹ Less than 1 per cent.

² On basis of resident population only. Variations in such per capita figures represent some index of sales to nonresidents as well as differences in total expendable income.

(C. H.) County seat.

TABLE 31.—NUMBER OF ESTABLISHMENTS BY KIND OF BUSINESS BY COUNTIES AND INCORPORATED PLACES—SIX COUNTIES IN NEBRASKA

	Grocery stores	Stores selling groceries and meats	Meat markets	General stores	General merchandise stores	Department stores	Apparel stores, men's, women's, and children's	Shoe stores	Motor vehicle dealers	Filling stations	Garages	Tire and accessory stores	Furniture and other household furnishings stores	Restaurants and lunch rooms	Number and building material dealers	Hardware and furniture dealers	Feed stores and farm supply stores	Cigar stores and cigar stands	Drug stores	Jewelry stores	Other retail stores
OTOR COUNTY.....	12	20	3	17	8	2	8	5	19	19	12	4	8	20	23	17	7	13	13	4	19
Incorporated places:																					
Nebraska City (C. H.).....	7	15	1	1	6	2	6	4	8	10	5	4	5	11	12	6	3	9	4	3	17
Syracuse.....	2	1	1	1	2		2	1	3	5	2		1	2	2	4		3	2	1	1
Talmage.....	1		1	3					1	1	1			3	1	1	1		1		
Palmyra.....				3					1	2				1	1	1			1		
Dunbar.....	1	2		2					2	1	2		1	2	1	1		1	1		
Otoe.....		1		2					1					1	1	1			1		1
Douglas.....		1		2					1					1	1	1			1		
Unadilla.....				2					1						1	1			1		
Burr.....				1					1						1	1			1		
Lorton.....				1					1						1	1			1		
Balance of county.....	1			1											1	1			1		
CLAY COUNTY.....	11	7	7	21	5		9	2	8	19	15	2	8	18	13	19	4	4	10	7	15
Incorporated places:																					
Stiffon.....	2	2	1	2	1		4		2	2				2	2	3	1	1	3	2	3
Edger.....	5		2		2		1		1	3	3	1	3	4	2	4			2	1	1
Clay Center (C. H.).....	1	2		1	1		2	1	2	1			1	3	2	4			2	1	2
Harard.....	1			2			1		2	2	1		1	3	1	1			1	1	4
Harford.....	2	1	1	1	1		2		1	4	3		1	2	1	1			2	1	1
Gearville.....				2			2		1	2	1		1	2	1	1			1	1	1
Ogallala.....				2					1	1	2		1	2	1	2			1	1	1
Oram.....				2					1	1	2		1	1	1	1			1	1	1
Trumbull.....		1		1			1		2	1	2		1	1	1	1			1	1	1
Deweese.....		1		2					2	2	2		1	1	1	1			1	1	3
Saronville.....				2					4		1			1	1	3					
Balance of county.....				6						4	1			1	1						

TABLE 32.—NUMBER OF STORES CLASSIFIED BY SIZE OF RETAIL ESTABLISHMENT—SIX COUNTIES IN NEBRASKA

SIZE OF BUSINESS	Number of stores	Per cent of total	Cumulative percentage	Total sales	Per cent of total sales	Cumulative percentage
OTOE COUNTY						
All stores.....	253	100	-----	\$7, 113, 419	100	-----
Less than \$5,000.....	47	19	19	140, 012	2	2
\$5,000-\$10,000.....	38	15	34	281, 060	4	6
\$10,001-\$15,000.....	35	14	48	436, 430	6	12
\$15,001-\$20,000.....	29	11	59	519, 489	7	19
\$20,001-\$25,000.....	20	8	67	457, 524	6	25
\$25,001-\$35,000.....	30	12	79	890, 346	13	38
\$35,001-\$50,000.....	21	8	87	893, 512	13	51
\$50,001-\$75,000.....	15	6	93	908, 242	13	64
\$75,001-\$100,000.....	6	2	95	527, 090	7	71
Over \$100,000.....	12	5	100	2, 050, 699	29	100
CLAY COUNTY						
All stores.....	204	100	-----	4, 537, 522	100	-----
Less than \$5,000.....	40	23	23	123, 471	3	3
\$5,000-\$10,000.....	41	20	43	208, 674	6	9
\$10,001-\$15,000.....	24	12	55	305, 280	7	16
\$15,001-\$20,000.....	24	12	67	417, 605	9	25
\$20,001-\$25,000.....	16	8	75	365, 060	8	33
\$25,001-\$35,000.....	21	10	85	645, 070	14	47
\$35,001-\$50,000.....	14	7	92	587, 067	13	60
\$50,001-\$75,000.....	7	3	95	456, 907	10	70
\$75,001-\$100,000.....	5	2	97	448, 226	10	80
Over \$100,000.....	6	3	100	890, 144	20	100
DAWSON COUNTY						
All stores.....	223	100	-----	7, 678, 582	100	-----
Less than \$5,000.....	35	16	16	81, 052	1	1
\$5,000-\$10,000.....	26	12	28	208, 938	3	4
\$10,001-\$25,000.....	26	12	30	325, 090	4	8
\$15,001-\$20,000.....	23	10	40	421, 401	5	13
\$20,001-\$25,000.....	22	10	50	505, 975	7	20
\$25,001-\$35,000.....	10	8	68	581, 620	8	28
\$35,001-\$50,000.....	28	12	80	1, 176, 321	15	43
\$50,001-\$75,000.....	20	9	89	1, 237, 846	16	59
\$75,001-\$100,000.....	13	6	95	1, 156, 123	15	74
Over \$100,000.....	11	5	100	1, 985, 607	26	100
HOLT COUNTY						
All stores.....	204	100	-----	3, 937, 000	100	-----
Less than \$5,000.....	53	26	26	118, 270	3	3
\$5,000-\$10,000.....	43	21	47	314, 408	8	11
\$10,001-\$15,000.....	25	12	59	330, 600	9	20
\$15,001-\$20,000.....	18	9	68	313, 190	8	28
\$20,001-\$25,000.....	10	5	73	239, 755	6	34
\$25,001-\$35,000.....	20	10	83	597, 145	15	49
\$35,001-\$50,000.....	19	9	92	812, 300	21	70
\$50,001-\$75,000.....	11	5	97	673, 074	17	87
\$75,001-\$100,000.....	2	1	98	171, 753	4	91
Over \$100,000.....	3	2	100	366, 427	9	100
BOX BUTTE COUNTY						
All stores.....	140	100	-----	5, 649, 744	100	-----
Less than \$5,000.....	29	21	21	64, 918	1	1
\$5,000-\$10,000.....	17	12	33	125, 945	2	3
\$10,001-\$15,000.....	10	7	40	128, 505	2	5
\$15,001-\$20,000.....	6	4	44	106, 913	2	7
\$20,001-\$25,000.....	11	8	52	252, 402	5	12
\$25,001-\$35,000.....	9	6	58	263, 323	5	17
\$35,001-\$50,000.....	21	15	73	900, 604	16	33
\$50,001-\$75,000.....	12	9	82	805, 558	14	47
\$75,001-\$100,000.....	10	7	89	843, 073	15	62
Over \$100,000.....	15	11	100	2, 149, 443	38	100

TABLE 32.—NUMBER OF STORES CLASSIFIED BY SIZE OF RETAIL ESTABLISHMENT—SIX COUNTIES IN NEBRASKA—Continued

SIZE OF BUSINESS	Number of stores	Per cent of total	Cumulative percentage	Total sales	Per cent of total sales	Cumulative percentage
SCOTTS BLUFF COUNTY						
All stores.....	277	100		\$13,704,487	100	
Less than \$5,000.....	34	12	12	82,231	1	1
\$5,000-\$10,000.....	36	13	25	265,773	2	3
\$10,001-\$15,000.....	27	10	35	351,138	3	6
\$15,001-\$20,000.....	23	8	43	410,867	3	9
\$20,001-\$25,000.....	20	7	50	447,024	3	12
\$25,001-\$35,000.....	20	7	57	597,028	4	16
\$35,001-\$50,000.....	35	13	70	1,490,975	11	27
\$50,001-\$75,000.....	35	13	83	2,150,448	16	43
\$75,001-\$100,000.....	11	4	87	984,833	7	50
Over \$100,000.....	36	13	100	6,924,170	50	100
<i>Summary of the 6 counties</i>						
All stores.....	1,301	100		42,620,763	100	
Less than \$5,000.....	244	18	18	609,963	1	1
\$5,000-\$10,000.....	201	16	34	1,492,864	4	5
\$10,001-\$15,000.....	147	11	45	1,877,661	4	9
\$15,001-\$20,000.....	123	9	54	2,189,474	5	14
\$20,001-\$25,000.....	99	8	62	2,267,800	5	19
\$25,001-\$35,000.....	119	9	71	3,583,550	8	27
\$35,001-\$50,000.....	138	11	82	5,369,788	14	41
\$50,001-\$75,000.....	100	8	90	6,232,075	15	56
\$75,001-\$100,000.....	47	4	94	4,131,098	10	66
Over \$100,000.....	83	6	100	14,366,490	34	100

TABLE 33.—SIZE DISTRIBUTION BY KIND OF BUSINESS—SIX COUNTIES IN NEBRASKA
 [TOTAL NUMBER OF STORES AND NUMBER OF STORES IN VARIOUS SIZE GROUPS BY KIND OF BUSINESS]

KIND OF BUSINESS	Total number of stores	Under	\$5,000 to \$10,000	\$10,001 to \$15,000	\$15,001 to \$20,000	\$20,001 to \$25,000	\$25,001 to \$35,000	\$35,001 to \$50,000	\$50,001 to \$75,000	\$75,001 to \$100,000	Over \$100,000
		\$5,000	\$10,000	\$15,000	\$20,000	\$25,000	\$35,000	\$50,000	\$75,000	\$100,000	
Total number of stores by size of business.	1,301	242	203	147	123	99	119	138	100	47	83
Food group.....	194	23	24	24	17	20	25	31	18	5	7
Grocery stores (without meats).....	70	10	6	6	6	11	8	12	6	1	4
Combination stores (groceries and meats).....	70	0	10	3	3	4	4	14	10	4	3
Meat markets (including sea food).....	24	1	3	7	4	3	4	4	2		
Candy and confectionery stores.....	18	4	2	4	4	2	2				
Other food stores.....	12	3	3	4			1				
General merchandise group (including general stores).....	169	10	21	15	13	15	20	25	21	10	19
General stores.....	115	6	18	9	8	14	16	14	17	4	9
General merchandise and variety stores.....	38	3	3	3	3	1	4	10	2	5	4
Department stores.....	6										
Dry goods stores.....	10	1		3	2			1	2	1	6
Apparel group.....	74	23	0	9	6	7	5	6	5	2	2
Men's and boys' clothing and furnishings stores.....	21		1	3	4	3	2	4	2	2	
Women's and children's apparel and accessory stores.....	30	16	3	2	1	2	1	2	2		1
Other apparel and accessory stores.....	8	2	2	2							1
Shoe stores.....	15	5	2	2	1		2		1		1
Automotive group.....	291	68	52	29	26	14	21	23	12	15	31
Motor vehicles dealers (includes tractor dealers).....	85	7	7	3	5	1	3	10	10	10	29
Filling stations.....	111	26	24	11	10	8	15	11	1	4	1
Garages (repairs, gas, and oil, etc.).....	71	30	15	10	8	3	3	1	1	1	1
Tire, accessory, and other automotive shops.....	24	5	6	5	3	2		1			1
Furniture and household group.....	58	8	8	5	8	9	6	5	6	1	2
Furniture stores.....	35	1	3	3	6	8	5	2	5		2
Other home furnishings and appliances stores.....	9	3	3	1	1	1	1	3	1		
Radio and music stores.....	14	7	2	1	2	1				1	
Restaurants and other eating places.....	104	29	30	20	6	6	3	7	2	1	
Restaurants and lunch rooms, including cafeterias.....	92	24	27	19	5	5	2	7	2	1	
Other eating places.....	12	5	3	1	1	1	1				

TABLE 34A.—NUMBER OF STORES CLASSIFIED BY DATE OF ESTABLISHMENT—SIX COUNTIES IN NEBRASKA

DATE ESTABLISHED	TOTAL				OTOE COUNTY			
	Stores established		Still in hands of founders		Stores established		Still in hands of founders	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Total.....	1,301	100	730	56	253	100	100	40
Prior to 1900.....	120	9	40	33	29	11	11	38
1900-1913.....	248	19	131	53	52	21	24	46
1914-1919.....	144	11	95	66	25	10	15	60
1920-1924.....	203	16	129	64	37	15	19	51
1925.....	62	5	45	73	8	3	5	83
1926.....	75	6	56	75	12	5	4	33
1927.....	87	7	70	80	12	5	7	58
1928.....	90	7	79	88	8	3	6	75
1929 (first half).....	59	5	53	90	6	2	5	83
1929 (last half).....	32	3	32	100	4	1	4	100
Unknown.....	181	12			60	24		

DATE ESTABLISHED	CLAY COUNTY				DAWSON COUNTY			
	Stores established		Still in hands of founders		Stores established		Still in hands of founders	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Percent
Total.....	204	100	128	66	223	100	95	42
Prior to 1900.....	31	15	9	29	22	10	5	23
1900-1913.....	53	26	31	58	44	19	10	43
1914-1919.....	21	11	13	62	17	8	11	65
1920-1924.....	33	16	19	58	22	10	14	64
1925.....	7	4	6	86	7	3	2	29
1926.....	9	4	9	100	6	3	5	83
1927.....	9	4	7	78	17	8	15	88
1928.....	16	8	14	88	12	5	11	62
1929 (first half).....	12	6	11	92	9	4	9	100
1929 (last half).....	9	4	9	100	4	2	4	100
Unknown.....	4	2			63	28		

DATE ESTABLISHED	HOLT COUNTY				BOX BUTTE COUNTY				SCOTTS BLUFF COUNTY			
	Stores established		Still in hands of founders		Stores established		Still in hands of founders		Stores established		Still in hands of founders	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Total.....	204	100	132	64	140	100	84	60	277	100	161	60
Prior to 1900.....	30	15	14	47	6	4	1	17	2	(1)	1	-----
1900-1913.....	39	19	21	54	16	11	12	75	44	16	24	65
1914-1919.....	24	12	16	67	13	9	8	62	44	16	32	73
1920-1924.....	35	17	26	74	21	15	16	76	55	20	35	64
1925.....	12	6	9	75	15	11	11	73	13	5	12	62
1926.....	11	5	10	91	12	9	9	75	25	9	10	76
1927.....	14	7	13	93	8	6	5	69	27	10	23	85
1928.....	20	10	18	90	12	9	11	92	22	8	19	80
1929 (first half).....	6	3	4	67	6	4	6	100	20	7	18	90
1929 (last half).....	1	(1)	1	100	5	3	5	100	9	2	9	100
Unknown.....	12	6			28	19			16	6		

¹ Less than 1 per cent.

TABLE 34B.—DATES WHEN STORES CAME INTO HANDS OF PRESENT OWNERS—SIX COUNTIES IN NEBRASKA

DATES	Otoe	Clay	Dawson	Holt	Box Butte	Scotts Bluff
Total.....	253	204	224	204	140	277
Prior to 1900.....	11	9	5	14	1	-----
1900-1913.....	36	35	28	24	17	24
1914-1919.....	37	21	21	26	9	42
1920-1924.....	42	33	41	40	24	47
1925.....	18	16	14	10	14	20
1926.....	16	12	18	15	9	23
1927.....	26	16	25	20	12	32
1928.....	37	22	25	28	15	36
1929 (first half).....	12	23	21	12	14	26
1929 (second half).....	11	17	14	6	13	19
Unknown.....	7	-----	12	9	12	8

TABLE 35.—MULTI-UNIT STORES—SIX COUNTIES IN NEBRASKA

COUNTY	Total retail stores	Single store units	MULTI-UNIT STORES BY TYPES						
			Total	2 and 3 store independent ¹	Local chains ²	National chains	Sectional chains ³	Public utility	Manufacturer controlled chains
Total.....	1,302	1,164	138	41	49	26	16	5	1
Otoe.....	253	218	35	15	8	6	5	1	-----
Dawson.....	223	203	21	8	5	6	1	1	-----
Holt.....	204	195	9	2	4	1	2	-----	-----
Box Butte.....	140	124	16	4	4	5	3	-----	-----
Scotts Bluff.....	277	239	38	6	18	8	4	1	1
Clay.....	204	185	19	6	10	-----	1	2	-----

COUNTY	MULTI-UNIT STORES BY KIND OF BUSINESS					SALES OF MULTI-UNIT STORES	
	Lumber and building materials stores	Filling stations	General merchandise and variety stores	Food stores	All other stores	Dollars (1929)	Percent of total sales
Total.....	39	19	24	15	41	\$7,470,857	18
Otoe.....	6	7	7	2	13	1,861,300	25
Dawson.....	6	2	5	2	6	900,274	12
Holt.....	6	-----	2	-----	1	430,523	11
Box Butte.....	5	1	3	2	5	1,153,691	20
Scotts Bluff.....	9	7	4	6	12	2,281,747	17
Clay.....	7	2	3	3	4	843,317	19

¹ Under the same ownership but independently operated.
² Operating principally in 1 city.
³ A chain operated in several areas but not on a national basis.

CHAPTER III.—DATA FOR ADDITIONAL STATES AND COUNTIES

INTRODUCTION

It has been shown that by putting together the Census of Distribution data and data on population, occupations, agriculture, and the like, a very detailed and interesting picture can be built up of trade conditions in the various counties in the small city and rural area. The remainder of the tables in this report present data on distribution and related economic factors for additional counties in the small city and rural market area.

A summary of retail sales and related economic data for counties in the small city and rural market area for the States of New Mexico, Wisconsin, Tennessee, Louisiana, Oregon, Missouri, Kansas, and Iowa is presented in Table 36. This table shows for each such county in these eight States the total retail sales, and the per cent which the county sales are of the State sales; the number of farms; the value of farm products sold or traded in 1929; the per cent of families having radios in 1930; the number of income-tax returns in 1929; the total number of telephones; the number of farms reporting telephones; the total number of passenger automobiles; and the number on farms. The counties within each State are ranked according to sales, and the rank of each county on each of the other economic factors is also given.

Trade in selected counties in Ohio, New Mexico, and Wisconsin.—Table 37 presents data on sales by kind of business for selected counties in each of these States. The counties are so selected as to represent different agricultural regions within the State.

Table 38 presents data on the nonretail trade in the same counties, and Tables 39 and 40 present data on stores and sales in the incorporated places in each of the counties.

Tables 41, 42, 43, 44 and 45 present additional details on distribution in the selected counties in the States of Ohio and New Mexico, covering size and age of retail establishments, and multi-unit stores.

The following table presents, for each of the eight States, a summary of economic data of especial significance in market analysis. Reference should also be made to the data for these States presented in the tables in Chapter I of this report. Total population, number of stores, and total sales in the small city and rural market area in each of these States are given in Table 1. For data on the number of stores and total sales in this area in each of these States, see tables as follows: Grocery and Meat Stores, Table 6; General Stores, Table 7; Automobile Dealers, Table 8; Apparel Stores, Table 9; Furniture and Household Stores, Table 10; Drug Stores, Table 11; Restaurants and Other Eating Places, Table 12; Hardware and Farm Implements Stores, Table 13; Feed and Farm Supplies Stores, Table 14; Lumber and Building Materials Stores, Table 15; General Merchandise Stores, Table 16.

ANALYZING THE SMALL CITY AND RURAL MARKET AREA

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SUMMARY OF RELATED ECONOMIC DATA FOR STATES SPECIFIED

STATE	POPULATION ON FARMS		Number of farms	Value of farm products sold or traded (thousands of dollars)	PER CENT OF GAINFUL WORKERS ENGAGED		
	Number	Per cent of total population			Agri-culture	Manu-facturing and me-chanical industries	All other occupa-tions
Ohio.....	1,013,229	15	219,296	\$314,834	12	40	48
New Mexico.....	158,831	37	31,404	56,246	41	11	48
Wisconsin.....	881,054	30	181,767	346,066	26	33	41
Tennessee.....	1,215,452	46	245,657	162,353	39	21	40
Louisiana.....	830,606	40	161,445	137,360	36	18	46
Oregon.....	223,687	23	55,153	124,774	20	24	56
Missouri.....	1,114,484	31	255,940	328,823	26	25	49
Kansas.....	707,196	38	166,042	417,688	33	16	51
Iowa.....	977,906	40	214,928	620,820	36	17	47

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES

ALL COUNTIES CONTAINING NO CITY OF 10,000 POPULATION OR OVER

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number ¹	Rank	Thousands of dollars ¹	Rank	Per cent ¹	Rank
NEW MEXICO									
Curry.....	7,734	6	1	1,263	11	3,661	4	18.4	2
Grant.....	6,891	6	2	576	21	1,650	10	14.6	7
McKinley.....	6,803	6	3	990	15	522	28	12.0	8
Eddy.....	6,693	6	4	1,054	14	3,805	3	14.7	6
Colfax.....	6,004	5	5	798	17	2,314	8	17.5	4
San Miguel.....	5,274	4	6	1,670	3	1,648	11	9.0	10
Dona Ana.....	5,059	4	7	2,129	2	5,906	1	7.4	18
Quay.....	3,966	3	8	1,176	12	3,559	5	17.6	3
Union.....	3,182	3	9	1,454	5	3,925	2	16.4	5
Luna.....	2,772	2	10	235	28	875	22	20.1	1
Valencia.....	2,693	2	11	1,274	10	1,052	18	3.9	24
Roosevelt.....	2,376	2	12	1,579	4	2,720	6	11.0	9
Otero.....	2,290	2	13	537	23	980	20	8.3	17
Torrance.....	2,107	2	14	1,055	13	2,431	7	6.7	19
San Juan.....	2,098	2	15	1,422	7	1,593	13	9.7	14
Hidalgo.....	1,783	1	16	335	27	701	25	10.7	11
Río Arriba.....	1,767	1	17	2,492	1	1,303	15	2.2	28
Socorro.....	1,594	1	18	849	16	1,203	16	5.9	23
Lincoln.....	1,563	1	19	569	22	1,933	9	10.5	12
Guadalupe.....	1,415	1	20	506	20	853	23	6.3	22
Mora.....	1,313	1	21	1,318	8	1,164	17	2.7	26
Taos.....	1,280	1	22	1,423	6	784	24	2.8	25
Harding.....	1,215	1	23	628	18	1,401	14	0.4	15
Sierra.....	1,050	(?)	24	449	24	594	27	9.9	13
Lea.....	1,045	(?)	25	610	19	1,631	12	6.5	20
Sandoval.....	810	(?)	26	1,309	9	668	26	2.6	27
De Baca.....	727	(?)	27	352	26	985	19	10.9	10
Catron.....	304	(?)	28	438	25	885	21	6.4	21
WISCONSIN									
Walworth.....	15,396	3.3	1	2,502	19	7,655	4	64.1	1
Wood.....	14,573	3.1	2	2,819	16	4,554	23	40.8	18
Waupaca.....	13,354	2.7	3	3,487	9	6,822	9	42.8	14
Chippewa.....	12,776	2.7	4	3,736	7	6,402	12	30.0	27
Grant.....	12,713	2.7	5	4,087	4	6,712	1	45.0	11
Columbia.....	12,561	2.7	6	3,042	14	6,871	8	52.1	4
Sauk.....	11,825	2.5	7	3,485	10	7,206	7	41.8	15
Barron.....	11,005	2.3	8	4,480	2	7,815	3	37.8	21
Washington.....	10,366	2.2	9	2,723	18	6,132	16	53.9	3
Clark.....	10,045	2.1	10	5,068	1	8,881	2	34.5	30
Green.....	9,179	1.9	11	2,386	23	7,630	5	51.7	5
Shawano.....	8,476	1.8	12	3,737	6	6,314	15	33.5	35
Polk.....	7,990	1.7	13	4,142	3	6,422	11	44.7	12
Monroe.....	7,711	1.6	14	3,366	11	6,073	18	34.1	32
St. Croix.....	7,314	1.6	15	3,221	12	6,373	13	47.3	7
Langlade.....	7,143	1.5	16	1,728	37	3,542	28	32.2	41
Oneida.....	7,081	1.5	17	768	46	967	46	30.3	20
Vernon.....	7,052	1.5	18	4,016	5	7,608	6	33.0	33
Pierce.....	6,776	1.4	19	3,013	15	5,408	20	41.7	16
Dunn.....	6,707	1.4	20	3,515	8	6,678	10	37.3	23

¹ Number of income-tax returns, telephones, and automobiles obtained from general consumer market statistics issued by Bureau of Foreign and Domestic Commerce. Number of farms, farm products sold or traded, number of farms reporting telephones, and number of automobiles on farms obtained from census of agriculture. Per cent of families having radios obtained from census of population.

² Less than 1 per cent.

