

CHAPTER 3.—DEPARTMENT STORE CHAINS

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DEPARTMENT STORE CHAINS

INTRODUCTION

There are 33 chains which are classified as department store chains, of which 20 are local and 13 are sectional and national chains. They operate 2,560 stores with aggregate sales of \$665,172,168, and include the retail stores of two large mail-order houses which also operate a number of department stores. However, they also include a number of general merchandise stores too small to be classified as department stores, so that the total sales of \$665,172,169 are not directly comparable with the total sales of all department stores.

Of even greater importance in the department store field than the chains are 14 ownership groups which own 121 department stores with total sales of \$1,003,602,600, but as these stores are independently operated and separately merchandised they are not chain stores and are not included in this report.¹

OPERATING EXPENSES

The 33 department store chains report average operating expenses equal to 24.35 per cent of sales. Because more than three-fourths of the total business of all these chains is done by the three largest chains, which operate mainly for cash and with limited customer services, average expense figures and average commodity sales figures would not be representative, either of these three largest chains or of the others. For that reason, the expense and commodity tables in this report are further analyzed to show the two classes separately.

The average expense ratio of the three largest chains is 23.05 per cent, compared with 28.58 per cent for the other chains.

Pay roll cost for the three largest chains averages 9.32 per cent of sales, whereas the same expense for the other chains averages 13.11 per cent.

The three largest chains pay an average rent of 2.47 per cent of sales, compared with an average of 3.28 per cent of sales for the stores of the other chains.

SALES BY SIZE OF CITY

Sales in places of less than 10,000 population constitute 19.3 per cent of total sales; in cities of 10,000 to 30,000, 23.1 per cent; in cities of 30,000 to 100,000, 18.1 per cent; and in cities of more than 100,000, 39.5 per cent.

Table 7 of this report shows a further analysis of these figures for each of the nine geographic divisions of the country, of which the above are national averages.

SALES BY GEOGRAPHIC DIVISIONS

Chain sales are greatest in the East North Central Division, consisting of the States of Ohio, Indiana, Illinois, Michigan, and Wisconsin. Next are the West North Central States, followed closely by the Middle Atlantic States. Sales by these chains are out of all proportion to population or to total retail sales in the several geographic divisions, as shown by Table 2-B herein.

¹ A separate report "Retail Distribution by Ownership Groups of Department Stores" is included as Chapter 4 herein.

EMPLOYMENT

Chains normally employ 54,652 full-time employees, of which about 55 per cent are women, and 16,469 part-timers, of which two-thirds are women. The total pay roll reported is \$67,860,870, of which \$64,553,442 is the amount paid to full-time employees. Of the total, \$47,473,771 is the pay roll of the three largest chains.

CREDIT SALES

Of the 33 chains, 21 report that they extend credit to their customers, although 83.25 per cent of their sales are for cash. Of the remaining 16.75 per cent which is credit business, open charge accounts represent 8.96 per cent of total sales and installment accounts represent 7.79 per cent.

GROWTH OF CHAINS

More than one-third of the stores in operation at the end of 1929 were established in that year. Of the 885 newly acquired stores, less than 100 were former units of other chains which had been taken over and the balance were newly established. About 38 per cent of all the units operating at the end of 1929 were established in the four years between 1925 and 1928 and 27 per cent were established prior to 1925. Thus only about one-fourth of the units reported by these chains had been in operation by them for as long as five years.

There is no evidence in the department store field bearing out the statement sometimes made that chains grow largely by acquisition of smaller chains. In exceptional cases only has a department store chain acquired the units of another chain, most of the growth having come from the opening of new stores. This is not true of ownership groups, which are composed entirely of acquired stores. But ownership groups either buy or merge existing independent stores, continue to operate them as independent stores, and are not chains.

SALES BY COMMODITIES

The commodity table (Table 6 herein) analyzes the sales of the three largest chains by commodities and compares the ratios with those of a similar analysis of the sales of the other chains. In the case of the three largest chains a detailed breakdown was possible, but the commodity data available for the remaining chains is limited to commodity groups because most of the chains were unable to report any further detail. Some significant comparisons result.

