

Section 1.—THE NUMBER OF RETAIL WORKERS AND WHERE THEY ARE EMPLOYED

Number of retail workers.—The sale of merchandise from the retail stores of the nation during the year 1929 employed the services of nearly 5 per cent of the total population of the United States, and 12 per cent of all persons gainfully employed. Retail workers can be divided into three classes, namely, full-time employees, part-time employees and proprietor-owners actively engaged in the operation of their stores. That any study of retail workers must necessarily include active proprietors is evident from the fact that they represent one-fourth of the total number of persons employed in retailing. Of the remainder, 85 per cent are full-time employees and 15 per cent are part-timers. There were included in the retail census 3,833,581 full-time employees (64 per cent), 676,559 part-time employees (11 per cent), and 1,510,607 active proprietors (25 per cent). This total of 6,020,747 represented more than 12 per cent of the total of all gainfully employed persons as reported in the census of population for 1930. (See chart 2 showing proportion of retail workers to total gainful workers, by States.)

The food group of stores reported the highest number of people employed with 19.79 per cent of the total. The automotive group is second with 15.43 per cent. Other groups are the general merchandise group with 14.54 per cent, the restaurant group with 10.41 per cent, the apparel group with 8.37 per cent, the furniture and household group with 5.37 per cent, the lumber and building group with 4.74 per cent, and general stores (also known as country general stores) with 4.31 per cent. The 17.04 per cent remaining includes, among others, such important classifications as hardware stores (1.37 per cent), drug stores (3.92 per cent), jewelry stores (1.09 per cent), farm supply stores (1.46 per cent) and coal and wood yards (2.28 per cent).

Where most workers are employed.—The complete list of business classifications used in the retail census contains 236 separate kinds of stores. However, 75 per cent of the total number of persons engaged in retailing were working in 35 of these 236 kinds of business. (Chart 3 presents a comparison of these 35 kinds of stores, indicating the relative importance of the three kinds of retail workers.) This concentration of retail workers is accounted for by the fact that these 35 classifications include 74 per cent of the nation's stores and do 79 per cent of the total retail business of the United States. Department stores employed the services of more than 509,681 individuals, which is the largest number employed by any one kind of store. Automobile sales rooms were second with more than 380,000, with grocery stores (without meats) third with nearly 370,000 workers. Table 1 itemizes the 35 separate kind-of-business classifications and shows, for each, the number of individuals whose services were employed in retailing, as well as the average salaries paid and the total wage costs in relation to sales. The remaining 201 classifications which have been combined under the heading "all other kinds of business," include many individual kinds of stores which are important in themselves but are of less importance than the 35 from the standpoint of personnel.

Employment and wages, by States.—There were in 1929, 11 States which, in aggregate, included nearly two-thirds of all retail workers and in each of which the total number of retail workers exceeded 150,000. New York State with its total of 760,284 greatly exceeded its neighboring State, Pennsylvania, which was second with 506,075. Illinois with 442,192 was third. Its adjoining State, Indiana, the lowest of the 11, shows a total of 162,266 retail workers.

MAP 1.—CONCENTRATION OF RETAIL WORKERS IN CITIES OF MORE THAN 100,000 POPULATION

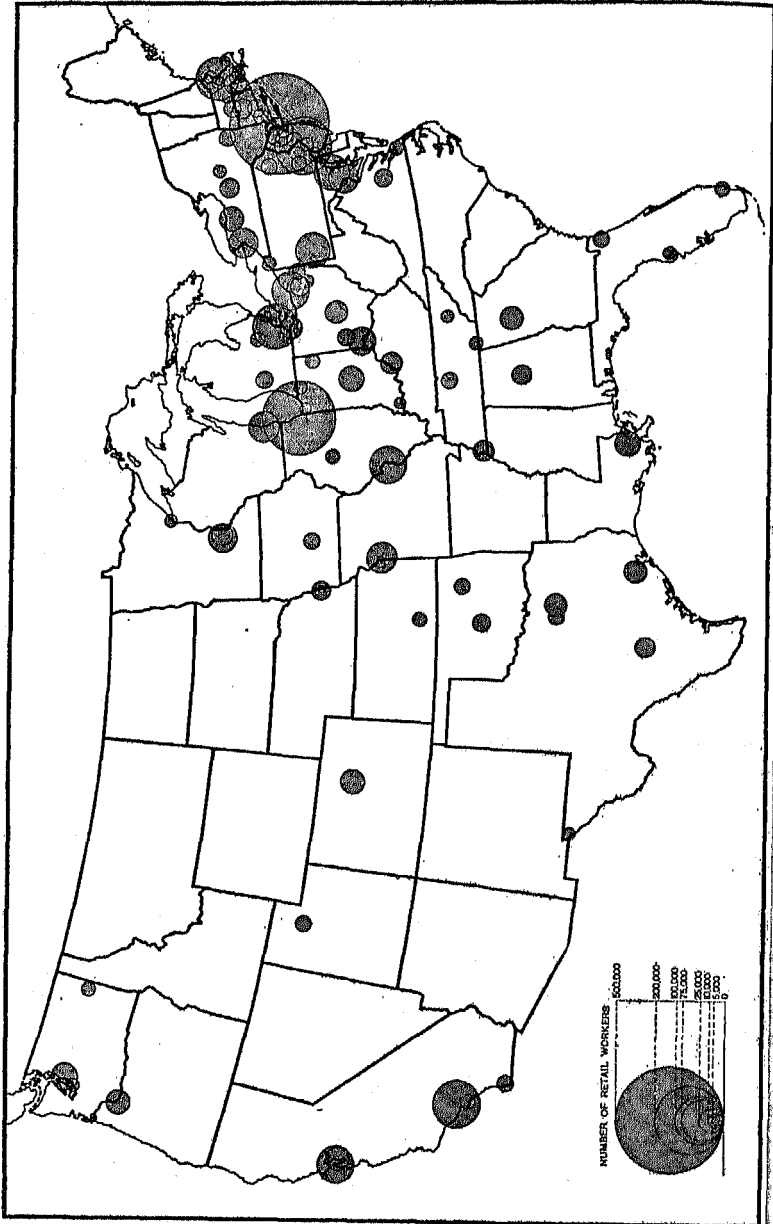
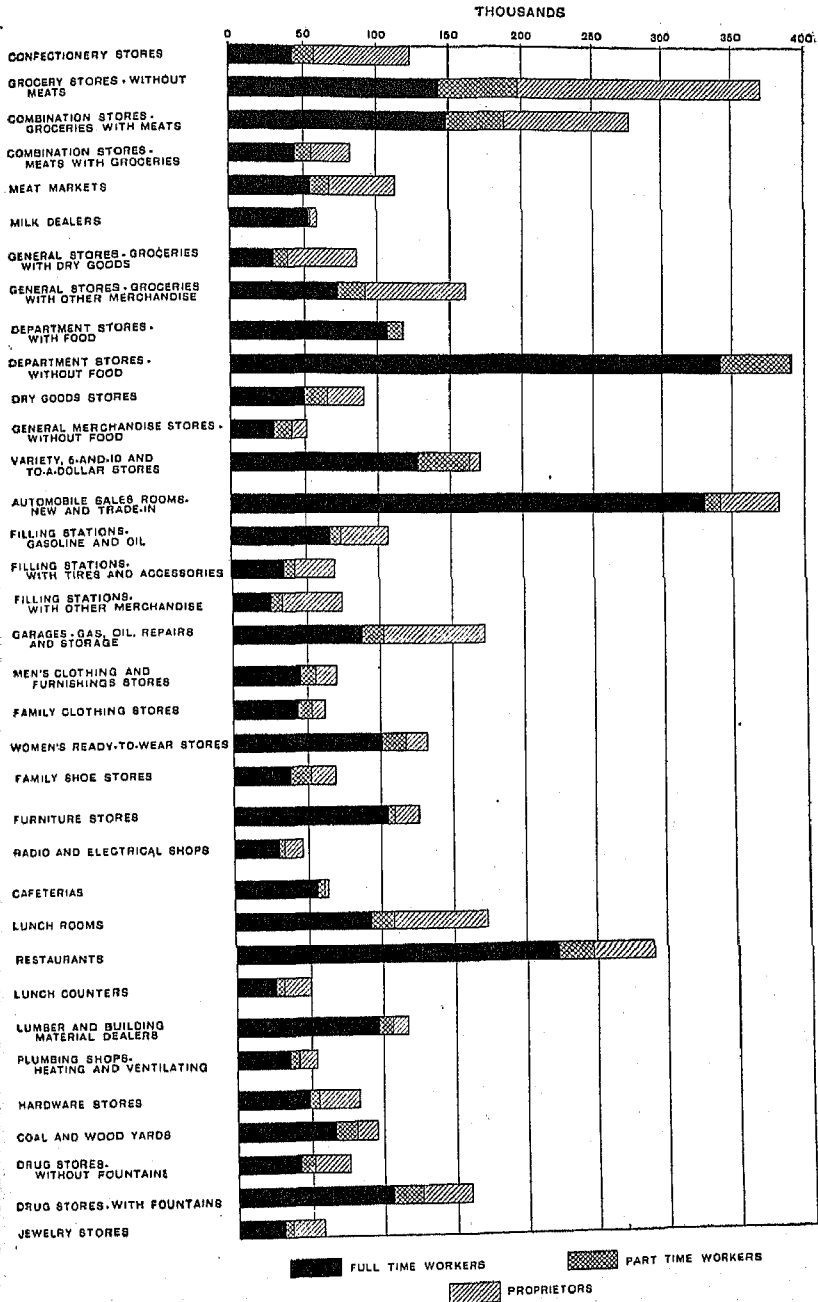


CHART III.—KINDS OF RETAIL WORKERS FOR 35 PRINCIPAL KINDS OF STORES



The 11 States have been listed separately, for comparison with the remaining States, in Table 2 in this study. This table shows that 62.28 per cent of the country's total retail workers were employed in stores within these 11 States, largely explained by the concentration therein of more than 55 per cent of the total population of the United States. More than 64 per cent of the total retail sales were made in these States, which include within their boundaries 11 of the 13 cities having more than 500,000 population and all but 36 of the 93 cities having a population in excess of 100,000. These States contain most of the nation's industrial centers. (The proportion of retail workers to the total gainful workers is shown in chart 2.)

Employment in the large cities.—Nearly 45 per cent of all retail workers in the United States were employed in the 521,645 stores located in the cities of more than 100,000 population. These cities contain 29.59 per cent of the entire population of the United States. (See United States map, p. 10.) The average full-time wage for this group of 93 cities was more than \$1,400 per year, exceeding by nearly \$100 the average for the United States. The group average gives no indication of the many striking variations between cities. Table 3A, listing the 93 principal cities, shows not only the total number of retail workers, the average incomes, and the wage ratios, but the per cent of the total retail business of the United States which is consummated within the limits of each city. New Orleans reports the lowest income for retail workers, with an average full-time salary of \$1,000 per year. The high average of \$1,650 is reported by Yonkers, N. Y.

Table 3B shows the same information for these and the remainder of the cities of the country, combined in three size groups (namely, all cities of more than 30,000 population combined, all cities from 10,000 to 30,000 population combined, and all places of less than 10,000 population) and provides a basis for comparison between average wages and the size of the city. This table presents figures on a national basis only. Data are contained in the State reports by means of which similar comparisons between cities of various size may be made for any State.

Mechanics engaged in repairing and servicing automobiles.—Included in the number of employees shown in the automotive group in the Retail Census are many persons who perform no selling functions but whose activities are confined to the performance of repair and service operations.

Table 9, of the United States Summary of Retail Distribution, shows that in 1929 there were 240,485 mechanics, representing nearly 4 per cent of all retail workers, engaged in repairing and servicing automobiles. Nearly 57 per cent of this number were employed by dealers in new cars. Automobile sales rooms must, almost without exception, maintain repair departments to supply repairs incidental to service guarantees and to take care of subsequent repairs. The reconditioning of trade-ins accepted as part payment on the purchase price of new cars is also a part of the activities of these service departments.

Other retail dealers in the automobile group employ about 42 per cent of the total number of mechanics, the most important of which are the garages and repair shops. Used-car dealers employ 917 mechanics. In addition to the automotive group there are a number of other kind-of-business classifications which reported that mechanics were employed to handle automobile repairs and service. Among the more important kinds of business reporting receipts from automotive repairs are those listed below. For the complete list for the United States and for each State, see Table 9 of the United States Summary and of the various State reports.

The number of mechanics in selected kinds of business reporting receipts from automobile repairs are:

Kind of business ¹	Number of mechanics
United States, total (retail only)	240,485
Automobile sales rooms.....	136,558
Garages (repairs, storage, gas, oil, accessories).....	59,784
Filling stations with tires and accessories.....	7,945
Body, fender, and paint shops.....	7,510
Tire shops (including tire-repair shops).....	6,826
Battery and ignition shops—brake-repair shops.....	6,040
Accessory stores with tires and batteries.....	4,793
Filling stations—gasoline and oil.....	2,508
Filling stations with other merchandise.....	1,922
Automobile dealers with farm implements and machinery.....	1,847
Used-car dealers.....	917
Radiator shops.....	833
Parking stations, parking garages, and lots.....	757
Secondhand stores (except used-car dealers).....	594
Radio and electrical shops.....	217
Motor-cycle dealers.....	212
Farm implements, machinery, and equipment dealers.....	203
General stores—groceries with general merchandise.....	187
Grocery stores.....	116
Hardware and farm-implement stores.....	113
Hardware stores.....	99
Motor cycle, bicycle, and supply stores.....	83
Electrical shops (without radio).....	54
Glass and mirror shops.....	51
Paint and glass stores.....	47
Various other classifications.....	269
<i>Wholesalers (not included in total shown above) (approximately)</i>	<i>8,600</i>

¹ Retailers are classified by kinds of business on the basis of their major activity or on the basis of their popular designation.

Many wholesalers of automotive parts and equipment maintain service departments where installations and repairs are made. Likewise many automobile distributors, which have been included in the Wholesale Census because their reports indicated that more than 50 per cent of their sales were made at wholesale, maintained service departments. A special tabulation of the schedules furnished by these wholesale concerns show that more than 8,600 mechanics were employed. Repair receipts of these wholesalers totalled nearly \$56,000,000.

The retail schedules also contained an inquiry relative to the receipts from repairs and service other than automotive. The total reported in answer to this inquiry, as also set forth in Table 9 of the United States Summary, was \$365,054,797. While this amount should not include any receipts from automobile repairs, the fact that many of the dealers in the automotive group reported substantial amounts suggests that probably a part of the sum reported in answer to this inquiry actually represented receipts from some form of automobile repair work. The information contained in the schedules furnishes no clue as to the amount thus included and provides no basis for estimating the number of repair men required to perform this service. It is, however, recognized that any study of automobile repairs must necessarily take into consideration those classifications which may be assumed to include some automotive repair receipts.

Section 2.—SALARIES AND WAGES

Total wage costs.—Salaries and wages, which amounted to \$10.57 per \$100 of total sales, were the largest single item of expense in the operating costs of retail stores. The reported pay roll included compensation paid to salaried executives, to buyers, to office employees, to sales people, and to delivery and service employees, but did not include compensation for active proprietor-owners

in the case of unincorporated proprietorships. Since these proprietors are active workers and a part of the store personnel, no matter whether they compensate themselves in the form of a drawing account or participation in the profits, their compensation is an expense which must be included in any study of salaries and wages.

If proprietors' drawing accounts could have been accepted as reported, the task would have been simplified materially. This, however, was not possible. Many concerns failed to report the salaries of proprietors, and others reported fantastic amounts which were out of all proportion to sales. Proprietors' compensation frequently is in the form of merchandise taken from stock, supplemented by withdrawals of cash taken at intervals from the stores' receipts. Sometimes it is taken only in the form of a distribution of earned profits. When a business is owned by its active proprietor, it is of no consequence how the proprietor's compensation is withdrawn, nor the amount thereof, but some fixed basis has to be adopted for intelligent comparisons.