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES

ALL COUNTIES CONTAINING NO CITY OF 10,000 POPULATION OR OVER

STATE AND COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES ²				PASSENGER AUTOMOBILES			
	Number ¹	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number ¹	Rank	Number ¹	Rank	Number ¹	Rank	Number ¹	Rank
NEW MEXICO										
Curry.....	307	5	791	2	124	8	3,351	2	987	4
Grant.....	503	2	712	5	56	13	3,325	3	317	16
McKinley.....	399	3	468	8	7	26	2,019	8	106	28
Eddy.....	356	4	769	3	225	4	3,217	4	914	5
Colfax.....	525	1	1,088	1	135	7	2,808	5	574	8
San Miguel.....	301	6	597	6	57	12	2,143	7	473	10
Dona Ana.....	274	7	724	4	247	3	3,431	1	1,442	1
Quay.....	183	8	411	9	248	2	1,868	10	866	6
Union.....	77	16	486	7	311	1	2,209	6	1,201	2
Luna.....	142	9	277	11	31	16	1,114	15	195	26
Valencia.....	101	12	133	15	20	21	1,285	14	336	15
Roosevelt.....	70	19	212	13	181	6	1,882	9	1,193	3
Otero.....	122	10	245	12	47	14	1,474	11	276	18
Torrance.....	47	23	90	19	64	10	1,322	13	593	7
San Juan.....	95	14	297	10	190	5	1,030	17	459	11
Hidalgo.....	73	18	91	18	23	19	749	21	220	24
Rio Arriba.....	74	17	58	24	30	17	798	20	409	13
Socorro.....	79	15	144	14	16	23	932	18	281	17
Lincoln.....	97	13	117	16	75	9	1,097	16	360	14
Guadalupe.....	65	20	52	25	9	25	840	19	234	23
Mora.....	44	24	67	23	37	15	556	26	275	19
Taos.....	60	21	102	17	22	20	696	23	249	20
Harding.....	27	27	76	22	59	11	693	24	419	12
Sierra.....	50	22	26	26	18	22	739	22	225	25
Lea.....	106	11	83	21	59	11	1,333	12	551	9
Sandoval.....	40	25	14	28	25	18	598	25	178	27
De Baca.....	30	26	86	20	64	10	547	27	247	21
Catron.....	10	28	24	27	14	24	390	28	238	22
WISCONSIN										
Walworth.....	974	1	6,477	2	1,912	16	8,790	5	2,572	18
Wood.....	919	2	5,940	4	1,383	25	8,928	3	2,704	17
Waupaca.....	620	8	5,649	6	2,321	9	9,417	2	3,801	6
Chippewa.....	554	9	4,243	12	1,753	19	7,986	7	3,555	9
Grant.....	644	7	7,800	3	3,632	1	10,156	1	4,216	3
Columbia.....	820	3	6,300	3	2,213	10	8,892	4	3,235	13
Sauk.....	756	4	5,656	5	2,668	5	8,207	6	3,670	7
Barron.....	371	15	5,192	7	2,980	2	7,796	8	4,186	4
Washington.....	697	6	4,552	8	1,728	21	6,884	11	2,840	16
Clark.....	224	28	3,228	20	2,017	13	7,113	9	4,668	1
Green.....	752	5	4,276	11	2,075	12	6,113	17	2,436	20
Shawano.....	331	18	3,011	16	1,996	14	6,481	14	3,604	8
Folk.....	265	23	4,521	9	2,831	3	6,513	13	4,032	5
Monroe.....	393	14	3,399	19	1,845	17	6,319	15	3,413	11
St. Croix.....	337	17	4,165	13	2,391	8	5,512	19	3,239	12
Langlade.....	408	13	2,181	29	609	40	4,244	27	1,555	34
Oneida.....	459	11	1,628	35	166	45	3,244	35	622	45
Vernon.....	289	19	4,029	14	2,745	4	6,587	12	4,231	2
Pierce.....	220	29	3,647	17	1,943	15	5,713	18	3,035	15
Dunn.....	287	20	4,020	15	2,583	6	6,144	16	3,476	10

¹ Number of income-tax returns, telephones, and automobiles obtained from general consumer market statistics issued by Bureau of Foreign and Domestic Commerce. Number of farms, farm products sold or traded, number of farms reporting telephones, and number of automobiles on farms obtained from census of agriculture. Per cent of families having radios obtained from census of population.

² County totals which are less than the number of farms reporting probably do not include Farmers' Mutual telephones.

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)			PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank	
WISCONSIN—Continued										
Ozaukee.....	6,599	1.4	21	1,571	39	3,268	32	58.0	2	
Trempealeau.....	6,535	1.4	22	3,051	13	5,895	19	34.1	32	
Lincoln.....	6,522	1.4	23	1,755	36	1,979	37	33.6	34	
Green Lake.....	5,785	1.2	24	1,403	40	2,950	34	45.8	10	
Door.....	5,629	1.2	25	2,060	28	3,905	20	42.9	13	
Lafayette.....	5,566	1.2	26	2,254	25	0,089	17	50.4	6	
Oconto.....	5,473	1.2	27	2,784	17	4,058	25	32.4	30	
Juneau.....	5,263	1.1	28	2,221	20	2,997	33	34.4	31	
Iowa.....	5,190	1.1	29	2,436	22	6,346	14	46.6	8	
Richland.....	4,904	1.0	30	2,442	21	5,070	21	40.2	19	
Price.....	4,765	1.0	31	1,997	32	1,644	41	29.7	46	
Kewaunee.....	4,412	.9	32	1,972	33	3,360	30	35.1	29	
Rusk.....	3,947	.8	33	2,058	29	2,238	36	31.8	42	
Calumet.....	3,930	.8	34	2,018	31	4,557	22	46.0	9	
Buffalo.....	3,820	.8	35	2,042	30	4,464	24	31.6	43	
Crawford.....	3,818	.8	36	1,915	35	3,497	29	35.8	28	
Wausara.....	3,664	.8	37	2,180	27	3,356	31	41.5	17	
Jackson.....	3,627	.8	38	2,284	24	3,748	27	30.1	45	
Taylor.....	3,616	.8	39	2,404	20	2,869	35	29.4	48	
Washburn.....	3,269	.7	40	1,341	41	1,346	43	33.4	36	
Vilas.....	3,032	.6	41	451	49	308	50	37.1	24	
Bayfield.....	2,862	.6	42	1,931	34	1,591	42	32.0	38	
Iron.....	2,813	.6	43	585	47	314	49	24.5	49	
Pepin.....	2,788	.6	44	939	45	1,705	40	37.7	22	
Sawyer.....	2,454	.5	45	1,006	44	705	46	30.6	44	
Forest.....	2,393	.5	46	533	48	469	47	29.5	47	
Marquette.....	2,383	.5	47	1,302	42	1,840	39	36.5	26	
Burnett.....	2,086	.4	48	1,721	38	1,938	38	33.3	37	
Adams.....	1,132	.2	49	1,239	43	1,290	44	36.7	25	
Florence.....	586	.1	50	356	50	335	48	32.3	40	
TENNESSEE										
Gibson.....	8,551	1.3	1	6,815	1	6,366	1	8.8	23	
Mauzy.....	8,251	1.3	2	3,680	18	3,293	15	11.6	14	
Rutherford.....	7,596	1.2	3	4,653	8	3,576	9	14.4	3	
Montgomery.....	6,451	1.0	4	4,036	13	3,413	11	12.2	11	
Dyer.....	6,247	1.0	5	3,911	15	3,711	6	8.6	24	
Obion.....	5,815	.9	6	3,315	22	3,690	7	12.8	7	
Blount.....	5,623	.9	7	2,417	42	1,346	39	12.3	10	
Wilson.....	5,034	.8	8	3,762	17	3,139	16	15.5	2	
Roane.....	4,883	.8	9	1,304	68	1,120	45	11.9	13	
Robertson.....	4,844	.8	10	4,420	10	4,587	2	12.2	11	
Bradley.....	4,823	.7	11	1,780	53	1,066	47	11.0	15	
McMinn.....	4,805	.7	12	2,510	40	1,184	41	12.0	12	
Lincoln.....	4,767	.7	13	4,131	12	2,869	19	9.3	20	
Bedford.....	4,672	.7	14	2,801	30	2,252	21	13.7	5	
Greene.....	4,649	.7	15	5,094	4	3,807	5	8.8	22	
Weakley.....	4,520	.7	16	4,978	5	3,528	10	9.4	19	
Henry.....	4,394	.7	17	3,296	24	2,229	23	9.3	20	
Carter.....	4,227	.7	18	2,348	44	603	68	10.2	17	
Hamblen.....	4,059	.6	19	1,501	63	1,147	42	13.7	7	
Carroll.....	4,020	.6	20	4,310	11	2,522	20	8.7	23	
Lauderdale.....	4,016	.6	21	3,981	14	2,898	18	7.6	27	
Campbell.....	3,943	.6	22	1,754	54	779	60	8.1	26	
Giles.....	3,642	.6	23	4,811	7	3,341	13	7.5	28	
Lawrence.....	3,463	.5	24	3,845	16	2,030	26	5.5	38	
Tipton.....	3,419	.5	25	4,868	6	4,071	3	5.5	38	
Cocke.....	3,317	.5	26	2,707	35	1,418	35	7.0	32	
Sumner.....	3,304	.5	27	4,481	9	3,858	4	10.2	17	
Franklin.....	3,289	.5	28	2,553	39	1,404	33	12.3	10	
Haywood.....	3,284	.5	29	5,079	3	3,406	12	4.9	41	
Williamson.....	3,219	.5	30	3,005	27	3,297	14	14.2	4	

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number	Rank	Number	Rank	Number	Rank	Number	Rank
WISCONSIN—Continued										
Ozaukee.....	551	10	1,916	33	960	32	4,408	22	1,548	35
Trempealeau.....	342	16	4,396	10	2,437	7	7,020	10	3,202	14
Lincoln.....	458	12	2,372	24	518	42	4,422	21	1,523	37
Green Lake.....	284	21	2,213	27	893	35	3,933	29	1,494	38
Door.....	126	40	2,200	28	1,022	30	4,396	23	2,031	28
Lafayette.....	236	26	3,408	18	1,812	18	4,290	25	2,265	23
Oconto.....	276	22	2,011	32	901	34	4,821	20	2,403	21
Juneau.....	201	30	2,051	31	1,075	29	3,898	30	1,918	31
Iowa.....	264	24	3,212	21	2,078	11	4,246	26	2,392	22
Richland.....	177	31	2,364	25	1,669	22	3,841	31	2,462	19
Price.....	234	27	1,584	37	645	39	3,132	37	1,532	36
Kewaunee.....	163	34	2,514	23	1,420	24	4,032	28	1,976	30
Rusk.....	147	36	1,042	41	416	43	2,676	39	1,562	33
Calumet.....	263	25	2,116	30	1,316	27	4,385	24	2,042	27
Buffalo.....	174	32	2,303	26	1,741	20	3,606	32	2,164	26
Crawford.....	160	35	2,553	22	1,381	26	3,184	36	1,873	32
Waushara.....	104	42	1,513	38	1,204	28	3,494	33	2,251	24
Jackson.....	168	33	1,816	34	1,500	23	3,249	34	2,194	25
Taylor.....	132	39	1,338	39	684	37	2,886	38	2,022	29
Washburn.....	133	38	916	44	518	42	1,968	43	1,085	42
Vilas.....	122	41	403	48	92	46	1,460	48	364	47
Bayfield.....	134	37	1,020	42	582	41	2,174	41	1,428	39
Iron.....	147	36	439	47	14	49	1,504	47	343	48
Pepin.....	90	43	1,066	40	782	36	2,040	42	981	43
Sawyer.....	73	40	720	46	285	44	1,645	46	721	44
Forest.....	85	44	396	49	75	47	1,697	45	370	46
Marquette.....	69	47	1,590	36	1,008	31	2,598	40	1,286	40
Burnett.....	74	45	982	43	909	33	1,763	44	1,532	36
Adams.....	66	48	874	45	650	38	1,275	49	1,102	41
Florence.....	28	49	80	50	45	48	412	50	301	49
TENNESSEE										
Gibson.....	204	6	3,754	1	2,707	1	5,284	1	2,954	1
Maury.....	318	1	2,008	6	900	13	4,295	3	1,727	9
Rutherford.....	223	5	2,468	3	1,233	7	4,403	2	2,145	5
Montgomery.....	312	2	1,428	14	504	29	2,463	22	1,187	23
Dyer.....	232	3	1,680	9	613	21	3,100	12	1,850	17
Obion.....	138	17	2,336	4	1,072	10	3,443	9	1,526	12
Blount.....	228	4	1,134	23	233	52	4,183	5	1,303	18
Wilson.....	74	33	2,078	5	1,536	4	3,687	8	2,025	7
Roane.....	184	9	858	30	87	72	2,377	23	559	49
Robertson.....	169	11	1,249	18	580	24	4,158	6	2,055	6
Bradley.....	190	8	1,154	21	348	37	2,859	18	1,038	25
McMinn.....	183	10	1,257	17	320	41	3,030	14	918	31
Lincoln.....	125	20	1,538	12	812	15	3,052	13	1,727	9
Bedford.....	74	33	1,523	13	901	12	2,643	10	1,608	13
Greene.....	163	12	582	45	711	20	4,249	4	2,553	2
Weasley.....	87	29	3,228	2	2,296	2	3,268	10	2,150	4
Henry.....	192	7	1,767	8	1,262	6	2,922	17	1,850	17
Carter.....	136	18	712	38	166	59	2,192	28	543	52
Hamblen.....	146	16	902	28	230	53	2,285	25	743	39
Carroll.....	99	24	1,901	7	1,550	3	2,948	16	1,492	15
Lauderdale.....	150	15	731	35	227	54	2,239	27	978	28
Campbell.....	113	22	660	41	178	58	1,674	40	407	60
Giles.....	80	32	1,182	20	564	25	3,004	15	1,875	8
Lawrence.....	66	37	891	29	490	30	2,505	21	1,290	19
Tipson.....	98	25	713	37	270	45	2,597	20	1,601	11
Cooke.....	90	27	320	62	46	79	1,787	38	752	38
Sumner.....	105	23	1,666	10	1,111	8	3,887	7	2,190	3
Franklin.....	155	13	1,228	19	562	26	1,917	35	818	35
Haywood.....	113	22	721	36	259	47	2,029	31	1,452	16
Williamson.....	152	14	1,332	15	731	18	3,249	11	1,640	10

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—Con.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank
TENNESSEE—Continued									
Hardenman.....	3,031	0.5	31	3,396	21	2,153	24	3.4	52
Putnam.....	3,019	.5	32	2,913	29	915	54	8.8	22
Fayette.....	2,951	.5	33	5,786	2	3,598	8	3.6	51
Folk.....	2,868	.4	34	1,082	72	478	74	13.5	6
Loudon.....	2,865	.4	35	1,332	67	847	55	10.9	16
Warren.....	2,840	.4	36	2,615	37	1,129	44	8.2	25
Marshall.....	2,828	.4	37	2,297	45	1,892	29	15.7	1
Dickson.....	2,796	.4	38	2,487	41	1,435	34	12.7	8
Marion.....	2,685	.4	39	1,044	75	379	75	9.4	19
Anderson.....	2,611	.4	40	1,445	66	641	66	7.3	30
Monroe.....	2,569	.4	41	2,800	31	1,081	46	5.7	36
Coffee.....	2,548	.4	42	2,112	48	953	51	9.5	18
McNairy.....	2,541	.4	43	3,414	20	2,022	27	4.0	41
Chester.....	2,478	.4	44	1,891	52	1,485	32	6.3	34
Hawkins.....	2,362	.4	45	3,505	19	2,231	22	6.6	33
Crockett.....	2,027	.3	46	3,148	26	2,929	17	7.4	29
Seymour.....	1,901	.3	47	2,931	28	1,387	37	4.3	47
Lake.....	1,800	.3	48	1,120	71	1,996	28	6.2	35
Claiborne.....	1,786	.3	49	3,298	23	1,413	30	5.6	37
Unicoi.....	1,757	.3	50	860	82	188	82	13.5	6
Henderson.....	1,739	.3	51	3,290	25	2,141	25	4.7	43
White.....	1,704	.3	52	1,960	50	723	63	4.5	45
Rhea.....	1,623	.3	53	1,206	69	933	52	9.1	21
Smith.....	1,528	.2	54	2,661	36	1,833	30	8.2	25
Humphreys.....	1,493	.2	55	1,452	65	792	59	7.1	31
Jefferson.....	1,413	.2	56	2,204	46	1,796	31	8.2	25
Overton.....	1,411	.2	57	2,724	33	549	71	3.6	51
Hardin.....	1,328	.2	58	2,708	34	1,384	38	4.0	50
Hickman.....	1,313	.2	59	1,647	58	810	57	6.3	34
De Kalb.....	1,287	.2	60	2,576	38	1,050	48	5.1	40
Cumberland.....	1,285	.2	61	1,034	76	321	77	4.6	44
Scott.....	1,214	.2	62	1,124	70	181	83	4.8	42
Morgan.....	1,212	.2	63	1,074	73	281	78	6.2	35
Fentress.....	1,157	.2	64	987	77	218	80	3.4	52
Johnson.....	1,116	.2	65	1,593	61	742	62	5.5	38
Grundy.....	1,112	.2	66	524	86	188	82	4.8	42
Decatur.....	963	.1	67	1,654	57	998	50	4.5	45
Benton.....	935	.1	68	1,751	55	753	61	4.4	46
Macon.....	912	.1	69	2,735	32	1,131	43	4.1	49
Stewart.....	888	.1	70	1,902	51	1,220	40	5.4	39
Lewis.....	874	.1	71	507	87	181	83	6.3	34
Cheatham.....	849	.1	72	1,509	62	1,120	45	12.5	9
Trousdale.....	803	.1	73	972	79	792	59	11.0	15
Cannon.....	752	.1	74	1,727	56	842	56	4.0	50
Grainger.....	745	.1	75	2,140	47	1,005	49	2.9	54
Wayne.....	735	.1	76	1,635	59	609	67	2.6	55
Jackson.....	726	.1	77	2,389	43	921	53	2.2	57
Clay.....	661	.1	78	1,458	64	594	69	2.4	53
Houston.....	570	.09	79	780	83	362	76	9.4	19
Perry.....	474	.07	80	1,070	74	551	70	3.0	53
Union.....	472	.07	81	1,906	49	795	58	2.6	55
Bledsoe.....	455	.07	82	927	81	500	73	4.2	48
Hancock.....	364	.06	83	1,613	60	664	65	1.3	58
Pickett.....	329	.05	84	943	80	270	79	.8	59
Sequatchie.....	316	.05	85	537	85	193	81	4.1	49
Moore.....	245	.04	86	976	78	509	72	7.4	20
Meigs.....	137	.03	87	757	84	684	64	4.3	47
Van Buren.....	180	.03	88	488	88	108	84	4.3	47

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number	Rank	Number	Rank	Number	Rank	Number	Rank
TENNESSEE—Continued										
Hardeman.....	62	40	431	54	276	44	1,924	34	941	30
Putnam.....	86	30	771	34	604	22	1,853	36	658	42
Fayette.....	87	29	194	68	118	68	1,678	39	1,494	14
Polk.....	118	21	411	57	74	77	1,312	47	375	64
Loudon.....	91	26	605	43	216	55	2,249	26	602	46
Warren.....	70	35	947	25	534	27	1,818	37	801	36
Marshall.....	64	38	1,144	22	751	17	2,287	24	1,241	20
Dickson.....	71	34	708	39	235	51	1,997	32	833	34
Marion.....	88	28	506	49	141	64	1,262	48	250	72
Anderson.....	84	31	382	59	145	63	1,330	46	513	54
Monroe.....	61	41	612	42	366	36	1,537	42	724	40
Coffee.....	91	26	933	26	434	34	1,401	45	647	43
McNairy.....	22	56	840	32	332	14	1,405	44	861	33
Chester.....	22	56	450	50	517	28	863	58	659	41
Hawkins.....	69	36	286	65	154	61	2,143	29	1,238	21
Crockett.....	45	45	823	33	601	23	1,947	33	1,213	22
Sevier.....	14	60	296	64	250	48	1,665	41	804	32
Lake.....	63	39	286	65	94	73	976	55	377	63
Claiborne.....	27	53	435	53	235	51	1,431	43	758	37
Unicoi.....	128	19	424	55	39	82	977	54	156	79
Henderson.....	41	47	1,073	24	1,418	5	1,401	45	955	29
White.....	37	49	595	44	336	40	1,164	50	521	53
Rhea.....	64	38	445	51	121	66	1,031	52	404	61
Smith.....	15	59	1,664	11	1,094	9	1,665	41	1,125	24
Humphreys.....	42	43	422	56	189	56	1,127	51	484	56
Jefferson.....	56	42	668	40	370	35	2,059	30	1,003	27
Overton.....	35	50	443	52	460	33	666	68	314	68
Hardin.....	29	51	568	46	477	32	813	60	583	48
Hickman.....	29	51	394	58	268	46	1,261	49	638	44
De Kalb.....	10	63	1,276	13	810	16	884	57	513	54
Cumberland.....	25	55	83	80	19	85	613	72	229	73
Scott.....	48	44	100	76	75	76	645	70	125	80
Morgan.....	50	43	188	71	108	70	710	66	259	71
Fentress.....	28	52	50	82	127	65	489	76	161	78
Johnson.....	9	64	300	63	164	60	722	64	446	58
Grundy.....	39	48	194	68	42	81	568	73	118	81
Decatur.....	10	63	350	61	481	31	651	69	407	60
Benton.....	11	62	98	77	246	49	844	59	454	57
Macon.....	12	61	916	27	1,046	11	934	56	1,005	26
Stewart.....	26	54	516	48	343	38	778	62	430	59
Lewis.....	8	65	100	76	53	78	459	77	174	77
Cheatham.....	16	58	162	72	112	69	984	53	598	47
Trousdale.....	17	57	215	67	317	42	720	65	550	50
Cannon.....	5	60	840	31	601	23	554	74	363	45
Grainger.....	8	65	91	79	147	62	810	61	603	45
Wayne.....	11	62	370	60	82	75	776	63	393	62
Jackson.....	8	65	522	47	713	19	639	71	512	55
Clay.....	8	70	106	75	342	39	328	81	218	74
Houston.....	4	67	68	81	30	83	363	80	185	76
Perry.....	5	66	264	66	244	50	521	75	326	66
Union.....	1	69	-----	85	186	57	696	67	547	51
Bledsoe.....	5	66	107	74	88	74	356	79	208	75
Hancock.....	-----	70	97	78	120	67	268	82	268	70
Pickett.....	-----	70	190	70	370	35	132	86	107	83
Squatchie.....	5	66	145	73	98	71	199	84	113	82
Moore.....	2	68	191	69	277	43	229	83	278	69
Meigs.....	5	66	42	83	44	80	446	78	324	67
Van Buren.....	1	69	15	84	29	84	148	85	101	84

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank
LOUISIANA									
Tangipahoa.....	8,947	1.9	1	4,336	10	3,061	7	6.3	15
St. Landry.....	8,790	1.8	2	7,494	1	4,995	5	4.6	23
Acadia.....	7,846	1.6	3	3,828	13	6,401	1	7.1	11
Claiborne.....	6,018	1.3	4	4,940	7	3,458	10	8.6	6
De Soto.....	5,959	1.3	5	5,098	6	2,465	20	6.6	13
Bienville.....	5,944	1.2	6	3,885	12	2,946	16	5.2	19
Franklin.....	5,433	1.1	7	6,239	2	5,039	4	3.3	33
Morehouse.....	5,417	1.1	8	3,665	14	3,343	11	6.4	14
Webster.....	5,363	1.1	9	3,516	15	2,491	19	8.4	7
Jefferson.....	5,068	1.1	10	243	53	820	48	15.8	1
Richland.....	4,688	1.0	11	5,103	5	4,097	6	3.8	29
Vermilion.....	4,527	.9	12	3,951	11	5,668	2	4.0	21
St. Mary.....	4,503	.9	13	520	48	1,553	31	8.6	6
Jefferson Davis.....	4,393	.9	14	1,664	34	5,088	3	11.9	3
Terrebonne.....	4,287	.9	15	662	46	1,433	34	4.2	26
Lafourche.....	4,229	.9	16	1,108	42	2,196	26	3.6	31
Lincoln.....	4,112	.9	17	3,396	18	2,780	18	6.3	15
Natchitoches.....	4,109	.9	18	5,726	4	3,494	9	4.1	27
Iberia.....	3,951	.8	19	1,297	39	1,806	28	8.0	8
Iberville.....	3,777	.8	20	621	47	1,253	36	6.3	15
St. Tammany.....	3,697	.8	21	1,179	41	608	51	8.8	4
Bossier.....	3,685	.8	22	4,820	8	3,604	8	6.7	12
Avozelles.....	3,611	.8	23	5,975	3	3,233	12	3.6	31
Sabine.....	3,339	.7	24	2,936	21	1,321	35	3.7	30
Union.....	3,092	.6	25	3,463	16	2,368	24	5.6	18
East Carroll.....	2,822	.6	26	3,451	17	3,198	13	4.4	25
Ascension.....	2,709	.6	27	1,335	38	879	45	4.1	27
Vernon.....	2,660	.6	28	1,850	29	736	50	5.2	19
Jackson.....	2,556	.5	29	1,722	31	1,083	38	6.4	14
Winn.....	2,536	.5	30	1,669	33	954	41	6.3	15
Texas.....	2,535	.5	31	3,139	19	2,985	15	3.2	34
Beauregard.....	2,500	.5	32	1,374	36	895	43	7.7	9
Grant.....	2,417	.5	33	1,708	32	794	49	5.1	20
Allen.....	2,376	.5	34	1,068	43	986	39	6.3	15
La Salle.....	2,374	.5	35	828	44	380	55	7.4	10
Madison.....	2,305	.5	36	2,457	24	2,350	25	5.1	20
St. Martin.....	2,171	.5	37	2,084	27	1,463	32	2.0	37
West Carroll.....	2,121	.4	38	2,602	23	2,406	21	4.8	22
Concordia.....	2,063	.4	39	1,849	30	1,105	37	3.9	28
Livingston.....	1,797	.4	40	2,193	26	2,384	23	1.6	41
Evangeline.....	1,796	.4	41	4,610	9	3,148	14	2.1	40
St. James.....	1,696	.4	42	337	52	893	44	4.5	24
East Feliciana.....	1,554	.3	43	2,379	25	1,610	30	3.3	33
Catahoula.....	1,506	.3	44	1,957	28	2,398	22	2.6	38
Assumption.....	1,458	.3	45	416	50	1,451	33	3.4	32
St. Charles.....	1,432	.3	46	175	56	149	56	8.7	5
St. John the Baptist.....	1,426	.3	47	178	55	824	47	6.2	16
Caldwell.....	1,413	.3	48	1,236	40	960	40	5.8	17
Red River.....	1,345	.3	49	3,102	20	2,109	27	3.0	36
St. Bernard.....	1,196	.3	50	186	54	124	57	12.1	2
West Feliciana.....	952	.2	51	1,368	37	669	52	3.1	35
West Baton Rouge.....	866	.2	52	381	51	876	46	4.6	23
Plaquemines.....	574	.1	53	449	49	408	54	4.4	25
Pointe Coupee.....	474	.1	54	2,652	22	1,641	29	2.6	38
St. Helena.....	321	.07	55	1,581	35	900	42	.9	42
Cameron.....	265	.06	56	814	45	647	53	2.2	39