One of the most obvious is the complete absence of groceries and meat in the sales of the three largest chains. This group of commodities accounts for 6.40 per cent of the sales of the other chains. Fountain sales, lunches, and meals are also completely lacking in the largest chains, and amount to nearly 1 per cent of the sales of the other chains. Confectionery and nuts are equally neglected by the largest chains.

The largest chains also do far less apparel business, about the same proportion of men's business, and not anywhere near the business in drugs and toiletries that is done by the smaller chains, in relation to total sales.

On the other hand, the larger chains go in for household appliances, automobile accessories, hardware, paints, radios, sporting goods, stoves, and shoes in much greater proportion than do the smaller chains.

In such lines as men's wear, furniture, and home furnishings the proportions between the two groups of chains are about equal.

Reference is made to Table 6 of this report for more data on this subject, and for comparisons and conclusions which may not be discussed in this text.

TABLE 1.—SUMMARY

Total number of department store chains (<i>Table 2</i>).....	33
Number of local chains.....	20
Number of sectional and national chains.....	13
Total units.....	2,560
Local.....	103
Sectional and national.....	2,457
Total sales.....	\$665,172,168
Local chains.....	75,202,330
Sectional and national chains.....	589,969,838
	<i>Per cent</i>
Store operating expenses (ratio to sales) (<i>Table 3</i>).....	24.35
The 3 largest chains.....	23.05
All but the 3 largest chains.....	28.58
Pay roll cost, 71,121 employees (ratio to sales).....	10.21
The 3 largest chains (50,965 employees).....	9.32
All but the 3 largest chains (20,156 employees).....	13.11
Other store operating expenses, including rent (ratio to sales).....	14.14
The 3 largest chains.....	13.73
All but the 3 largest chains.....	15.47
Rent—2,483 leased stores (ratio to sales).....	2.66
The 3 largest chains (2,196 stores).....	2.47
All but the 3 largest chains (287 stores).....	3.28
Credit sales (per cent of total sales) (<i>Table 4</i>).....	16.75
Open-account credit.....	8.96
Installment credit.....	7.79
Commodity coverage (<i>Table 6</i>).....	99.99
The 3 largest chains.....	100.00
All but the 3 largest chains.....	99.11

TABLE 2.—SALES CLASSIFIED ACCORDING TO SIZE OF CHAIN—DEPARTMENT STORE CHAINS

A. BY SIZE OF CITY

[Similar size-of-city data by geographic divisions is shown in TABLE 7]

SIZE OF CITY (population)	TOTAL SALES, ALL CHAINS	SALES OF STORES IN CHAINS OF—				
		More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
		33 chains 2,560 units	3 chains	4 chains	2 chains	10 chains
UNITED STATES, total..	\$665, 172, 168	\$509, 091, 673	\$44, 715, 664	\$13, 469, 742	\$34, 410, 187	\$63, 484, 902
All cities having population of—						
More than 100,000.....	262, 273, 300	172, 703, 993	19, 074, 232	601, 171	22, 469, 376	47, 424, 528
30,000 to 100,000.....	120, 458, 287	84, 613, 508	17, 178, 965	3, 011, 040	5, 268, 440	10, 386, 334
10,000 to 30,000.....	153, 837, 912	131, 571, 604	6, 335, 769	8, 306, 637	3, 375, 516	4, 248, 386
Less than 10,000.....	128, 602, 669	120, 202, 568	2, 126, 698	1, 550, 894	3, 296, 855	1, 425, 654

B. SALES BY GEOGRAPHIC DIVISIONS

UNITED STATES, total..	\$665, 172, 168	\$509, 091, 673	\$44, 715, 664	\$13, 469, 742	\$34, 410, 187	\$63, 484, 902
DIVISION						
New England.....	20, 827, 542	14, 234, 333	1, 816, 828	-----	4, 003, 428	772, 953
Middle Atlantic.....	78, 410, 536	51, 045, 591	4, 164, 975	3, 597, 374	7, 987, 589	11, 615, 007
East North Central.....	213, 129, 115	128, 584, 666	24, 815, 746	5, 731, 148	12, 757, 756	41, 239, 799
West North Central.....	96, 436, 170	89, 947, 957	1, 918, 995	1, 368, 195	1, 277, 659	1, 923, 364
South Atlantic.....	62, 094, 676	47, 916, 199	8, 805, 999	1, 717, 812	3, 122, 505	532, 161
East South Central.....	21, 627, 285	17, 378, 951	3, 193, 121	1, 055, 213	-----	-----
West South Central.....	49, 211, 445	43, 988, 598	-----	-----	3, 791, 623	1, 431, 224
Mountain.....	48, 414, 905	46, 847, 806	-----	-----	36, 587	1, 530, 512
Pacific coast.....	75, 020, 494	69, 147, 572	-----	-----	1, 433, 040	4, 439, 882