In order to arrive at a uniform basis for proprietors' compensation, only the wage value, or the average salary paid to full-time employees in the same kind of business, was used. The amount thus shown is intended only to cover the wage equivalent of employees whom they displace and is not a measure of their value to the business. The true measure of the proprietor-owner's compensation is, of course, the net earnings of the business.

The total annual pay roll reported by all stores was \$5,189,669,960, or a weekly average of approximately \$100,000,000. The wage value of proprietors' services, computed on the basis described above, adds \$1,822,890,369, making a total wage cost of \$7,012,560,329, which is equivalent to \$14.28 per \$100 of sales.¹

Average salaries.²—The average annual compensation for retail employment in the United States was \$1,312 for full-timers and \$239 for part-timers. This average of approximately \$25 per week for all full-time workers varied greatly with the different kinds of business. The low average for full-time employment is found in the variety, 5-and-10, and to-a-dollar stores, where the average annual wage was \$706, while the highly trained personnel required in jewelry stores received an average yearly salary of \$1,749 each. No comparison can be made of the compensation of part-time employees due to the lack of data on the period of employment, which varied materially in different kinds of business. However, it is possible to arrive at a fair approximation of the *full-time equivalent* of part-time employees. This will be discussed in that part of this report devoted to average sales per employee.

Group averages.—The group averages provide a broad measure of the variations in average salaries paid. The restaurant group, which includes among other classifications cafeterias, full-service restaurants, and lunch rooms, is lowest, with an average of \$909 for each full-time employee. Country general stores are second, with an average of \$1,025. The general merchandise group, which includes among others the department stores, dry-goods stores, and variety stores, is next, with an average of \$1,125 for each full-time employee. The food group, which includes such important classifications as grocery stores, combination stores (groceries with meats), meat markets, and confectionery stores, averages \$1,285. The automotive group, with an average of \$1,460, includes motor-vehicle dealers, garages and repair shops, and filling stations.

The apparel group shows an average of \$1,480. The average full-time salary in the furniture and household group was nearly \$1,600, while the lumber and

¹ These data relate to retail store operations in 1920.

² For this report the term salaries and the term salaries and wages are synonymous.

ng group, which includes, in addition to the lumber and building-material s, such classifications as electrical shops, plumbing shops, and paint and stores, showed an average of \$1,630. The salary averages in other stores eluded in the above-mentioned groups, such as hardware stores, drug stores, dealers, cigar stores, book stores, and jewelry stores, are shown in Table his table enumerates separately 35 kinds of business which employ, in gate, 75 per cent of the total number of people engaged in retailing in the 1 States. Group averages are summarized as follows:

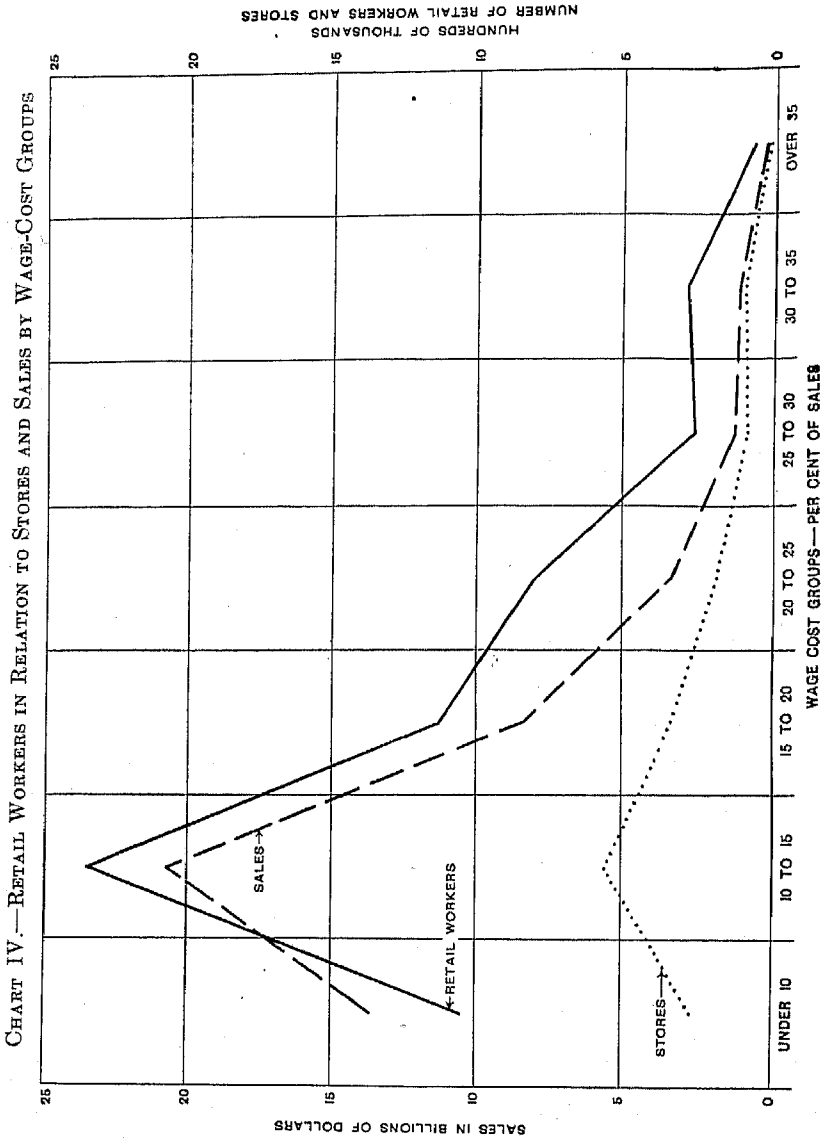
Group classifications	Average full-time salary	Group classifications	Average full-time salary
roup.....	\$1,285	Furniture and household group.....	\$1,592
stores.....	1,025	Restaurant and eating places.....	900
merchandise group.....	1,125	Lumber and building group.....	1,630
otive group.....	1,460	Other retail stores.....	1,406
l group.....	1,480		

we are marked variations in average full-time wages in different sections of ountry. The Pacific Coast States lead with an average full-time wage of 5. The Middle Atlantic division, with an average of \$1,420, runs a close d. The next in order is the East North-Central division with \$1,377. s in the order of their average full-time wage are the New England division ging \$1,312 which corresponds to the national average, the Mountain on averaging \$1,301, West North-Central \$1,193, South Atlantic \$1,144, South-Central \$1,140, and East South-Central \$1,073 per employee per year. tions may result from a number of causes, among which are: (1) differences ; cost of living and (2) the presence in many industrial cities of dominant tries which set the general level of wages, with which retail stores must te for desirable employees. Variations between States can be readily seen an examination of Table 2, which also furnishes a better understanding of the r for some of the variations noted above between geographic divisions. onal averages are shown as follows:

Geographic divisions	Average full-time salary	Geographic divisions	Average full-time salary
ngland.....	\$1,312	East South-Central.....	\$1,073
Atlantic.....	1,420	West South-Central.....	1,140
orth-Central.....	1,377	Mountain.....	1,301
orth-Central.....	1,193	Pacific.....	1,425
Atlantic.....	1,144		

age costs in the various kinds of business.—The averages discussed above : to retail workers as a class, without distinguishing between the many ent kinds of retail stores. They indicate in a general way what the average es are, in the different sections of the country, of a group of workers number- approximately one-eighth of all persons gainfully employed. However, these ges do not provide any information on the question of how some stores are o operate with a wage cost as low as 7 per cent, while others pay out in wages r cent, and more, of their total receipts from sales. riations in wage costs, from the national average of 14.28 per cent, result a number of contributing factors, many of which are capable of analysis. ecessity in many kinds of business for the conversion of certain commodities

into another form before sale, or the further processing of materials, is responsible for increases in personnel with a resulting increase in wage costs. Another factor is the inauguration of customer services, such as delivery, credit, etc., from which there is no direct return in income. A third reason for high wage costs



the necessity in certain kinds of stores for a highly trained selling organization such as millinery stores, jewelry stores, and others, requiring sales people with special qualifications, who necessarily receive higher than average salaries.

Those dealers in household appliances, etc., which install and service all or a part of the merchandise sold also show a high pay-roll cost. Restaurants, bakery-

goods stores, and other retail establishments which manufacture or convert a considerable portion of the merchandise sold pay out in wages no small part of the sales income of the business. The size of the establishment also has its effect on wage cost. Stores with a large annual volume are often able to provide, at a comparatively low cost, services which the smaller stores find too costly to justify. The larger stores expect a return in some other form, but the immediate result is an increase in pay-roll cost.

Stores grouped according to wage ratios.—There are 16 kinds of business which reported a total *wage cost* of less than 10 per cent of their total sales. The 265,085 stores in this group account for nearly 28 per cent of the total retail business of the country. There are 42 kinds of business in which the total wage cost ranged from 10 to 15 per cent of sales, with a total volume of more than \$20,000,000,000 in 557,393 stores. These two groups of 58 kinds of stores, all with an average wage ratio under 15 per cent of sales, contained 822,478 stores whose sales represented nearly 70 per cent of the total reported sales of all retail stores in operation in 1929.

The next largest group reported a wage cost of from 15 to 20 per cent. This group contained 45 different kinds of business. This is followed by a group of 22 stores with wage costs ranging from 20 to 25 per cent of sales. Another group with wage costs from 25 to 30 per cent of sales contains 19 kinds of business. There were 8 kinds of business with wage costs of from 30 to 35 per cent, and 6 kinds with wage costs in excess of 35 per cent of sales. Chart 4 shows the correlation between stores, sales, and retail workers for each of the seven wage-cost groups.

Ratios under 10 per cent.—Ten of the sixteen kinds of business in this group are stores which are normally found only in small cities, in villages, and in rural areas. The unit of sale is relatively large, especially in those stores selling feed, fertilizer, and other farm supplies and equipment. Service is limited. The more favorable cost of living and the general low level of wages contribute to the very low expense ratios found generally in the 16 kinds of stores included in this group.

Mail-order houses selling general merchandise, and mail-order apparel houses, also show low wage costs. No selling personnel is necessary and there is little delivery cost. This classification includes only catalogue business. Retail stores operated by some of the mail-order houses are classified as department stores.

Combination stores (grocery stores with meats) show a low average wage cost which reflects the limited service characteristic of chain store operation in this field. Chains in the grocery field have developed the combination store either entirely or in part, and it is claimed that chains are largely responsible for this particular kind of food store. (This is not true, however, of the combination meat market with groceries which will be discussed later.) Delivery service usually is held to a minimum and little or no credit is extended. The number of part-time employees reported by combination stores indicates that these organizations long ago realized the advantage to be obtained from employing part-time salespeople to cover those hours of the day and particularly those days of the week when the selling load is at its peak. All of these factors have contributed to bringing about a low average for the grocery stores carrying fresh meats.

The general merchandise stores (with food), somewhat resembling the country general stores except in the proportion of foods sold, are also low in wage costs. Their operation is kept as simple as possible, and almost the entire personnel is engaged directly in the sale of merchandise. The fact that a majority of these stores are proprietorships with the proprietors actively engaged in the business

and are small enough to be closely supervised has a tendency to reduce wage costs.

The low percentage of wage cost in men's shoe stores was consistently maintained throughout all of the States in spite of higher than average wages per individual. This is explained in part by the fact that in all kinds of stores less selling time is required in making sales to men than is required in selling merchandise to women. Sales volume per sales person is materially greater in men's stores than in either women's or family shoe stores. For illustration, in men's shoe stores the sales per worker in 1929 averaged \$18,366. In women's shoe stores the average was \$14,496, and in family shoe stores the average was \$10,682. These averages are computed by reducing the number of part-time employees to a *full-time equivalent* on the basis of compensation received. Upon reducing the number of part-timers to a full-time equivalent, and adding proprietors and full-time employees, the totals are as follows: For men's stores, 3,349; for women's stores, 9,015; and for family stores, 57,538.

The pay-roll ratio also is low for automobile dealers—those engaged primarily in the sale of new cars and trucks and also selling such used cars as are traded in on new-car purchases. The unit of sale is so large in this business that it reduces the pay roll cost to \$9.58 per \$100 of sales, even though the average wage per full-time employee (\$1,588) is much above the national average (\$1,312) for all retail employees.

The full list of businesses in which the pay-roll ratio is under 10 per cent of sales is shown in the table below:

STORES WITH AVERAGE WAGE RATIOS UNDER 10 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total.....	265, 085	1, 050, 145	9. 32	\$18, 571, 014, 470
Grocery stores with meats.....	91, 888	276, 930	9. 78	3, 025, 304, 722
General stores—groceries with apparel.....	5, 426	12, 332	9. 92	111, 074, 603
General stores—groceries with dry goods.....	40, 159	85, 676	9. 92	713, 220, 435
General stores—groceries with general merchandise.....	58, 504	161, 312	8. 74	1, 746, 442, 908
Mail-order houses.....	31	35, 877	8. 64	447, 023, 641
General merchandise stores (with food).....	2, 182	11, 876	9. 02	139, 404, 484
Automobile sales rooms.....	40, 707	380, 820	9. 58	6, 153, 216, 667
Automobile dealers with farm implements.....	1, 407	8, 162	9. 25	113, 363, 249
Apparel (mail-order houses).....	9	121	6. 52	2, 120, 818
Shoe stores—men's.....	1, 402	4, 271	9. 65	61, 507, 370
Farm implement dealers with hay, grain, and feed.....	673	2, 784	6. 51	46, 818, 230
Feed stores.....	9, 953	29, 238	6. 58	480, 305, 303
Fertilizer stores.....	1, 213	2, 325	7. 90	21, 000, 046
Coal and feed stores.....	4, 093	18, 474	7. 62	287, 706, 676
Grain elevators (at retail).....	221	812	4. 98	17, 494, 757
Feed stores with groceries.....	7, 127	19, 126	8. 21	205, 235, 703

Ratios from 10 to 15 per cent.—There are 42 separate kinds of stores in which the total wage cost ranges between 10 and 15 per cent of sales. This group is comprised of 557,393 stores with total sales of \$20,695,179,238. It includes 15 kind-of-business classifications in each of which the total sales exceed \$500,000,000. This discussion of employment characteristics and pay-roll expenses is limited to these 15 selected kinds of stores, which accounted for more than 86 per cent of the total business done by the group.

The lowest wage cost in the group was reported by meat markets with groceries, and it amounted to only 10.74 per cent of sales. This form of combination store usually grew out of the straight meat market, to the meat business of which was added the sale of groceries.

That the adding of related lines of merchandise by these stores not only broadened the customer appeal but also decreased the expense ratio is supported by the actual expense figures. Meat markets average 12 per cent, while these combination meat-grocery markets average 10.74 per cent of their sales to cover pay-roll cost. The percentage of wage cost in the meat market handling groceries was lower also than the average reported by the grocery stores. These comparisons give weight to the belief that the addition of related commodities has reduced the ratio of wage cost by adding to the stores' annual volume in greater proportion than the addition to pay roll.

Grocery stores (without meats) were the second lowest in this group of 10-to-15 per cent stores, with an average ratio of 10.92 per cent. This compares with an average ratio of 9.78 per cent in grocery-meat combination stores.

The variety, 5-and-10, and to-a-dollar stores are third in this group with an average wage cost of 11.13 per cent. This wage ratio is comparatively high when considered in connection with the average full-time salary of \$60 per month, in these stores. There are a number of factors entering into the operations of these stores which account for this relatively high per centage of wage costs.

First, there are three kinds of stores included under this single kind-of-business classification—namely, variety stores, 5-and-10 cent stores, and to-a-dollar stores. These stores were combined, even though it would have been desirable to show them separately, because it was found impossible to avoid disclosure of individual operations of stores and chains in the last two if shown separately. Many variety stores are operated by independents, but the majority (90 per cent) of the business is done by chains. The low unit of sale, the type of selling personnel employed, and the policy of open display are undoubtedly three factors which influence the wage costs in these stores.

Meat markets are the fourth classification in the low-expense group, with an average of 12 per cent of their sales expended in wages. Next are the lumber and building material dealers, with an average wage cost of 12.54 per cent. In this classification, where the unit of sale is usually large, the expense ratio would be even lower were it not for the unavoidable handling and delivery cost of heavy materials. Only retail lumber and building material dealers have been included in the Retail Census and in this study.