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	INCOME-TAX RETURNS (1920)		TELEPHONES				PASSENGER AUTOMOBILES				
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930		
			Number	Rank	Number	Rank	Number	Rank	Number	Rank	
LOUISIANA											
Tangipahoa.....	310	4	1,111	1	156	10	4,068	3	1,393	5	
St. Landry.....	338	3	855	6	107	16	4,608	1	1,655	2	
Acadia.....	368	2	975	3	124	14	4,327	2	1,416	4	
Claiborne.....	256	7	832	7	242	6	3,089	7	1,366	7	
De Soto.....	219	11	927	4	190	8	2,389	14	870	16	
Blenville.....	104	25	490	19	287	3	1,833	26	538	18	
Franklin.....	105	24	294	28	89	20	2,151	19	1,367	6	
Morhouse.....	262	6	567	14	53	30	2,488	10	874	15	
Webster.....	254	8	916	5	260	5	3,250	5	1,078	10	
Jefferson.....	373	1	80	47	53	30	3,305	4	76	51	
Richland.....	141	19	438	21	85	21	2,448	12	1,191	8	
Vermilion.....	171	18	525	16	114	15	3,132	6	1,431	3	
St. Mary.....	282	5	705	10	54	29	1,978	23	207	45	
Jefferson Davis.....	240	10	1,008	2	233	7	2,364	15	865	17	
Terrebonne.....	175	16	516	18	50	31	2,230	18	216	44	
Lafourche.....	109	12	530	15	69	22	2,433	13	446	35	
Lincoln.....	186	15	769	9	280	4	2,267	17	1,057	11	
Natchitoches.....	173	17	615	11	93	18	2,461	11	1,054	12	
Iberia.....	251	9	792	8	55	28	2,728	9	537	26	
Iberville.....	189	14	571	13	53	30	1,962	24	236	43	
St. Tammany.....	197	13	769	9	69	22	2,284	16	559	25	
Bossier.....	141	19	150	38	135	13	2,132	20	940	14	
Avoyelles.....	105	24	377	24	146	12	2,925	8	1,768	1	
Sabine.....	98	28	581	12	413	1	1,764	27	559	25	
Union.....	63	37	410	22	301	2	1,904	25	992	13	
East Carroll.....	125	21	213	32	27	36	1,175	36	749	19	
Ascension.....	99	27	292	29	21	38	1,392	32	466	33	
Vernon.....	123	23	396	23	124	14	2,025	21	509	30	
Jackson.....	62	38	148	39	36	33	1,088	39	409	36	
Winn.....	78	33	321	26	61	25	1,109	37	455	34	
Tensas.....	99	27	192	34	55	28	1,048	41	526	27	
Beauregard.....	125	21	462	20	96	17	1,352	33	561	24	
Grant.....	68	36	167	37	58	26	1,432	31	515	28	
Allen.....	128	20	518	17	68	24	1,473	28	514	29	
La Salle.....	81	31	301	27	26	37	1,274	34	293	42	
Madison.....	124	22	226	31	26	37	970	45	537	26	
St. Martin.....	79	32	210	33	34	34	1,093	38	487	32	
West Carroll.....	41	47	170	35	11	43	1,211	35	672	21	
Concordia.....	103	26	141	40	19	39	884	49	307	41	
Livingston.....	48	43	49	48	18	40	1,450	29	691	20	
Evangelino.....	47	44	123	42	64	23	2,001	22	1,083	9	
St. James.....	90	29	80	45	32	35	1,005	43	151	48	
East Feliciana.....	58	40	252	30	92	19	920	47	392	37	
Catahoula.....	27	48	81	46	27	36	920	47	498	31	
Assumption.....	60	39	166	36	30	45	1,056	40	183	47	
St. Charles.....	84	30	-----	-----	50	19	39	959	46	86	50
St. John the Baptist.....	70	35	-----	-----	50	19	44	907	48	341	39
Caldwell.....	53	42	374	25	149	11	907	48	574	23	
Rod River.....	57	41	124	41	179	9	999	44	72	52	
St. Bernard.....	53	42	-----	-----	50	5	44	667	50	-----	
West Feliciana.....	45	46	113	44	69	22	512	53	194	46	
West Baton Rouge.....	46	45	-----	-----	50	17	41	653	51	99	49
Plaquemines.....	47	44	-----	-----	50	17	41	527	52	151	48
Pointe Coupee.....	77	34	120	43	36	33	1,445	30	580	22	
St. Helena.....	2	50	-----	-----	50	16	42	327	55	377	38
Cameron.....	22	49	-----	-----	49	3	45	435	54	317	40

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)			PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank	
OREGON										
Coos.....	13,012	2.9	1	1,305	12	2,148	21	33.1	14	
Umatilla.....	12,617	2.8	2	2,265	6	11,400	1	35.4	12	
Clackamas.....	11,238	2.4	3	4,747	1	5,306	4	45.0	2	
Douglas.....	8,598	1.9	4	2,488	5	4,606	7	29.1	7	
Washington.....	8,402	1.8	5	3,917	2	5,822	2	43.5	3	
Linn.....	8,146	1.8	6	3,074	3	5,317	3	32.8	5	
Yamhill.....	7,883	1.7	7	2,690	4	5,089	6	42.5	16	
Benton.....	7,825	1.7	8	1,340	11	2,420	15	36.9	9	
Deschutes.....	7,643	1.7	9	824	18	1,455	26	35.5	11	
Baker.....	7,560	1.7	10	1,383	9	4,535	8	28.6	23	
Union.....	7,365	1.6	11	1,276	13	3,806	10	31.5	17	
Wasco.....	7,229	1.6	12	1,076	15	3,281	13	30.6	6	
Columbia.....	5,724	1.3	13	1,607	8	1,528	24	35.2	13	
Tillamook.....	5,020	1.1	14	811	19	2,073	22	30.0	7	
Josephine.....	4,543	1.0	15	1,164	14	972	28	20.3	21	
Malheur.....	4,021	.9	16	1,845	7	5,141	5	27.2	24	
Polk.....	3,927	.9	17	1,882	7	4,343	9	38.5	8	
Hood River.....	3,687	.8	18	967	16	2,278	16	43.2	4	
Lincoln.....	3,188	.7	19	732	20	682	29	27.0	25	
Lake.....	2,361	.5	20	485	25	2,108	20	29.7	20	
Harney.....	2,008	.4	21	603	23	2,987	14	23.8	29	
Wallowa.....	1,961	.4	22	952	17	3,287	12	26.8	26	
Gilliam.....	1,785	.4	23	353	27	2,201	19	31.1	19	
Morrow.....	1,658	.4	24	628	22	3,477	11	36.1	10	
Grant.....	1,462	.3	25	632	21	2,221	18	23.7	30	
Sherman.....	1,068	.2	26	369	26	2,226	17	54.0	1	
Crook.....	1,040	.2	27	489	24	1,813	23	31.4	18	
Wheeler.....	767	.2	28	284	30	1,232	29	32.5	16	
Curry.....	661	.1	29	342	28	535	30	25.5	28	
Jefferson.....	518	.1	30	335	29	1,094	27	26.0	27	
MISSOURI										
Clay.....	11,167	.8	1	1,870	56	5,726	9	41.6	9	
St. Francois.....	10,080	.7	2	1,393	87	1,400	80	35.1	22	
Saline.....	9,668	.7	3	2,764	23	7,238	4	33.6	27	
Franklin.....	8,370	.6	4	3,318	11	3,145	34	29.8	30	
Nodaway.....	7,890	.5	5	3,437	6	7,694	1	46.3	3	
Henry.....	7,623	.5	6	2,868	19	4,307	17	26.3	45	
Lafayette.....	7,543	.5	7	2,979	17	6,083	7	35.2	21	
Cooper.....	7,288	.5	8	2,264	35	3,754	22	32.9	30	
Cass.....	7,078	.5	9	3,021	16	5,217	12	36.0	18	
Audrain.....	6,811	.5	10	2,197	39	3,696	23	31.4	35	
Linn.....	6,574	.5	11	2,357	34	3,881	21	42.0	8	
Dunklin.....	6,555	.5	12	3,892	2	6,331	6	10.1	74	
Jefferson.....	6,448	.4	13	2,127	44	2,170	59	35.8	19	
Pemiscot.....	6,384	.4	14	5,546	1	7,575	2	7.6	81	
Butler.....	6,306	.4	15	2,030	47	1,450	78	13.8	63	
Johnson.....	6,288	.4	16	3,329	10	5,330	10	33.3	28	
Adair.....	6,217	.4	17	2,170	40	2,739	45	32.7	31	
Macon.....	5,842	.4	18	3,439	5	4,319	16	32.3	34	
Barry.....	5,592	.4	19	3,391	7	2,870	41	15.4	60	
Livingston.....	5,434	.4	20	2,007	49	2,786	43	36.0	18	
Grundy.....	5,433	.4	21	1,800	63	2,056	48	40.6	10	
Vernon.....	5,403	.4	22	3,206	13	3,034	35	26.6	44	
Howell.....	5,343	.4	23	2,844	20	1,997	65	11.7	71	
Bates.....	5,315	.4	24	3,381	8	5,200	11	29.7	40	
Clinton.....	5,240	.4	25	1,528	80	6,916	5	40.0	12	
Carroll.....	4,891	.3	26	2,768	22	5,147	13	36.0	18	
Scott.....	4,890	.3	27	1,708	70	2,597	49	18.7	58	
Lawrence.....	4,586	.3	28	3,082	15	3,469	27	18.0	57	
Harrison.....	4,524	.3	29	3,085	14	4,231	18	39.1	14	
Callaway.....	4,463	.3	30	2,753	24	3,627	25	30.0	38	

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank
MISSOURI—Continued									
Pike.....	4,448	0.3	31	2,357	34	3,207	33	20.5	41
Ray.....	4,355	.3	32	2,707	26	4,629	15	40.1	11
Webster.....	4,237	.3	33	2,732	25	2,923	39	11.7	71
Barton.....	4,179	.3	34	2,140	41	2,267	56	21.4	53
Stoddard.....	4,117	.3	35	3,543	4	3,262	30	9.1	70
Polk.....	4,073	.3	36	3,259	12	2,969	38	13.5	64
Chariton.....	4,007	.3	37	2,927	18	4,123	19	31.4	35
Phelps.....	3,916	.3	38	1,804	60	1,468	77	20.2	55
Atchison.....	3,900	.3	39	1,612	78	5,011	8	49.1	1
Monroe.....	3,883	.3	40	2,375	33	3,212	32	34.4	25
Gentry.....	3,815	.3	41	2,132	43	3,627	25	44.7	4
Wright.....	3,769	.3	42	2,788	21	2,174	60	11.1	72
Davies.....	3,620	.2	43	2,509	29	3,503	26	37.1	17
Montgomery.....	3,615	.2	44	1,867	57	2,114	62	32.6	32
New Madrid.....	3,516	.2	45	3,825	3	4,727	14	7.2	83
Shelby.....	3,503	.2	46	1,946	51	2,910	40	35.4	10
Caldwell.....	3,476	.2	47	1,820	59	2,835	42	38.5	15
Texas.....	3,259	.2	48	3,346	9	2,135	61	8.9	77
Lincoln.....	3,257	.2	49	2,251	36	2,981	37	27.7	43
Holt.....	3,116	.2	50	1,699	71	3,364	29	42.4	7
Laclede.....	3,078	.2	51	2,479	30	2,091	63	11.9	70
Sullivan.....	2,855	.2	52	2,641	27	3,404	28	31.0	38
Miller.....	2,854	.2	53	1,978	50	1,877	67	25.0	50
Christian.....	2,794	.2	54	2,407	32	2,450	50	9.9	75
Howard.....	2,771	.2	55	1,679	73	2,750	44	33.8	28
McDonald.....	2,730	.2	56	2,468	31	1,685	69	11.1	72
Knox.....	2,698	.2	57	1,743	66	3,019	36	34.8	23
Gasconade.....	2,641	.2	58	1,495	82	1,311	83	26.2	46
Pulaski.....	2,554	.2	59	1,454	85	1,329	82	12.0	67
Putnam.....	2,546	.2	60	2,076	45	2,701	47	26.0	47
Dent.....	2,540	.2	61	1,697	72	1,075	90	13.2	66
Benton.....	2,528	.2	62	2,045	46	2,349	52	21.0	54
Monteau.....	2,465	.2	63	1,791	65	2,232	67	32.4	33
Lewis.....	2,469	.2	64	1,644	76	7,305	3	28.8	42
Dade.....	2,405	.2	65	2,207	38	2,304	53	13.9	62
St. Clair.....	2,383	.2	66	2,407	32	2,295	54	17.5	59
Andrew.....	2,381	.2	67	2,239	37	3,958	20	44.5	5
De Kalb.....	2,375	.2	68	1,909	53	3,247	31	43.5	6
Clark.....	2,360	.2	69	1,742	67	1,983	66	25.9	48
Cedar.....	2,292	.2	70	2,132	43	1,653	71	13.4	65
Perry.....	2,184	.2	71	1,802	62	1,812	68	21.7	52
Platte.....	2,182	.2	72	1,803	61	3,043	24	39.5	13
Mississippi.....	2,177	.2	73	1,876	55	2,706	46	10.9	73
Madison.....	2,113	.1	74	985	95	562	98	12.8	68
Schuyler.....	2,095	.1	75	1,146	94	1,545	74	35.7	20
Morgan.....	2,007	.1	76	1,719	69	1,582	73	21.4	53
Crawford.....	1,979	.1	77	1,733	68	1,399	81	19.8	56
Douglas.....	1,906	.1	78	2,549	28	1,514	75	5.2	87
Ste. Genevieve.....	1,886	.1	79	1,204	92	933	92	25.3	40
Iron.....	1,877	.1	80	899	96	431	99	12.7	69
Oregon.....	1,870	.1	81	1,797	64	1,179	88	8.8	78
Scotland.....	1,861	.1	82	1,614	77	2,214	58	34.5	24
Osage.....	1,741	.1	83	1,880	54	1,655	70	23.3	51
Ralls.....	1,636	.1	84	1,651	74	2,294	55	33.0	29
Dallas.....	1,618	.1	85	1,209	91	2,038	64	47.5	2
Washington.....	1,592	.1	86	2,012	48	1,626	72	9.1	76
Warrren.....	1,573	.1	87	1,487	83	903	94	13.8	63
Stone.....	1,561	.1	88	1,195	93	1,271	85	30.7	37
Ripley.....	1,532	.1	89	1,930	52	1,496	76	8.0	80
	1,477	.1	90	1,578	79	979	91	8.7	79

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number	Rank	Number	Rank	Number	Rank	Number	Rank
Missouri—Continued										
Pike.....	164	13	3,018	17	1,632	26	3,032	28	1,663	35
Ray.....	117	26	2,540	34	1,906	16	2,964	31	2,084	16
Webster.....	22	61	1,714	49	1,317	40	2,913	34	1,822	22
Barton.....	62	41	2,146	41	1,385	36	2,611	45	1,632	31
Stoddard.....	53	45	1,586	57	806	66	2,662	40	1,665	30
Polk.....	30	54	2,882	25	2,041	12	3,284	20	2,119	15
Chariton.....	63	40	3,405	15	2,263	8	3,206	25	2,340	11
Phelps.....	95	29	1,440	63	840	65	2,137	58	1,005	72
Atchison.....	133	23	2,201	39	1,357	39	2,616	42	1,682	28
Monroe.....	68	30	2,913	24	2,011	13	2,412	49	1,844	21
Gentry.....	76	32	2,966	22	1,693	23	2,415	33	1,791	24
Wright.....	21	62	1,067	70	616	75	2,260	53	1,457	47
Davies.....	56	43	2,623	30	1,973	15	2,622	41	1,989	19
Montgomery.....	65	38	2,793	26	1,397	33	2,614	43	1,331	58
New Madrid.....	48	47	521	86	107	95	2,144	57	1,130	70
Shelby.....	48	47	2,973	21	1,652	25	2,833	35	1,607	33
Caldwell.....	28	55	2,987	20	1,525	28	2,941	32	1,554	41
Texas.....	17	64	798	75	1,021	59	2,027	60	1,688	27
Lincoln.....	55	44	2,244	40	1,534	27	2,694	37	1,576	40
Holt.....	90	30	2,611	32	1,357	39	2,616	42	1,484	45
Laclede.....	46	48	1,242	67	981	61	2,389	51	1,313	62
Sullivan.....	27	56	2,428	37	1,666	24	2,403	50	1,769	25
Miller.....	33	53	1,354	65	1,210	48	2,709	36	1,353	56
Christian.....	12	68	1,553	59	1,156	52	1,999	62	1,581	39
Howard.....	102	27	2,138	42	1,257	45	2,293	52	1,329	59
McDonald.....	15	66	675	81	418	79	1,394	77	1,218	65
Knox.....	27	56	2,052	44	1,366	38	1,980	63	1,401	53
Gasconade.....	60	42	1,707	50	1,247	47	2,682	38	1,199	66
Pulaski.....	26	57	668	83	320	84	1,672	70	744	85
Putnam.....	24	59	1,672	52	1,274	43	1,762	69	1,451	48
Dent.....	23	60	683	80	731	68	1,373	78	914	79
Benton.....	21	62	1,512	60	1,172	51	2,136	59	1,489	44
Moniteau.....	49	46	2,505	36	1,523	29	2,270	55	1,300	54
Lewis.....	64	39	2,573	33	1,380	37	2,612	44	1,311	63
Dade.....	14	67	1,644	53	1,252	46	1,914	64	1,598	36
St. Clair.....	34	52	1,048	71	1,069	56	2,011	61	1,576	40
Andrew.....	41	49	2,512	35	1,838	19	2,459	47	2,029	17
De Kalb.....	35	51	1,933	46	1,388	35	2,273	54	1,619	32
Clark.....	25	58	2,013	45	1,310	41	1,893	65	1,295	64
Cedar.....	11	69	1,569	58	1,282	46	1,716	69	1,317	61
Perry.....	35	51	1,339	66	1,182	50	2,414	48	1,382	55
Platte.....	98	28	1,788	48	1,111	54	2,567	46	1,480	46
Mississippi.....	48	47	669	82	172	93	1,434	76	698	86
Madison.....	39	50	533	85	340	82	977	90	463	94
Schuylcr.....	7	71	1,240	68	943	63	1,649	72	942	78
Morgan.....	16	65	1,014	55	1,048	57	1,742	67	1,194	67
Crawford.....	20	63	1,171	69	870	64	1,519	74	907	80
Douglas.....	10	70	316	92	431	78	1,028	88	1,135	69
St. Genevieve.....	67	37	693	78	618	74	1,278	81	792	84
Iron.....	21	62	389	89	214	91	1,021	89	402	95
Oregon.....	23	60	728	77	403	80	1,078	85	800	83
Scotland.....	12	68	1,806	47	1,424	31	1,717	68	1,410	52
Osage.....	21	62	1,026	72	1,276	42	2,027	60	1,317	61
Ralls.....	16	65	1,644	53	1,266	44	1,535	73	1,333	57
Worth.....	12	68	1,489	61	1,017	60	1,314	80	975	74
Dallas.....	5	72	605	84	698	70	1,441	75	1,181	68
Washington.....	27	56	407	88	444	77	1,162	83	620	90
Warren.....	39	50	1,380	64	945	62	1,660	71	981	73
Stone.....	15	66	356	90	246	87	1,259	82	1,019	71
Ripley.....	21	62	284	94	64	97	887	93	624	88

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank
MISSOURI—Continued									
Mercer.....	1,395	0.10	91	1,828	58	2,366	51	35.7	20
Wayne.....	1,383	.10	92	1,647	75	928	93	8.8	73
Taney.....	1,375	.09	93	1,232	90	817	95	8.7	70
Bollinger.....	1,305	.09	94	2,135	42	1,133	89	7.1	84
Shannon.....	1,188	.08	95	1,416	86	707	96	5.9	85
Ozark.....	1,033	.07	96	1,804	60	1,191	87	2.2	83
Reynolds.....	961	.07	97	1,306	89	643	97	5.4	86
Camden.....	936	.06	98	1,463	84	1,307	84	0.1	79
Hickory.....	897	.06	99	1,351	88	1,423	79	13.5	64
Maries.....	725	.05	100	1,504	81	1,253	86	15.0	61
Carter.....	580	.04	101	586	97	346	100	7.4	82
KANSAS									
Sumner.....	10,869	1.5	1	2,952	1	4,867	22	35.0	46
Dickinson.....	10,286	1.4	2	2,541	7	7,088	1	49.3	3
Barton.....	10,271	1.4	3	1,683	32	4,883	21	44.0	15
McPherson.....	9,154	1.2	4	2,689	4	6,431	2	30.0	34
Franklin.....	8,786	1.2	5	2,388	11	3,470	56	39.1	33
Marshall.....	8,485	1.1	6	2,852	2	5,954	7	51.0	1
Cherokee.....	8,214	1.1	7	2,174	18	1,869	76	21.3	70
Marion.....	7,875	1.1	8	2,460	9	5,858	9	37.2	4
Allen.....	7,519	1.0	9	1,658	24	2,593	71	31.1	53
Finney.....	7,515	1.0	10	971	60	4,100	36	29.3	58
Brown.....	7,234	1.0	11	2,204	17	6,228	4	44.5	12
Cloud.....	7,000	.9	12	2,076	22	4,546	27	44.6	11
Pratt.....	6,951	.9	13	1,148	54	4,018	42	46.1	8
Greenwood.....	6,730	.9	14	1,905	27	5,763	10	36.4	44
Ellis.....	6,410	.9	15	1,314	45	4,218	34	32.2	50
Mitchell.....	6,228	.8	16	1,709	29	4,095	30	43.8	16
Clay.....	5,937	.8	17	1,925	25	4,369	29	47.0	4
Johnson.....	5,797	.8	18	2,376	12	4,295	33	46.0	0
Nemaha.....	5,726	.8	19	2,471	8	6,006	6	44.4	13
Miami.....	5,478	.7	20	2,282	15	3,240	57	37.3	30
Wilson.....	5,453	.7	21	1,845	28	2,123	74	25.1	67
Seward.....	5,439	.7	22	538	74	3,480	54	31.0	54
Geary.....	5,261	.7	23	769	69	2,725	70	42.0	22
Osage.....	5,080	.7	24	2,605	5	5,713	11	36.7	41
Rice.....	5,069	.7	25	1,427	40	3,084	63	41.7	24
Pawnee.....	4,816	.6	26	1,192	49	5,112	17	50.5	2
Harper.....	4,703	.6	27	1,562	37	2,880	67	41.2	27
Norton.....	4,665	.6	28	1,705	31	4,158	37	38.1	36
Barber.....	4,600	.6	29	1,057	57	4,060	40	36.6	42
Pottawatomie.....	4,565	.6	30	2,143	21	5,645	12	41.1	28
Thomas.....	4,425	.6	31	940	61	3,983	44	41.1	28
Jewell.....	4,266	.6	32	2,573	6	5,141	16	41.5	25
Kingman.....	4,265	.6	33	1,547	38	3,779	48	33.2	40
Republic.....	4,160	.6	34	2,292	14	5,318	13	44.4	13
Washington.....	4,110	.6	35	2,793	3	6,364	3	40.8	5
Osborne.....	4,098	.6	36	1,652	33	4,767	23	44.2	14
Ellsworth.....	4,011	.5	37	1,159	53	3,536	53	42.7	10
Phillips.....	3,926	.5	38	1,979	23	4,042	41	37.2	40
Anderson.....	3,764	.5	39	1,915	26	2,938	65	33.5	48
Russell.....	3,742	.5	40	1,344	43	4,515	28	42.5	20
Jackson.....	3,709	.5	41	2,446	10	4,340	32	44.7	10
Smith.....	3,670	.5	42	2,299	13	4,705	24	39.4	31
Stafford.....	3,651	.5	43	1,359	42	4,123	38	46.8	5
Edwards.....	3,609	.5	44	823	66	3,175	60	46.7	6
Coffey.....	3,591	.5	45	2,170	19	4,365	31	36.5	43
Sherman.....	3,546	.5	46	804	67	2,800	68	38.3	35
Rush.....	3,498	.5	47	1,174	52	3,845	47	39.4	31
Wabaunsee.....	3,368	.5	48	1,620	34	6,052	5	40.3	29
Gray.....	3,351	.5	49	828	65	5,061	18	36.6	42
Ness.....	3,342	.4	50	1,108	55	4,367	30	43.7	17