C. SALES BY TYPES OF OPERATION

All types:						
Number of chains.....	33	3	4	2	10	14
Number of units.....	2, 560	2, 259	139	31	71	60
Net sales (1929).....	\$665, 172, 168	\$509, 091, 673	\$44, 715, 664	\$13, 469, 742	\$34, 410, 187	\$63, 484, 902
Per cent of net sales.....	100.00	76.54	6.72	2.03	5.17	9.54
Average sales per unit.....	\$259, 833	\$225, 362	\$321, 695	\$434, 508	\$484, 651	\$1, 058, 082
Local chains:						
Number of chains.....	20	-----	-----	-----	7	13
Number of units.....	103	-----	-----	-----	48	55
Net sales (1929).....	\$75, 202, 330	-----	-----	-----	\$14, 188, 725	\$61, 013, 605
Sectional chains:						
Number of chains.....	8	-----	2	2	3	1
Number of units.....	119	-----	60	31	23	5
Net sales (1929).....	\$45, 817, 847	-----	\$9, 655, 346	\$13, 469, 742	\$20, 221, 462	\$2, 471, 297
National chains:						
Number of chains.....	5	3	2	-----	-----	-----
Number of units.....	2, 338	2, 259	79	-----	-----	-----
Net sales (1929).....	\$544, 151, 991	\$509, 091, 673	\$35, 060, 318	-----	-----	-----

TABLE 3.—OPERATING EXPENSES¹—DEPARTMENT STORE CHAINS
 [This table excludes sales and direct expenses of leased departments]

	EXPENSES OF STORES IN—						
	TOTAL, ALL CHAINS	3 largest chains—Totals	All other chains—Totals	Chains of—			
				26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
Net sales (1929).....	\$664,598,005	\$509,091,673	\$155,506,332	\$44,715,664	\$13,469,742	\$34,304,460	\$63,016,466
Number of chains.....	33	3	30	4	2	10	14
Units operated by local chains.....	103		103			48	55
Units operated by sectional chains.....	119		119			23	
Units operated by national chains.....	2,338	2,259	79	79	31		5
Operating expenses—total.....	\$161,804,600	\$117,353,107	\$44,451,493	\$11,493,636	\$4,004,655	\$9,212,568	\$19,740,634
Per \$100 of sales.....	24.35	23.05	28.58	25.70	29.73	26.86	31.33
Pay roll—total.....	\$67,860,870	\$47,473,771	\$20,387,099	\$4,708,847	\$1,804,539	\$4,431,206	\$9,442,907
Per \$100 of sales.....	10.21	9.32	13.11	10.53	13.40	12.92	14.99
Other store operating expenses, including rent.....	\$83,943,730	\$69,879,336	\$24,064,394	\$6,784,789	\$2,200,116	\$4,781,362	\$10,298,127
Per \$100 of sales.....	14.14	13.73	15.47	15.17	16.33	13.94	16.34
Rent in 2,483 leased premises, per \$100 of sales in such leased premises (included above).....	2.66	2.47	3.28	4.23	2.36	3.78	2.50
Stocks on hand, end of year (at cost).....	\$122,859,044	\$92,083,733	\$30,775,311	\$10,714,392	\$2,809,731	\$5,662,590	\$11,588,598
EMPLOYMENT DATA							
Full-time employees, total.....	54,652	37,226	17,426	5,145	1,665	3,432	7,184
Men.....	24,940	19,150	5,700	1,170	724	1,312	2,884
Women.....	29,712	18,076	11,636	3,975	941	2,120	4,300
Total pay roll.....	\$64,553,442	\$44,804,087	\$19,749,355	\$4,517,514	\$1,790,538	\$4,208,089	\$9,233,214
Part-time employees, total.....	16,469	13,739	2,730	653	96	1,147	834
Men.....	5,732	5,243	2,489	58	20	206	205
Women.....	10,737	8,496	2,241	595	76	941	629
Total pay roll.....	\$3,307,428	\$2,669,684	\$637,744	\$191,333	\$14,001	\$223,117	\$209,293