The next classification is the dry-goods store with an average wage cost of 13.08 per cent. In this connection it is significant that more than 63 per cent of the dry-goods stores reported annual sales of less than \$20,000 each in 1929. Dry-goods stores should not be confused with department stores.

Coal and wood yards with 13.11 per cent may be considered to have a relatively high wage cost, in proportion to total expense, for pay roll is nearly 60 per cent of the total operating expense. As in the case of lumber and building material dealers, handling and delivery are responsible for a substantial part of the total operating expense.

The difference in wage costs, between men's clothing and furnishings stores with an average of 14.16 per cent, family clothing stores with 14.20 per cent, and women's ready-to-wear specialty stores with 14.25 per cent, is relatively small. These ratios, while they do not exceed the national average of 14.28 per cent, nevertheless include a fairly high proportion of indirect or nonselling expense as well as alteration costs.

The high average of 14.33 per cent in family shoe stores is due partially to the low sales volume per sales person in these stores. The average annual sales per

full-time employee in family shoe stores is only \$10,682 compared with \$18,366 in men's shoe stores and \$14,496 in women's shoe stores. The low volume of sales per employee in family shoe stores is explained by a trade practice in many stores which results in men's and boys' shoes being sold by an entirely different force of sales people from those engaged in selling women's, misses', and children's shoes. This practice results in an increased sales force and has the effect of reducing the average sales per person. The quality of service also is a factor, some stores requiring individual attention to each customer while others permit sales people to serve several customers simultaneously. The low unit value of children's shoes has a tendency to increase the selling costs in stores which carry a full line of juvenile sizes.

Filling stations report an average wage cost of from 14.50 per cent to 14.72 per cent, with the stations handling tires and accessories showing a slight advantage over straight gasoline and oil stations due, undoubtedly, to the lower cost of selling the related merchandise and the higher unit of sale.

In the group of stores whose pay-roll costs average not more than 15 per cent, department stores show the highest pay-roll costs. Those handling food, with an average ratio of 14.85 per cent, are lower than those without food, where the average wage cost is an even 15 per cent. The wage costs in these stores include the salaries of those providing the many customer services such as credit and delivery departments, and the personnel engaged in the voluminous accounting operations necessary in a department store.

Other classifications in this group include general merchandise stores (without food) with an average wage cost of 11.49 per cent, men's furnishings stores with 14.43 per cent, children's specialty stores with 12.75 per cent, and hardware and farm implement stores with a ratio of 11.34.

Following is a complete list of all business classifications in which the average pay-roll ratio is 10 to 15 per cent of sales:

STORES WITH AVERAGE WAGE RATIOS 10 TO 15 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total.....	557, 393	2, 350, 514	12.92	\$20, 695, 179, 258
Dairy products stores.....	4, 488	14, 806	11.52	165, 965, 016
Eggs and poultry dealers.....	3, 258	7, 098	10.64	70, 853, 093
Delicatessen stores.....	11, 166	23, 396	11.58	104, 820, 089
Grocery stores without meats.....	191, 876	369, 888	10.92	3, 449, 129, 144
Meat markets with groceries.....	23, 661	82, 078	10.74	878, 357, 345
Meat markets.....	43, 788	113, 407	12.00	1, 253, 250, 544
Farm products stores.....	974	1, 785	14.49	8, 042, 183
General food stores.....	686	1, 509	14.87	8, 508, 165
Department stores with food.....	460	118, 188	14.85	939, 411, 204
Department stores without food.....	3, 730	391, 494	15.00	2, 963, 662, 603
Dry-goods stores.....	24, 676	91, 302	13.08	641, 355, 506
Piece goods stores.....	774	1, 801	11.93	21, 822, 262
General merchandise stores without food.....	9, 849	51, 094	11.49	363, 857, 420
Army and Navy goods stores.....	724	2, 032	12.47	19, 733, 037
Variety, 5-and-10, and to-a-dollar stores.....	12, 110	170, 960	11.13	904, 147, 468
Used car dealers.....	3, 097	11, 058	11.78	140, 032, 126
Filling stations—gas and oil.....	52, 727	106, 922	14.72	869, 081, 365
Filling stations with tires and accessories.....	26, 775	70, 143	14.50	518, 010, 621
Boat dealers (retail only).....	219	807	10.98	10, 744, 113

STORES WITH AVERAGE WAGE RATIOS 10 TO 15 PER CENT—Continued

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Men's and boys' clothing stores.....	3,386	14,198	12.04	\$176,418,581
Men's and boys' hat stores.....	1,560	5,042	14.67	43,744,215
Men's furnishings stores.....	9,190	22,624	14.43	212,032,317
Men's clothing and furnishings stores.....	14,049	69,819	14.16	760,527,600
Family clothing stores.....	10,551	62,297	14.20	552,353,340
Women's ready-to-wear stores.....	18,253	133,427	14.25	1,087,000,723
Blouse shops.....	11	42	14.32	313,362
Corset and lingerie shops.....	2,300	6,937	14.07	49,556,828
Knit goods shops.....	404	1,738	13.17	11,347,587
Children's specialty shops.....	1,019	2,985	12.75	23,082,252
Infants' wear shops.....	200	761	13.53	5,083,019
Shoe stores—women's.....	1,660	11,507	12.74	130,680,659
Family shoe stores.....	21,191	69,241	14.33	614,640,960
Furniture and undertaker.....	3,500	11,889	14.68	103,102,762
Furniture and hardware stores.....	3,672	13,908	12.81	134,258,767
Lumber and building material dealers.....	10,911	116,803	12.54	1,471,744,092
Lumber and hardware dealers.....	6,130	35,015	11.33	457,659,776
Farm implements, machinery, and equipment dealers.....	4,080	15,063	10.25	174,076,432
Hardware and farm implement stores.....	6,583	20,800	11.34	296,714,120
Farmers' supply stores.....	300	1,423	10.30	15,377,055
Coal and wood yards.....	15,444	95,492	13.11	929,820,335
Sporting goods stores with toys and stationery.....	675	2,420	14.40	19,893,517
Athletic and playground equipment.....	17	70	14.35	682,500

Ratios from 15 to 20 per cent.—There are 45 classifications in which average wage costs vary between 15 and 20 per cent. Their total sales aggregated \$3,412,602,401 in 333,194 stores. Of the 45 separate kind of business classifications included in this group, there are 11 which reported sales in 1929 of more than a quarter of a billion dollars each.

Although there are many varieties of drug stores, the limited amount of information available permitted segregation into only two classes—namely, those with fountains and those without fountains. Both kinds of drug stores are included in this group (the 15 to 20 per cent pay-roll group). The drug stores with fountains report an average wage cost of 15.43 per cent which is the lowest of the 11 large-volume classifications in this group.

The sale of fountain drinks and ice cream, augmented in many cases by the sale of sandwiches and light lunches, has greatly assisted these stores in increasing their sales volume (fountain sales average 21 per cent of total sales of such stores) without adding to the wage costs in the same proportion, and is undoubtedly responsible for the fact that wage costs were more than 1 per cent lower than in drug stores which did not operate fountains. The commodity tables contained in each State report and in the United States Summary indicate that almost the identical merchandise (although in different proportions) is sold in both kinds of drug stores except for fountain sales. These tables also indicate that often as much as 25 per cent of the store's volume is in fountain sales. Estimates are available from other sources³ indicating that more than 40 per cent of the customers entering drug stores with fountains made purchases at the fountain before leaving the store. It would appear, from the three factors cited above, that the drug-store fountains are responsible for no small part of the income of such stores and that their operation reduces the ratio of pay roll to total sales.

³ Preliminary report of drug store survey in St. Louis, conducted by the Bureau of Foreign and Domestic Commerce of the Department of Commerce, 1931-32.

On the other hand, 18,775 cigar stores without fountains, which are second lowest in the 15-to-20 per cent group, show lower average wage costs than cigar stores with fountains. However, there were only 2,234 cigar stores which operated fountains and those were the larger stores operating for the most part in downtown locations. Many cigar stores without fountains were small stores, frequently in neighborhood and semiresidential sections, which also sold newspapers, magazines, and novelty goods. These small cigar stores were operated largely by proprietors without the assistance of paid employees.

Fruit stores and vegetable markets are third in this group with an average wage ratio of 15.62 per cent. They are very often operated in public or municipal markets. The merchandise handled is highly perishable and the unit of sale is low. Both are contributing factors to higher wage costs in food stores.

Automobile-accessory stores are next with a wage cost of 15.93 per cent, which represents considerably more than 50 per cent of the total operating expense of these stores. More than 55 per cent of these stores had annual sales of less than \$20,000.

Furniture retailing requires the services of a large number of employees in various capacities. These stores as a group pay out more than 16 per cent of their sales income in salaries and wages which represents nearly one-half of the entire operating expense of furniture stores. A large sales force is necessary, the hours of effective selling are restricted due to customer buying habits and the amount of time which the salesman must devote to each customer varies greatly. Furniture is sold largely on the installment plan which necessitates additional clerical help as well as collectors and other credit employees.

Floor models require periodic attention by skilled furniture men to keep them in condition for display to customers and the merchandise sold must be inspected, cleaned, very often repaired, and polished by skilled mechanics before delivery. Furniture delivery service is costly, and these several service functions require a larger proportion of nonselling employees than most stores require.

Next in this group are hardware stores with an average wage cost of 16.17 per cent. Pay roll in these stores amounts to 60 per cent of the total operating cost. It is of interest to note that nearly 75 per cent of these stores reported annual sales of less than \$30,000.

Filling stations with other merchandise constitute the next classification, with a ratio of 17.46 per cent. It would appear that the additional sale of such merchandise as smokes, foods, meals, and drinks necessitates an increase in the number of employees needed without providing the means of fully utilizing their services.

The wage cost of 18.52 per cent in confectionery stores undoubtedly includes the wages of some employees who divided their time between manufacturing and selling. Frequently candy and other confections are manufactured on the sales premises.

The high wage cost of 18.62 per cent in radio and electrical shops is caused in part by the wages of repair and service employees.

The next classification in this 15 to 20 per cent group is milk dealers. The high wage cost is typical of those businesses such as ice dealers, bottled beverage dealers, etc., where the unit of sale is small with long hauls and frequent deliveries required, necessitating the employment of high-grade delivery men who are also salesmen and collectors.

This group also includes many other classifications not discussed above, among which are fur shops with 17.20 per cent, household appliance stores with a ratio of 17.18 per cent, radio and musical instrument stores with 18.08 per cent, book

stores with 18.42 per cent, news dealers with 15.32 per cent, and installment jewelers with wage costs averaging 16.33 per cent of sales. This latter classification is low compared with other jewelry stores (selling primarily for cash and on open account with only occasional installment selling) which show an average wage cost of more than 20 per cent. The latter stores employ a greater proportion of skilled watchmakers and do a greater proportion of repair work.

Below is a list of all business classifications in which the average wage cost is 15 to 20 per cent of sales.

STORES WITH AVERAGE WAGE RATIOS 15 TO 20 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total	333, 194	1, 130, 973	18.32	\$3, 412, 602, 401
Candy—nut stores.....	2, 658	9, 063	17.68	34, 913, 329
Confectionery stores.....	60, 607	123, 242	18.52	536, 636, 045
Milk dealers.....	3, 990	58, 028	19.18	560, 995, 747
Fruit and vegetable markets.....	22, 904	47, 372	15.62	308, 379, 359
Fish markets.....	6, 077	14, 619	18.10	83, 698, 479
Coffee, tea, spice dealers.....	1, 236	6, 071	19.24	44, 938, 342
Accessory stores with tires and batteries.....	7, 762	28, 643	15.93	257, 742, 856
Tire shops.....	8, 142	28, 900	16.42	247, 314, 087
Filling stations with other merchandise.....	42, 011	74, 202	17.46	401, 425, 111
Motor-cycle dealers.....	298	1, 011	17.64	8, 034, 788
Furriers—fur shops.....	2, 280	10, 404	17.20	106, 861, 500
Costume accessories stores.....	323	961	15.14	6, 781, 029
Umbrella shops.....	127	221	18.43	1, 146, 260
Furniture stores.....	17, 891	120, 905	16.01	1, 272, 393, 470
Floor-coverings stores.....	1, 503	8, 198	17.58	73, 428, 050
Household-appliance stores.....	1, 757	12, 777	17.18	99, 808, 230
Refrigerator dealers (electric).....	492	4, 349	15.21	49, 011, 578
Refrigerator dealers (electric and gas).....	45	234	16.38	1, 984, 293
China, glassware, enamelware, etc.....	1, 008	4, 046	17.56	30, 657, 185
Antique shops.....	1, 384	4, 083	15.38	50, 347, 649
Interior decorators.....	701	6, 922	18.63	68, 817, 538
Radio and electrical shops.....	11, 783	45, 974	18.62	337, 293, 655
Radio and musical instruments stores.....	4, 264	25, 410	18.08	224, 478, 354
Hardware stores.....	25, 330	82, 675	16.17	706, 052, 831
Seeds, bulbs, and nursery stock.....	1, 489	11, 300	18.59	70, 639, 634
Copperage—barrels—boxes—crates.....	119	500	16.28	2, 961, 849
Book stores.....	2, 720	17, 634	18.42	116, 371, 021
Cigar stores with fountains.....	2, 234	6, 164	16.83	44, 732, 463
Cigar stores without fountains.....	18, 775	34, 183	15.44	267, 384, 102
Drug stores.....	23, 414	70, 478	16.73	541, 138, 955
Drug stores with fountains.....	34, 844	159, 789	15.43	1, 149, 259, 720
Toy shops.....	620	1, 842	15.15	11, 543, 839
Art and gift shops.....	2, 959	8, 172	19.93	38, 594, 040
Novelty and souvenir shops.....	2, 227	5, 599	20.00	22, 907, 785
Camera dealers—photographic supplies.....	710	3, 982	17.94	28, 810, 306
Jewelry stores (installments).....	837	8, 606	16.33	93, 412, 619
Luggage and leather-goods stores.....	1, 367	4, 893	16.26	40, 311, 962
News dealers.....	10, 285	33, 045	15.25	149, 865, 644
Office and school supplies.....	1, 176	8, 328	19.67	61, 824, 761
Office and store furniture and equipment.....	988	7, 601	14.14	89, 023, 249
Store fixture dealers.....	348	1, 523	17.58	16, 670, 284
Sporting goods specialty stores.....	1, 238	5, 055	15.39	44, 888, 120
Scientific and medical instruments and supplies.....	574	3, 310	18.12	31, 165, 821
Paper and paper products stores.....	135	557	17.45	4, 700, 007
Stationers and engravers.....	1, 572	10, 016	19.14	72, 560, 418

Ratios of more than 20 per cent.—The remaining 55 businesses reported average wage costs exceeding 20 per cent. Most of these classifications, which are listed below, according to their relative wage ratios, can be divided roughly into four classes. The first consists of those businesses which require partial manufacture of the goods or their conversion into another form prior to sale. Restaurants and other eating places are typical examples of this class. The second includes businesses in which repairs and service form a substantial part of total receipts and in which service or labor is the principal element sold. Illustrative of this class are garages and automobile repair shops. In the third class are such businesses as drapery, curtain and upholstery dealers, stove and range dealers, and household appliance dealers, requiring a high proportion of skilled labor for installation or fabrication of the commodities sold. Labor costs are very high in these stores. In the fourth class are certain kinds of business in which skilled sales people are required, such as millinery stores, and jewelry stores. This class includes house-to-house canvassers. It also includes others to which incidental reference has already been made, in which the unit of sale is small, yet the commodities are bulky or require costly delivery.

These stores are considered in three groups below.

Ratios from 20 to 25 per cent.—Among the more important classifications included in this group of 22 separate kinds of stores, with ratios from 20 to 25 per cent, are 8 kinds of business in which the total annual sales in 1929 exceeded \$100,000,000 each. There were 158,057 stores in these eight kinds of business, with total sales of \$2,963,171,838.