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	INCOME-TAX RETURNS (1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number	Rank	Number	Rank	Number	Rank	Number	Rank
MISSOURI—Continued										
Mercer.....	14	67	987	74	1,025	58	1,315	79	1,419	51
Wayne.....	22	61	336	91	314	85	910	92	621	89
Taney.....	16	65	263	95	235	89	935	91	502	93
Bollinger.....	4	73	304	93	720	69	1,081	84	969	76
Shannon.....	7	71	210	96	241	88	725	97	591	91
Ozark.....	1	75	36	100	265	86	740	96	677	87
Reynolds.....	10	70	65	98	74	96	830	95	548	92
Camden.....	1	75	192	97	345	81	1,046	86	792	84
Hickory.....	1	75	692	79	621	73	845	94	854	81
Maries.....	1	75	499	87	696	71	1,030	87	950	77
Cartor.....	3	74	43	99	31	98	409	98	204	96
KANSAS										
Sumner.....	467	5	5,325	2	2,073	8	7,598	1	3,009	5
Dickinson.....	596	2	5,913	1	2,232	5	7,523	2	3,012	4
Barton.....	715	1	3,610	12	1,244	37	5,573	9	2,047	22
McPherson.....	502	4	5,186	3	2,293	4	7,398	3	3,158	3
Franklin.....	306	15	4,762	6	1,862	14	6,212	7	2,355	12
Marshall.....	388	8	5,029	4	2,510	2	6,557	5	3,188	2
Cherokee.....	550	3	3,407	15	1,262	33	6,744	4	1,678	36
Marion.....	340	12	4,303	5	2,169	6	6,232	6	3,008	6
Allen.....	296	16	3,781	11	1,354	28	5,286	11	1,954	24
Finney.....	325	13	1,096	82	317	71	2,696	46	967	60
Brown.....	256	22	4,147	8	1,986	11	5,142	13	2,344	13
Cloud.....	290	17	3,967	9	1,719	18	5,123	14	2,134	17
Pratt.....	407	7	2,422	34	946	44	3,451	29	1,333	47
Greenwood.....	441	6	3,087	22	1,250	35	5,482	10	1,932	25
Ellis.....	370	10	1,780	48	760	53	3,031	40	1,417	44
Mitchell.....	241	26	3,217	19	1,439	24	4,137	21	1,815	28
Clay.....	225	27	3,163	20	1,654	20	4,129	22	2,073	20
Johnson.....	254	23	3,920	10	1,653	21	5,095	8	2,127	18
Nemaha.....	181	35	3,391	16	2,050	10	4,730	15	2,608	9
Miami.....	242	25	3,277	18	1,883	13	4,510	17	2,201	16
Wilson.....	197	33	3,470	14	1,258	34	4,199	20	1,696	35
Seward.....	272	20	931	66	208	73	2,031	58	590	73
Geary.....	296	16	2,648	28	622	57	3,083	38	798	69
Osage.....	138	43	3,517	13	2,093	7	4,638	16	2,591	10
Rice.....	256	22	2,692	27	1,186	40	4,270	18	1,614	38
Pawnee.....	360	11	1,660	50	901	48	2,648	48	1,379	45
Harper.....	203	31	2,538	31	1,265	32	3,384	32	1,697	34
Norton.....	163	39	2,320	38	1,277	30	3,456	28	1,743	31
Barber.....	223	28	1,807	47	768	52	2,770	45	1,134	53
Pottawatomie.....	208	30	3,280	17	1,752	17	4,259	19	2,245	15
Thomas.....	183	34	1,139	59	501	63	2,140	57	986	59
Jewell.....	103	53	3,133	21	2,315	3	3,872	24	2,732	7
Kingman.....	164	38	2,332	37	1,238	39	3,203	37	1,703	33
Republic.....	199	32	2,998	23	2,055	9	4,120	23	2,631	8
Washington.....	139	42	4,261	7	2,512	1	5,151	12	3,238	1
Osborne.....	125	46	2,208	40	1,375	27	3,022	41	1,826	27
Ellsworth.....	218	29	1,899	45	927	46	2,424	51	1,350	46
Phillips.....	106	50	2,510	32	1,549	23	3,327	34	1,935	23
Anderson.....	104	52	2,417	35	1,271	31	3,422	31	1,797	29
Russell.....	317	14	1,967	44	944	45	3,377	33	1,535	41
Jackson.....	121	48	2,829	25	1,782	15	3,803	25	2,338	14
Smith.....	122	47	2,967	24	1,934	12	3,692	26	2,429	11
Stafford.....	289	18	2,079	42	1,106	41	2,786	44	1,569	39
Edwards.....	267	21	1,437	54	606	58	2,244	54	906	65
Coffey.....	86	59	2,627	29	1,680	19	3,439	30	2,110	19
Sherman.....	139	42	1,128	60	438	65	1,742	63	811	68
Rush.....	247	24	1,500	53	913	47	2,466	50	1,309	48
Wabunsee.....	98	56	2,244	39	1,423	25	2,867	42	1,761	30
Gray.....	374	9	776	68	413	68	1,931	60	922	63
Ness.....	154	40	1,301	55	741	55	2,383	52	1,236	51

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1920)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1920)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank
KANSAS—Continued									
Ottawa.....	3,336	0.4	51	1,616	35	4,930	10	46.4	7
Jefferson.....	3,228	.4	52	2,166	20	4,616	26	42.5	20
Linn.....	3,221	.4	53	2,216	16	2,763	69	28.4	60
Lincoln.....	3,212	.4	54	1,435	39	5,212	15	44.6	11
Decatur.....	3,173	.4	55	1,340	44	3,687	50	40.0	30
Morris.....	3,091	.4	56	1,572	36	5,255	14	42.2	21
Meade.....	3,040	.4	57	933	62	5,881	8	36.5	43
Doniphan.....	2,944	.4	58	1,707	30	4,912	20	41.5	25
Rooks.....	2,876	.4	59	1,391	41	4,217	35	42.0	18
Morton.....	2,841	.4	60	393	83	1,608	79	27.4	63
Comanche.....	2,740	.4	61	512	76	3,230	58	39.3	32
Woodson.....	2,736	.4	62	1,190	50	1,932	75	28.1	62
Kiowa.....	2,708	.4	63	772	68	3,848	46	37.8	37
Chautauqua.....	2,509	.3	64	1,231	48	1,803	77	23.4	68
Elk.....	2,508	.3	65	1,243	47	2,420	73	28.8	50
Cheyenne.....	2,250	.3	66	1,091	56	3,861	45	37.0	38
Rawlins.....	2,201	.3	67	1,176	51	3,769	49	41.2	27
Logan.....	2,161	.3	68	541	73	1,653	78	31.0	61
Trego.....	2,123	.3	69	980	59	3,130	62	37.6	38
Chase.....	1,999	.3	70	839	64	4,763	25	34.0	47
Graham.....	1,984	.3	71	1,286	46	3,164	61	31.6	52
Stevens.....	1,881	.3	72	634	71	3,031	64	30.6	56
Scott.....	1,812	.2	73	479	78	1,386	81	30.0	58
Gove.....	1,792	.2	74	890	63	2,015	66	20.3	55
Grant.....	1,705	.2	75	533	75	3,181	50	26.7	65
Sheridan.....	1,703	.2	76	1,040	58	3,634	51	35.0	45
Clark.....	1,524	.2	77	568	72	3,986	43	41.3	26
Lane.....	1,508	.2	78	489	77	2,576	72	41.3	26
Haskell.....	1,473	.2	79	461	80	3,551	52	41.8	23
Hodgeman.....	1,327	.2	80	732	70	3,474	55	41.5	25
Kearney.....	1,271	.2	81	462	79	1,587	80	25.8	59
Hamilton.....	1,143	.2	82	440	81	1,900	85	23.1	69
Wichita.....	1,015	.1	83	373	84	1,035	83	20.6	66
Stanton.....	878	.1	84	315	85	1,284	82	28.2	61
Wallace.....	825	.1	85	410	82	1,000	84	26.8	64
Greeley.....	546	.07	86	282	86	710	86	20.9	57
IOWA									
Page.....	14,863	1.5	1	2,181	26	6,675	32	54.8	14
Carroll.....	10,845	1.1	2	2,224	21	6,870	26	57.8	4
Hardin.....	10,238	1.1	3	2,179	27	7,068	23	48.2	37
Plymouth.....	8,887	.9	4	2,779	7	10,597	7	56.2	12
Harrison.....	8,794	.9	5	2,960	4	9,005	5	52.3	24
Fayette.....	8,559	.9	6	3,033	2	6,708	27	39.1	64
Sioux.....	8,503	.9	7	2,940	5	10,914	1	46.0	43
Dallas.....	8,388	.9	8	2,386	6	7,908	11	50.8	29
Kossuth.....	8,100	.8	9	3,053	1	7,722	2	50.3	32
Cass.....	7,766	.8	10	2,408	24	7,157	22	54.0	16
Marion.....	7,703	.8	11	2,413	13	5,578	48	40.4	59
Buena Vista.....	7,466	.8	12	2,092	35	8,174	9	53.7	17
Washington.....	7,188	.7	13	2,337	16	7,167	21	47.4	40
O'Brien.....	7,152	.7	14	1,965	44	7,694	15	55.7	8
Wright.....	7,148	.7	15	1,983	40	7,735	13	52.0	20
Hamilton.....	7,037	.7	16	2,213	22	7,839	12	50.6	30
Floyd.....	6,995	.7	17	1,858	54	4,867	54	45.3	45
Clay.....	6,934	.7	18	1,800	53	7,175	20	54.5	15
Crawford.....	6,911	.7	19	2,556	11	10,152	4	55.6	9
Clayton.....	6,902	.7	20	2,992	3	7,268	19	44.1	48.

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TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—Con.

STATE AND COUNTY	INCOME-TAX RETURNS(1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number	Rank	Number	Rank	Number	Rank	Number	Rank
KANSAS—Continued										
Ottawa.....	104	52	2,128	41	1,245	36	2,694	47	1,626	37
Jefferson.....	116	49	2,828	26	1,576	22	3,605	27	2,053	21
Linn.....	70	62	2,570	30	1,765	16	3,256	35	1,911	26
Lincoln.....	130	45	2,032	43	1,241	38	2,544	49	1,626	37
Decatur.....	134	44	1,736	49	1,076	42	2,361	53	1,457	43
Morris.....	139	42	2,501	33	1,388	26	3,066	39	1,734	32
Meade.....	285	19	1,026	64	493	64	1,581	61	954	61
Doniphan.....	105	51	2,353	36	1,351	29	3,218	36	1,555	40
Rooks.....	100	55	1,894	46	1,032	43	2,855	43	1,494	42
Morton.....	85	60	428	76	109	80	970	77	389	80
Comanche.....	147	41	958	65	414	67	1,580	65	611	72
Woodson.....	62	67	1,206	56	749	54	1,968	59	1,110	57
Kiowa.....	179	36	1,089	63	588	59	1,554	67	838	66
Chautauqua.....	105	51	1,550	52	791	51	2,189	55	1,050	58
Elk.....	92	58	1,563	51	889	49	2,185	56	1,180	59
Cheyenne.....	94	57	1,103	61	741	55	1,566	66	1,126	54
Rawlins.....	138	43	1,180	57	813	50	1,876	62	1,281	50
Logan.....	60	69	491	73	155	78	1,146	73	549	75
Trego.....	121	48	727	69	552	61	1,413	70	1,125	55
Chase.....	100	55	1,173	58	642	56	1,720	64	926	62
Graham.....	61	68	571	71	563	60	1,462	69	1,287	49
Stevens.....	66	65	315	78	195	75	1,016	74	646	70
Scott.....	69	63	417	77	196	74	1,001	75	484	77
Gove.....	130	45	509	72	375	70	1,540	68	911	64
Grant.....	98	56	127	84	73	81	787	80	453	78
Sheridan.....	61	68	653	70	536	62	1,303	72	1,121	56
Clark.....	183	34	818	67	406	69	1,333	71	630	71
Lane.....	72	61	429	75	265	72	945	78	552	74
Haskell.....	168	37	197	83	109	80	714	83	433	79
Hodgeman.....	101	54	489	74	419	66	995	76	831	67
Kearney.....	49	71	258	81	168	76	747	81	485	76
Hamilton.....	54	70	275	80	61	82	825	79	358	83
Wichita.....	43	72	225	82	117	79	537	84	369	82
Stanton.....	64	66	35	86	5	84	513	85	297	84
Wallace.....	68	64	280	79	163	77	728	82	376	81
Greeley.....	21	73	66	85	35	83	346	86	251	85
IOWA										
Page.....	437	3	5,988	1	2,023	17	6,748	9	2,425	32
Carroll.....	451	1	4,998	6	2,078	13	6,913	8	2,757	13
Hardin.....	321	13	5,709	2	1,979	23	8,315	2	2,625	18
Plymouth.....	439	2	4,362	14	2,312	11	7,061	6	3,520	3
Harrison.....	307	16	4,626	9	2,366	8	6,609	12	3,057	9
Fayette.....	289	18	4,847	7	2,355	9	8,893	1	3,256	7
Sioux.....	383	5	5,106	4	2,641	2	7,800	3	3,816	1
Dallas.....	408	4	5,282	3	1,994	20	7,643	4	2,570	21
Kossuth.....	287	19	4,118	20	2,679	1	6,703	10	3,688	2
Cass.....	310	15	4,574	11	2,000	19	6,568	13	2,674	17
Marion.....	245	27	4,342	15	1,912	28	6,688	11	2,507	24
Buena Vista.....	321	13	3,784	26	1,869	32	6,332	14	2,556	22
Washington.....	259	25	5,008	5	2,165	12	6,142	15	2,576	20
O'Brien.....	325	11	3,812	25	1,751	38	5,933	19	2,422	33
Wright.....	337	9	4,198	17	1,780	39	6,030	17	2,409	34
Hamilton.....	279	22	3,813	24	1,989	21	5,724	22	2,695	16
Floyd.....	301	17	3,677	29	1,578	52	5,440	29	2,062	53
Clay.....	322	12	3,074	46	1,558	54	4,603	45	2,155	48
Crawford.....	349	8	3,986	23	2,322	10	6,075	16	3,288	6
Clayton.....	228	28	4,159	19	2,494	4	7,240	5	3,490	4

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	SALES (1929)			FARMS (1930)		FARM PRODUCTS SOLD OR TRADED (1929)		PER CENT OF FAMILIES HAVING RADIOS (1930)	
	Thousands of dollars	Per cent of State sales	Rank	Number	Rank	Thousands of dollars	Rank	Per cent	Rank
Iowa—Continued									
Montgomery.....	6,727	0.7	21	1,615	66	6,148	38	63.1	1
Cherokee.....	6,698	.7	22	1,834	55	8,417	7	59.1	2
Appanoose.....	6,678	.7	23	2,128	32	2,667	78	32.8	71
Benton.....	6,675	.7	24	2,595	10	8,702	6	51.7	25
Winneshiek.....	6,649	.7	25	2,863	6	6,247	35	44.0	46
Tama.....	6,568	.7	26	2,700	8	7,719	14	40.3	41
Bremser.....	6,442	.7	27	2,021	39	4,894	53	36.8	68
Jackson.....	6,403	.7	28	2,207	23	5,202	51	44.4	47
Poweshiek.....	6,389	.7	29	2,236	20	6,788	28	48.9	34
Union.....	6,258	.6	30	1,626	65	3,848	66	51.6	20
Jefferson.....	5,781	.6	31	1,887	50	3,658	67	42.0	56
Keokuk.....	5,633	.6	32	2,665	9	5,906	42	42.2	55
Calhoun.....	5,532	.6	33	2,174	29	7,298	18	52.7	21
Iowa.....	5,458	.6	34	2,162	31	6,744	31	46.2	42
Butler.....	5,280	.5	35	2,282	18	5,495	50	41.2	57
Jones.....	5,224	.5	36	2,124	33	7,010	25	45.6	44
Greene.....	5,206	.5	37	2,062	38	6,766	30	54.9	13
Emmet.....	5,197	.5	38	1,285	73	4,278	61	52.5	22
Sac.....	5,144	.5	39	1,874	52	7,349	16	55.4	11
Lucas.....	5,136	.5	40	1,594	67	2,716	77	42.8	52
Henry.....	5,132	.5	41	1,975	42	4,808	56	43.3	50
Monona.....	5,126	.5	42	2,170	30	8,170	10	50.3	32
Cedar.....	5,112	.5	43	2,207	23	7,349	16	50.5	31
Buchanan.....	5,094	.5	44	2,295	17	5,033	52	40.0	60
Guthrie.....	5,044	.5	45	2,379	15	5,999	40	48.5	35
Delaware.....	4,919	.5	46	2,264	19	5,797	44	37.4	67
Fremont.....	4,909	.5	47	1,921	48	5,968	41	51.7	25
Madison.....	4,799	.5	48	2,152	31	6,227	36	42.6	53
Pocahontas.....	4,762	.5	49	2,086	36	7,331	17	50.5	31
Lyon.....	4,753	.5	50	1,820	57	6,767	29	47.8	38
Palo Alto.....	4,738	.5	51	1,883	51	6,306	34	44.4	47
Mitchell.....	4,709	.5	52	1,717	60	4,488	58	42.0	53
Howard.....	4,574	.5	53	1,717	60	3,433	70	39.9	61
Warren.....	4,566	.5	54	2,521	12	5,500	49	44.1	48
Chickasaw.....	4,542	.5	55	1,979	41	4,221	62	35.5	70
Shelby.....	4,430	.5	56	2,188	25	8,214	8	58.5	3
Allamakee.....	4,397	.5	57	2,108	34	4,322	59	39.1	64
Franklin.....	4,392	.5	58	2,082	37	6,672	33	49.5	33
Dickinson.....	4,331	.4	59	1,224	75	4,020	64	53.0	19
Mills.....	4,286	.4	60	1,640	63	5,796	45	55.5	10
Grundy.....	4,276	.4	61	1,786	59	6,204	37	47.7	39
Humboldt.....	4,266	.4	62	1,475	69	5,605	46	48.4	36
Wayne.....	4,064	.4	63	1,803	53	3,257	73	41.0	58
Hancock.....	4,046	.4	64	1,936	47	6,036	39	52.4	23
Decatur.....	3,987	.4	65	1,969	43	3,385	71	38.5	66
Taylor.....	3,976	.4	66	2,178	28	4,828	55	51.4	27
Adair.....	3,882	.4	67	2,108	34	5,839	43	56.1	7
Winnebago.....	3,856	.4	68	1,641	62	4,292	60	46.3	41
Audubon.....	3,810	.4	69	1,823	56	5,003	47	56.2	6
Ida.....	3,774	.4	70	1,425	71	7,062	24	53.6	18
Davis.....	3,279	.3	71	1,952	45	3,365	72	30.0	65
Monroe.....	3,271	.3	72	1,695	61	2,883	76	36.7	69
Osceola.....	3,245	.3	73	1,278	74	4,512	57	51.1	28
Adams.....	3,200	.3	74	1,630	64	4,214	63	56.9	5
Louisa.....	3,180	.3	75	1,361	72	3,931	65	39.7	62
Ringgold.....	2,955	.3	76	1,940	46	3,513	68	43.0	51
Clarke.....	2,910	.3	77	1,515	68	3,057	74	42.3	54
Worth.....	2,876	.3	78	1,472	70	3,479	69	44.0	49
Van Buren.....	2,488	.3	79	1,893	49	2,938	75	39.2	63

TABLE 36.—SUMMARY OF RETAIL SALES AND RELATED ECONOMIC DATA IN SMALL CITY AND RURAL AREA, BY COUNTIES, IN SELECTED STATES—CON.

STATE AND COUNTY	INCOME-TAX RETURNS(1929)		TELEPHONES				PASSENGER AUTOMOBILES			
	Number	Rank	Total Jan. 1, 1930		Farms reporting Apr. 1, 1930		Total July 1, 1930		On farms Apr. 1, 1930	
			Number	Rank	Number	Rank	Number	Rank	Number	Rank
IOWA—Continued										
Montgomery-----	336	10	4,363	13	1,456	60	5,203	33	2,066	52
Cherokee-----	365	7	2,989	47	1,661	45	5,219	32	2,272	43
Appanoose-----	179	37	3,349	39	1,405	63	5,066	37	1,726	68
Benton-----	219	30	4,768	8	2,389	7	6,006	18	2,997	10
Winnebiek-----	228	28	3,371	38	2,529	3	5,563	26	3,383	5
Tama-----	251	26	4,608	10	2,405	6	7,044	7	3,182	8
Bremer-----	196	35	3,615	31	1,675	44	5,726	21	2,625	18
Jackson-----	227	29	3,986	23	1,941	25	5,488	27	2,408	35
Poweshiek-----	179	37	4,210	16	2,037	16	5,566	25	2,431	30
Union-----	285	20	3,627	30	1,311	69	5,063	38	1,672	70
Jefferson-----	259	25	3,571	33	1,659	46	4,398	49	1,906	56
Keokuk-----	144	47	4,553	12	2,431	5	5,776	20	2,768	31
Calhoun-----	266	24	3,590	32	1,908	30	5,365	30	2,428	58
Iowa-----	131	54	3,151	40	1,970	24	4,640	44	2,471	27
Butler-----	108	61	3,450	37	1,870	31	5,613	24	2,583	19
Jones-----	163	41	3,127	41	1,741	41	4,701	42	2,341	38
Boutwell-----	210	33	3,470	35	1,911	29	4,677	43	1,462	40
Greene-----	153	46	2,227	67	1,082	76	3,904	61	1,462	75
Emmet-----	367	6	3,522	34	1,683	43	5,621	23	2,328	41
Sac-----	137	49	2,536	57	1,385	64	3,676	63	1,510	72
Lucas-----	208	34	4,046	22	1,748	40	5,346	31	2,150	49
Henry-----	176	38	2,799	50	1,613	51	4,976	39	2,444	28
Monona-----	154	45	4,086	21	1,987	22	5,197	34	2,720	15
Cedar-----	173	39	3,812	25	1,815	35	5,472	28	2,258	45
Buchanan-----	170	40	4,177	18	2,056	14	5,150	36	2,479	26
Guthrie-----	133	53	2,823	48	1,739	36	4,519	46	2,527	23
Delaware-----	211	32	2,759	51	1,473	59	3,962	60	1,955	55
Fremont-----	99	63	3,125	42	1,858	33	4,013	59	2,327	42
Madison-----	188	36	3,099	45	1,789	37	4,949	40	2,434	29
Pocahontas-----	215	31	2,540	56	1,426	61	4,437	48	2,208	47
Lyon-----	115	56	2,527	58	1,517	58	4,459	47	2,155	48
Palo Alto-----	161	42	2,302	49	1,409	62	4,365	50	1,900	57
Mitchell-----	93	65	2,543	55	1,347	66	3,530	68	1,895	59
Howard-----	131	54	3,767	27	2,014	18	5,153	35	2,501	25
Warren-----	89	66	2,448	61	1,557	55	4,314	52	2,134	50
Chickasaw-----	283	21	3,465	36	2,040	15	4,729	41	2,872	11
Shelby-----	135	51	2,620	54	1,637	47	4,263	54	2,247	46
Allamakee-----	156	44	2,178	68	1,833	34	4,169	55	2,729	14
Franklin-----	111	60	1,777	75	958	78	3,223	72	1,397	77
Dickinson-----	270	23	2,310	66	1,212	73	4,081	57	1,784	63
Mills-----	136	50	2,444	62	1,572	53	4,160	56	2,393	36
Grundy-----	180	43	2,005	72	1,218	72	3,779	62	1,794	62
Humboldt-----	69	69	3,107	44	1,534	57	3,512	69	1,709	69
Wayne-----	134	52	2,418	63	1,619	50	4,357	51	2,352	39
Hancock-----	64	70	2,624	53	1,223	71	3,595	65	1,751	64
Decatur-----	96	64	3,759	28	1,936	26	4,050	58	2,380	44
Taylor-----	113	58	2,628	52	1,921	27	3,556	67	1,986	37
Adair-----	112	59	2,343	65	1,380	65	4,296	68	1,986	54
Winnebago-----	142	48	2,147	69	1,632	48	3,592	66	2,131	51
Audubon-----	319	14	2,395	64	1,825	67	3,649	64	1,741	66
Ida-----	50	73	2,451	60	1,717	42	2,832	78	1,896	58
Davis-----	85	67	1,865	73	1,169	74	3,019	73	1,460	76
Monroe-----	119	55	1,696	76	1,078	77	2,959	74	1,558	71
Osceola-----	70	68	2,054	70	1,319	68	2,876	77	1,728	67
Adams-----	114	57	2,178	68	1,132	75	2,240	71	1,480	73
Louisa-----	53	72	2,458	59	1,546	56	2,930	76	1,845	61
Ringgold-----	51	71	2,034	71	1,268	70	2,502	79	1,469	74
Clarke-----	104	62	1,864	74	1,132	75	2,944	75	1,850	60
Worth-----	41	74	3,118	43	1,628	49	3,440	70	1,743	65
Van Buren-----										