¹ This computation of expenses includes no return on capital invested in merchandise, fixtures, or accounts. Expenses do not, of course, include the cost of merchandise sold, nor profit.

TABLE 4.—CREDIT EXTENDED BY CHAINS—DEPARTMENT STORE CHAINS

SIZE CLASS	CHAINS WHICH EXTEND CREDIT		OPEN-ACCOUNT		INSTALLMENT		"CASH" SALES BY SAME CHAINS	
	Number of chains reporting credit extension	Total net sales of chains reporting credit extension	Amount	Per cent of sales	Amount	Per cent of sales	Amount	Per cent of sales
Total.....	21	\$396, 892, 770	\$35, 559, 804	8. 96	\$30, 911, 092	7. 79	\$330, 421, 874	83. 25
Chains of—								
More than 50 units.....	2	299, 626, 115	10, 886, 170	3. 63	24, 646, 773	8. 23	264, 093, 172	88. 14
11 to 25 units ¹	2	13, 469, 742	6, 073, 157	45. 09	-----	-----	7, 396, 585	54. 91
6 to 10 units.....	7	28, 892, 530	6, 352, 433	21. 99	1, 710, 305	5. 92	20, 829, 792	72. 09
Less than 6 units.....	10	54, 904, 383	12, 248, 044	22. 31	4, 554, 014	8. 29	38, 102, 325	69. 40

¹ No chains with 25 to 50 units.

TABLE 5.—GROWTH OF CHAINS—DEPARTMENT STORE CHAINS

CHAIN UNITS CLASSIFIED BY SIZE OF CHAIN, DATE OF ESTABLISHMENT, AND GEOGRAPHIC DIVISIONS

A. BY DATE OF ESTABLISHMENT

DATE OF ESTABLISHMENT	Percent of total units	Total units, all chains	UNITS IN CHAINS OF—				
			More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
UNITED STATES, total.....	100. 00	2, 560	2, 259	139	31	71	60
All units established:							
In 1929.....	34. 57	885	797	62	14	6	6
1925 to 1928.....	38. 44	984	868	60	15	22	19
Previous to 1925.....	26. 99	691	594	17	2	43	35

B. CHAIN UNITS CLASSIFIED BY GEOGRAPHIC DIVISIONS

UNITED STATES, total.....	100. 00	2, 560	2, 259	139	31	71	60
DIVISION							
New England.....	3. 32	85	62	2	-----	17	4
Middle Atlantic.....	8. 32	213	170	8	7	16	12
East North Central.....	21. 84	559	447	65	16	6	25
West North Central.....	20. 27	519	496	12	2	5	4
South Atlantic.....	8. 28	212	156	37	4	14	1
East South Central.....	4. 61	118	101	15	2	-----	-----
West South Central.....	10. 04	257	244	-----	-----	7	6
Mountain.....	10. 55	270	265	-----	-----	1	4
Pacific coast.....	12. 77	327	318	-----	-----	5	4