Jewelery stores (other than installment jewelers) with average wage costs of 20.06 per cent, constitute the lowest classification in this wage-cost group. Repair and optical services necessitate the employment of highly skilled workmen which add materially to the wage cost and also to service income. A more detailed discussion of labor costs in jewelry stores is given on page 23.

Millinery stores are next in this group with an average ratio of 21.93 per cent. The high wage cost in this classification is a direct result of the kind of merchandise handled. Millinery is a high style commodity which, because of the necessity for a wide variety of colors, sizes, and shapes, requires not only expert selection but expert selling. Many millinery stores do not buy trimmed hats in the finished form in which they are sold. These stores have conversion costs in addition to high selling costs. The nature of the business is such that salespeople can not be kept fully occupied throughout the business day. Such conditions make high costs unavoidable.

Other stores in the 20-to-25 per cent group include cafeterias with 21.94 per cent, bakery goods stores with 22.09 per cent, paint and glass stores with 23.55 per cent, lunch rooms with 24.36 per cent, restaurants with 24.86 per cent, and florists with a wage cost of 24.89 per cent. None of these stores sells merchandise in the form in which it is bought. All perform some service essential to the sale, or convert goods from one form into another, increasing the operating expense, even though a part of it is in reality a manufacturing operation.

The restaurant, with table service, is a typical example of a high-expense business with an average wage ratio of nearly 25 per cent of sales. Raw foods cost perhaps half of each dollar of sales and about 25 cents more is required to convert these foods into the form in which they are served as meals, the major part of which is labor cost. The retail census makes no distinction between the cost of preparation and the cost of serving. Both are included as pay roll. However, the major part of the salary expense of restaurants is directly charge-

able against the cost of preparation of meals. The cost of serving is low. This condition results primarily from the custom of tipping or the giving of gratuities to waiters which results in partly shifting the expense of service from the restaurant to the consumer.

Previous estimates indicate that tips or gratuities given to waiters in full service restaurants average at least 10 per cent of the sales. If this estimate is sufficiently sound to be accepted it would add \$98,847,219 to the compensation of waiters at no additional cost to the restaurants. The addition of the full-time proportion of this amount to the full-time pay roll reported would increase the average full-time compensation to \$1,311 which compares favorably with the national average (\$1,312) for all stores. If, however, this additional 10 per cent were paid by the restaurants the wage costs for full-service restaurants would increase from 24.86 per cent as reported to 34.86 per cent.

The full list of this 20 to 25 per cent group follows.

STORES WITH AVERAGE WAGE RATIOS 20 TO 25 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total.....	177,972	802,488	23.29	\$3,301,413,947
Bakery-goods stores.....	11,903	30,846	22.09	193,569,093
Caterers.....	110	2,061	24.36	7,529,689
Bicycles, motor cycles, and supply stores.....	255	774	20.00	4,639,536
Bicycle shops.....	870	1,732	23.85	7,570,126
Parking stations.....	2,050	6,012	24.92	39,261,738
Aircraft and accessories.....	114	937	24.91	5,593,699
Hosiery shops.....	1,043	11,120	20.46	54,829,000
Millinery stores.....	12,433	34,984	21.93	161,800,725
Drapery, curtain, and upholstery stores.....	973	3,252	23.42	18,735,418
Stove and range dealers.....	398	1,416	22.46	9,356,676
Awning, tent, flag, and banner dealers.....	841	3,069	24.95	15,502,585
Lamp and shade shops.....	280	718	23.57	3,515,915
Cafeterias.....	3,124	63,151	21.94	272,738,813
Lunch rooms.....	67,612	173,630	24.36	541,701,515
Restaurants with table service.....	36,214	289,735	24.86	988,472,012
Box lunches.....	161	1,510	22.51	6,334,934
Refreshment stands.....	7,704	16,443	24.81	46,004,898
Fountain lunches.....	1,906	16,085	21.19	64,504,785
Paint and glass stores.....	8,323	30,414	23.55	135,810,822
Florists.....	9,328	39,986	24.01	170,200,880
Jewelry stores.....	19,161	56,910	20.06	442,808,078
Music stores (without radio).....	2,232	7,788	21.79	54,742,210

Ratios from 25 to 30 per cent.—In household-appliance stores, with an average ratio of 25.58 per cent, the installation of the larger appliances and the servicing of all kinds necessitates the employment of skilled workmen to perform these functions, and accounts for the high pay-roll expense. The same is true of dealers in office and store mechanical appliances. No small part of the receipts of electrical shops (without radio), another important classification in this group, comes from repair and service operations, the cost of which is included in expense and particularly in wage cost.

Ice dealers and dealers in bottled waters and other bottled beverages were referred to in a preceding paragraph. Delivery is the largest item of expense, and delivery men are required who are also salesmen and collectors.

The full list of businesses in this group follows:

STORES WITH AVERAGE WAGE RATIOS 25 TO 30 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total.....	76, 223	200, 854	26. 08	\$1, 195, 713, 891
Bottled water and beverage dealers.....	621	2, 000	29. 11	11, 533, 231
Women's exchanges.....	100	883	25. 10	3, 573, 086
Battery and ignition shops—brake repair shops.....	6, 409	18, 028	29. 74	94, 238, 218
Household appliance stores (electric).....	6, 637	41, 080	25. 58	228, 800, 860
Antique and used furniture dealers.....	715	1, 870	28. 47	10, 024, 031
Picture and framing stores.....	690	1, 927	28. 40	8, 747, 780
Lunch counters.....	17, 119	50, 278	25. 09	102, 180, 071
Electric shops (without radio).....	4, 858	20, 038	28. 54	110, 131, 328
Glass and mirror shops.....	588	1, 805	29. 58	9, 552, 083
Irrigation and drainage equipment and supplies.....	46	290	27. 56	1, 507, 734
Harness shops.....	2, 567	4, 201	28. 23	16, 206, 374
Circulating libraries (sales).....	80	186	25. 05	649, 578
Cigar stands.....	12, 239	27, 873	26. 40	97, 047, 363
Ice dealers.....	3, 074	22, 437	28. 80	83, 540, 071
Office and store mechanical appliance dealers.....	1, 284	14, 020	27. 06	112, 756, 150
Typewriter dealers.....	878	6, 997	28. 88	43, 150, 300
Blank books—legal and accounting forms.....	80	569	26. 20	4, 383, 021
Monument and tombstone dealers.....	2, 664	8, 904	27. 98	48, 652, 093
Secondhand stores.....	15, 065	34, 150	26. 85	148, 008, 141

Ratios from 30 to 35 per cent and those over 35 per cent.—In most businesses where the wage cost exceeds 30 per cent of sales a large proportion of the receipts are for services of some kind performed by these concerns. Notable exceptions are dealers in aluminumware, brushes, and brooms, which are mainly sold by house-to-house canvassers and in which the wage cost represents almost the entire retailing expense. Another outstanding exception is that of opticians and optometrists, who make and fit lenses as well as sell optical goods, the entire proceeds of which may appear as merchandise sales despite the high proportion of expert labor required.

The full list of business in which the pay-roll cost exceeds 30 per cent of sales is as follows:

STORES WITH AVERAGE WAGE RATIOS 30 TO 35 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total.....	90, 115	278, 176	30. 78	\$1, 170, 581, 473
Garages, gas, oil, accessories, and storage.....	60, 627	172, 730	30. 54	693, 063, 270
Aluminumware stores.....	58	1, 343	30. 44	4, 470, 678
Soft-drink stands.....	10, 393	15, 886	33. 42	42, 801, 027
Roofing.....	2, 808	12, 507	34. 63	46, 100, 400
Dealers in any single building materials.....	459	1, 600	30. 68	5, 718, 391
Heating appliances and oil burners.....	1, 915	11, 920	31. 38	79, 736, 036
Plumbing shops.....	10, 794	53, 009	30. 16	203, 640, 222
Opticians and optometrists.....	3, 001	8, 131	30. 75	49, 099, 878

STORES WITH AVERAGE WAGE RATIOS OVER 35 PER CENT

KIND OF BUSINESS	Number of stores	Total retail workers, including full-time and part-time employees and proprietors	Total wage cost (per cent of total sales)	Total sales
Total.....	17,207	64,051	37.97	\$250,738,950
Body, fender, and paint shops.....	3,379	14,383	45.71	46,100,105
Radiator shops (including repairs).....	728	1,998	41.46	6,569,523
Custom tailors.....	11,284	37,719	35.04	165,047,916
Dressmakers.....	463	3,375	39.43	11,610,556
Printers and lithographers.....	1,084	3,082	36.27	11,637,726
Brushes and brooms.....	269	3,494	48.91	9,768,124

Section 3.—SEASONAL EMPLOYMENT AND SEX DATA

Seasonal employment characteristics.—Stores were asked to report on the seasonality of employment. Some of the smaller stores were unable to furnish complete information on seasonal variation and, as a result, their reports could not be used in the study of employment characteristics. However, those stores which supplied complete data on this subject employed 94 per cent of the total number of retail employees, so the relation between seasons may be regarded as typical of the industry.

Comparisons of employment variations are necessarily limited to the seasons represented by the four reported dates of April 15, July 15, October 15, and December 15. For the United States as a whole the extreme variation between the year's peak in December, and April, which is the lowest season, is only 7 per cent. However, the variation in many kinds of business is much greater and would increase the average variation materially were it not for the fact that the maximum requirements in some fields occur simultaneously with the minimum requirements in others. No information is available on interchange of personnel between one kind of store and another, or the flow from commercial pursuits to industry or agriculture.

Seasonal variations by kind-of-business groups.—Employment in the stores dealing in foods is comparatively constant, as is indicated by an extreme variation of only 3 per cent in the food group and in the restaurant group. There are very few individual kind-of-business classifications in either of these two groups which show variations greater than that shown for the group and those usually are, in themselves, seasonal businesses.

A variation of only 4 per cent in secondhand stores is also low, but is due principally to the fact that nearly all of the personnel of these stores consists of the proprietors and members of their families.

The seasonal variation in employment in the automotive group is comparatively low with a range of only 4 per cent between the high and low seasons. While the merchandise sold is not generally described as necessity goods, nevertheless the business is fairly constant in such fields as the garages, repair shops, and the filling stations. The number of employees required by dealers in new cars is fairly consistent with that of the whole automotive group as shown by the fact that the variation for automobile sales rooms, with an extreme variation of only 4 per cent for the year, is identical with the variation for the automotive group as a whole, with the peak of employment appearing in the summer months.

General stores (also called country general stores) are next in line with an average variation of 5 per cent. The general stores for the most part sell foods and other necessity merchandise with the result that employment fluctuates but very little.

The "other retail stores" group includes hardware stores, hardware and farm implement stores, feed stores with groceries, cigar stores and stands, and drug stores, in all of which but slight variation is shown. Coal and wood yards naturally show a maximum employment in the fall and winter months, while ice dealers report their maximum in the spring and summer seasons. Dealers in office and store mechanical appliances show only a 2 per cent variation, with the first two seasons of the year 1 per cent under the yearly average and the fall and winter seasons 1 per cent higher. Typewriter dealers reported no variations.

The furniture and household group shows a 6 per cent variation with the maximum employment occurring in the fall and winter months. For this group there is but slight increase in employment to handle the business of the holiday season although furniture stores add some additional employees.

In the lumber and building group the high seasons of employment are the summer and fall periods. However, the extreme variation is only 8 per cent. Without exception, each kind of business in this group shows that the summer and fall seasons represent their peak in employment.

The apparel group reported a variation of 11 per cent from the low in July to the year's peak in December. Employment in shoe stores shows a seasonal variation of only 5 per cent, while in women's ready-to-wear stores the variation is 15 per cent, and in men's clothing and furnishings stores it is 12 per cent, with the peak in both cases occurring in December. Mail-order apparel houses reported no seasonal variation.

The general merchandise group reported the largest seasonal variation, the extreme range being 25 per cent. Employment was lowest during the summer and the low figure reported for July was 9 per cent under the yearly average. The employment statistics for October indicated but little increase in employment over July. December, which is the month of greatest employment, was 18 per cent above the average for the year. Department stores lead in variation with a 35 per cent difference between the low and the high seasons, from a low of 88 per cent in July to an employment peak in December of 123 per cent, or 23 per cent above the average for the year. Next high are mail-order general merchandise houses and variety, 5-and-10 and to-a-dollar stores, each with a 20 per cent extreme variation. Dry goods stores with an 18 per cent extreme show a peak of employment in December as do all of the other stores in this group. In most instances the stores in the general merchandise group report their lowest number of employees in July.

Little variation in the number of part-time employees was reported, the largest being a 5 per cent variation in the general merchandise group.

Group percentages do not reflect the extreme variations which are indicated by some kinds of stores included in the groups, due to the tendency of these extremes to adjust themselves within the groups as a result of the employment peaks in some stores coinciding with minimum requirements in other stores. Table 4A presenting national averages for 100 kinds of business show some of the more wide variations among the more important kinds of stores. Table 4B (a partial reproduction of Table 3B of the United States Summary) shows average variations between States and indicates some of the more obvious variations which are found in employment generally.

All of the observations which have been discussed above are based upon average conditions throughout the country. It is obvious that climatic conditions, buying habits, and the existence of resort cities in some States make for a different relation between seasons in some of the States and in different sections of the country. Reference should be made to Table 3 of each of the State reports for details as to any State.

For the purpose of the census, full-time employees are those persons who are normally employed during the whole of the working day and the normal number of days each week. Any person employed for part days (less than the normal working day) or only a few days per week are considered to be part-time employees. Persons employed only a part of the year but on a full daily and weekly basis are considered as full-time employees.

Retail workers classified according to sex.—The Retail Census provides for the first time a basis for the segregation of all retail-store employees according to their sex. During 1929 there was an average of 4,441,547 men and 1,579,200 women engaged in retailing in the United States. These totals include active proprietor-owners as well as both full-time and part-time employees. Of the total number of salaried employees (full time and part time) aggregating 4,510,140 persons, 68 per cent or 3,066,895 were men, and 32 per cent or 1,443,245 were women. Of the 1,510,607 proprietors, 91 per cent or 1,374,652 were men and 9 per cent or 135,955 were women.

The apparel group shows the highest percentage of female proprietors as compared with the automotive group which shows the lowest number. The relative importance of female proprietors in the remaining groups are indicated in the group table shown below. This tabulation also shows the relative importance of men and women salaried employees. Nearly 70 per cent of all employees of the general merchandise group are women which is the highest proportion shown by any group. The apparel group with 51 per cent women employees is second. The automotive group with 93 per cent male employees is the lowest in percentage of female workers.

National averages indicate that a higher proportion of the part-time employees are women. Except for the apparel group, the lumber and building group, and the secondhand group, all group averages follow the United States averages although the proportions vary. The secondhand group follows the same proportions as shown for the total number of employees while the apparel group and the lumber and building group show a higher proportion of men.