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN

HARRISON COUNTY, OHIO

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Total.....	290	274	\$5,198,538	100	\$1,059,120	\$316,716
Food group.....	50	45	781,892	15	47,170	47,494
Grocery stores (without meats).....	21	21	359,062	-----	20,280	23,232
Combination stores (groceries and meats).....	13	15	311,157	-----	21,560	14,202
Meat markets (including sea foods).....	1	1	38,323	-----	2,430	600
Candy and confectionery stores.....	11	8	73,360	-----	2,900	9,460
Other food stores.....	4	8	-----	-----	-----	-----
General merchandise group (including general stores).....	60	72	1,514,433	29	419,940	74,867
General stores.....	51	58	1,263,045	-----	278,120	59,993
General merchandise and variety stores.....	4	6	161,485	-----	74,320	8,228
Department stores.....	-----	-----	-----	-----	-----	-----
Dry goods stores.....	5	8	89,903	-----	87,500	6,641
Apparel group.....	6	3	70,208	1	36,780	2,460
Men's and boys' clothing and furnishings stores.....	2	-----	-----	-----	-----	-----
Women's and children's apparel and accessory stores.....	2	3	70,208	-----	36,780	2,460
Other apparel and accessory stores.....	1	-----	-----	-----	-----	-----
Shoe stores.....	1	-----	-----	-----	-----	-----
Automotive group.....	75	76	1,523,911	29	191,730	103,444
Motor vehicles dealers (includes tractor dealers).....	14	48	1,078,823	-----	152,710	68,759
Filling stations.....	43	14	286,819	-----	19,890	13,401
Garages (repairs, gas and oil, etc.).....	13	7	86,069	-----	11,980	9,284
Tire, accessory, and other automotive shops.....	5	7	72,200	-----	7,150	12,000
Furniture and household group.....	14	9	164,148	3	68,060	11,984
Furniture stores.....	10	6	141,300	-----	60,250	6,830
Other home furnishings and appliances stores.....	1	-----	-----	-----	-----	-----
Radio and music stores.....	3	3	22,848	-----	7,810	5,154
Restaurants and other eating places.....	16	30	147,888	3	5,920	18,009
Restaurants and lunch rooms, including cafeterias.....	15	-----	-----	-----	-----	-----
Other eating places.....	1	30	147,888	-----	5,920	18,009
Lumber and building materials group.....	14	17	374,294	7	116,820	32,885
Hardware and farm implement and machinery group.....	15	3	185,974	4	78,390	3,360
Hardware stores.....	11	3	154,448	-----	66,690	3,360
Hardware and farm implement and machinery dealers.....	4	-----	31,526	-----	11,700	-----
Feed stores and farm supplies dealers.....	14	8	245,348	5	20,330	10,408
Cigar stores and cigar stands.....	-----	-----	-----	-----	-----	-----
Drug stores.....	11	2	71,501	1	34,410	2,260
Jewelry stores.....	4	1	23,525	(1)	14,280	576
Coal and wood yards, including ice.....	1	-----	-----	-----	-----	-----
Other retail stores, including secondhand stores.....	10	8	95,416	2	16,290	8,900

HOCKING COUNTY, OHIO

Total.....	254	291	\$4,470,318	100	\$831,598	\$316,524
Food group.....	55	52	1,010,350	23	57,460	54,263
Grocery stores (without meats).....	29	19	536,302	-----	31,890	24,928
Combination stores (groceries and meats).....	9	10	237,992	-----	18,130	10,400
Meat markets (including sea foods).....	4	7	109,197	-----	1,090	9,715
Candy and confectionery stores.....	10	8	71,050	-----	5,800	5,480
Other food stores.....	3	8	55,809	-----	550	3,050

1 Less than 1 per cent.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

HOCKING COUNTY, OHIO—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
General merchandise group (including general stores)	47	71	\$1,242,547	28	\$285,160	\$69,380
General stores.....	34	34	748,632	-----	131,300	34,725
General merchandise and variety stores.....	5	12	156,479	-----	53,760	17,619
Department stores.....				-----		
Dry goods stores.....	8	25	337,436	-----	100,100	17,636
Apparel group	8	15	202,718	4	79,070	22,811
Men's and boys' clothing and furnishings stores.....	2			-----		
Women's and children's apparel and accessory stores.....	2	11	137,108	-----	58,770	17,067
Other apparel and accessory stores.....	1			-----		
Shoe stores.....	3	4	65,610	-----	20,300	5,754
Automotive group	74	39	874,642	19	111,275	52,024
Motor vehicles dealers (includes tractor dealers).....	11	24	479,258	-----	78,810	33,470
Filling stations.....	52	13	359,534	-----	29,135	17,190
Garages (repairs, gas and oil, etc.).....	10			-----		
Tire, accessory, and other automotive shops.....	1	2	35,850	-----	3,330	1,364
Furniture and household group	6	9	116,781	3	35,860	13,003
Furniture stores.....	5			-----		
Other home furnishings and appliances stores.....	1	9	116,781	-----	35,860	13,003
Radio and music stores.....				-----		
Restaurants and other eating places	19	33	118,130	3	5,333	16,009
Restaurants and lunch rooms, including cafeterias.....	17			-----		
Other eating places.....	2	33	118,130	-----	5,333	16,009
Lumber and buildings materials group	7	14	208,031	5	61,330	15,750
Hardware and farm implement and machinery group	7	19	191,067	4	80,330	25,119
Hardware stores.....	5			-----		
Hardware and farm implement and machinery dealers.....	2	19	191,067	-----	80,330	25,119
Feed stores and farm supplies dealers	10	11	215,590	5	22,280	9,866
Cigar stores and cigar stands	1			-----		
Drug stores	7	15	171,178	4	79,910	18,431
Jewelry stores	3	1	17,814	(¹)	8,600	750
Coal and wood yards, including ice	7	7	70,038	1	150	5,827
Other retail stores, including secondhand stores	3	5	31,432	(¹)	4,810	13,291

KNOX COUNTY, OHIO

Total	260	615	\$8,529,470	100	\$1,600,727	\$670,956
Food group	62	151	2,217,919	26	149,100	158,049
Grocery stores (without meats).....	37	32	784,376	-----	66,000	37,361
Combination stores (groceries and meats).....	14	76	1,044,040	-----	75,000	80,148
Meat markets (including sea foods).....	6	6	108,000	-----	2,530	4,840
Candy and confectionery stores.....	2			-----		
Other food stores.....	3	37	281,503	-----	5,570	35,700
General merchandise group (including general stores)	31	158	1,689,160	20	369,910	154,384
General stores.....	21	15	466,783	-----	102,990	12,151
General merchandise and variety stores.....	4	51	324,083	-----	64,030	33,341
Department stores.....	3	80	747,495	-----	165,070	94,391
Dry goods stores.....	3	12	150,799	-----	37,820	14,491

¹ Less than 1 per cent.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

KNOX COUNTY, OHIO—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Apparel group.....	27	35	\$513,717	6	\$218,487	\$38,549
Men's and boys' clothing and furnishings stores.....	12	18	303,097	-----	131,287	22,300
Women's and children's apparel and accessory stores.....	5	7	28,294	-----	5,070	4,138
Other apparel and accessory stores.....	10	10	182,326	-----	82,130	12,111
Shoe stores.....	10	10	182,326	-----	82,130	12,111
Automotive group.....	59	144	2,126,595	25	843,700	167,937
Motor vehicles dealers (includes tractor dealers).....	20	95	1,512,061	-----	297,320	124,544
Filling stations.....	23	26	404,555	-----	17,840	26,376
Garages (repairs, gas and oil, etc.).....	10	7	32,380	-----	3,000	6,180
Tire, accessory, and other automotive shops.....	6	16	177,599	-----	25,540	10,737
Furniture and household group.....	12	33	302,667	4	82,470	48,353
Furniture stores.....	7	16	170,035	-----	64,160	24,381
Other home furnishings and appliances stores.....	2	17	132,632	-----	18,310	24,472
Radio and music stores.....	3	17	132,632	-----	18,310	24,472
Restaurants and other eating places.....	15	25	147,521	2	3,030	19,273
Restaurants and lunch rooms, including cafeterias.....	14	25	147,521	-----	3,030	19,273
Other eating places.....	1	1	-----	-----	-----	-----
Lumber and building materials group.....	9	17	346,036	4	111,850	18,022
Hardware and farm implement and machinery group.....	17	18	462,123	5	151,300	22,523
Hardware stores.....	12	9	249,156	-----	97,750	12,950
Hardware and farm implement and machinery dealers.....	5	9	212,967	-----	53,550	9,573
Feed stores and farm supplies dealers.....	4	3	28,958	(1)	12,120	1,705
Cigar stores and cigar stands.....	1	1	-----	-----	-----	-----
Drug stores.....	10	15	246,213	3	73,480	19,787
Jewelry stores.....	4	4	55,272	(1)	38,900	7,500
Coal and wood yards, including ice.....	4	6	348,004	4	32,180	8,639
Other retail stores, including secondhand stores.....	5	6	45,280	(1)	13,600	5,735

FAYETTE COUNTY, OHIO

Total.....	283	529	\$6,074,373	100	\$980,970	\$545,124
Food group.....	74	76	1,416,823	23	80,550	82,808
Grocery stores (without meats).....	43	18	483,916	-----	43,280	19,047
Combination stores (groceries and meats).....	21	29	731,199	-----	34,630	33,094
Meat markets (including sea foods).....	2	2	-----	-----	-----	-----
Candy and confectionery stores.....	3	11	59,389	-----	950	7,151
Other food stores.....	5	18	142,319	-----	1,710	23,576
General merchandise group (including general stores).....	26	123	1,194,490	20	318,520	115,932
General stores.....	15	10	214,192	-----	52,330	7,059
General merchandise and variety stores.....	6	40	326,377	-----	60,310	35,908
Department stores.....	3	73	653,921	-----	205,880	72,910
Dry goods stores.....	2	2	-----	-----	-----	-----
Apparel group.....	19	21	280,559	5	98,250	20,252
Men's and boys' clothing and furnishings stores.....	5	9	129,676	-----	50,730	8,956
Women's and children's apparel and accessory stores.....	3	5	31,504	-----	3,350	3,530
Other apparel and accessory stores.....	4	3	12,610	-----	850	1,310
Shoe stores.....	7	4	106,709	-----	43,320	6,456

¹ Less than 1 per cent.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

FAYETTE COUNTY, OHIO—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Automotive group.....	70	115	\$1,315,328	22	\$122,970	\$120,819
Motor vehicles dealers (includes tractor dealers).....	12	57	723,170	-----	77,170	62,742
Filling stations.....	35	27	380,087	-----	14,890	30,986
Garages (repairs, gas and oil, etc.).....	17	25	139,539	-----	19,710	19,221
Tire, accessory, and other automotive shops.....	6	6	72,532	-----	11,200	7,870
Furniture and household group.....	7	9	92,140	1	40,570	11,200
Furniture stores.....	3	6	63,840	-----	32,520	7,600
Other home furnishings and appliances stores.....	1					
Radio and music stores.....	3					
3	3	28,300	-----	8,050	3,600	
Restaurants and other eating places.....	21	50	315,841	5	3,980	39,263
Restaurants and lunch rooms, including cafeterias.....	14	49	298,581	-----	3,300	37,763
Other eating places.....	7	1	17,260	-----	680	1,500
Lumber and building materials group.....	13	37	383,614	6	72,310	57,166
Hardware and farm implement and machinery group.....	7	35	338,003	6	90,400	26,516
Hardware stores.....	4	3	49,769	-----	23,380	3,000
Hardware and farm implement and machinery dealers.....	3	32	288,234	-----	67,020	23,516
Feed stores and farm supplies dealers.....	5	7	161,171	3	36,010	9,012
Cigar stores.....	8	14	83,816	1	4,110	12,606
Drug stores.....	6	8	123,927	2	41,130	12,824
Jewelry stores.....	5	4	36,439	(¹)	38,720	4,900
Coal and wood yards, including ice.....	10	16	158,490	3	10,130	13,415
Other retail stores, including secondhand stores.....	12	14	173,732	3	23,320	18,321

PUTNAM COUNTY, OHIO

Total.....	356	419	\$6,498,579	100	\$1,353,432	\$419,874
Food group.....	61	62	1,195,695	18	69,820	61,427
Grocery stores (without meats).....	23	32	712,015	-----	41,860	33,900
Combination stores (groceries and meats).....	11	5	173,475	-----	13,510	5,375
Meat markets (including sea foods).....	9	7	162,676	-----	3,400	7,750
Candy and confectionery stores.....	14	12	82,653	-----	8,060	8,890
Other food stores.....	4	6	64,870	-----	2,360	5,512
General merchandise group (including general stores).....	43	61	1,125,776	17	312,122	49,526
General stores.....	35	46	984,923	-----	263,382	39,947
General merchandise and variety stores.....	4	7	38,557	-----	10,800	3,675
Department stores.....	4	8	102,266	-----	37,940	5,904
Dry goods stores.....						
Apparel group.....	23	18	325,033	5	151,060	13,712
Men's and boys' clothing and furnishings stores.....	6	6	200,883	-----	95,220	7,693
Women's and children's apparel and accessory stores.....	9	2	21,055	-----	5,190	480
Other apparel and accessory stores.....	2	10	103,095	-----	51,570	5,539
Shoe stores.....	6					
Automotive group.....	84	110	1,497,688	23	215,500	126,242
Motor vehicles dealers (includes tractor dealers).....	19	56	923,715	-----	143,210	65,068
Filling stations.....	26	20	230,030	-----	10,630	22,206
Garages (repairs, gas and oil, etc.).....	33	30	274,655	-----	51,020	34,352
Tire, accessory, and other automotive shops.....	6	4	69,288	-----	10,640	4,616

¹ Less than 1 per cent.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

PUTNAM COUNTY, OHIO—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Furniture and household group.....	18	21	\$290,212	4	\$127,010	\$20,210
Furniture stores.....	8	13	235,500		116,320	14,446
Other home furnishings and appliances stores.....	4	5	26,194		5,740	0,614
Radio and music stores.....	6	3	28,452		4,950	2,150
Restaurants and other eating places.....	27	33	170,575	3	10,870	23,820
Restaurants and lunch rooms, including cafes- terias.....	18	30	135,805		7,870	20,820
Other eating places.....	9	3	34,770		3,000	3,000
Lumber and building materials group.....	18	20	365,085	6	74,380	31,280
Hardware and farm implement and machinery group.....	19	36	583,590	9	250,080	42,823
Hardware stores.....	11	17	252,707		117,250	18,465
Hardware and farm implement and ma- chinery dealers.....	8	19	330,889		132,810	24,358
Feed stores and farm supplies dealers.....	6	1	50,856	(1)	9,400	200
Cigar stores and cigar stands.....	13	4	37,731	(1)	2,140	3,348
Drug stores.....	15	14	190,028	3	77,870	13,244
Jewelry stores.....	4	2	25,747	(1)	14,870	2,450
Coal and wood yards, including ice.....	8	29	578,819	9	21,110	24,196
Other retail stores, including secondhand stores.....	17	2	54,838	(1)	16,240	1,390

SHELBY COUNTY, OHIO

Total.....	308	530	\$7,487,684	100	\$1,313,533	\$580,342
Food group.....	67	97	1,797,812	24	86,843	115,332
Grocery stores (without meats).....	24	26	472,790		36,450	26,300
Combination stores (groceries and meats).....	21	37	768,406		37,873	43,690
Meat markets (including sea foods).....	10	9	209,409		2,200	14,584
Candy and confectionery stores.....	3	7	39,425		1,200	5,007
Other food stores.....	9	18	307,722		9,000	25,791
General merchandise group (including general stores).....	35	116	1,311,153	18	365,930	101,864
General stores.....	28	22	679,490		139,020	19,820
General merchandise and variety stores.....	4	43	215,497		83,980	31,263
Department stores.....	3	51	416,166		142,930	50,781
Dry goods stores.....						
Apparel group.....	24	32	470,957	6	165,240	38,592
Men's and boys' clothing and furnishings stores.....	3	5	123,394		45,340	7,448
Women's and children's apparel and acces- sory stores.....	4	4	32,442		6,290	4,529
Other apparel and accessory stores.....	9	17	179,372		63,216	16,455
Shoe stores.....	8	6	135,749		50,400	10,160
Automotive group.....	75	93	1,733,726	23	138,390	110,855
Motor vehicles dealers (includes tractor dealers).....	14	62	1,110,514		77,320	71,465
Filling stations.....	26	10	354,916		18,170	13,950
Garages (repairs, gas and oil, etc.).....	29	14	178,716		19,400	15,190
Tire, accessory, and other automotive shops.....	6	7	89,580		23,440	10,250
Furniture and household group.....	15	25	320,861	4	75,340	37,066
Furniture stores.....	8	15	211,474		64,390	19,409
Other home furnishings and appliances stores.....	4	9	76,209		13,740	16,321
Radio and music stores.....	3	1	33,178		7,210	1,336
Restaurants and other eating places.....	16	40	209,698	3	8,580	30,291
Restaurants and lunch rooms, including cafeterias.....	13	40	201,248		8,130	30,291
Other eating places.....	3		8,450		450	

1 Less than 1 per cent.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

SHELBY COUNTY, OHIO—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Lumber and building materials group.....	18	37	\$523, 665	7	\$131, 510	\$49, 562
Hardware and farm implement and machinery group.....	13	23	366, 539	5	137, 860	23, 004
Hardware stores.....	6	11	107, 639	-----	48, 660	10, 084
Hardware and farm implement and ma- chinery dealers.....	7	12	258, 900	-----	89, 200	12, 940
Feed stores and farm supplies dealers.....	6	5	134, 361	2	17, 390	5, 592
Cigar stores and cigar stands.....	8	8	73, 770	1	5, 290	9, 360
Drug stores.....	9	14	161, 945	2	66, 950	12, 798
Jewelry stores.....	4	3	45, 967	(¹)	29, 660	5, 716
Coal and wood yards, including ice.....	6	12	203, 465	3	12, 550	22, 808
Other retail stores, including secondhand stores..	12	25	133, 765	2	72, 000	26, 482

ROOSEVELT COUNTY, N. MEX.

Total.....	86	137	\$2, 376, 281	100	\$429, 520	\$149, 942
Food group.....	13	8	247, 273	10	24, 590	6, 465
Grocery stores (without meats).....	5	3	97, 757	-----	11, 790	1, 145
Combination stores (groceries and meats).....	2	3	113, 041	-----	9, 820	4, 120
Meat markets (including sea foods).....	2	-----	-----	-----	-----	-----
Candy and confectionery stores.....	4	2	36, 475	-----	2, 980	1, 200
Other food stores.....	-----	-----	-----	-----	-----	-----
General merchandise group (including general stores).....	13	38	405, 848	17	125, 340	39, 328
General stores.....	7	17	237, 841	-----	65, 790	13, 434
General merchandise and variety stores.....	3	8	54, 874	-----	23, 800	3, 748
Department stores.....	-----	-----	-----	-----	-----	-----
Dry goods stores.....	3	13	113, 133	-----	35, 750	17, 146
Apparel group.....	5	3	59, 025	2	17, 790	5, 122
Men's and boys' clothing and furnishings stores.....	2	-----	-----	-----	-----	-----
Women's and children's apparel and acces- sory stores.....	2	3	59, 025	-----	17, 790	5, 122
Other apparel and accessory stores.....	1	-----	-----	-----	-----	-----
Shoe stores.....	-----	-----	-----	-----	-----	-----
Automotive group.....	20	42	704, 076	30	51, 320	48, 571
Motor vehicles dealers (includes tractor dealers).....	3	25	474, 350	-----	29, 120	32, 029
Filling stations.....	13	15	199, 218	-----	14, 700	15, 367
Garages (repairs, gas and oil, etc.).....	3	-----	-----	-----	-----	-----
Tire, accessory, and other automotive shops..	1	2	30, 508	-----	7, 500	1, 175
Furniture and household group.....	4	3	114, 918	5	33, 920	2, 640
Furniture stores.....	3	3	114, 918	-----	33, 920	2, 640
Other home furnishings and appliances stores. Radio and music stores.....	1	-----	-----	-----	-----	-----
Restaurants and other eating places.....	7	12	45, 668	2	210	6, 084
Restaurants and lunch rooms, including cafeterias.....	6	12	45, 668	-----	210	6, 084
Other eating places.....	1	-----	-----	-----	-----	-----
Lumber and building materials group.....	6	15	238, 286	10	75, 990	23, 071
Hardware and farm implement and machinery group.....	4	4	97, 344	4	34, 350	4, 547
Hardware stores.....	-----	-----	-----	-----	-----	-----
Hardware and farm implement and machi- nery dealers.....	4	4	97, 344	-----	34, 350	4, 547
Feed stores and farm supplies dealers.....	4	7	250, 772	11	18, 690	7, 664
Cigar stores and cigar stands.....	-----	-----	-----	-----	-----	-----

¹ Less than 1 per cent.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

ROOSEVELT COUNTY, N. MEX.—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Drug stores.....	4	2	\$66,268	3	\$33,690	\$2,900
Jewelry stores.....	1	3	146,803	6	13,630	3,550
Coal and wood yards, including ice.....	4					
Other retail stores, including secondhand stores..	1					

UNION COUNTY, NEW MEXICO

Total.....	117	202	\$3,181,690	100	\$545,080	\$244,004
Food group.....	19	27	583,811	19	44,210	31,250
Grocery stores (without meats).....	12	7	223,632		19,850	7,507
Combination stores (groceries and meats).....	4	19	329,748		21,350	22,322
Meat market (including sea foods).....						
Candy and confectionery stores.....	3	1	30,431		3,010	1,340
Other food stores.....						
General merchandise group (including general stores).....	25	38	696,539	22	145,450	38,016
General stores.....	17	21	452,116		81,670	20,785
General merchandise and variety stores.....	7	17	244,423		63,780	18,131
Department stores.....						
Dry goods stores.....	1					
Apparel group.....	4	11	166,105	5	46,400	12,500
Men's and boys' clothing and furnishings stores.....		11	166,105		46,400	12,500
Women's and children's apparel and accessory stores.....	2					
Other apparel and accessory stores.....	1					
Shoe stores.....	1					
Automotive group.....	28	54	818,041	26	70,370	65,679
Motor vehicles dealers (includes tractor dealers).....	5	29	503,919		37,920	42,751
Filling stations.....	9	11	99,605		2,610	8,575
Garages (repairs, gas and oil, etc.).....	13	14	215,117		29,840	14,353
Tire, accessory, and other automotive shops.....	1					
Furniture and household group.....	3	8	77,742	2	22,690	9,080
Furniture stores.....	2	8	77,742		22,690	9,080
Other home furnishings and appliances stores.....	1					
Radio and music stores.....	1					
Restaurants and other eating places.....	8	21	105,657	3	480	18,237
Restaurants and lunch rooms, including cafeterias.....	8	21	105,657		480	18,237
Other eating places.....						
Lumber and building materials group.....	7	12	265,729	9	91,620	18,609
Hardware and farm implement and machinery group.....	4	12	133,699	4	77,560	10,680
Hardware stores.....	3	12	133,699		77,560	10,680
Hardware and farm implement and machinery dealers.....	1					
Feed stores and farm supplies dealers.....	3	6	152,495	5	12,040	13,448
Cigar stores and cigar stands.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Drug stores.....	7	8	112,348	4	26,460	13,287
Jewelry stores.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Coal and wood yards, including ice.....	3	2	28,624	(¹)	2,000	3,500
Other retail stores, including secondhand stores..	6	3	40,300	1	5,800	2,800

¹ Less than 1 per cent.

(xx) Included in "Other retail stores" to prevent revelation of individual businesses.

ANALYZING THE SMALL CITY AND RURAL MARKET AREA 101

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

SAN MIGUEL COUNTY, N. MEX.

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Total.....	261	441	\$5,273,563	100	\$895,990	\$448,194
Food group.....	112	54	991,847	19	153,390	44,528
Grocery stores (without meats).....	88	19	421,093	-----	83,360	17,992
Combination stores (groceries and meats).....	17	30	511,191	-----	67,100	24,856
Meat markets (including sea foods).....	2	5	45,886	-----	1,550	1,680
Candy and confectionery stores.....	2	-----	-----	-----	-----	-----
Other food stores.....	3	-----	13,677	-----	1,380	-----
General merchandise group (including general stores).....	36	91	1,462,139	28	294,640	88,487
General stores.....	30	36	890,723	-----	130,490	34,536
General merchandise and variety stores.....	4	55	571,416	-----	164,150	53,921
Department stores.....	2	-----	-----	-----	-----	-----
Dry goods stores.....	-----	-----	-----	-----	-----	-----
Apparel group.....	8	17	377,461	7	89,930	29,586
Men's and boys' clothing and furnishings stores.....	3	8	297,889	-----	69,950	19,114
Women's and children's apparel and accessory stores.....	3	9	79,572	-----	19,980	10,472
Other apparel and accessory stores.....	2	-----	-----	-----	-----	-----
Shoe stores.....	-----	-----	-----	-----	-----	-----
Automotive group.....	49	101	1,324,464	25	113,820	102,688
Motor vehicles dealers (includes tractor dealers).....	8	51	928,179	-----	73,940	54,521
Filling stations.....	23	29	229,112	-----	9,240	27,838
Garages (repairs, gas and oil, etc.).....	13	18	110,208	-----	18,000	17,923
Tire, accessory, and other automotive shops.....	5	3	56,965	-----	12,640	2,501
Furniture and household group.....	10	32	259,241	5	100,380	48,292
Furniture stores.....	5	13	174,242	-----	81,230	17,227
Other home furnishings and appliances stores.....	3	19	84,999	-----	19,150	31,065
Radio and music stores.....	2	-----	-----	-----	-----	-----
Restaurants and other eating places.....	13	85	268,335	5	6,370	58,657
Restaurants and lunch rooms, including cafeterias.....	11	85	268,335	-----	6,370	58,657
Other eating places.....	2	-----	-----	-----	-----	-----
Lumber and building materials group.....	4	15	125,675	2	38,750	16,992
Hardware and farm implement and machinery group.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Hardware stores.....	(xx)	(xx)	(xx)	-----	(xx)	(xx)
Hardware and farm implements and machinery dealers.....	-----	-----	-----	-----	-----	-----
Feed stores and farm supplies dealers.....	-----	-----	-----	-----	-----	-----
Cigar stores and cigar stands.....	8	6	18,913	(1)	2,130	3,208
Drug stores.....	7	18	199,743	4	65,740	29,024
Jewelry stores.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Coal and wood yards, including ice.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Other retail stores, including secondhand stores.....	14	22	245,745	5	30,840	26,762

DONA ANA COUNTY, N. MEX.