TABLE 6.—SALES BY COMMODITIES

	The 3 largest chains	All chains except the 3 largest (see note)
Net sales (1929).....	\$509,091,673	\$156,080,495
Less—amount which can not be broken down into commodities.....		1,391,271
Sales further analyzed.....	\$509,091,673	\$154,689,224
	<i>Per cent</i> 100.00	<i>Per cent</i> 100.00
Commodities.....		
Antiques, art goods, gifts.....		.23
Apparel and accessories (women's, misses', and children's).....	19.59	28.82
Millinery.....	1.07	
Hosiery.....	4.81	
Coats, suits, and dresses.....	7.08	
Underwear, negligees, corsets, etc.....	2.92	
Other apparel, except furs.....	3.71	
Appliances and supplies (electric).....	2.77	1.03
Household appliances, motor-driven.....	1.41	
Household heating appliances, portable.....	.12	
Lighting equipment.....	.38	
Incandescent lamps.....	.001	
Construction materials.....	.52	
Other appliances.....	.339	
Appliances, gas.....	.11	.17
Automotive parts and accessories.....	12.45	.13
Tires, tubes, and tire accessories.....	8.68	
Other accessories and parts.....	3.62	
Batteries.....	.15	
Bakery products, fresh.....	.31	.34
Bottled beverages.....	.02	.01
Building materials.....	.36	
Cameras and photographic supplies.....		.05
Cigars, cigarettes, tobacco, and smoker's supplies.....	.10	.59
Clothing and furnishings (men's and boys').....	16.40	14.95
Suits.....	4.52	
Overcoats.....	.56	
Hats and caps.....	1.47	
Furnishings.....	3.97	
Work clothing.....	4.69	
Other clothing.....	1.19	
Confectionery and nuts.....	.03	.50
Delicatessen, ready-to-serve foods.....		.06
Drugs and drugs sundries.....	.48	2.25
Dry goods and notions.....	7.09	12.98
Cotton piece goods.....	2.08	
Linen goods.....	.11	
Wool and wool-mixed goods.....	.89	
Silk and velvet piece goods.....	2.13	
Notions and small wares.....	1.21	
Other dry goods.....	.67	
Farm and garden equipment and supplies.....	.98	
Farm machinery.....	.44	
Farm wagons.....	.08	
Wire fencing, gates, and posts.....	.24	
Other farm and garden equipment and supplies.....	.22	
Flowers, wreaths, etc.....		.06
Fresh fish and other sea foods.....		.11
Fruits and vegetables.....		.75
Furniture.....	3.75	3.81
Bedroom.....	1.47	
Living room, library, and hall.....	.73	
Dining room.....	.73	
Kitchen.....	.36	
Other household.....	.36	
Office and store furniture.....	.10	
Furs and fur goods.....		.45
Groceries.....		4.18

TABLE 6.—SALES BY COMMODITIES—Continued

	The 3 largest chains	All chains except the 3 largest (see note)
	<i>Per cent</i>	<i>Per cent</i>
Hardware.....	2.65	0.33
Heating and plumbing equipment and supplies.....	1.19	.01
Home furnishings.....	7.11	9.19
	7.11	
Draperies, curtains, and upholstery.....	1.24	
Floor coverings.....	1.14	
Bedding, mattresses, springs.....	.36	
China, glassware, and crockery.....	.14	
Other home furnishings.....	4.23	
Infants' wear.....	.74	2.56
Jewelry, silverware, and clocks.....	.88	.94
	.88	
Clocks.....	.09	
Watches.....	.26	
Diamond jewelry.....	.09	
Rings, other than diamond.....	.09	
Sterling silverware.....	.09	
Other jewelry.....	.26	
Leather goods, billfolds, gloves, and hand bags.....	.28	.57
Luggage.....	.39	.31
Meats.....		1.30
Miscellaneous.....	.06	1.20
Motor cycles, bicycles, and accessories.....	.27	
Musical instruments and accessories.....	.28	.17
	.28	
Pianos and accessories.....	.003	
Phonographs and records.....	.14	
Stringed and band instruments.....	.057	
Sheet music, music books, etc.....	.01	
Other musical instruments and accessories.....	.07	
Optical goods.....		.08
Paints, varnishes, and painters supplies.....	1.64	.20
	1.64	
Paints, varnishes, lacquers.....	1.48	
Painters' supplies.....	.16	
Radios and equipment.....	2.52	1.11
	2.52	
Radios.....	1.01	
Radio parts and accessories.....	1.51	
Receipts from sale of meals.....		.44
Secondhand merchandise.....		.07
Seeds, bulbs, plants, and nursery stock.....	.05	.30
Service.....		.04
Shoes and other footwear.....	9.80	5.49
	9.80	
Men's.....	3.23	
Boys' and youths'.....	1.03	
Women's.....	2.48	
Misses' and children's.....	3.06	
Soda-fountain sales and ice cream.....		.44
Sporting goods, gymnasium, and playground equipment.....	2.25	.15
Stationery, books, and magazines.....	.40	.51
	.40	
Books.....	.05	
Paper and paper goods.....	.02	
Other stationery.....	.33	
Stoves, ranges, heaters, etc. (other than electric or gas).....	2.20	.02
Toilet articles and preparations.....	.49	2.07
	.49	
Toiletries and cosmetics.....	.37	
Toilet articles.....	.12	
Toys and games.....	2.03	.98
Wall paper.....	.33	.05