Group averages follow:

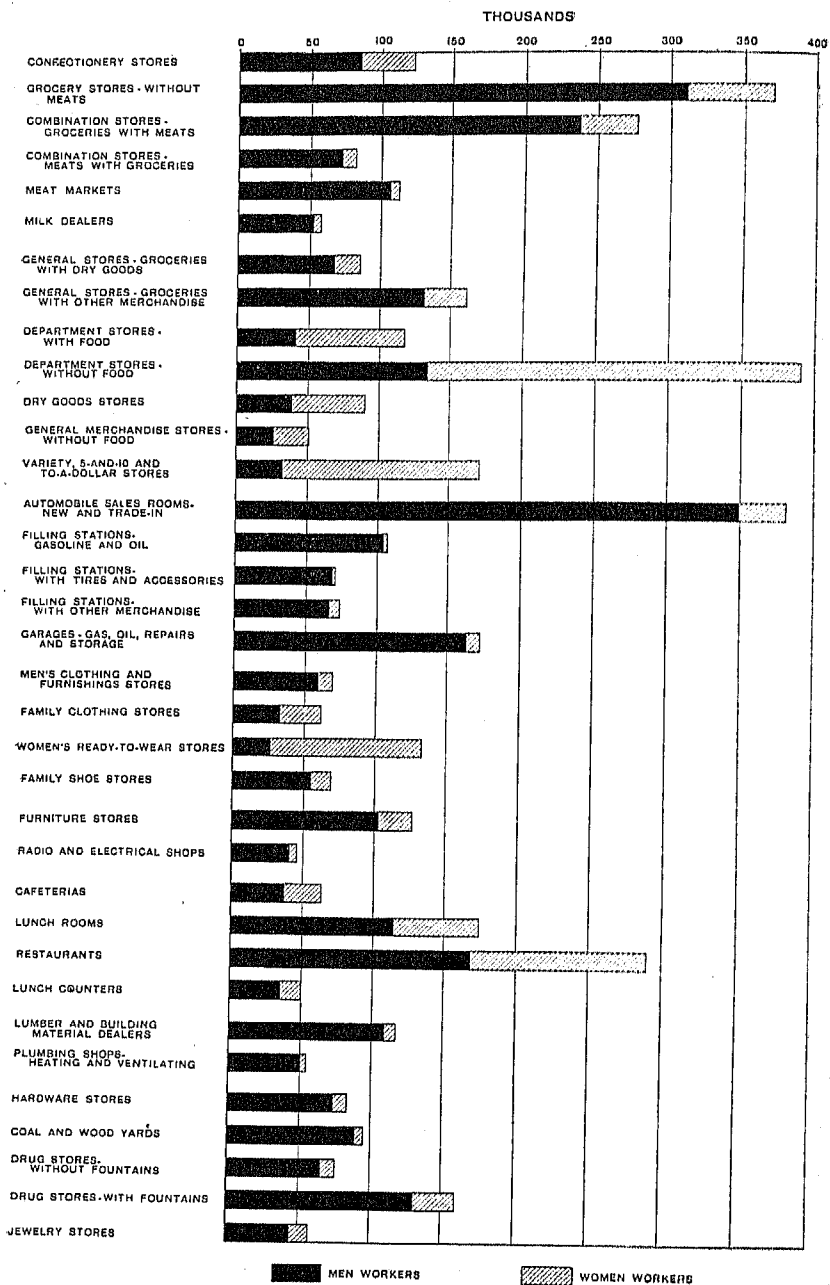
VARIATION OF MEN AND WOMEN BETWEEN KIND-OF-BUSINESS GROUPS

KIND-OF-BUSINESS GROUPS	TOTAL RETAIL WORKERS (proprietors, full-time and part-time employees)				TOTAL EMPLOYEES (full-time and part-time)		PART-TIME EMPLOYEES (included in total column)		PROPRIETORS AND FIRM MEMBERS (not on pay roll)	
	Men		Women		Men	Women	Men	Women	Men	Women
	Number	Per cent 100	Number	Per cent 100	Per cent 68	Per cent 32	Per cent 63	Per cent 37	Per cent 91	Per cent 9
United States, total.....	4,441,547		1,579,200		68	32	63	37	91	9
Food group.....	1,004,829	22	186,879	12	79	21	75	25	92	8
General stores.....	208,470	5	80,850	3	70	30	62	38	92	8
General merchandise group.....	300,755	7	574,839	37	31	69	20	80	85	15
Automotive group.....	874,475	20	54,302	3	93	7	92	8	97	3
Apparel group.....	278,718	6	225,025	14	49	51	52	48	79	21
Furniture and household group.....	266,007	6	57,457	4	80	20	77	23	92	8
Restaurants and eating places.....	386,414	9	240,310	15	55	45	46	54	82	18
Lumber and building group.....	203,126	6	22,535	2	91	9	95	5	96	4
Other retail stores.....	827,202	18	164,392	10	80	20	81	19	92	8
Secondhand stores.....	31,548	1	2,611	(1)	90	10	90	10	95	5

¹ Less than 1 per cent.

Table 5A shows the proportion of men and women employees for 35 kinds of business. Chart 5 presents this information graphically.

CHART V.—SEX OF RETAIL WORKERS FOR 35 PRINCIPAL KINDS OF STORES



The District of Columbia reports show that 14 per cent of the active proprietors of its retail stores are women. This is the highest proportion shown, although Florida follows closely with a ratio of 13 per cent. Eleven States report that 10 per cent of their retail store proprietors are women. North and South Carolina with 6 per cent and 7 per cent, respectively, are the lowest in number of women proprietors.

Illinois and Ohio each report that 36 per cent of the retail employees are women which is the highest reported by any State. South Carolina, employing only 22 per cent women in its retail stores is the lowest State.

Table 5B shows the proportion of men and women employees, by States.

For a comparison of the various kinds of business by States it is necessary to refer to Table 3 of each of the separate State reports which may be secured from the Superintendent of Documents.⁴

Section 4.—AVERAGE SALES PER EMPLOYEE

The average retail sales per employee for the entire United States was nearly \$9,000, in 1929. This national average varies materially between kinds of stores, depending upon the nature of the business and the character of the merchandise sold. Stores which employ a number of persons to perform nonselling functions or to engage in nonincome-producing activities, as well as those where the unit of sale is very small, invariably show average sales proportionately lower than those stores which confine the major part of their activities to the selling of merchandise or in which the unit of sale is very large.

Very few retail stores are able to distinguish between the proportion of their total sales which was made by full-time employees and the proportion made by part-timers. However, the amount of wages paid to each class is available. For the purpose of securing average sales per employee the number of part-time employees has been reduced to a *full-time equivalent* in the same ratio that the average annual compensation paid to part-time employees bears to the average annual compensation of full-time employees in the same kind of business. It is believed that this method reflects substantially the effect upon sales of these part-time employees. This method, applied to the entire 676,559 part-time workers would give them a full-time equivalent of 123,269 full-time workers. Table 7 shows variations in average sales per employee, in each of 35 principal kinds of business wherein are employed 75 per cent of all retail workers. (See chart 6.)

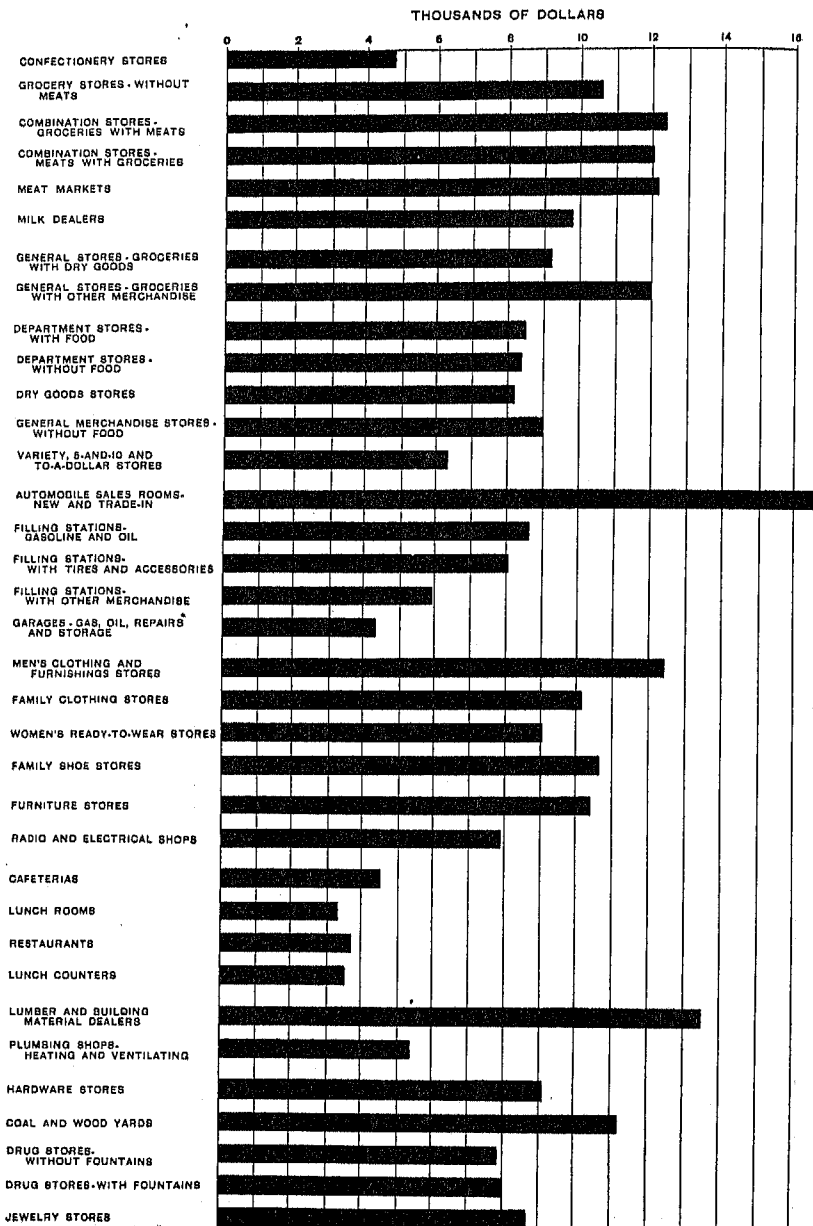
The following comparisons and observations are based upon the ratio between the amount of sales and the number of full-time employees after adding the full-time equivalent of part-time employees.

Automobile sales rooms which are highest of the 35 kinds of business, with average sales of \$16,548, and lumber and building material dealers with average sales of \$13,511, are typical examples of those kinds of business where the unit of sale is large enough to offset any disadvantage created by the employment of persons to perform nonselling functions.

The other extreme is evident in the restaurant group where the average sales are \$3,337 in lunch rooms, \$3,540 in lunch counters, \$3,726 in service restaurants and \$4,559 in cafeterias. These four classifications show the lowest average sales of the 35 kinds of business. The high cost of converting the food into a form suitable for serving as meals is undoubtedly responsible for the low averages shown in this group.

⁴ Final State reports are available for each State and for the District of Columbia, in separate booklets, at prices varying from 5 to 35 cents, according to the size of the booklet, also for the United States Summary of Retail Distribution, which is the concluding booklet in this series. These may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington, from whom, also can be obtained upon request a list of titles and prices.

CHART VI.—AVERAGE SALES PER EMPLOYEE FOR 35 PRINCIPAL KINDS OF STORES



In contrast to these two extremes, grocery stores with average sales of \$10,604, combination stores with averages from \$12,083 to \$12,412, and general stores averaging \$12,001 are typical examples of those kinds of business which show high averages because the activities of the personnel are devoted largely to selling. The absence of fresh meats in grocery stores may be responsible for a considerable part of this difference in averages between that kind of store and the combination stores. General stores (groceries with other merchandise) selling a high proportion of foods together with many related and unrelated lines also belong with these food stores. The high average reflects the fact that in such stores the bulk of the employees are engaged in selling.

Filling station attendants perform many nonselling functions, which tend to reduce the average sales per person. Their annual sales per full-time employee average \$7,680 for the three kinds of stations.

Men's clothing and furnishings stores with average sales of \$12,448 are more than 18 per cent higher than family clothing stores, and over 27 per cent higher than the average sales in women's ready-to-wear specialty stores. This further supports the conclusion that less selling time is required in making sales to men than is required in selling to women.

The difference between coal and wood yards with average sales per employee of \$11,225, and milk dealers with an average of \$9,814, is largely explained by the unit value of the merchandise sold. Both classifications have costly delivery services which in the case of wood yards is offset to some extent by the fact that the merchandise is sold in large units.

Furniture stores with an average of \$10,382, general merchandise stores with \$9,010, jewelry stores with \$8,672, department stores with averages varying from \$8,496 to \$8,378, dry-goods stores with \$8,204 are examples of high-service organizations requiring many nonselling employees, with resulting reductions in average sales per employee.

Drug stores with averages varying from \$7,993 to \$7,863, and variety, 5-and-10, and to-a-dollar stores with \$6,351 show the low average sales per employee typical of stores selling merchandise of low unit value.

Section 5.—WAGE COSTS OF CHAINS AND INDEPENDENTS COMPARED, IN FIVE KINDS OF BUSINESS

Chain store practice varies so much between different kinds of business, as to the importance of central office and warehouse expense in relation to store operating expense, that any comparisons which fail to take into consideration expenses additional to those incurred in the various stores may be grossly misleading.

As an instance of the importance of chain store operation, in comparison with other types the following table is quoted from the United States Summary of Retail Distribution:

TYPE OF OPERATION	Number of units	Total net sales of chains	Per cent of total chain sales
Total, all types of chains.....	159, 638	\$10, 740, 885, 208	100. 0
Local chains.....	52, 465	3, 293, 890, 233	30. 7
Sectional chains.....	41, 083	2, 191, 250, 396	20. 4
National chains.....	51, 058	3, 960, 086, 992	36. 9
Mail-order chains.....	25	395, 274, 978	3. 7
Licensed-department chains.....	3, 675	129, 702, 438	1. 2
Utility-operated chains.....	4, 053	163, 370, 589	1. 5
Manufacturer-controlled chains.....	3, 431	389, 618, 089	3. 6
Miscellaneous minor types of chains.....	3, 848	217, 191, 493	2. 0

Chain-store development, which has been rapid in the past few years, has taken place principally in those kinds of business which are most readily adaptable to a certain technique of operation, such as small operating units, special prices, attractive merchandise displays, rapid turnover, and restricted customer services.

Census data indicate that the greatest chain development has taken place in 17 of the 236 different kinds of business.

Reports to the Retail Census include as expense only those expenses charged to the stores. If it is the practise of a chain to prorate central office expenses to its stores, such expense is included. On the other hand, some chains, particularly in the grocery field where warehouses are usually operated, the entire administrative, buying, warehousing, and field supervision expense is attached to the warehousing or wholesaling function of the business.

It is thought desirable in this report to show the comparison between chain-store costs and independent-store costs, more for the purpose of pointing out the several considerations which effect such comparisons than for the purpose of drawing conclusions therefrom. The five kinds of business discussed briefly in the following paragraphs are those which show a consistent ratio between chain store operating expenses and independent store operating expenses, State by State throughout the country as disclosed in Table 7.

Before taking into consideration the central office expenses described above, it would appear from the national average of expenses that chain grocery stores operate at a wage rate nearly \$7 less per \$100 of sales than the national average expense of independent grocery stores—that is, the chain store pay-roll averages \$6.89 per \$100 of sales compared with an average of independent stores of \$13.58.

Similarly, before taking into consideration central office expense, drug chains show an average wage cost of \$12.94 per \$100 of sales against \$16.67 for independent drug stores.

Filling stations operated by sectional and national chains show an average wage cost of \$13.21 per \$100 of sales before taking into consideration central office expenses against \$17.03 for independent filling stations.

KIND OF BUSINESS	AVERAGE WAGE COSTS, PER CENT OF SALES	
	Chains ¹	Independents ²
Men's and boys' clothing and furnishings stores.....	10.81	14.09
Grocery stores (without meats).....	6.89	13.58
Combination stores—groceries and meats.....	8.02	10.98
Filling stations.....	13.21	17.03
Drug stores.....	12.94	16.67

¹ Includes sectional and national chains only.

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

This comparison bears out the impression widely held that the wage costs of chains are lower in many cases than the wage costs of independents but it does not necessarily follow that the chains pay lower salaries or wages than the independents. Because of the many additional factors which may have a bearing on wage ratios it is unsafe to base such a conclusion on wage costs alone and certainly census material provides no basis for such an interpretation.

The more effective use of part-timers and the more systematic selection and training of the selling force are factors which must come in for their proper share of attention. Unquestionably each presents a practical method for reducing wage costs through improved selling effectiveness.

Customer services are also a factor if by their addition or elimination the expenses are affected proportionately. No census data are available on this subject. However, it is well known that in many fields, in which the chains

have shown extensive development, these multiunit organizations have reduced service to a minimum. Obviously nonselling employees are also reduced to a minimum if service operations are curtailed.

Table 7 presents some striking variations in wage costs of the "chains" and "independents" between States in the five most comparable kinds of business.

Extreme care should be used in drawing conclusions from these comparisons.