Total.....	233	364	\$5,059,247	100	\$847,349	\$419,918
Food group.....	84	48	1,135,065	23	76,870	58,870
Grocery stores (without meats).....	65	5	331,948	-----	24,740	3,994
Combination stores (groceries and meats).....	12	30	741,772	-----	51,160	50,117
Meat markets (including sea foods).....	4	7	38,080	-----	650	3,29
Candy and confectionery stores.....	1	6	-----	-----	320	1,4
Other food stores.....	2	-----	23,265	-----	-----	-----

(1) Less than 1 per cent.

(xx) Included in "Other retail stores," to prevent revelation of individual businesses.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

DONA ANA COUNTY, N. MEX.—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, and of year (at cost)	Salaries and wages (total)
General merchandise group, (including general stores).....	43	57	\$1, 236, 369	24	\$304, 000	\$71, 463
General stores.....	33	20	708, 235	-----	111, 820	19, 448
General merchandise and variety stores.....	4	14	96, 752	-----	49, 000	12, 742
Department stores.....	1	23	431, 382	-----	144, 080	39, 273
Dry goods stores.....	5					
Apparel group.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Men's and boys' clothing and furnishings stores.....	-----	-----	-----	-----	-----	-----
Women's and children's apparel and accessory stores.....	(xx)	(xx)	(xx)	-----	(xx)	(xx)
Other apparel and accessory stores.....	-----	-----	-----	-----	-----	-----
Shoe stores.....	-----	-----	-----	-----	-----	-----
Automotive group.....	56	94	825, 314	16	101, 430	100, 726
Motor vehicles dealers (includes tractor dealers).....	4	54	410, 891	-----	75, 460	65, 033
Filling stations.....	30	22	205, 644	-----	6, 900	14, 854
Garages (repairs, gas and oil, etc).....	18	13	92, 091	-----	10, 420	16, 820
Tire, accessory, and other automotive shops.....	4	5	26, 088	-----	8, 650	3, 119
Furniture and household group.....	5	10	101, 408	2	24, 910	11, 832
Furniture stores.....	1	10	101, 408	-----	24, 910	11, 832
Other home furnishings and appliances stores.....	3					
Radio and music stores.....	1					
Restaurants and other eating places.....	13	61	146, 227	3	12, 569	32, 673
Restaurants and lunch rooms, including cafeterias.....	7	56	134, 617	-----	12, 169	30, 533
Other eating places.....	6	5	11, 610	-----	400	2, 140
Lumber and building materials group.....	9	31	627, 215	12	93, 320	64, 513
Hardware and farm implement and machinery group.....	3	12	178, 634	4	79, 770	10, 708
Hardware stores.....	-----	-----	-----	-----	-----	-----
Hardware and farm implements and machinery dealers.....	3	12	178, 634	-----	79, 770	10, 708
Feed stores and farm supplies dealers.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Cigar stores and cigar stands.....	4	0	33, 193	(1)	1, 710	4, 862
Drug stores.....	6	11	198, 336	4	56, 080	17, 353
Jewelry stores.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Coal and wood yards, including ice.....	3	19	347, 029	7	44, 100	26, 048
Other retail stores, including secondhand stores.....	7	15	230, 457	5	51, 090	11, 870

GRANT COUNTY, N. MEX.

Total.....	200	460	\$6, 891, 310	100	\$1, 172, 150	\$605, 347
Food group.....	50	78	1, 060, 956	15	76, 100	68, 154
Grocery stores (without meats).....	26	14	348, 095	-----	26, 610	15, 305
Combination stores (groceries and meats).....	14	35	534, 562	-----	33, 990	30, 477
Meat markets (including sea foods).....	2					
Candy and confectionery stores.....	8	20	178, 299	-----	14, 500	13, 372
Other food stores.....	-----	-----	-----	-----	-----	-----
General merchandise group (including general stores).....	38	118	2, 504, 965	36	632, 930	196, 414
General stores.....	32	95	2, 082, 560	-----	525, 960	159, 001
General merchandise and variety stores.....	3	6	102, 589	-----	23, 430	7, 888
Department stores.....	2	17	319, 816	-----	83, 540	29, 625
Dry goods stores.....	1					
Apparel group.....	11	12	276, 494	4	78, 880	14, 770
Men's and boys' clothing and furnishings stores.....	-----	-----	-----	-----	-----	-----
Women's and children's apparel and accessory stores.....	1	4	179, 403	-----	47, 830	6, 250
Other apparel and accessory stores.....	5					
Shoe stores.....	4	8	97, 091	-----	31, 050	8, 520
Shoe stores.....	1					

¹ Less than 1 per cent.

(xx) Included in "Other retail stores" to prevent revelation of individual businesses.

ANALYZING THE SMALL CITY AND RURAL MARKET AREA 103

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

GRANT COUNTY, N. MEX.—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Automotive group.....	50	126	\$1,843,700	27	\$151,160	\$179,497
Motor vehicle dealers (includes tractor dealers).....	9	85	1,433,127	-----	116,590	136,268
Filling stations.....	21	16	173,711	-----	9,390	13,637
Garages (repairs, gas and oil, etc.).....	18	26	236,862	-----	25,180	29,592
Tire, accessory, and other automotive shops.....	2					
Furniture and household group.....	14	44	528,476	8	111,360	65,696
Furniture stores.....	7	19	353,710	-----	80,230	42,872
Other home furnishings and appliances stores.....	4	15	65,302	-----	6,790	11,188
Radio and music stores.....	3	10	109,464	-----	24,340	11,636
Restaurants and other eating places.....	13	50	142,970	2	3,480	22,072
Restaurants and lunch rooms, including cafeterias.....	13	50	142,970	-----	3,480	22,072
Other eating places.....						
Lumber and building materials group.....	3	12	184,328	3	29,370	20,429
Hardware and farm implement and machinery group.....						
Hardware stores.....						
Hardware and farm implement and machin- ery dealers.....						
Feed stores and farm supplies dealers.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Cigar stores and cigar stands.....	5	5	24,230	(1)	1,140	5,532
Drug stores.....	3	8	132,268	2	35,520	12,222
Jewelry stores.....	3	2	30,061	(1)	34,870	3,546
Coal and wood yards, including ice.....	(xx)	(xx)	(xx)	(xx)	(xx)	(xx)
Other retail stores, including secondhand stores..	10	14	162,872	2	18,250	17,015

WOOD COUNTY, WIS.

Total.....	415	1,016	\$14,573,003	100	\$2,538,742	\$1,337,429
Food group.....	85	119	2,705,096	18	152,782	138,836
Grocery stores (without meats).....	43	51	1,269,730	-----	77,170	61,872
Combination stores (groceries and meats).....	19	49	1,045,702	-----	62,282	55,639
Meat markets (including sea foods).....	11	14	298,304	-----	6,010	17,060
Candy and confectionery stores.....	10					
Other food stores.....	2	5	91,300	-----	6,720	4,265
General merchandise group, (including general stores).....	46	261	3,352,569	23	655,360	319,341
General stores.....	32	49	1,206,831	-----	264,570	54,387
General merchandise and variety stores.....	6	40	306,175	-----	46,140	33,259
Department stores.....	7					
Dry goods stores.....	1	172	1,839,563	-----	344,650	231,695
Apparel group.....	27	75	799,744	5	301,390	113,292
Men's and boys' clothing and furnishings stores.....	10	29	444,144	-----	233,320	64,045
Women's and children's apparel and acces- sory stores.....	5	13	153,953	-----	18,000	14,668
Other apparel and accessory stores.....	5	22	88,641	-----	16,050	19,641
Shoe stores.....	7	11	113,006	-----	34,020	14,938
Automotive group.....	90	182	2,876,054	20	336,920	263,740
Motor vehicles dealers (includes tractor dealers).....	24	113	2,037,031	-----	273,940	177,185
Filling stations.....	39	37	481,158	-----	19,530	38,352
Garages (repairs, gas and oil, etc.).....	19	19	169,314	-----	15,310	32,573
Tire, accessory, and other automotive shops.....	8	13	188,551	-----	28,140	15,630

¹ Less than 1 per cent.

(xx) Included in "Other retail stores" to prevent revelation of individual businesses.

CENSUS OF DISTRIBUTION

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

WOOD COUNTY, WIS.—Continued

KIND OF BUSINESS	Number of stores	Em- ployees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Furniture and household group.....	13	37	\$547, 168	4	\$247, 550	\$54, 205
Furniture stores.....	6	20	349, 643	-----	216, 790	32, 165
Other home furnishings and appliances stores.....	1					
Radio and music stores.....	6					
Restaurants and other eating places.....	31	37	257, 069	2	12, 150	25, 110
Restaurants and lunch rooms, including cafeterias.....	18	31	182, 177	-----	9, 470	19, 496
Other eating places.....	13	6	75, 492	-----	2, 680	5, 614
Lumber and building materials group.....	31	109	1, 307, 709	9	301, 630	209, 538
Hardware and farm implement and machinery group.....	20	39	699, 013	5	194, 550	42, 875
Hardware stores.....	9	13	165, 289	-----	52, 170	12, 557
Hardware and farm implement and ma- chinery dealers.....	11	26	533, 724	-----	142, 380	30, 318
Feed stores and farm supplies dealers.....	19	35	955, 356	7	93, 000	46, 809
Cigar stores and cigar stands.....	8	4	46, 224	(1)	2, 250	2, 964
Drug stores.....	15	38	398, 701	3	116, 850	47, 036
Jewelry stores.....	6	8	103, 678	(1)	47, 800	8, 823
Coal and wood yards, including ice.....	7	31	333, 092	2	16, 820	38, 805
Other retail stores, including secondhand stores.....	17	41	190, 930	1	59, 690	26, 050

GRANT COUNTY, WIS.

Total.....	494	678	\$12, 713, 218	100	\$2, 384, 455	\$828, 277
Food group.....	75	81	2, 013, 330	16	102, 410	101, 839
Grocery stores (without meats).....	28	21	566, 256	-----	34, 820	27, 981
Combination stores (groceries and meats).....	24	45	1, 081, 589	-----	53, 240	50, 989
Meat markets (including sea foods).....	9	5	226, 430	-----	4, 690	8, 266
Candy and confectionery stores.....	9	2	43, 185	-----	4, 330	1, 100
Other food stores.....	5	8	95, 890	-----	5, 330	13, 603
General merchandise group (including general stores).....	75	139	2, 465, 315	19	677, 730	148, 486
General stores.....	61	102	1, 996, 418	-----	560, 660	107, 361
General merchandise and variety stores.....	10	21	234, 022	-----	62, 610	20, 482
Department stores.....	3	16	234, 875	-----	54, 460	20, 043
Dry goods stores.....	1					
Apparel group.....	38	24	527, 790	4	241, 090	30, 289
Men's and boys' clothing and furnishings stores.....	12	12	304, 855	-----	164, 500	18, 566
Women's and children's apparel and acces- sory stores.....	11	6	58, 555	-----	12, 110	4, 075
Other apparel and accessory stores.....	3	2	34, 930	-----	12, 320	2, 400
Shoe stores.....	12	4	129, 450	-----	52, 160	5, 243
Automotive group.....	101	168	2, 909, 549	23	316, 378	220, 522
Motor vehicles dealers (includes tractor dealers).....	43	110	2, 022, 691	-----	255, 240	143, 783
Filling stations.....	28	32	593, 551	-----	31, 020	45, 463
Garages (repairs, gas and oil, etc.).....	22	24	235, 935	-----	21, 928	29, 388
Tire, accessory, and other automotive shops.....	8	2	52, 471	-----	8, 190	1, 900
Furniture and household group.....	32	36	580, 334	5	140, 460	52, 997
Furniture stores.....	17	16	291, 188	-----	97, 130	20, 344
Other home furnishings and appliances stores.....	4	4	68, 412	-----	15, 850	8, 745
Radio and music stores.....	11	16	220, 734	-----	27, 480	23, 908

1 Less than 1 per cent.

ANALYZING THE SMALL CITY AND RURAL MARKET AREA 105

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

GRANT COUNTY, WIS.—Continued

KIND OF BUSINESS	Number of stores	Employees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Restaurants and other eating places.....	26	44	\$314, 019	2	\$15, 100	\$27, 047
Restaurants and lunch rooms, including cafeterias.....	23	41	300, 919	-----	14, 230	25, 955
Other eating places.....	3	3	13, 100	-----	870	1, 092
Lumber and building materials group.....	30	70	1, 270, 511	10	363, 470	95, 452
Hardware and farm implement and machinery group.....	32	51	875, 682	7	270, 450	59, 280
Hardware stores.....	15	22	293, 566	-----	91, 830	19, 689
Hardware and farm implement and machinery dealers.....	17	29	582, 116	-----	178, 620	39, 591
Feed stores and farm supplies dealers.....	30	30	1, 129, 156	9	108, 327	39, 794
Cigar stores and cigar stands.....	10	8	114, 709	(¹)	10, 580	8, 522
Drug stores.....	17	14	285, 738	2	78, 760	19, 328
Jewelry stores.....	10	6	67, 734	(¹)	32, 490	5, 982
Coal and wood yards, including ice.....	5	3	44, 777	(¹)	4, 520	3, 729
Other retail stores, including secondhand stores..	13	4	114, 574	(¹)	22, 690	15, 010

RUSK COUNTY, WIS.

Total.....	140	200	\$3, 947, 262	100	\$783, 786	\$223, 542
Food group.....	30	23	596, 753	15	35, 110	25, 568
Grocery stores (without meats).....	9	9	207, 065	-----	10, 870	9, 290
Combination stores (groceries and meats).....	8	8	264, 823	-----	17, 530	9, 276
Meat markets (including sea foods).....	3	4	75, 941	-----	1, 990	5, 622
Candy and confectionery stores.....	8	2	58, 924	-----	4, 750	1, 380
Other food stores.....	2					
General merchandise group (including general stores).....	27	55	950, 436	24	246, 610	49, 278
General stores.....	22	43	812, 865	-----	199, 600	38, 812
General merchandise and variety stores.....	4	(x)	(x)	-----	(x)	(x)
Department stores.....	-----	-----	-----	-----	-----	-----
Dry goods stores.....	1	(x)	(x)	-----	(x)	(x)
Apparel group.....	6	10	163, 093	4	74, 080	12, 781
Men's and boys' clothing and furnishings stores.....	2	(x)	(x)	-----	(x)	(x)
Women's and children's apparel and accessory stores.....	2	(x)	(x)	-----	(x)	(x)
Other apparel and accessory stores.....	1	(x)	(x)	-----	(x)	(x)
Shoe stores.....	1	(x)	(x)	-----	(x)	(x)
Automotive group.....	29	49	989, 403	25	200, 590	62, 834
Motor vehicles dealers (includes tractor dealers).....	12	38	805, 525	-----	189, 120	48, 035
Filling stations.....	9	4	103, 422	-----	3, 110	7, 303
Garages (repairs, gas and oil, etc.).....	7	7	80, 456	-----	8, 360	8, 496
Tire, accessory, and other automotive shops.....	1					
Furniture and household group.....	3	3	60, 354	2	25, 160	3, 774
Furniture stores.....	3	3	60, 354	-----	25, 160	3, 774
Other home furnishings and appliances stores.....	-----	-----	-----	-----	-----	-----
Radio and music stores.....	-----	-----	-----	-----	-----	-----
Restaurants and other eating places.....	7	15	67, 836	2	680	9, 999
Restaurants and lunch rooms, including cafeterias.....	6	15	67, 836	-----	680	9, 999
Other eating places.....	1					

¹ Less than 1 per cent.

(x) Included in group totals to prevent revelation of individual businesses.

TABLE 37.—RETAIL TRADE BY KIND OF BUSINESS, IN SELECTED COUNTIES OF OHIO, NEW MEXICO, AND WISCONSIN—Continued

RUSK COUNTY, WIS.—Continued

KIND OF BUSINESS	Number of stores	Employees (full time)	Net sales (1929)	Per cent of total sales	Stocks on hand, end of year (at cost)	Salaries and wages (total)
Lumber and building materials group.....	9	15	\$365, 518	9	\$70, 910	\$24, 211
Hardware and farm implement and machinery group.....	9	12	250, 096	6	66, 516	13, 831
Hardware stores.....	3	5	59, 579	-----	22, 630	6, 226
Hardware and farm implement and machinery dealers.....	6	7	190, 517	-----	43, 886	7, 605
Feed stores and farm supplies dealers.....	11	7	324, 393	8	28, 870	9, 519
Cigar stores and cigar stands.....	-----	-----	-----	-----	-----	-----
Drug stores.....	4	5	111, 442	3	22, 540	4, 245
Jewelry stores.....	2	-----	-----	-----	-----	-----
Coal and wood yards, including ice.....	1	6	67, 938	2	12, 720	6, 502
Other retail stores, including secondhand stores..	2	-----	-----	-----	-----	-----

TABLE 38.—DATA ON NONRETAIL DEALERS IN SELECTED COUNTIES IN OHIO NEW MEXICO, AND WISCONSIN

(ASSEMBLERS AND WHOLESALERS)

A.—SIX COUNTIES IN OHIO

KIND OF BUSINESS	Number of establishments	SALES		Employees	Salaries and wages
		Total	Retail		
Total.....	151	\$25, 151, 502	\$1, 283, 469	501	\$610, 052
Harrison County.....	6	175, 016	16, 838	6	8, 240
Hocking County.....	7	264, 228	528	7	13, 252
Drilling and oil-well machinery.....	3	230, 331	528	6	11, 730
Other dealers.....	4	33, 897	-----	1	1, 522
Knox County.....	21	2, 960, 086	192, 500	89	111, 153
Petroleum and petroleum products.....	6	1, 196, 661	-----	28	43, 708
Poultry and dairy products.....	3	455, 936	2, 500	20	21, 455
Grain.....	4	395, 928	177, 060	11	14, 569
Other dealers.....	8	911, 561	13, 000	30	31, 421
Fayette County.....	30	7, 496, 265	248, 046	157	210, 967
Petroleum and petroleum products.....	7	288, 343	-----	20	36, 520
Poultry and dairy products.....	4	541, 228	-----	25	33, 525
Groceries.....	3	1, 737, 111	-----	75	97, 119
Grain.....	7	637, 568	171, 492	14	15, 333
Other dealers.....	9	4, 292, 020	70, 554	23	80, 170
Putnam County.....	49	5, 883, 779	358, 712	139	140, 107
Petroleum and petroleum products.....	6	313, 267	-----	12	13, 363
Poultry and dairy products.....	12	916, 633	11, 400	42	32, 491
Grain.....	15	1, 559, 832	347, 312	47	49, 712
Hay, grain, and feed.....	4	103, 275	-----	24	27, 850
Livestock.....	10	2, 983, 902	-----	12	14, 685
Other dealers.....	2	5, 870	-----	2	2, 000
Shelby County.....	38	8, 372, 128	460, 785	103	135, 933
Petroleum and petroleum products.....	6	424, 078	54, 869	22	31, 031
Poultry and dairy products.....	3	187, 230	4, 000	5	11, 096
Grain.....	21	6, 899, 660	402, 724	56	66, 447
Livestock.....	4	508, 738	-----	3	5, 050
Other dealers.....	4	351, 522	5, 192	17	22, 309

TABLE 38.—DATA ON NONRETAIL DEALERS IN SELECTED COUNTIES IN OHIO, NEW MEXICO, AND WISCONSIN—Continued

[ASSEMBLERS AND WHOLESALERS]

B.—FIVE COUNTIES IN NEW MEXICO

KIND OF BUSINESS	Number of establishments	SALES		Em- ploy- ees	Salaries and wages
		Total	Retail		
Total.....	60	\$7,832,918	\$186,032	218	\$304,270
Roosevelt County.....	12	646,442	7,809	37	40,265
Petroleum and petroleum products.....	6	157,090	500	18	22,445
Dairy and poultry products.....	3	233,540	-----	8	7,320
Other dealers.....	3	205,812	7,309	11	10,500
Union County.....	17	2,460,159	80,000	40	60,057
Petroleum and petroleum products.....	9	223,704	-----	13	32,773
Other dealers.....	8	2,236,455	80,000	27	27,284
San Miguel County.....	8	2,800,520	-----	76	177,424
Petroleum and petroleum products.....	5	196,338	-----	10	32,138
Other dealers.....	3	2,604,191	-----	66	145,286
Dona Ana County.....	14	773,200	-----	34	55,401
Petroleum and petroleum products.....	8	339,842	-----	17	34,533
Other dealers.....	6	433,448	-----	17	20,868
Grant County.....	9	1,152,498	98,163	31	61,123
Petroleum and petroleum products.....	5	320,504	-----	9	25,550
Other dealers.....	4	831,994	98,163	22	35,573

C.—FIVE COUNTIES IN WISCONSIN

Total.....	105	\$18,805,004	\$178,904	523	\$766,902
Sauk County.....	31	2,627,082	-----	60	108,219
Petroleum and petroleum products.....	14	488,672	-----	16	50,667
Poultry and poultry products.....	4	440,245	-----	16	13,194
Junk and scrap.....	3	26,620	-----	-----	-----
Other dealers.....	10	1,673,045	-----	28	44,358
Wood County.....	43	10,883,838	109,149	297	403,793
Petroleum and petroleum products.....	15	978,013	-----	56	90,040
Livestock.....	6	596,378	-----	9	4,232
Dairy and poultry products.....	5	5,784,327	64,138	113	136,237
Groceries.....	3	1,204,960	-----	24	48,310
Other dealers.....	14	2,320,155	45,011	95	126,324
Grant County.....	31	2,707,293	9,778	56	115,208
Petroleum and petroleum products.....	20	793,671	-----	29	91,030
Groceries.....	3	145,949	4,103	11	10,963
Cheese.....	3	1,125,830	-----	7	8,695
Other dealers.....	5	641,843	5,675	9	4,529
Rusk County.....	13	399,565	-----	18	28,557
Petroleum and petroleum products.....	5	165,061	-----	4	14,955
Vegetables (fresh).....	5	9,680	-----	5	1,203
Other dealers.....	3	224,824	-----	9	12,410
Barron County.....	47	2,186,981	59,977	92	111,125
Vegetables (fresh).....	20	353,196	13,000	35	21,085
Petroleum and petroleum products.....	17	490,206	10,790	23	50,894
Livestock.....	4	369,278	29,325	9	9,401
Other dealers.....	6	969,251	6,859	25	28,845

TABLE 39.—RETAIL DISTRIBUTION IN INCORPORATED PLACES IN SELECTED COUNTIES FOR OHIO, NEW MEXICO, AND WISCONSIN

A.—SIX COUNTIES IN OHIO

	Total sales	Popula- tion	Per cent of county popu- lation	Per cent of county sales	Per capita sales ¹	Number of full- time em- ployees	Salaries and wages	Number of retail estab- lish- ments
HARRISON COUNTY	\$5,198,538	18,844	100	100	\$276	274	\$316,710	280
Incorporated places:								
Cadiz (C. H.).....	2,426,856	2,597	14	47	634	148	180,779	70
Jewett.....	271,980	876	5	5	310	9	7,455	27
Scioto.....	322,847	760	4	6	425	19	18,542	24
Hopedale.....	254,993	742	4	5	344	8	8,560	19
Freeport.....	465,066	578	3	9	805	17	22,740	26
New Athens.....	90,827	464	2	2	196	5	3,628	11
Bowerston.....	271,071	440	2	5	616	19	21,324	12
Harrisville.....	112,488	380	2	2	296	6	5,144	7
Deersville.....	(x)	108	1	(x)	(x)	-----	-----	2
Balance of county.....	982,410	11,899	63	19	82	43	48,544	92
HOCKING COUNTY	4,470,318	20,407	100	100	219	201	316,524	254
Incorporated places:								
Logan (C. H.).....	3,115,351	6,080	30	70	512	228	258,602	124
Murray City.....	388,269	1,048	5	8	370	26	23,867	26
Laurelville.....	216,574	449	2	5	482	12	8,440	19
Balance of county.....	760,134	12,830	63	17	61	25	25,425	86
KNOX COUNTY	8,529,470	29,338	100	100	291	615	608,956	260
Incorporated places:								
Mount Vernon (C. H.).....	6,302,954	9,370	32	74	673	516	563,165	135
Fredericktown.....	586,935	1,257	4	7	467	20	31,327	20
Danville.....	446,198	764	3	5	584	18	15,111	23
Centerburg.....	457,162	761	3	5	601	25	27,438	25
Gambier.....	218,180	498	2	3	438	11	12,000	9
Gann.....	66,400	277	(?)	(?)	204	3	2,040	7
Martinsburg.....	65,933	189	(?)	(?)	349	1	650	5
Balance of county.....	395,718	16,222	55	5	24	15	15,725	30
FAYETTE COUNTY	6,074,373	20,755	100	100	293	529	545,124	283
Incorporated places:								
Washington Court House (C. H.).....	4,974,121	8,426	41	82	590	473	488,862	185
Jeffersonville.....	401,636	656	3	7	612	17	23,797	23
Bloomingburg.....	147,730	543	3	2	272	15	9,040	10
Milledgeville.....	61,196	155	(?)	1	395	2	2,000	6
Octa.....	(x)	64	(?)	(x)	(x)	-----	-----	1
Balance of county.....	489,690	10,911	52	8	44	22	20,525	58
PUTNAM COUNTY	6,498,572	25,074	100	100	259	419	419,874	356
Incorporated places:								
Ottawa (C. H.).....	1,496,784	2,169	9	28	690	112	113,136	66
Columbus Grove.....	1,270,269	1,633	6	20	778	77	60,206	66
Leipsic.....	1,086,298	1,571	6	17	691	65	75,781	52
Continental.....	484,406	897	4	7	540	32	31,036	26
Pandora.....	347,916	588	2	5	502	24	25,389	19
Glandorf.....	217,863	455	2	3	479	17	22,515	11
Ottoville.....	538,282	443	2	8	1,215	29	29,621	21
Kalida.....	316,615	431	2	5	735	26	23,261	19
Fort Jennings.....	165,913	318	1	3	522	12	10,073	10
West Leipsic.....	4,920	289	1	(?)	17	-----	-----	3
Belmore.....	35,450	251	1	(?)	141	-----	-----	8
Cloverdale.....	39,425	227	1	(?)	174	2	1,700	11
Dupont.....	102,200	206	(?)	2	496	5	3,420	3
Gibboa.....	71,110	201	(?)	1	354	8	8,620	10
Miller City.....	82,494	184	(?)	1	448	5	5,838	7
Balance of county.....	238,627	15,211	61	4	16	5	9,158	24

¹ On basis of resident population only. Variations in such per capita figures represent some in index of sales to nonresidents as well as differences in total expendable income.