CONCLUSION

The preceding paragraphs discuss but a few of the many aspects of employment in the retail industry, an industry which directly affects more than 6,000,000 employees and indirectly between twenty and twenty-five million people, or a very substantial proportion of the total population of the country. This is the first time that any data have been available from which to draw comparisons between different kinds of business in this industry and between this industry itself and industries in the manufacturing and agricultural fields. Only national averages were considered herein, and the reader is referred to similar and more comprehensive data in tabular form applicable directly to any section of the country, in the final series of State reports of the Retail Census.

TABLE 1.—RETAIL EMPLOYMENT AND WAGES IN 35 PRINCIPAL KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores	Total retail workers (full-time and part-time employees and proprietors)	Average annual salary per full-time employees	Wage cost per \$100 of total sales	Net sales (per cent of total sales)
United States, totals.....	1,543,158	6,020,747	\$1,312	\$14.28	100.00
Totals for 35 kinds of business listed below.....	1,141,921	4,625,142	1,281	13.80	78.80
Confectionery stores.....	60,607	123,242	884	18.52	1.00
Grocery stores (without meats).....	191,876	369,888	1,197	10.92	7.02
Combination stores—groceries with meats.....	91,888	276,939	1,232	9.78	6.16
Combination stores—meats with groceries.....	23,661	82,078	1,310	10.74	1.79
Meat markets.....	43,788	113,407	1,474	12.00	2.55
Milk dealers.....	3,990	88,028	1,902	19.18	1.14
General stores—groceries with dry goods.....	40,189	85,070	630	9.92	1.45
General stores—groceries with other merchandise.....	58,604	161,312	1,064	8.74	3.56
Department stores—with food.....	480	118,188	1,262	14.85	1.91
Department stores—without food.....	3,730	391,494	1,257	15.00	6.03
Dry-goods stores.....	24,676	91,302	1,070	13.08	1.31
General merchandise stores (without food).....	9,849	51,094	1,034	11.49	.74
Variety, 5-and-10, and to-a-dollar stores.....	12,110	170,060	706	11.13	1.84
Automobile sales rooms—new and trade-in.....	46,797	380,820	1,588	9.58	12.53
Filling stations—gasoline and oil.....	52,727	106,922	1,280	14.72	1.77
Filling stations—with tires and accessories.....	26,775	70,143	1,162	14.50	1.05
Filling stations—with other merchandise.....	42,011	74,202	1,080	17.46	.82
Garages (gas, oil, repairs, and storage).....	60,627	172,730	1,325	30.54	1.41
Men's clothing and furnishings stores.....	14,049	69,819	1,770	14.16	1.55
Family clothing stores.....	10,551	62,297	1,450	14.20	1.12
Woman's ready-to-wear stores.....	18,253	133,427	1,293	14.25	2.22
Family shoe stores.....	21,191	69,241	1,532	14.33	1.25
Furniture stores.....	17,592	127,034	1,694	16.01	2.59
Radio and electrical shops.....	11,783	45,974	1,476	18.62	.60
Cafeterias.....	3,124	63,151	1,001	21.94	.56
Lunch rooms.....	57,612	173,636	844	24.36	1.10
Restaurants.....	36,214	289,735	910	24.86	2.01
Lunch counters.....	17,119	50,278	912	25.09	.33
Lumber and building material dealers.....	16,911	116,803	1,655	12.54	3.00
Plumbing shops—heating and ventilating.....	10,704	53,969	1,625	30.16	.54
Hardware stores.....	25,330	82,675	1,473	16.17	1.44
Coal and wood yards.....	15,444	95,492	1,487	13.11	1.89
Drug stores—without fountains.....	23,414	76,478	1,324	16.73	1.10
Drug stores—with fountains.....	34,844	159,789	1,234	15.43	2.34
Jewelry stores.....	19,161	56,910	1,749	20.06	.90
All other kinds of business.....	401,237	1,395,605	1,418	16.80	21.20

¹ Milk dealers and bottled beverages distributors are examples of kinds of business having high delivery expense because of the type of personnel required combining the functions of delivery men, salesmen, and collectors.

TABLE 2.—RETAIL WORKERS, AVERAGE SALARIES, AND COMPARATIVE PAY-ROLL COSTS, BY STATES

STATES	Population	Number of stores	Total retail workers (full-time and part-time employees and proprietors)	Per cent of total retail workers	Net sales (per cent of total sales)	Average annual salary per full-time employee	Wage cost per \$100 of sales
United States, total	122, 775, 046	1, 543, 158	6, 020, 747	100.00	100.00	\$1, 312	\$14.28
Totals for 11 largest States	67, 999, 878	917, 326	3, 749, 512	62.28	64.14	1, 428	14.09
California	5, 677, 251	85, 691	374, 619	6.22	6.54	1, 455	15.51
Illinois	7, 630, 654	96, 900	442, 192	7.34	7.66	1, 438	15.16
Indiana	3, 238, 503	41, 618	162, 266	2.70	2.49	1, 206	14.11
Massachusetts	4, 249, 614	54, 183	258, 133	4.20	4.18	1, 315	14.65
Michigan	4, 842, 325	55, 958	241, 198	4.01	4.53	1, 460	14.10
Missouri	3, 629, 367	47, 030	190, 920	3.17	2.95	1, 200	14.14
New Jersey	4, 041, 334	60, 010	204, 937	3.40	3.75	1, 483	14.72
New York	12, 588, 066	190, 017	760, 284	12.63	14.40	1, 506	14.84
Ohio	6, 646, 697	83, 717	349, 879	5.81	5.83	1, 341	14.64
Pennsylvania	9, 631, 350	135, 275	506, 075	8.41	7.75	1, 267	14.00
Texas	5, 824, 715	66, 918	269, 009	4.30	4.16	1, 161	12.96
All other States	54, 775, 170	625, 832	2, 271, 235	37.72	35.86	1, 103	13.55
Alabama	2, 646, 248	21, 442	73, 219	1.22	1.07	1, 071	13.02
Arizona	1, 855, 573	5, 068	21, 742	.36	.41	1, 341	13.24
Arkansas	1, 854, 482	17, 937	65, 404	.62	.84	1, 073	12.48
Colorado	1, 035, 791	13, 993	59, 400	.99	.95	1, 249	14.32
Connecticut	1, 606, 903	22, 202	89, 330	1.48	1.50	1, 420	14.61
Delaware	238, 380	3, 088	12, 871	.21	.21	1, 218	13.07
District of Columbia	486, 869	5, 931	40, 189	.67	.69	1, 373	15.21
Florida	1, 468, 211	22, 449	74, 315	1.23	1.03	1, 121	14.63
Georgia	2, 908, 566	28, 687	97, 644	1.62	1.20	1, 020	13.52
Idaho	445, 032	4, 916	18, 348	.30	.34	1, 300	12.64
Iowa	2, 470, 939	32, 716	122, 417	2.03	1.08	1, 164	12.72
Kansas	1, 890, 999	25, 605	94, 546	1.57	1.52	1, 165	12.96
Kentucky	2, 614, 589	27, 117	83, 591	1.30	1.20	1, 103	14.00
Louisiana	2, 101, 593	23, 288	75, 185	1.25	.97	1, 022	14.47
Maine	797, 423	11, 091	38, 304	.64	.63	1, 174	12.86
Maryland	1, 631, 526	21, 082	81, 134	1.35	1.20	1, 170	13.70
Minnesota	2, 563, 953	30, 725	127, 159	2.11	2.14	1, 228	13.32
Mississippi	2, 009, 821	17, 256	53, 243	.88	.84	1, 017	11.41
Montana	537, 606	6, 951	25, 058	.43	.50	1, 398	13.33
Nebraska	1, 377, 963	17, 637	68, 260	1.13	1.14	1, 193	12.60
Nevada	91, 058	1, 310	4, 991	.08	.10	1, 593	14.16
New Hampshire	465, 293	6, 557	23, 285	.39	.38	1, 177	13.05
New Mexico	423, 317	4, 191	14, 417	.24	.24	1, 100	12.50
North Carolina	3, 170, 276	28, 831	93, 107	1.55	1.33	1, 116	13.58
North Dakota	680, 845	8, 077	25, 799	.43	.48	1, 203	11.60
Oklahoma	2, 390, 040	27, 339	98, 432	1.64	1.62	1, 212	13.21
Oregon	953, 786	14, 570	56, 070	.94	.93	1, 308	14.73
Rhode Island	687, 497	9, 542	41, 341	.69	.65	1, 281	14.83
South Carolina	1, 738, 765	15, 036	45, 910	.70	.61	1, 019	13.14
South Dakota	692, 849	8, 845	30, 588	.51	.52	1, 181	12.16
Tennessee	2, 616, 556	23, 384	80, 762	1.49	1.31	1, 078	13.03
Utah	507, 847	5, 249	24, 343	.40	.40	1, 272	13.66
Vermont	359, 611	5, 189	17, 761	.29	.31	1, 197	12.13
Virginia	2, 421, 851	26, 120	87, 774	1.46	1.22	1, 130	14.66
Washington	1, 563, 390	22, 110	90, 748	1.51	1.55	1, 360	14.63
West Virginia	1, 729, 205	17, 244	55, 393	.92	.91	1, 250	13.00
Wisconsin	2, 939, 006	39, 474	147, 012	2.46	2.62	1, 311	13.54
Wyoming	225, 565	2, 983	10, 719	.18	.21	1, 400	13.08

TABLE 3A.—AVERAGE SALARIES AND AVERAGE WAGE COSTS IN RETAIL STORES IN CITIES OF MORE THAN 100,000 POPULATION

[Alphabetically arranged]

CITIES	Population	Number of stores	Number of retail workers, including full-time and part-time employees and proprietors	Average annual salary per full-time employec	Wage cost per \$100 of sales
United States, total.....	122,775,048	1,643,168	6,020,747	\$1,312	\$14.28
Total for cities of more than 100,000 population.....	36,325,738	521,646	2,645,273	1,407	15.42
Akron, Ohio.....	255,040	3,057	15,797	1,431	14.69
Albany, N. Y.....	127,412	1,909	11,336	1,377	14.27
Atlanta, Ga.....	270,366	3,754	24,556	1,153	14.38
Baltimore, Md.....	804,374	12,285	54,073	1,206	14.83
Birmingham, Ala.....	259,678	2,779	17,142	1,215	15.11
Boston, Mass.....	781,188	8,972	81,501	1,383	15.36
Bridgeport, Conn.....	146,716	2,181	9,603	1,410	15.36
Buffalo, N. Y.....	573,076	9,786	40,610	1,365	14.73
Cambridge, Mass.....	113,643	1,494	6,776	1,394	15.02
Camden, N. J.....	118,700	1,839	7,197	1,371	16.41
Canton, Ohio.....	104,906	1,433	7,490	1,358	14.11
Chattanooga, Tenn.....	119,798	1,845	7,618	1,150	14.04
Chicago, Ill.....	3,376,438	43,676	243,657	1,552	16.03
Cincinnati, Ohio.....	451,160	6,950	34,512	1,418	15.72
Cleveland, Ohio.....	900,429	12,470	62,976	1,445	15.51
Columbus, Ohio.....	290,564	3,722	21,083	1,294	15.31
Dallas, Tex.....	260,475	3,445	22,228	1,285	14.47
Dayton, Ohio.....	200,982	2,010	13,684	1,391	14.49
Denver, Colo.....	287,861	4,426	25,783	1,285	17.25
Des Moines, Iowa.....	142,659	2,031	12,100	1,276	15.48
Detroit, Mich.....	1,568,662	17,169	90,111	1,596	14.99
Duluth, Minn.....	101,463	1,286	7,186	1,299	15.78
Elizabeth, N. J.....	114,589	2,171	6,355	1,598	15.65
El Paso, Tex.....	102,421	1,309	7,061	1,201	14.56
Erie, Pa.....	115,967	1,881	7,862	1,312	15.56
Evansville, Ind.....	102,240	1,588	6,287	1,239	16.24
Fall River, Mass.....	115,274	1,551	6,419	1,231	15.21
Flint, Mich.....	166,492	1,754	9,421	1,519	14.13
Fort Wayne, Ind.....	114,946	1,459	8,867	1,307	14.64
Fort Worth, Tex.....	163,447	1,081	12,062	1,255	14.19
Gary, Ind.....	100,426	1,283	5,671	1,335	14.02
Grand Rapids, Mich.....	168,692	2,560	13,447	1,405	15.14
Hartford, Conn.....	164,072	2,313	15,664	1,436	16.08
Houston, Tex.....	292,352	3,825	21,909	1,258	14.03
Indianapolis, Ind.....	364,161	4,911	20,292	1,212	15.04
Jacksonville, Fla.....	120,540	2,027	10,253	1,140	16.55
Jersey City, N. J.....	316,715	4,369	12,719	1,597	15.52
Kansas City, Kans.....	121,857	1,589	5,486	1,228	14.65
Kansas City, Mo.....	399,746	6,188	43,141	1,257	14.50
Knoxville, Tenn.....	105,802	1,382	7,542	1,118	14.09
Long Beach, Calif.....	142,032	2,107	9,018	1,414	15.07
Los Angeles, Calif.....	1,238,048	17,887	100,784	1,471	15.76
Louisville, Ky.....	307,745	3,952	21,114	1,165	15.06
Lowell, Mass.....	100,234	1,535	6,338	1,197	15.16
Lynn, Mass.....	102,320	1,445	7,128	1,259	14.57
Memphis, Tenn.....	253,143	3,147	19,354	1,165	14.19
Miami, Fla.....	110,637	2,386	9,629	1,210	14.62
Milwaukee, Wis.....	573,249	8,609	41,725	1,450	15.18
Minneapolis, Minn.....	464,356	5,939	38,170	1,297	15.35
Nashville, Tenn.....	153,866	1,843	11,095	1,048	12.40
Newark, N. J.....	442,337	7,153	35,621	1,550	15.96
New Bedford, Mass.....	112,597	1,892	7,569	1,162	15.01
New Haven, Conn.....	162,655	3,225	13,094	1,442	15.83
New Orleans, La.....	458,762	7,912	29,418	1,028	16.79
New York, N. Y.....	6,930,446	103,036	442,302	1,590	15.39

TABLE 3A.—AVERAGE SALARIES AND AVERAGE WAGE COSTS IN RETAIL STORES IN CITIES OF MORE THAN 100,000 POPULATION—Continued

CITIES	Population	Number of stores	Number of retail workers, including full-time and part-time employees and proprietors	Average annual salary per full-time employee	Wage cost per \$100 of sales
Norfolk, Va.....	120, 710	2, 133	9, 806	\$1, 200	\$16.68
Oakland, Calif.....	284, 063	5, 061	23, 092	1, 461	15.95
Oklahoma City, Okla.....	185, 389	2, 482	14, 318	1, 256	14.06
Omaha, Nebr.....	214, 006	2, 063	15, 060	1, 300	15.86
Paterson, N. J.....	138, 513	2, 160	8, 518	1, 585	14.58
Peoria, Ill.....	104, 060	1, 432	9, 048	1, 106	14.31
Philadelphia, Pa.....	1, 950, 961	33, 905	144, 247	1, 265	15.81
Pittsburgh, Pa.....	669, 817	8, 547	55, 201	1, 442	10.36
Portland, Oreg.....	301, 815	5, 150	26, 824	1, 307	15.72
Providence, R. I.....	252, 981	4, 036	22, 273	1, 330	15.71
Reading, Pa.....	111, 171	1, 701	8, 993	1, 362	14.82
Richmond, Va.....	182, 920	2, 568	14, 386	1, 264	15.95
Rochester, N. Y.....	328, 132	5, 144	26, 216	1, 345	15.43
St. Louis, Mo.....	821, 960	12, 671	61, 399	1, 297	15.54
St. Paul, Minn.....	271, 606	3, 129	20, 130	1, 272	13.80
Salt Lake City, Utah.....	140, 267	1, 546	10, 800	1, 313	14.74
San Antonio, Tex.....	231, 542	3, 315	17, 105	1, 112	15.08
San Diego, Calif.....	147, 995	2, 340	10, 783	1, 401	15.14
San Francisco, Calif.....	634, 394	10, 840	60, 544	1, 509	17.66
Seranton, Pa.....	143, 433	2, 336	11, 023	1, 251	16.24
Seattle, Wash.....	365, 583	5, 625	32, 000	1, 394	16.24
Somerville, Mass.....	103, 908	905	3, 618	1, 442	15.94
South Bend, Ind.....	104, 193	1, 522	7, 624	1, 423	14.93
Spokane, Wash.....	115, 514	1, 090	9, 203	1, 346	15.31
Springfield, Mass.....	149, 900	2, 233	12, 077	1, 350	14.83
Syracuse, N. Y.....	209, 326	3, 128	16, 400	1, 340	14.78
Tacoma, Wash.....	106, 817	1, 604	7, 589	1, 382	15.47
Tampa, Fla.....	101, 161	1, 875	7, 247	1, 106	15.34
Toledo, Ohio.....	290, 718	3, 724	20, 736	1, 487	15.66
Trenton, N. J.....	123, 355	1, 908	8, 940	1, 371	14.97
Tulsa, Okla.....	141, 258	1, 586	10, 630	1, 384	15.33
Utica, N. Y.....	101, 740	1, 700	7, 109	1, 341	15.41
Washington, D. C.....	486, 869	5, 931	40, 180	1, 373	15.21
Wichita, Kans.....	111, 110	1, 599	9, 603	1, 318	14.60
Wilmington, Del.....	106, 597	1, 900	8, 242	1, 298	14.10
Worcester, Mass.....	195, 311	2, 338	13, 030	1, 275	13.80
Yonkers, N. Y.....	134, 646	1, 851	5, 836	1, 055	14.78
Youngstown, Ohio.....	170, 002	2, 040	11, 726	1, 388	15.68

TABLE 3B.—RETAIL WORKERS AND PAY ROLL, SUMMARIZED BY SIZE OF CITY

	United States, total	Cities of more than 30,000 population combined	Cities from 10,000 to 30,000 population combined	Places of less than 10,000 population combined
Population.....	122, 775, 046	47, 395, 009	10, 396, 840	64, 983, 197
Per cent.....	100.00	38.60	8.47	52.03
Sales.....	\$49, 114, 053, 269	\$28, 486, 366, 556	\$5, 814, 499, 771	\$14, 813, 786, 942
Per cent.....	100.00	58.00	11.84	30.16
Number of stores.....	1, 543, 158	683, 751	164, 871	694, 536
Per cent.....	100.00	44.31	10.68	45.01
Total retail workers, full-time and part-time employees and proprietors.....	6, 020, 747	3, 408, 696	705, 359	1, 907, 292
Per cent.....	100.00	56.60	11.72	31.68
Average full-time salary.....	\$1, 312	\$1, 388	\$1, 255	\$1, 134
Wage cost (per \$100 of sales).....	\$14.28	\$15.24	\$13.57	\$12.71

TABLE 4A.—SEASONAL EMPLOYMENT VARIATIONS IN 100 KINDS OF BUSINESS

KIND OF BUSINESS	SEASONAL VARIATION IN EMPLOYMENT							
	Ratios at specified dates of total full-time and part-time employees (100 per cent represents year's average)				Proportion of part-time employees to total employees (ratio of part-time employees at specified dates, to total full-time and part-time employees at same dates)			
	Apr. 15	July 15	Oct. 15	Dec. 15	Apr. 15	July 15	Oct. 15	Dec. 15
	Per cent 97	Per cent 98	Per cent 101	Per cent 104	Per cent 13	Per cent 13	Per cent 13	Per cent 14
United States, total								
Candy stores—nut stores.....	97	95	97	111	14	12	13	17
Confectionery stores.....	96	105	100	99	23	24	23	22
Dairy-products stores.....	95	102	98	105	12	14	13	11
Egg and poultry dealers.....	98	98	100	104	25	25	26	28
Delicatessen stores.....	99	101	100	100	17	18	18	18
Fruit stores and vegetable markets.....	97	103	102	98	23	25	24	24
Grocery stores without meats.....	99	101	100	100	26	26	27	27
Combination stores (groceries with meats)	99	98	101	102	20	21	21	21
Meat markets.....	99	99	101	101	18	17	18	18
Bakeries—bakery-goods stores.....	99	101	100	100	11	12	12	11
General stores—groceries with apparel.....	97	100	101	102	22	23	23	24
General stores—groceries with dry goods.....	97	100	101	102	21	22	23	24
General stores—groceries with general merchandise.....	97	100	101	102	17	18	19	20
Department stores with food.....	91	88	98	123	8	8	9	10
Department stores without food.....	93	89	97	121	10	10	12	14
Mail-order houses—general merchandise.....	94	91	104	111	1	2	1	1
Dry-goods stores.....	95	94	99	112	19	18	20	26
General merchandise stores with food.....	98	100	100	102	11	11	12	13
General merchandise stores without food.....	92	94	101	113	23	23	26	32
Variety, 5-and-10, and to-a-dollar stores.....	94	94	98	114	17	17	19	30
Automobile sales rooms—new and trade-in.....	99	103	101	97	3	3	3	3
Used-car establishments.....	99	104	101	96	7	8	8	7
Automobile dealers with farm implements and machinery.....	99	106	100	95	9	11	9	7
Accessory stores with tires and batteries.....	99	101	101	99	3	6	6	6
Battery and ignition shops—brake repair shops.....	97	100	101	102	8	8	9	9
Tire shops (including tire repairs).....	95	105	102	98	6	7	6	6
Filling stations—gasoline and oil.....	98	100	103	99	9	10	9	9
Filling stations with tires and accessories.....	97	103	102	98	15	16	16	15
Filling stations with other merchandise.....	95	108	102	95	20	24	23	20
Bicycles, motor cycles, and supply stores.....	99	101	101	99	9	10	9	9
Body, fender, and paint shops.....	100	103	101	96	8	8	8	7
Garages (repairs and storage, gasoline, oils, accessories).....	95	103	103	99	11	12	11	11
Parking stations, parking garages, and lots.....	100	100	100	100	5	5	5	5
Men's and boys' clothing stores.....	103	94	102	101	21	18	21	21
Men's and boys' hat stores.....	101	93	110	96	39	34	43	37
Men's furnishings stores.....	95	96	97	112	21	20	21	28
Men's clothing and furnishings stores.....	97	96	99	108	14	13	14	20
Family clothing stores (men's, women's, and children's).....	97	94	101	108	15	13	16	19
Women's ready-to-wear specialty stores (apparel and accessories).....	101	91	102	106	14	12	13	14
Corset and lingerie shops.....	97	95	97	111	16	15	15	23
Furriers—fur shops.....	84	93	115	108	5	5	8	9
Hosiery shops.....	98	98	99	105	7	7	7	10
Millinery stores.....	112	89	108	91	21	18	20	19
Custom tailors.....	102	95	102	101	11	10	10	10
Shoe stores—men's.....	100	99	100	101	26	26	26	26
Shoe stores—women's.....	103	97	100	100	30	24	26	25
Shoe stores—men's, women's, and children's.....	100	98	99	103	26	24	25	27
Furniture stores.....	98	98	101	103	4	3	4	4
Furniture and undertaker.....	99	99	100	102	18	18	19	19
Furniture and hardware stores.....	97	99	101	103	8	9	10	12
Floor coverings stores.....	99	100	102	99	4	3	5	4
Household appliance stores.....	98	100	101	101	16	16	16	16
Refrigerator dealers—electric and gas.....	108	100	101	91	9	8	10	9

TABLE 4A.—SEASONAL EMPLOYMENT VARIATIONS IN 100 KINDS OF BUSINESS—
Continued

KIND OF BUSINESS	SEASONAL VARIATION IN EMPLOYMENT							
	Ratios at specified dates of total full-time and part-time employees (100 per cent represents year's average)				Proportion of part-time employees to total employees (ratio of part-time employees at specified dates, to total full-time and part-time employees at same dates)			
	Apr. 15	July 15	Oct. 15	Dec. 15	Apr. 15	July 15	Oct. 15	Dec. 15
China, glassware, crockery, tinware, enamelware dealers.....	92	93	95	120	5	5	6	13
Antique shops.....	97	100	102	101	10	10	10	10
Interior decorators.....	97	96	107	100	5	5	6	6
Radio and electrical shops.....	98	97	103	104	9	9	10	11
Radio and musical instrument stores.....	99	90	101	104	5	5	6	6
Cafeterias.....	100	90	101	100	8	8	8	8
Lunch rooms.....	95	102	103	100	12	13	13	12
Restaurants with table service.....	98	102	101	99	8	9	9	8
Refreshment stands.....	90	136	97	77	27	34	30	25
Fountain-lunches.....	99	100	99	102	17	16	16	15
Lunch counters.....	98	104	101	97	15	17	16	15
Soft-drink stands.....	95	115	99	91	20	25	22	19
Lumber and building material dealers.....	90	103	102	96	8	8	8	8
Lumber and hardware dealers.....	90	103	102	96	9	9	9	9
Roofing.....	90	103	107	94	14	15	15	14
Electrical shops (without radio).....	98	101	102	90	8	9	9	9
Heating appliances and oil burner dealers.....	84	90	121	90	3	3	4	4
Plumbing shops—heating and ventilating.....	95	101	106	98	13	13	13	12
Paint and glass stores.....	100	104	101	80	9	9	9	8
Hardware stores.....	97	103	100	100	8	9	9	10
Farm implement, machinery, and equipment dealers.....	99	112	99	90	17	24	18	14
Farm implement dealers with hay, grain, and feed.....	97	97	107	99	17	10	20	17
Hardware and farm implement stores.....	99	103	100	98	11	13	11	10
Feed stores (flour, feed, grain, fertilizer).....	97	98	103	102	15	15	10	15
Seeds, bulbs, and nursery stock.....	123	93	95	89	17	14	14	14
Coal and feed stores.....	96	96	103	105	12	13	15	18
Feed stores with groceries.....	98	100	101	101	22	22	23	23
Book stores.....	95	96	100	100	13	13	16	10
Cigar stores with fountains.....	99	99	101	101	10	10	10	10
Cigar stands.....	100	95	102	103	23	21	24	24
Cigar stores without fountains.....	95	101	100	101	15	16	16	16
Coal and wood yards.....	93	90	106	111	11	10	13	14
Ice dealers.....	92	123	95	90	14	10	10	23
Drug stores without fountains.....	98	101	100	101	16	17	17	17
Drug stores with fountains.....	98	102	100	100	16	10	15	15
Florists.....	108	94	92	106	23	14	12	23
Art and gift shops.....	90	93	93	124	10	15	17	30
Novelty and souvenir shops.....	82	100	100	109	17	21	20	26
Jewelry stores (installment credit).....	93	93	97	117	2	2	3	10
Jewelry stores.....	94	95	96	115	11	9	10	18
Luggage and leather goods.....	83	88	90	134	6	6	6	22
Music stores (without radio).....	101	98	100	101	0	0	7	7
News dealers.....	98	102	99	101	32	34	35	34
Office and school supply dealers.....	97	95	100	107	5	5	6	8
Office and store mechanical appliance dealers (retail).....	99	99	101	101	1	1	1	1
Office and store furniture and equipment dealers.....	99	98	101	102	2	2	3	3
Typewriter dealers.....	100	100	100	100	1	1	1	1
Opticians and optometrists.....	99	100	100	101	7	7	7	7
Sporting goods specialty stores.....	96	100	100	104	14	14	15	16
Stationers and engravers.....	95	94	98	113	5	5	6	12

TABLE 4B.—SEASONAL EMPLOYMENT VARIATIONS, BY STATES

STATES	SEASONAL VARIATIONS IN EMPLOYMENT							
	Ratios at specified dates of total full-time and part-time employees (100 per cent represents year's average)				Proportion of part-time employees to total employees (ratio of part-time employees at specified dates to total full-time and part-time employees at same dates)			
	Apr. 15	July 15	Oct. 15	Dec. 15	Apr. 15	July 15	Oct. 15	Dec. 15
	Per cent '97	Per cent '98	Per cent '101	Per cent '104	Per cent '13	Per cent '13	Per cent '13	Per cent '14
United States averages.....								
NEW ENGLAND:								
Connecticut.....	97	100	100	103	14	13	14	15
Maine.....	94	105	100	101	12	14	14	15
Massachusetts.....	97	99	100	104	14	14	14	16
New Hampshire.....	99	104	102	95	15	16	16	18
Rhode Island.....	98	100	100	102	15	15	15	16
Vermont.....	96	103	102	99	11	13	12	14
MIDDLE ATLANTIC:								
New Jersey.....	97	102	99	102	14	13	13	14
New York.....	98	97	101	104	11	11	11	12
Pennsylvania.....	97	97	101	105	13	13	13	15
EAST NORTH CENTRAL:								
Illinois.....	98	96	101	105	12	13	13	14
Indiana.....	98	98	101	103	15	15	15	17
Michigan.....	98	100	100	102	13	12	12	13
Ohio.....	97	99	100	104	14	13	14	15
Wisconsin.....	97	100	100	103	15	15	16	17
WEST NORTH CENTRAL:								
Iowa.....	98	98	100	104	17	18	18	19
Kansas.....	96	100	104	100	16	17	16	17
Minnesota.....	97	98	101	104	12	12	12	14
Missouri.....	98	98	101	103	12	12	12	14
Nebraska.....	98	99	100	103	17	17	17	19
North Dakota.....	96	101	104	99	14	15	15	15
South Dakota.....	97	100	101	102	19	20	20	22
SOUTH ATLANTIC:								
Delaware.....	97	99	100	104	15	15	16	18
District of Columbia.....	97	94	100	109	9	8	9	10
Florida.....	101	94	98	107	12	12	13	14
Georgia.....	98	98	100	104	14	14	15	16
Maryland.....	97	97	101	105	11	11	11	11
North Carolina.....	97	98	100	105	18	18	19	21
South Carolina.....	98	98	101	103	19	19	20	21
Virginia.....	97	98	100	105	13	13	13	15
West Virginia.....	97	99	100	104	12	12	12	15
EAST SOUTH CENTRAL:								
Alabama.....	98	99	100	103	13	12	13	15
Kentucky.....	99	99	100	102	13	13	14	15
Mississippi.....	97	97	102	104	12	12	14	16
Tennessee.....	97	98	101	104	12	12	13	15
WEST SOUTH CENTRAL:								
Arkansas.....	96	98	102	104	13	13	16	17
Louisiana.....	99	98	101	102	7	7	8	8
Oklahoma.....	97	98	101	104	12	13	14	16
Texas.....	97	98	101	104	11	12	13	15
MOUNTAIN:								
Arizona.....	97	99	101	103	10	11	12	12
Colorado.....	96	101	100	103	11	12	12	14
Idaho.....	94	100	102	104	11	13	14	16
Montana.....	96	102	102	100	12	13	13	13
Nevada.....	97	103	100	100	11	12	12	13
New Mexico.....	96	100	101	103	12	13	13	14
Utah.....	94	100	101	105	11	12	12	15
Wyoming.....	94	106	102	98	11	13	11	12
PACIFIC:								
California.....	96	99	100	105	11	10	11	12
Oregon.....	96	100	101	103	12	13	14	13
Washington.....	95	99	101	105	14	14	14	15