² Less than 1 per cent.

(x) Included in balance of county to prevent revelation of individual businesses.

C. H. County seat.

ANALYZING THE SMALL CITY AND RURAL MARKET AREA 109

TABLE 39.—RETAIL DISTRIBUTION IN INCORPORATED PLACES IN SELECTED COUNTIES FOR OHIO, NEW MEXICO, AND WISCONSIN—Continued

A.—SIX COUNTIES IN OHIO—Continued

	Total sales	Popula- tion	Per cent of county popula- tion	Per cent of county sales	Per capita sales	Number of full- time em- ploy- ees	Salaries and wages	Number of retail estab- lish- ments
SHELBY COUNTY.....	\$7,487,684	24,924	100	100	\$301	530	\$589,342	308
Incorporated places:								
Sidney (C. H.).....	5,516,386	9,301	37	74	593	448	508,545	173
Jackson Center.....	414,940	526	2	6	789	22	22,187	26
Botkins.....	419,025	488	2	6	859	14	12,950	19
Anna.....	127,450	462	2	1	276	5	3,930	12
Fort Loramie.....	264,150	427	2	3	619	16	14,230	15
Port Jefferson.....	15,430	270	1	(?)	571			3
Lockington.....	(x)	174	(?)	(x)	(x)	(x)	(x)	5
Ketlersville.....	130,375	135	(?)	2	966	5	5,560	5
Balance of county.....	599,928	13,141	53	8	45	20	21,940	53

B.—FIVE COUNTIES IN NEW MEXICO

ROOSEVELT COUNTY.....	\$2,376,281	11,109	100	100	\$214	137	\$149,942	86
Incorporated places:								
Portales (C. H.).....	1,913,052	2,519	23	30	759	106	119,482	58
Elida.....	328,584	325	3	14	1,011	11	11,650	19
Balance of county.....	134,645	8,265	74	6		20	18,810	9
UNION COUNTY.....	3,181,690	11,036	100	100	288	202	244,004	117
Incorporated places:								
Clayton (C. H.).....	2,503,332	2,518	23	79	994	161	207,706	59
Des Moines.....	186,800	362	3	6	516	9	6,835	14
Grenville.....	125,053	231	2	4	541	6	7,585	10
Balance of county.....	366,525	7,925	72	11		26	21,878	34
SAN MIGUEL COUNTY.....	5,273,563	23,636	100	100	223	441	448,194	261
Incorporated places:								
Las Vegas (city) (C. H.).....	3,577,487	4,719	20	68	758	327	349,633	123
Las Vegas (town).....	922,954	4,378	19	17	211	75	70,663	59
Balance of county.....	773,122	14,539	61	15		39	27,848	79
DONA ANA COUNTY.....	5,059,247	27,455	100	100	184	364	419,918	233
Incorporated places:								
Las Cruces (C. H.).....	3,420,333	5,811	21	68	539	231	345,564	103
Hatch.....	398,217	364	1	8	1,094	30	27,280	20
Balance of county.....	1,240,647	21,280	78	24		53	47,074	110
GRANT COUNTY.....	6,891,310	19,050	100	100	362	469	605,347	200
Incorporated places:								
Silver City (C. H.).....	3,432,793	3,519	18	50	976	266	324,001	87
Balance of county.....	3,458,517	15,531	82	50		203	281,346	113

C.—FOUR COUNTIES IN WISCONSIN

SAUK COUNTY.....	\$11,824,972	32,030	100	100	\$369	755	\$894,410	454
Incorporated places:								
Baraboo (C. H.).....	4,566,000	5,545	17	39	823	320	409,000	139
Reedsburg.....	2,643,000	2,967	9	22	891	173	217,000	78
Sauk City.....	843,000	1,137	4	7	746	53	58,000	41
Frairie du Sac.....	1,172,275	949	3	10	1,235	43	49,509	39
Spring Green.....	782,580	779	3	7	1,005	41	50,792	35
North Freedom.....	250,126	554	2	2	451	8	8,777	13
Ableman.....	267,936	470	1	3	711	14	17,800	17
La Valle.....	294,933	415	1	2	670	13	13,414	15
Plain.....	217,198	331	1	3	711	14	17,800	17
Merrimac.....	128,930	250	(?)	1	516	6	5,980	7
Lime Ridge.....	164,386	230	(?)	1	715	6	10,665	8
Loganville.....	134,027	228	(?)	1	583	13	10,800	8
Ironton.....	25,368	184	(?)	(?)	138			6
Balance of county.....	330,213	17,991	56	3	18	54	32,841	36

² Less than 1 per cent.

(x) Included in group totals to prevent revelation of individual businesses.

TABLE 39.—RETAIL DISTRIBUTION IN INCORPORATED PLACES IN SELECTED COUNTIES FOR OHIO, NEW MEXICO, AND WISCONSIN—Continued

C.—FOUR COUNTIES IN WISCONSIN—Continued

	Total sales	Popula- tion	Per cent of county popula- tion	Per cent of county sales	Per capita sales	Number of full-time employ- ees	Salaries and wages	Number of retail estab- lish- ments
WOOD COUNTY.....	\$14, 573, 043	37, 865	100	100	\$385	1, 016	\$1, 337, 134	415
Incorporated places:								
Marshfield.....	5, 591, 000	8, 778	23	38	637	427	585, 000	116
Wisconsin Rapids (C. H.).....	5, 669, 000	8, 726	23	39	650	423	556, 000	133
Nekoosa.....	675, 000	2, 005	5	5	337	44	50, 000	27
Port Edwards.....	158, 908	988	3	1	161	8	9, 344	8
Pittsville.....	544, 610	508	1	4	1, 072	29	36, 185	23
Biron.....	(x)	380	1	(x)	(x)			(x)
Auburndale.....	280, 927	294	(²)	2	956	13	14, 575	10
Balance of county.....	1, 653, 598	16, 186	43	11	102	72	86, 030	98
GRANT COUNTY.....	12, 713, 218	38, 469	100	100	330	678	828, 277	494
Incorporated places:								
Platteville.....	2, 930, 668	4, 047	11	23	724	186	240, 865	108
Lancaster (C. H.).....	2, 041, 408	2, 432	6	16	839	124	143, 034	61
Fennimore.....	1, 479, 100	1, 341	3	12	1, 103	87	102, 589	46
Boscobel.....	1, 367, 117	1, 762	5	11	776	81	112, 301	44
Cuba City.....	735, 326	1, 157	3	6	636	24	27, 294	29
Cassville.....	357, 957	875	2	3	409	20	20, 515	26
Muscoda.....	754, 414	900	2	6	838	45	56, 957	21
Bloomington.....	417, 657	591	2	3	707	18	19, 776	20
Hazel Green.....	238, 249	601	2	2	396	8	10, 326	15
Montford.....	520, 350	554	1	4	939	15	21, 699	14
Potosi.....	319, 915	447	1	2	716	13	14, 503	13
Bagley.....	202, 722	284	(²)	2	714	6	6, 736	11
Blue River.....	278, 721	346	(²)	2	806	12	14, 200	11
Mount Hope.....	150, 564	256	(²)	1	588	3	2, 813	10
Woodman.....	104, 673	101	(²)	(²)	1, 036	4	5, 693	6
Patch Grove.....	67, 196	243	(²)	(²)	277	2	1, 000	4
Balance of county.....	747, 181	22, 532	59	6	33	30	27, 976	55
RUSK COUNTY.....	3, 947, 011	16, 081	100	100	245	200	224, 403	140
Incorporated places:								
Ladysmith (C. H.).....	2, 408, 000	3, 493	22	61	689	138	156, 000	67
Bruce.....	433, 745	548	4	11	792	20	21, 451	17
Hawkins.....	247, 343	372	2	6	665	10	14, 233	0
Weyerhauser.....	271, 425	321	2	7	846	7	9, 732	12
Sheldon.....	249, 633	161	1	6	1, 551	11	10, 914	7
Tony.....	91, 488	160	(²)	2	572	2	3, 018	7
Ingram.....	50, 608	153	(²)	1	331	2	1, 853	0
Glen Flora.....	103, 294	137	(²)	3	754	6	4, 262	0
Conrath.....	68, 130	97	(²)	2	702	4	2, 940	4
Balance of county.....	23, 345	10, 639	66	(²)	2			5

* Less than 1 per cent.

(x) Included in group totals to prevent revelation of individual businesses.

TABLE 40.—NUMBER OF RETAIL ESTABLISHMENTS BY KIND OF BUSINESS FOR INCORPORATED PLACES IN SELECTED COUNTIES FOR OHIO, NEW MEXICO, AND WISCONSIN
A.—SIX COUNTIES IN OHIO

	Grocery stores	Stores selling groceries and meats	General stores	General merchandise and variety stores	Department stores	Adapted stores, women's, men's, children's	Motor vehicles dealers	Filling stations	Gauges stores	Tire and accessory stores	Furniture and other household furnishings stores	Resaurants and lunch rooms	Lumber and building material dealers	Hardware and farm implement dealers	Feed stores and farm supplies dealers	Cigar stores and cigar stands	Drug stores	Jewelry stores	Other retail stores	
HARRISON COUNTY.....	21	13	1	51	4		5	1	14	43	13	5	11	16	14	15	14	11	4	34
Incorporated places:																				
Cadiz (C. H.).....	7	6		3	2		2		8	3	1	4	3	3	2		2	2	2	15
Jewett.....	3	1	1	2	1		1		2	2	2	1	3	2			2	2	2	2
Silo.....	2	1		2	1		2		2	2	2	1	3	2			2	2	2	2
Hopedale.....				6					2	2	1	1	1	1			1	1	1	6
Fresport.....	1	1		4			2		2	1	1	2	1	4			1	1	1	6
New Athens.....				2					1	1	1	2	1	1			1	1	1	1
Bowerton.....		1		2					1	1	2	2	1	1						1
Harrisville.....				3					1	1	1	1	1	1						1
Deersville.....				2					4	2	2	2	1	2			1	1	1	6
Balance of county.....	8	3		25			5	3	11	52	10	1	6	19	7	10	1	6	3	32
HOCKING COUNTY.....	29	9	4	34	5		5	3	11	52	10	1	6	19	7	10	1	6	3	32
Incorporated places:																				
Logan (C. H.).....	18	6	3	2	3		4	3	8	16	2	1	5	13	6	3	1	5	2	19
Murray City.....	2	1		3	1				2	5	1	2	2	2	3	3	1	1	1	4
Laurelville.....			1	3					2	2	4	1	1	1	1	1	1	1	1	4
Balance of county.....	9	2		26	1		1	1	2	20	3	3	3	3	3	3				8
KNOX COUNTY.....	37	14	6	21	4		3	17	20	23	10	6	9	15	9	17	4	10	4	20
Incorporated places:																				
Mount Vernon (C. H.).....	16	10	3		3		14	8	12	12		4	5	10	5	2	1	7	3	12
Fredericktown.....	7			1			1		2	2		2	1	2	1	1	1	1	1	1
Danville.....	1	1	1	4			1	1	4	1	1	1	1	1	1	1	1	1	1	1
Centerburg.....	2	2	1	1	1		2	1	2	2	1	2	2	3	1	1	1	1	1	1
Gambier.....	2	1	1		1		1		1	1	1	1	1	1	1	1	1	1	1	1
Gann.....				2								1	1	1	1	1	1	1	1	1
Martinsburg.....				2								1	1	1	1	1	1	1	1	1
Balance of county.....	9			11					4	4	2	1	1	1	2					1

(C. H.) County seat.

INCORPORATED PLACES IN SELECTED COUNTIES FOR OHIO,
NEW MEXICO, AND WISCONSIN—Continued

A—SIX COUNTIES IN OHIO—Continued

	Grocery stores	Stores selling groceries and meats	Meat markets	General stores	General merchandise stores	Department stores	Apparel stores, men's, women's and children's	Shoe stores	Motor vehicles dealers	Filling stations	Gas ranges	Tire and accessory stores	Furniture and other household furnishings stores	Restaurants and lunch rooms	Lumber and building material dealers	Hardware and farm implement dealers	Feed stores and farm supplies dealers	Cigar stores and stands	Drug stores	Jewelry stores	Other retail stores
FAYETTE COUNTY.....	43	21	2	15	6	3	12	7	12	35	17	6	4	21	13	7	5	8	6	5	35
Incorporated places:																					
Washington Court House (C. H.).....	20	14	2		6	3	10	6	10	16	12	6	3	15	11	4	4	7	4	5	27
Jeffersonville.....	2	3		1			2		1	1	1		1	2	2	1	1		1		4
Bloomington.....	2	2		1						2									1		1
McLeodsburg.....	2	1		1																	1
Oates.....	1	1		1						16	4			2	1	1					1
Balance of county.....	19	1		11				1						2	1	1	1				2
PUTNAM COUNTY.....	23	11	9	35	4		17	6	19	26	33	6	12	27	18	19	6	13	15	4	53
Incorporated places:																					
Ottawa (C. H.).....	5	1	1	1	1		5	2	3	4	5	1	3	2	5	3	3		3	1	17
Coltava (C. H.).....	5	3	1	1	1		4	2	4	7	6	2	2	4	4	2	1	5	2	1	14
Leipsic.....	5	1	2	2	3		3	2	6	3	1	2	7	3	5	3	2	1	2	1	7
Condaminal.....	2	1	1	1	1		2	2	1	3	1	2	2	3	1	2	1	1	1	1	7
Pandora.....		2	1	2	2		1	1	1	1	2	1	2	1	2	2	1	1	1	1	3
Chancellor.....		2	1	1	1		1	1	2		4		1	2	1	1	1	1	1	1	3
Oranville.....	1	1	1	1	1		1	1	1	2	4		1	2	1	1	1	1	1	1	3
Kalida.....		1	1	2	2		1	1	1	2	4		1	2	1	1	1	1	1	1	3
Fort Jennings.....		1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	3
West Leipsic.....		1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	2	1	1	2
Blainore.....	1	1	1	1	1		1	1	1	1	1	1	1	2	1	1	1	1	1	1	2
Cloverdale.....	1	1	1	1	1		1	1	1	1	1	1	1	3	1	1	1	1	1	1	2
Tripont.....	1	1	1	3	2		2	2	2	2	2	2	2	1	1	1	1	1	1	1	2
Chilboe.....	1	1	1	3	2		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Miller City.....	1	1	1	3	2		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Balance of county.....	2	3		9	3		3	3	3	3	2	2	1	2	1	1	1	1	1	1	1

SHELBY COUNTY	24	21	10	28	4	3	16	8	14	26	20	6	12	7	16	18	13	6	8	7	5	4	F	33
Incorporated places:																								
Stancy (C. H.)	8	21	4	3	4	3	16	7	10	11	12	6	7	6	6	12	3	2	5	6	6	3	27	
Jackson Center	1		2	3	4				2	3	2	2	1	2	2	3	2	2	1	1	1	1	2	
Botkin	2		1	4	1	1			1	2	2	2	2	3	1	1	2	1	1	1	1	1		
Anna	1		1	1	1	1			1	1	2	2	1	1	1	1	1	1	1	1	1	1		
Fort Loran	1		1	3	1	1			1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Fort Jefferson	1			1	1	1			1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Lockington	1			1	1	1			1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Kettiersville	1		1	1	1	1			1	1	1	1	1	1	1	1	1	1	1	1	1	1	4	
Balance of county	10			16					7	7	9	9	3	3	2	2	2	1	1	1	1	1		

B-FIVE COUNTIES IN NEW MEXICO

ROOSEVELT COUNTY	5	2	2	7	3		5		3	13	3	1	4	7	6	4	4					4	1	12
Incorporated places:																								
Portales (C. H.)	1	1	2	2	3		3		2	7	1	1	3	6	4	4	4					3	1	10
Elida	2	1		1			2		1	3	2		1	1	2	2	2					1	1	2
Balance of county	2			4			2		1	3					1	1	1							
UNION COUNTY	12	4		17	7		3	1	5	9	13	1	2	8	7	4	3	1	1	7	1	7	1	12
Incorporated places:																								
Dayton (C. H.)	5	3		1	5		2	1	2	6	3	1	2	5	3	3	3					3	1	10
Des Moines	2			4	1		4		2	2	1		3	3	1	1	1				1	1	1	
Granville	5	1		3	1		1		1	1	9				2	1	1				1	2	2	2
Balance of county	2			9			1		1	1					2	1	1							
SAN MIGUEL COUNTY	88	17	2	30	4	2	8		8	23	13	5	8	13	4	1	1				8	7	2	18
Incorporated places:																								
Las Vegas (city) (C. H.)	26	9	2		1	2	8		8	13	8	3	7	8	3							4	2	15
Las Vegas (town)	23	4		7	3				15	5	2	2	1	2	1	1	1				4	4	2	2
Balance of county	39	4		26					5	5	3			3								1	1	1
DONA ANA COUNTY	65	12	4	33	4	1	1		4	30	18	4	4	13	9	3	2	4	6	1	6	1	15	
Incorporated places:																								
Las Cruces (C. H.)	20	7	3		3	1	1		3	16	9	3	3	8	5	3					3	3	1	11
Hatch	2			1	1				1	4	1		1	1	1	1	1				1	1	1	1
Balance of county	43	3	1	32					1	10	8	1	4	4	3	1					1	1	1	3
GRANT COUNTY	23	14	2	32	3	2	10	1	9	21	18	2	11	13	3						5	3	3	21
Incorporated places:																								
Silver City (C. H.)	4	7		1	1	2	8	1	6	9	6	2	8	6	3						5	2	2	13
Balance of county	22	7	2	31			2		3	12	12		3	7							1	1	1	8

(C. H.) County seat.

TABLE 40.—NUMBER OF RETAIL ESTABLISHMENTS BY KIND OF BUSINESS FOR INCORPORATED PLACES IN SELECTED COUNTIES FOR OHIO, NEW MEXICO, AND WISCONSIN—Continued
C—FOUR COUNTIES IN WISCONSIN

	Gro- cery stores	Stores sell- ing gro- cery and meats	Meat mar- kets	Gen- eral stores	Gen- eral mer- chan- dis- e and dry stores	De- part- ment stores	Ap- parel stores, men's, women's, and child- ren's	Shoe stores	Motor veh- icles dealers	Filling sta- tions	Gas- tag- ers	Tire ac- ces- sory stores	Fur- niture and other house- hold furni- ture stores	Res- taurants, lunch rooms	Lum- ber and build- ing ma- terial dealers	Hard- ware and farm im- ple- ment dealers	Feed stores and farm sup- plies dealers	Cigar stores and cigar stands	Drug stores	Jew- elry stores	Other retail stores
SAUK COUNTY.....	24	20	6	32	8	3	26	8	20	28	31	7	15	52	25	33	12	12	12	10	61
Incorporated places:																					
Baraboo (C. H.).....	11	7	1	2	4	1	11	3	9	12	2	5	4	14	7	6	4	5	4	4	23
Reedsburg.....	2	2	2	1	2	2	5	1	8	4	4	1	4	4	8	5	2	2	2	2	9
Sauk City.....	1	3	1	1	1	1	4	4	2	2	4	1	1	7	3	3	2	2	1	1	6
Spokane (in Sac.).....	1	1	1	3	1	1	3	1	3	1	4	1	2	4	2	7	1	1	1	1	7
Spring Green.....	1	1	1	4	2	1	3	1	4	1	1	1	3	5	1	1	2	1	1	2	3
North Freedom.....	2	1	1	2	2	1	1	1	1	1	1	1	3	5	1	2	1	1	1	1	3
Abbotsford.....	1	1	1	2	1	1	1	1	1	1	3	1	1	2	1	1	1	2	1	1	2
La Valle.....	1	1	1	2	1	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1	2
Plain.....	1	1	1	2	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1
Merrimac.....	1	1	1	2	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1
Lima Ridge.....	1	1	1	2	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1
Logansville.....	1	1	1	1	1	1	1	1	1	1	2	1	1	3	1	2	1	1	1	1	1
Ironton.....	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1
Balance of county.....	5	2	1	7	1	1	1	1	1	1	8	1	1	2	1	1	1	1	1	1	6
WOOD COUNTY.....	43	19	11	32	6	7	20	7	24	39	19	8	7	31	31	20	19	8	15	6	43
Incorporated places:																					
Marshfield.....	8	9	3	1	3	4	10	3	7	9	1	3	1	9	10	9	4	2	5	3	12
Wisconsin Rapids (C. H.).....	17	7	2	2	1	2	9	3	11	13	6	5	4	7	13	2	2	2	6	3	20
Nekoosa.....	3	1	1	2	1	1	1	1	3	3	2	1	1	3	2	1	2	1	1	1	3
Port Edwards.....	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Pittsville.....	2	1	1	3	1	1	1	1	2	2	1	1	1	1	1	1	2	3	1	1	1
Elron.....	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	2	3	1	1	1
Aunandale.....	1	1	1	2	1	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1	1
Balance of county.....	12	2	3	22	1	1	1	1	4	11	8	1	1	2	5	6	8	2	1	1	5

	28	24	9	61	10	1	26	12	43	28	22	8	21	26	30	32	30	10	17	10	46
GRANT COUNTY.....																					
Incorporated places:																					
Platteville.....	11	4	2	4	3		5	5	7	7	3	2	5	5	8	8	8	6	3	2	17
Lancaster (C. H.).....	1	3	1	3	3		7	1	3	4	3	1	4	4	4	3	4	3	2	2	4
Wenarora.....	1	4		3	1		4		5	5	3	1	4	4	4	4	4	4	2	2	3
Boscobel.....	3	4	2	3	1	1	2	1	4	3	1	1	2	4	2	3	2	2	2	2	4
Oshtemo.....	3		2	3	1	1	1	2	2	2	2	1	1	1	2	2	2	2	2	1	3
Cuba City.....			2	4	1		3	1	3	1	1	1	1	1	1	1	1	1	1	1	1
Cassville.....			2	4	1		3	1	2	1	1	1	1	1	1	2	2	2	1	1	1
Muscola.....		1	2	1	1		1	1	2	1	1	1	1	2	3	2	2	1	1	1	1
Bloomington.....		2	1	2	4		2	1	3	1	1	1	1	1	2	2	2	2	2	2	2
Hazel Green.....	1	2		1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Montford.....		1		1	1		1	1	2	1	1	1	1	1	1	1	1	1	1	1	1
Potosi.....		1		2	3		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Begley.....		1		3	1		1	1	1	1	1	1	1	2	1	1	1	1	1	1	1
Blue River.....	1	1		2	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Mount Hope.....	1	1		2	2		1	1	1	1	1	1	1	1	1	2	1	1	1	1	1
Woodman.....	1	1		2	2		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Woodman.....	1	1		2	2		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Patch Grove.....	1	1		1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Balance of county.....	5		1	25				7	7	1	4	1	1	1	2	2	2	2	2	2	5
Rusk COUNTY.....	9	8	3	22	4		5	1	12	9	7	1	3	7	9	9	11		4	2	14
Incorporated places:																					
Ladysmith (C. H.).....	6	5	1	2	4		5	1	6	4	2	1	2	5	3	4	4	4	3	2	7
Bruce.....	1	1		4					2	1	1	1	1	1	1	1	1	1	1	1	2
Hawkins.....				2					2	1	2			1	1	1	1	1	1	1	1
Weyerhaeuser.....		1	1	2					1	1	2		1	1	1	1	1	1	1	1	1
Sheldon.....				2					1	1	1				1	1	1	1	1	1	2
Tony.....	1	1		2					1	1	1				1	1	1	1	1	1	1
Ingram.....				2					1	1	1				1	1	1	1	1	1	1
Glen Flora.....				2					1	1	1				1	2	1	1	1	1	1
Conrath.....				2					1	1	1				1	1	1	1	1	1	1
Balance of county.....	1			2					2	2	1				1	1	1	1	1	1	1

(O. H.) County seat.

TABLE 41.—SIZE OF RETAIL ESTABLISHMENT IN SELECTED COUNTIES IN OHIO AND NEW MEXICO

SIX COUNTIES IN OHIO

SIZE OF BUSINESS	Number of stores	Per cent of total	Cumulative percentage	Total sales	Per cent of total sales	Cumulative percentage
HARRISON COUNTY						
All stores.....	290	100	-----	\$5,198,538	100	-----
Less than \$5,000.....	107	37	37	205,938	4	4
\$5,000-\$10,000.....	56	19	56	418,110	8	12
\$10,001-\$15,000.....	35	12	68	444,309	9	21
\$15,001-\$20,000.....	22	8	76	381,745	7	28
\$20,001-\$25,000.....	9	3	79	210,059	4	32
\$25,001-\$35,000.....	21	7	86	637,131	12	44
\$35,001-\$50,000.....	17	6	92	707,668	14	58
\$50,001-\$75,000.....	10	3	95	577,078	11	69
\$75,001-\$100,000.....	6	2	97	486,720	9	78
Over \$100,000.....	7	3	100	1,129,784	22	100
HOCKING COUNTY						
All stores.....	254	100	-----	4,470,318	100	-----
Less than \$5,000.....	91	36	36	171,955	4	4
\$5,000-\$10,000.....	39	15	51	289,392	6	10
\$10,001-\$15,000.....	35	14	65	448,067	10	20
\$15,001-\$20,000.....	23	9	74	414,040	9	29
\$20,001-\$25,000.....	9	3	77	211,702	5	34
\$25,001-\$35,000.....	20	8	85	593,623	13	47
\$35,001-\$50,000.....	18	7	92	745,001	17	64
\$50,001-\$75,000.....	13	5	97	770,744	17	81
\$75,001-\$100,000.....	2	1	98	174,275	4	85
Over \$100,000.....	4	2	100	651,423	15	100
KNOX COUNTY						
All stores.....	260	100	-----	8,529,470	100	-----
Less than \$5,000.....	41	16	16	121,375	1	1
\$5,000-\$10,000.....	44	17	33	337,669	4	5
\$10,001-\$15,000.....	36	14	47	486,424	6	11
\$15,001-\$20,000.....	28	11	58	503,498	6	17
\$20,001-\$25,000.....	15	6	64	335,518	4	21
\$25,001-\$35,000.....	29	11	75	886,152	10	31
\$35,001-\$50,000.....	25	9	84	1,078,247	13	44
\$50,001-\$75,000.....	15	6	90	928,967	11	55
\$75,001-\$100,000.....	10	4	94	879,546	10	65
Over \$100,000.....	17	6	100	2,972,074	35	100
FAYETTE COUNTY						
All stores.....	283	100	-----	6,074,373	100	-----
Less than \$5000.....	79	28	28	196,883	3	3
\$5,000-\$10,000.....	55	19	47	398,247	7	10
\$10,001-\$15,000.....	35	12	59	437,683	7	17
\$15,001-\$20,000.....	27	10	69	473,260	8	25
\$20,001-\$25,000.....	19	7	76	413,008	7	32
\$25,001-\$35,000.....	27	10	86	814,103	13	45
\$35,001-\$50,000.....	16	6	92	941,717	11	56
\$50,001-\$75,000.....	13	4	96	813,170	13	69
\$75,001-\$100,000.....	2	1	97	177,243	3	72
Over \$100,000.....	10	3	100	1,708,150	28	100
PUTNAM COUNTY						
All stores.....	356	100	-----	6,498,579	100	-----
Less than \$5,000.....	122	34	34	260,851	4	4
\$5,000-\$10,000.....	75	21	55	536,421	8	12
\$10,001-\$15,000.....	41	12	67	521,014	8	20
\$15,001-\$20,000.....	20	6	73	356,787	6	26
\$20,001-\$25,000.....	24	7	80	543,099	8	34
\$25,001-\$35,000.....	23	6	86	673,130	11	45
\$35,001-\$50,000.....	16	5	91	672,219	10	55
\$50,001-\$75,000.....	23	6	97	1,380,115	21	76
\$75,001-\$100,000.....	5	1	98	442,307	7	83
Over \$100,000.....	7	2	100	1,112,630	17	100

ANALYZING THE SMALL CITY AND RURAL MARKET AREA 117

TABLE 41.—SIZE OF RETAIL ESTABLISHMENT IN SELECTED COUNTIES IN OHIO AND NEW MEXICO—Continued

SIX COUNTIES IN OHIO—Continued

SIZE OF BUSINESS	Number of stores	Per cent of total	Cumulative per-centage	Total sales	Per cent of total sales	Cumulative per-centage
SHELBY COUNTY						
All stores.....	308	100	-----	\$7,487,084	100	-----
Less than \$5,000.....	70	23	23	175,217	2	2
\$5,000-\$10,000.....	57	18	41	419,612	6	8
\$10,001-\$15,000.....	49	16	57	618,972	8	16
\$15,001-\$20,000.....	24	8	65	420,507	6	22
\$20,001-\$25,000.....	18	6	71	404,500	5	27
\$25,001-\$35,000.....	29	9	80	877,142	12	39
\$35,001-\$50,000.....	25	8	88	1,032,918	14	53
\$50,001-\$75,000.....	17	6	94	1,114,776	15	68
\$75,001-\$100,000.....	7	2	96	610,260	8	76
Over \$100,000.....	12	4	100	1,800,771	24	100
SUMMARY OF THE SIX COUNTIES						
All stores.....	1,751	100	-----	38,258,962	100	-----
Less than \$5,000.....	510	29	29	1,132,219	3	3
\$5,000-\$10,000.....	326	19	48	2,399,457	6	9
\$10,001-\$15,000.....	281	16	61	2,954,469	8	17
\$15,001-\$20,000.....	144	8	69	2,549,852	7	24
\$20,001-\$25,000.....	94	5	74	2,118,786	5	29
\$25,001-\$35,000.....	149	9	83	4,481,287	12	41
\$35,001-\$50,000.....	117	7	90	4,877,850	13	54
\$50,001-\$75,000.....	91	5	95	5,534,850	15	69
\$75,001-\$100,000.....	32	2	97	2,776,300	7	76
Over \$100,000.....	57	3	100	9,383,832	24	100

FIVE COUNTIES IN NEW MEXICO

ROOSEVELT COUNTY						
All stores.....	86	100	-----	\$2,376,281	100	-----
Less than \$5,000.....	15	17	17	42,143	2	2
\$5,000-\$10,000.....	15	21	38	136,538	6	8
\$10,001-\$15,000.....	8	9	47	101,594	4	12
\$15,001-\$20,000.....	5	5	52	86,448	4	16
\$20,001-\$25,000.....	9	11	63	216,403	9	25
\$25,001-\$35,000.....	9	11	74	269,042	11	36
\$35,001-\$50,000.....	10	12	86	432,271	18	54
\$50,001-\$75,000.....	10	12	98	685,492	29	83
\$75,001-\$100,000.....	1	1	99	94,121	4	87
Over \$100,000.....	1	1	100	312,229	13	100
UNION COUNTY						
All stores.....	117	100	-----	3,181,690	100	-----
Less than \$5,000.....	29	25	25	56,989	2	2
\$5,000-\$10,000.....	19	16	41	151,631	5	7
\$10,001-\$15,000.....	21	18	59	270,498	9	16
\$15,001-\$20,000.....	5	4	63	95,924	3	19
\$20,001-\$25,000.....	7	6	69	163,225	5	24
\$25,001-\$35,000.....	10	9	78	301,773	9	33
\$35,001-\$50,000.....	7	6	84	279,700	9	42
\$50,001-\$75,000.....	9	8	92	573,393	18	60
\$75,001-\$100,000.....	4	3	95	357,695	11	71
Over \$100,000.....	6	5	100	930,862	29	100
SAN MIGUEL COUNTY						
All stores.....	261	100	-----	5,273,563	100	-----
Less than \$5,000.....	186	52	52	212,718	4	4
\$5,000-\$10,000.....	34	13	65	258,516	5	9
\$10,001-\$15,000.....	20	8	73	252,816	5	14
\$15,001-\$20,000.....	2	1	81	359,613	7	21
\$20,001-\$25,000.....	8	3	84	186,278	4	25
\$25,001-\$35,000.....	7	3	87	199,287	4	29
\$35,001-\$50,000.....	7	3	90	285,046	5	34
\$50,001-\$75,000.....	10	3	93	654,937	12	46
\$75,001-\$100,000.....	3	1	94	254,320	5	51
Over \$100,000.....	16	6	100	2,610,032	49	100

TABLE 41.—SIZE OF RETAIL ESTABLISHMENT IN SELECTED COUNTIES IN OHIO AND NEW MEXICO—Continued

FIVE COUNTIES IN NEW MEXICO—Continued

SIZE OF BUSINESS	Number of stores	Per cent of total	Cumulative percentage	Total sales	Per cent of total sales	Cumulative percentage
DONA ANA COUNTY						
All stores.....	233	100	-----	\$5, 059, 247	100	-----
Less than \$5,000.....	94	40	40	182, 099	4	4
\$5,000-\$10,000.....	43	19	59	313, 530	6	10
\$10,001-\$15,000.....	21	9	68	268, 847	5	16
\$15,001-\$20,000.....	15	6	74	273, 552	5	20
\$20,001-\$25,000.....	7	3	77	150, 394	3	23
\$25,001-\$35,000.....	11	5	82	311, 440	6	29
\$35,001-\$50,000.....	11	5	87	439, 704	9	38
\$50,001-\$75,000.....	13	6	93	844, 064	17	55
\$75,001-\$100,000.....	8	3	96	698, 820	14	69
Over \$100,000.....	10	4	100	1, 559, 579	31	100
GRANT COUNTY						
All stores.....	200	100	-----	6, 891, 310	100	-----
Less than \$5,000.....	62	31	31	141, 938	2	2
\$5,000-\$10,000.....	34	17	48	245, 766	3	5
\$10,001-\$15,000.....	19	10	58	232, 464	3	8
\$15,001-\$20,000.....	12	6	64	215, 071	3	11
\$20,001-\$25,000.....	8	4	68	178, 417	3	14
\$25,001-\$35,000.....	14	7	75	409, 021	6	20
\$35,001-\$50,000.....	17	9	84	728, 342	11	31
\$50,001-\$75,000.....	11	5	89	719, 998	10	41
\$75,001-\$100,000.....	11	5	94	939, 200	14	55
Over \$100,000.....	12	6	100	3, 079, 584	45	100
<i>Summary of the 5 counties</i>						
All stores.....	897	100	-----	22, 782, 091	100	-----
Less than \$5,000.....	336	37	37	636, 487	3	3
\$5,000-\$10,000.....	148	17	54	1, 105, 990	5	8
\$10,001-\$15,000.....	89	10	64	1, 126, 219	5	13
\$15,001-\$20,000.....	57	6	70	1, 031, 208	5	18
\$20,001-\$25,000.....	39	4	74	900, 717	4	22
\$25,001-\$35,000.....	51	6	80	1, 491, 472	7	29
\$35,001-\$50,000.....	52	6	86	2, 165, 063	9	38
\$50,001-\$75,000.....	53	6	92	3, 478, 484	15	53
\$75,001-\$100,000.....	27	3	95	2, 344, 165	10	63
Over \$100,000.....	45	5	100	8, 502, 286	37	100

TABLE 42.—SIZE DISTRIBUTION BY KIND OF BUSINESS IN SELECTED COUNTIES IN OHIO AND NEW MEXICO
TOTAL NUMBER OF STORES AND NUMBER OF STORES IN VARIOUS SIZE GROUPS BY KIND OF BUSINESS

SIX COUNTIES IN OHIO

KIND OF BUSINESS	Total number of stores	Total number of stores by size of business.....										Over \$100,000
		Under \$5,000	\$5,000 to \$10,000	\$10,001 to \$15,000	\$15,001 to \$20,000	\$20,001 to \$25,000	\$25,001 to \$35,000	\$35,001 to \$50,000	\$50,001 to \$75,000	\$75,001 to \$100,000		
Food group.....	1,751	510	326	231	144	94	149	117	91	32	57	
Grocery stores.....	369	98	55	53	32	17	37	33	28	6	10	
Cuban food stores (groceries and meats).....	177	54	30	27	13	7	10	16	17	2	1	
Meat markets (including sea food).....	89	12	6	16	11	3	14	12	7	1	1	
Candy and confectionery stores.....	32	5	6	3	2	2	8	2	3	1	1	
Other food stores.....	43	22	11	3	3	5	3	3	1	2	1	
Other food stores.....	28	5	2	4	3	5	2	3	1	2	1	
General merchandise group (including general stores).....	242	32	38	30	30	20	32	23	13	5	19	
General stores.....	184	29	34	22	25	13	25	19	11	2	4	
General merchandise and variety stores.....	27	2	3	1	4	3	4	1	2	3	4	
Department stores.....	9	3	3	1	4	3	4	1	2	3	4	
Dry-goods stores.....	22	1	1	7	1	4	3	3	3	3	2	
Apparel group.....	107	26	20	15	16	4	10	12	3	1	1	
Men's and boys' shops (clothing and furnishings).....	30	2	3	2	5	3	5	6	3	1	1	
Women's and children's apparel and accessory shops.....	95	14	7	3	1	1	5	6	3	1	1	
Shoe stores.....	35	7	7	10	9	1	3	2	2	1	1	
Other apparel and accessory stores.....	17	7	3	10	9	1	2	2	2	1	1	
Automotive group.....	437	169	84	55	25	17	20	22	13	13	19	
Motor vehicles dealers (including tractor dealers).....	90	2	4	16	7	4	7	9	9	9	13	
Filing stations.....	205	46	46	23	9	9	10	9	2	2	19	
Garages (repairs, gas and oil, etc.).....	112	67	24	11	4	1	3	1	1	1	1	
Tire, accessory, and other automotive shops.....	30	5	8	5	5	3	4	3	1	1	1	
Furniture and household group.....	72	19	19	8	4	4	4	4	4	8	8	
Furniture stores.....	41	9	7	5	4	4	2	3	7	1	1	
Other household furnishings and appliances stores.....	13	5	5	1	2	2	2	1	1	1	1	
Radio and music stores.....	18	5	7	2	2	2	2	1	1	1	1	
Restaurants and other eating places.....	114	52	29	11	7	4	6	3	2	2	2	
Restaurants and lunch rooms, including cafeterias.....	91	34	25	10	7	4	6	3	2	2	2	
Other eating places.....	23	18	4	1	1	4	6	3	2	2	2	
Lumber and building materials dealers.....	79	21	13	8	5	6	9	6	5	2	4	

TABLE 42.—SIZE DISTRIBUTION BY KIND OF BUSINESS IN SELECTED COUNTIES IN OHIO AND NEW MEXICO—Continued
 TOTAL NUMBER OF STORES AND NUMBER OF STORES IN VARIOUS SIZE GROUPS BY KIND OF BUSINESS—continued
 SIX COUNTIES IN OHIO—Continued

KIND OF BUSINESS	Total number of stores	Number of stores in various size groups											Over \$100,000			
		Under \$5,000	\$5,000 to \$10,000	\$10,000 to \$15,000	\$15,000 to \$20,000	\$20,000 to \$25,000	\$25,000 to \$35,000	\$35,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000						
Hardware and farm implement and machinery dealers, total	78	9	12	16	6	6	10	5	11	1						
Hardware stores	49	7	10	11	6	4	4	2	3	2	3	3	1	1		
Hardware and farm implement and machinery dealers	29	2	2	5		2	2	5	3	1	3	3	1	1		
Feed stores and farm supplies dealers	45	15	6	7	4	2	2	5	1	3	2					
Cigar stores and cigar stands	31	12	11	6	1	1										
Drug stores	68	10	13	11	6	5	9	2	2							
Jewelry stores	24	8	9	3	2	1	1									
Coal and wood yards, including ice	36	10	4	3	2	2	3	4	3	2						
Other retail stores, including secondhand stores	59	29	13	5	4	3	3	2								

FIVE COUNTIES IN NEW MEXICO

KIND OF BUSINESS	Total number of stores	Number of stores in various size groups											Over \$100,000			
		Under \$5,000	\$5,000 to \$10,000	\$10,000 to \$15,000	\$15,000 to \$20,000	\$20,000 to \$25,000	\$25,000 to \$35,000	\$35,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000						
Total number of stores by size of business	897	336	148	89	57	39	51	52	53	27						
Food group	278	166	37	19	9	8	3	7	14	7						
Grocery stores (without meats)	196	146	20	9	5	4	1	3	6	1						
Combination stores (groceries and meats)	49	12	7	5		2	2	2	7	5						
Meat markets (including sea food)	10	1	3	1	3											
Candy and confectionery stores	19	4	6	4	1	2		1	1	1						
Other food stores	4	3	1													
General merchandise group (including general stores)	155	28	25	17	14	10	12	17	15	7						
General stores	119	25	22	12	9	9	10	9	11	5						
Department stores and variety stores	21		2	5	2	1	2	6	2	2						
Dry-goods stores	5															
	10	1	1		2	2	2	2	2	2						

TABLE 43.—RETAIL STORES CLASSIFIED BY DATE OF ESTABLISHMENT IN SELECTED COUNTIES IN OHIO AND NEW MEXICO
A.—SIX COUNTIES IN OHIO

DATE ESTABLISHED	TOTAL												HARRISON COUNTY			HOCKING COUNTY			KNOX COUNTY			FAYETTE COUNTY			FURNAM COUNTY			SHELBY COUNTY		
	Stores es- tablished		Still in hands of founders		Stores es- tablished		Still in hands of founders		Stores es- tablished		Still in hands of founders		Stores es- tablished		Still in hands of founders		Stores es- tablished		Still in hands of founders		Stores es- tablished		Still in hands of founders		Stores es- tablished		Still in hands of founders			
	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent		
	1,751	100	1,022	58	290	100	168	58	254	100	170	67	250	100	115	44	283	100	178	63	356	100	187	53	308	100	204	66		
Prior to 1900	273	15	73	27	51	15	29	27	11	12	44	55	21	3	5	26	9	10	88	71	20	17	24	42	14	16	38	66		
1900-1913	328	19	173	53	61	18	34	41	16	19	46	41	16	14	34	61	22	42	27	11	20	32	45	58	17	32	21	38		
1914-1919	151	9	101	67	15	11	73	16	6	11	69	16	6	7	44	26	9	20	77	43	12	31	32	45	58	17	32	60		
1920-1924	294	17	200	68	43	17	25	38	18	36	78	43	17	24	56	43	15	30	84	43	12	31	32	45	58	17	32	62		
1925	93	5	70	75	20	7	13	35	6	12	80	9	3	4	44	10	4	8	80	24	7	19	79	76	25	47	58			
1926	103	6	76	74	17	7	13	35	6	12	80	9	3	4	44	10	4	8	80	24	7	19	79	76	25	47	58			
1927	74	4	58	78	16	5	13	31	9	17	77	18	7	13	72	11	4	9	82	21	6	13	86	14	4	11	79	93		
1928	107	6	83	87	20	7	17	36	8	16	80	14	5	13	93	19	7	14	74	13	4	12	82	21	7	10	83			
1929, first half	64	4	62	97	20	7	20	100	8	3	8	100	10	4	8	80	7	7	100	4	1	4	100	15	5	15	100			
1929, last half	46	2	46	100	3	1	3	100	14	5	14	100	5	2	5	100	8	8	100	7	2	7	100	9	3	9	100			
Unknown	219	13	70	32	24	8	4	17	32	13	14	44	42	16	21	50	60	21	15	25	46	13	8	17	15	4	8	53		

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B. FIVE COUNTIES IN NEW MEXICO

DATE ESTABLISHED	TOTAL						ROOSEVELT COUNTY						UNION COUNTY						SAN MIGUEL COUNTY						DONA ANA COUNTY						GRANT COUNTY					
	Stores es- tablished			Still in hands of founders			Stores es- tablished			Still in hands of founders			Stores es- tablished			Still in hands of founders			Stores es- tablished			Still in hands of founders			Stores es- tablished			Still in hands of founders			Stores es- tablished			Still in hands of founders		
	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent	Num- ber	Per cent						
897	100	687	77	44	86	100	55	64	117	100	85	73	201	100	204	78	233	100	184	79	200	100	159	80	50	56	56	72	72	72						
36	4	16	44	18	21	21	0	50	5	4	1	20	20	8	8	45	2	1	1	50	9	4	5	80	9	9	14	20	28	28						
118	13	83	72	3	3	17	13	33	15	10	10	67	40	15	29	73	16	7	14	88	23	14	21	72	14	14	11	15	21	21						
1900-1913	8	54	60	21	24	4	0	43	20	14	14	70	23	9	19	83	17	7	11	63	12	6	9	75	12	12	18	28	37	37						
1914-1919	21	127	88	14	16	3	10	71	4	2	2	64	30	12	37	74	53	23	39	74	23	9	12	75	13	15	16	22	27	27						
1920-1924	62	7	42	25	4	5	2	75	8	6	6	50	9	3	6	67	22	7	11	55	10	7	10	89	20	20	15	15	15	15						
1925	59	7	44	25	4	5	3	83	8	7	7	100	19	12	12	13	13	10	22	73	15	14	14	100	27	27	14	14	14	14						
1927	117	13	82	30	6	3	3	100	15	15	15	100	19	16	16	16	16	10	31	82	17	17	17	100	17	17	17	17	17	17	17					
1928, first half	72	8	61	9	10	5	5	83	8	8	8	9	16	6	6	6	6	10	16	86	10	10	10	100	10	10	10	10	10	10	10	10				
1928, last half	72	7	61	9	10	5	5	83	8	8	8	9	16	6	6	6	6	10	16	86	10	10	10	100	10	10	10	10	10	10	10	10	10			
Unknown	38	4	21	54	4	4	4	100	5	5	3	3	16	6	6	6	6	10	5	60	8	8	8	50	4	4	4	4	4	4	4	4	4	4		
Total	897	100	687	77	44	86	100	55	64	117	100	85	73	201	100	204	78	233	100	184	79	200	100	159	80	50	56	56	72	72	72					

TABLE 44.—DATES WHEN STORES CAME INTO THE HANDS OF THE PRESENT OWNERS IN SELECTED COUNTIES IN OHIO AND NEW MEXICO

A.—SIX COUNTIES IN OHIO

DATE	Total for the 6 counties	HARRISON	HOCKING	KNOX	FAYETTE	PUTNAM	SHELBY
Total.....	1,751	290	254	260	283	356	308
Prior to 1900.....	84	20	13	4	11	19	17
1900-1913.....	252	50	24	30	47	62	39
1914-1919.....	163	18	16	22	29	50	28
1920-1924.....	340	55	55	46	60	61	63
1925.....	124	20	16	12	13	36	27
1926.....	131	21	25	23	13	28	21
1927.....	129	31	22	15	21	24	16
1928.....	212	29	22	42	37	37	45
1929, first half.....	137	35	17	25	16	16	27
1929, second half.....	103	4	30	19	19	14	17
Unknown.....	76	7	14	21	17	9	8

B.—FIVE COUNTIES IN NEW MEXICO

DATE	Total for the 5 counties	ROOSEVELT	UNION	SAN MIGUEL	DONA ANA	GRANT
Total.....	897	86	117	261	233	200
Prior to 1900.....	17		1	10	1	5
1900-1913.....	89	9	12	31	15	22
1914-1919.....	61	1	15	20	12	13
1920-1924.....	151	13	18	49	41	30
1925.....	52	13	3	8	13	15
1926.....	59	7	9	13	13	17
1927.....	84	9	12	24	25	14
1928.....	139	7	18	40	44	30
1929, first half.....	115	7	13	30	38	27
1929, second half.....	101	14	10	28	24	26
Unknown.....	29	6	6	8	7	2

TABLE 45.—MULTI-UNIT STORES IN SELECTED COUNTIES IN OHIO AND NEW MEXICO
A.—SIX COUNTIES IN OHIO

COUNTY	MULTI-UNIT STORES BY TYPES										MULTI-UNIT STORES BY KIND OF BUSINESS					SALES OF MULTI-UNIT STORES	
	Total re-tail stores	Single store units	2 and 3 store independent ¹		Local chains ²	Sectional chains ²	National chains ²	Leased department central ² operated	Public utility chains	Food stores	Filling stations	Apparel stores	General stores	Furniture and other household	All other stores	Dollars (1929)	Per cent of total sales
			Total	155													
Total.....	1,751	1,506	12	2	6	1	3	1	6	2	1	3	1	1	6,147,155	16	
Harrison.....	240	278	22	8	3	1	9	1	6	4	4	3	1	1	1,419,890	27	
Hocking.....	254	292	30	6	8	2	20	2	13	8	5	4	2	1	1,224,847	27	
Knox.....	260	291	27	2	8	2	16	2	10	7	4	5	4	11	1,018,180	12	
Fayette.....	283	350	32	14	1	8	6	2	8	10	4	5	4	8	1,421,888	23	
Putnam.....	356	324	32	6	2	8	6	1	6	7	3	5	3	10	666,278	10	
Shelby.....	308	285	23	6	5	3	7	1	7	1	3	1	3	9	396,577	5	

B.—FIVE COUNTIES IN NEW MEXICO

COUNTY	MULTI-UNIT STORES BY TYPES										MULTI-UNIT STORES BY KIND OF BUSINESS					SALES OF MULTI-UNIT STORES	
	Total re-tail stores	Single store units	Related independent stores ¹		Sectional chains ²	National chains ²	Local chains ²	Public utility chains ²	Manufacturer controlled chains	Filling stations	Food stores	Lumber and building materials dealers	Furniture and other household appliances	General stores	All other stores	Dollars (1929)	Per cent of total sales
			Total	45													
Total.....	807	790	11	3	2	2	3	1	3	2	3	1	1	3	6,067,690	27	
Roosevelt.....	84	75	14	4	5	4	1	1	3	2	4	4	1	3	322,732	14	
Union.....	117	103	20	3	4	1	1	1	6	3	4	3	1	5	800,483	24	
San Miguel.....	261	241	15	3	4	8	3	2	3	5	4	2	1	6	935,916	18	
Dona Ana.....	233	208	25	15	4	3	1	2	6	3	5	2	2	9	1,662,980	33	
Grant.....	300	172	28	20	4	2	1	1	6	6	1	4	6	7	2,342,630	34	

¹ Under the same ownership but independently operated.

² Operating principally in 1 city.