TABLE 5A.—PROPORTION OF MEN AND WOMEN WORKERS FOR 35 KINDS OF BUSINESS

	Total retail workers (proprietors, full-time and part-time employees)		Total employees (full-time and part-time)		Part-time employees (included in total column)		Proprietors and firm members (not on pay roll)	
	Men	Women	Men	Women	Men	Women	Men	Women
Totals for 35 largest kinds of business.....	3,315,725	1,309,417	Per cent 68	Per cent 34	Per cent 50	Per cent 41	Per cent 91	Per cent 9
Confectionery stores.....	84,784	38,458	48	52	40	51	87	13
Grocery stores (without meats).....	311,131	58,757	70	21	74	26	90	10
Combination stores—groceries with meats.....	237,727	30,212	83	17	82	18	92	8
Combination stores—meats with groceries.....	72,363	9,725	85	15	84	16	95	5
Meat markets.....	105,010	7,491	91	9	91	9	97	3
Milk dealers.....	52,387	5,041	90	10	92	8	94	6
General stores—groceries with dry goods.....	97,324	18,352	64	30	57	43	91	9
General stores—groceries with other merchandise.....	130,840	30,463	73	27	65	35	92	8
Department stores—with food.....	41,456	76,732	35	65	26	74	84	16
Department stores—without food.....	133,782	257,712	34	66	25	75	88	12
Dry-goods stores.....	38,630	52,072	27	73	24	76	81	19
General merchandise stores—without food.....	26,032	25,062	42	58	28	72	90	10
Variety, 5-and-10, and to-a-dollar stores.....	32,274	133,080	10	84	7	93	83	17
Automobile sales rooms—new and trade-in.....	340,261	31,550	91	9	91	9	98	2
Filling stations—gasoline and oil.....	104,461	2,461	98	2	97	3	97	3
Filling stations—with tires and accessories.....	68,030	2,104	97	3	96	4	97	3
Filling stations—with other merchandise.....	66,533	7,600	88	12	80	20	91	9
Garages (gas, oil, repairs, and storage).....	163,105	9,634	92	8	94	6	98	2
Men's clothing and furnishings stores.....	59,245	10,574	82	18	84	16	96	4
Family clothing stores.....	32,955	29,342	46	54	35	65	62	38
Women's ready-to-wear stores.....	26,999	107,428	15	85	9	91	53	47
Family shoe stores.....	54,730	14,511	74	26	75	25	94	6
Furniture stores.....	102,674	24,360	79	21	77	23	93	7
Radio and electrical shops.....	40,507	5,407	85	15	89	11	97	3
Cafeterias.....	37,026	26,125	58	42	60	40	78	22
Lunch rooms.....	114,698	59,538	50	50	43	57	82	18
Restaurants.....	187,634	122,101	54	46	41	59	80	20
Lunch counters.....	35,231	15,047	62	38	51	49	84	16
Lumber and building material dealers.....	108,728	8,075	93	7	97	3	94	6
Plumbing shops—heating and ventilating.....	49,950	4,010	91	9	96	4	98	2
Hardware stores.....	73,043	9,632	85	15	82	18	95	5
Coal and wood yards.....	89,104	6,388	93	7	97	3	95	5
Drug stores—without fountains.....	64,873	11,605	81	19	70	30	93	7
Drug stores—with fountains.....	120,921	29,868	78	22	83	17	94	6
Jewelry stores.....	43,903	12,947	60	40	53	47	93	7
All other kinds of business ¹	1,125,782	269,822	77	23	76	24	92	8

¹ See Table 3A. of the United States Summary for a detailed breakdown of this item by kinds of business.

TABLE 5B.—PROPORTION OF MEN AND WOMEN WORKERS, BY STATES

DIVISION AND STATE	Total employees (full time and part time)		Part-time employees (included in total column)		Proprietors and firm members (not on pay roll)	
	Men	Women	Men	Women	Men	Women
	Per cent 88	Per cent 82	Per cent 63	Per cent 37	Per cent 91	Per cent 9
United States, total.....						
NEW ENGLAND:						
Connecticut.....	71	29	66	34	90	10
Maine.....	69	31	61	39	90	10
Massachusetts.....	65	35	61	39	88	12
New Hampshire.....	72	28	65	35	90	10
Rhode Island.....	70	30	62	38	90	10
Vermont.....	73	27	66	34	90	10
MIDDLE ATLANTIC:						
New Jersey.....	73	27	70	30	90	10
New York.....	67	33	62	38	90	10
Pennsylvania.....	65	35	58	42	91	9
EAST NORTH CENTRAL:						
Illinois.....	64	36	58	42	92	8
Indiana.....	66	34	59	41	91	9
Michigan.....	67	33	60	40	92	8
Ohio.....	64	36	55	45	91	9
Wisconsin.....	67	33	60	40	92	8
WEST NORTH CENTRAL:						
Iowa.....	67	33	66	34	92	8
Kansas.....	71	29	66	34	91	9
Minnesota.....	64	36	66	34	90	10
Missouri.....	67	33	61	39	91	9
Nebraska.....	69	31	65	35	92	8
North Dakota.....	71	29	66	34	92	8
South Dakota.....	69	31	65	35	91	9
SOUTH ATLANTIC:						
Delaware.....	73	27	66	34	91	9
District of Columbia.....	67	33	62	38	86	14
Florida.....	73	27	70	30	87	13
Georgia.....	75	25	72	28	91	9
Maryland.....	69	31	67	33	90	10
North Carolina.....	74	26	67	33	94	6
South Carolina.....	78	22	68	32	93	7
Virginia.....	74	26	70	30	93	7
West Virginia.....	69	31	57	43	90	10
EAST SOUTH CENTRAL:						
Alabama.....	73	27	70	30	92	8
Kentucky.....	71	29	64	36	91	9
Mississippi.....	75	25	64	36	90	10
Tennessee.....	72	28	69	31	92	8
WEST SOUTH CENTRAL:						
Arkansas.....	75	25	67	33	91	9
Louisiana.....	72	28	71	29	89	11
Oklahoma.....	72	28	64	36	91	9
Texas.....	73	27	68	32	92	8
MOUNTAIN:						
Arizona.....	73	27	73	27	91	9
Colorado.....	67	33	64	36	88	12
Idaho.....	71	29	64	36	91	9
Montana.....	70	30	69	31	89	11
Nevada.....	73	27	65	35	89	11
New Mexico.....	75	25	70	30	92	8
Utah.....	68	32	60	40	87	13
Wyoming.....	73	27	67	33	89	11
PACIFIC:						
California.....	67	33	62	38	90	10
Oregon.....	65	35	60	40	87	13
Washington.....	65	35	58	42	90	10

TABLE 6.—AVERAGE SALES PER AVERAGE EMPLOYEE IN 35 PRINCIPAL KINDS OF BUSINESS

[Selling and nonselling combined]

KIND OF BUSINESS	Average part-time wage	PART-TIME EMPLOYEES		Proprietors, full-time employees and full-time equivalent	Sales	Average sales per employee
		Number reported	Full-time equivalent (computed)			
United States, total.....	\$239	676, 559	123, 269	5, 467, 457	\$40, 114, 653, 269	\$8, 983
Confectionery stores.....	233	14, 599	3, 847	112, 490	536, 630, 045	4, 771
Grocery stores without meats.....	217	54, 484	0, 873	325, 277	3, 440, 120, 141	10, 004
Combination stores—groceries with meats.....	227	40, 700	7, 493	243, 732	3, 025, 304, 722	12, 412
Combination stores—meats with groceries.....	258	11, 305	2, 225	72, 908	878, 357, 345	12, 033
Meat markets.....	264	12, 841	2, 295	102, 861	1, 253, 259, 544	12, 183
Milk dealers.....	252	990	131	37, 169	500, 995, 747	0, 814
General stores—groceries with dry goods.....	180	10, 062	1, 951	77, 565	713, 220, 435	0, 195
General stores—groceries with other merchandise.....	192	10, 260	3, 483	145, 526	1, 746, 442, 908	12, 001
Department stores—with food.....	360	10, 650	3, 039	110, 577	930, 411, 294	8, 496
Department stores—without food.....	270	48, 107	10, 342	353, 729	2, 063, 662, 603	8, 378
Dry-goods stores.....	186	15, 879	2, 763	78, 170	641, 385, 590	8, 204
General merchandise stores—without food.....	167	12, 764	2, 069	40, 389	363, 887, 420	0, 010
Variety, 5-and-10, and to-a-dollar stores.....	134	35, 297	0, 705	142, 368	904, 147, 495	6, 351
Automobile sales rooms—new and trade-in.....	330	11, 413	2, 433	371, 830	6, 153, 216, 567	16, 548
Filling stations—gasoline and oil.....	278	7, 986	1, 736	100, 072	860, 081, 305	8, 633
Filling stations with tires and accessories.....	279	7, 535	1, 800	64, 417	516, 916, 621	8, 025
Filling stations with other merchandise.....	219	8, 279	1, 078	67, 601	401, 425, 111	5, 938
Garages (gas, oil, repairs, and storage).....	286	14, 630	3, 154	159, 598	693, 063, 270	4, 343
Men's clothing and furnishings stores.....	255	10, 188	1, 465	61, 096	700, 527, 600	12, 448
Family clothing stores.....	207	9, 397	1, 342	54, 242	552, 353, 340	10, 183
Women's ready-to-wear stores.....	254	16, 885	3, 316	119, 858	1, 087, 600, 723	9, 074
Family shoe stores.....	241	13, 920	2, 195	57, 537	614, 640, 960	10, 683
Furniture stores.....	258	5, 170	804	122, 050	1, 273, 228, 920	10, 382
Radio and electrical shops.....	270	4, 065	767	42, 676	337, 293, 655	7, 902
Cafeterias.....	310	4, 829	1, 498	50, 820	272, 738, 813	4, 550
Lunch rooms.....	234	15, 060	4, 339	162, 315	541, 701, 515	3, 337
Restaurants.....	266	24, 424	0, 860	265, 311	988, 472, 012	3, 726
Lunch counters.....	230	5, 866	1, 404	45, 816	102, 180, 071	3, 540
Lumber and building material dealers.....	313	0, 710	1, 834	108, 927	1, 471, 744, 992	13, 511
Plumbing shops—heating and ventilating.....	311	6, 280	1, 201	48, 860	263, 540, 222	5, 300
Hardware stores.....	247	6, 274	1, 050	77, 451	700, 052, 831	9, 116
Coal and wood yards.....	223	14, 895	2, 239	82, 836	920, 820, 335	11, 225
Drug stores—without fountains.....	271	9, 630	1, 976	68, 824	541, 138, 050	7, 863
Drug stores—with fountains.....	288	20, 642	4, 644	143, 791	1, 140, 259, 729	7, 993
Jewelry stores.....	182	6, 525	679	51, 064	442, 808, 078	8, 072

TABLE 7.—COMPARISON OF WAGE COSTS BETWEEN CHAINS AND INDEPENDENTS IN 5 KINDS OF BUSINESS

STATES	Men's and boys' clothing stores		Grocery stores (without meats)		Combination stores—groceries and meats		Filling stations		Drug stores	
	Independent	Chain	Independent	Chain	Independent	Chain	Independent	Chain	Independent	Chain
United States, total.....	14.99	10.81	13.58	6.89	10.98	8.02	17.03	13.21	16.87	12.94
Alabama.....	15.78	12.91	15.83	6.76	11.85	7.35	16.37	11.38	16.24	12.36
Arizona.....	13.09	12.41	8.48	9.79	7.99	17.42	11.68	20.04
Arkansas.....	14.73	14.54	17.29	7.15	10.89	7.51	21.20	14.46	16.48	14.46
California.....	15.70	10.85	12.01	6.97	11.36	8.34	16.92	16.30	16.25	14.83
Colorado.....	14.93	13.65	14.01	6.11	10.48	8.39	14.53	10.34	16.69	13.40
Connecticut.....	14.97	13.13	24.17	6.78	12.85	8.28	16.65	(x)	17.23	11.20
Delaware.....	14.24	11.92	15.68	7.33	10.27	7.32	15.71	12.47	16.48	12.47
District of Columbia.....	15.54	10.58	19.03	7.19	11.17	8.26	13.87	11.10	17.37	10.51
Florida.....	14.41	12.13	15.82	6.00	11.03	6.72	16.51	11.29	10.80	12.71
Georgia.....	13.45	12.44	15.76	6.56	10.62	7.72	17.26	12.17	17.07	15.82
Idaho.....	14.38	11.45	10.29	5.58	8.97	6.24	12.05	9.99	15.51	11.57
Illinois.....	16.90	11.67	13.18	6.27	11.42	6.83	17.41	13.55	17.29	14.55
Indiana.....	14.60	9.27	13.82	7.57	10.79	7.81	16.54	12.08	15.86	13.21
Iowa.....	13.58	12.54	10.75	6.09	9.96	7.40	14.57	12.15	15.16	12.57
Kansas.....	13.88	10.58	12.15	6.21	10.62	8.34	17.17	13.18	15.65	14.53
Kentucky.....	14.70	13.04	17.99	7.15	10.25	7.49	20.43	(x)	15.76	13.86
Louisiana.....	15.29	11.41	15.93	6.92	11.34	7.12	20.85	16.40	14.85	10.44
Maine.....	13.08	9.30	14.40	5.55	9.58	7.89	17.44	17.47	14.31	10.83
Maryland.....	15.49	13.91	16.03	7.25	9.80	7.54	16.90	(x)	18.50	(x)
Massachusetts.....	15.20	13.13	16.37	6.83	11.66	7.99	18.75	14.21	17.03	11.76
Michigan.....	15.23	10.41	11.83	6.96	10.39	7.82	14.77	12.81	15.09	12.06
Minnesota.....	13.92	11.99	10.33	6.84	10.69	7.56	14.26	11.41	16.22	12.23
Mississippi.....	11.51	13.70	7.22	9.91	7.02	18.25	13.35	16.17	13.86
Missouri.....	15.11	11.57	13.87	8.55	11.54	8.28	17.09	13.17	16.40	13.44
Montana.....	12.15	9.50	10.49	5.73	9.83	12.95	12.85	10.33	16.03
Nebraska.....	13.39	12.47	10.85	6.80	9.66	7.05	13.40	14.98	15.46	11.30
Nevada.....	15.31	13.40	6.77	9.71	9.55	16.73	19.24	14.10
New Hampshire.....	14.94	9.59	15.00	6.14	10.13	8.73	18.45	15.35	14.55	11.82
New Jersey.....	14.16	10.39	15.25	7.72	11.96	9.03	18.31	14.97	17.37	12.60
New Mexico.....	10.04	18.58	5.80	9.82	5.75	17.97	14.23	15.53
New York.....	14.98	10.42	12.24	7.09	11.06	8.52	18.35	16.61	18.86	12.70
North Carolina.....	14.98	10.04	17.16	6.06	11.55	6.37	18.30	12.85	17.40	11.09
North Dakota.....	14.19	(x)	10.53	4.91	10.29	6.40	13.21	10.39	15.52
Ohio.....	15.65	9.47	13.96	7.21	10.90	8.00	15.29	13.39	16.07	11.96
Oklahoma.....	14.40	11.32	14.28	6.54	10.23	9.18	19.20	16.76	15.92	(x)
Oregon.....	14.90	9.87	11.86	6.89	10.71	7.33	18.77	17.03	16.78	15.04
Pennsylvania.....	15.16	9.21	16.43	7.34	11.66	8.37	17.37	12.20	16.82	11.84
Rhode Island.....	13.65	12.31	18.55	6.84	11.94	8.35	18.55	13.90	16.22	10.47
South Carolina.....	14.00	14.16	13.01	6.02	12.09	6.39	18.34	12.39	16.33	(x)
South Dakota.....	14.24	(x)	11.66	5.41	10.37	5.85	13.97	10.49	14.34
Tennessee.....	14.80	11.42	13.51	7.05	10.63	14.22	16.27	14.67	15.98	14.78
Texas.....	14.54	10.26	13.92	5.96	10.36	6.67	18.69	14.68	16.70	12.75
Utah.....	14.20	(x)	13.12	6.48	9.76	7.87	17.44	13.52	15.79	13.57
Vermont.....	11.20	(x)	12.07	5.93	10.15	6.97	(x)	12.60	13.08	11.67
Virginia.....	15.79	9.83	18.33	6.55	11.90	7.10	(x)	10.77	17.75	10.96
Washington.....	14.42	11.29	11.77	6.23	11.07	6.42	18.86	15.70	15.84	14.82
West Virginia.....	14.73	9.59	16.63	7.12	11.59	7.28	19.38	12.44	16.10	11.92
Wisconsin.....	15.30	11.62	9.50	6.51	9.17	7.44	13.59	11.10	15.29	13.69
Wyoming.....	11.18	10.39	5.32	9.57	7.04	14.75	(x)	14.37	10.71

NOTE.—(x) indicates that deletion has been made because the figure was not comparable.