NOTE.—Commodities with percentages shown in short constitute a further breakdown (with full coverage) of the sales of the 3 largest chains. No comparable detail could be reported by the other chains.

TABLE 7.—SALES CLASSIFIED ACCORDING TO SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS—DEPARTMENT STORE CHAINS

[Supplementing TABLE 2-A, to show more detail by geographic divisions]

DIVISION AND CLASSIFICATION	Per cent of total sales	Total sales, all chains	SALES OF STORES IN CHAINS OF—				
			More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
UNITED STATES, total..	100.00	<i>Dollars</i> 665, 172, 168	<i>Dollars</i> 509, 091, 673	<i>Dollars</i> 44, 715, 664	<i>Dollars</i> 13, 469, 742	<i>Dollars</i> 34, 410, 187	<i>Dollars</i> 63, 494, 902
All cities having population of—							
More than 100,000.....	39.43	262, 273, 300	172, 703, 993	19, 074, 232	601, 171	22, 469, 376	47, 424, 528
30,000 to 100,000.....	18.11	120, 458, 287	84, 613, 508	17, 178, 965	3, 011, 040	5, 268, 440	10, 386, 334
10,000 to 30,000.....	23.13	153, 837, 912	131, 571, 604	6, 335, 769	8, 306, 637	3, 375, 516	4, 248, 386
Less than 10,000.....	19.33	128, 602, 669	120, 202, 568	2, 126, 698	1, 550, 894	3, 296, 855	1, 425, 654
NEW ENGLAND.....	100.00	20, 827, 542	14, 234, 333	1, 816, 828	-----	4, 003, 428	772, 953
Cities having population of—							
More than 100,000....	53.77	11, 199, 532	7, 267, 596	1, 816, 828	-----	1, 341, 795	772, 953
30,000 to 100,000....	19.61	4, 083, 306	2, 277, 224	-----	-----	1, 806, 082	-----
10,000 to 30,000....	23.21	4, 834, 748	3, 979, 197	-----	-----	855, 551	-----
Less than 10,000....	3.41	709, 956	709, 956	-----	-----	-----	-----
MIDDLE ATLANTIC.....	100.00	78, 410, 536	51, 045, 591	4, 164, 975	3, 597, 374	7, 987, 589	11, 615, 007
Cities having population of—							
More than 100,000....	44.03	34, 522, 587	21, 507, 647	2, 807, 685	-----	4, 799, 756	5, 407, 499
30,000 to 100,000....	25.38	19, 902, 494	13, 045, 197	1, 233, 198	-----	429, 364	5, 194, 735
10,000 to 30,000....	24.65	19, 331, 654	13, 853, 040	124, 092	2, 791, 666	1, 550, 184	1, 012, 735
Less than 10,000....	5.94	4, 653, 801	2, 639, 707	-----	805, 809	1, 208, 285	-----
EAST NORTH CENTRAL.....	100.00	213, 129, 115	128, 584, 666	24, 815, 746	5, 731, 148	12, 757, 756	41, 239, 799
Cities having population of—							
More than 100,000....	53.58	114, 204, 665	54, 587, 004	10, 233, 373	601, 171	11, 411, 900	37, 371, 217
30,000 to 100,000....	20.69	44, 094, 067	29, 850, 144	10, 067, 855	505, 427	1, 345, 856	2, 324, 785
10,000 to 30,000....	16.50	35, 161, 028	27, 279, 113	3, 373, 516	4, 010, 206	-----	498, 193
Less than 10,000....	9.23	19, 669, 355	16, 868, 405	1, 141, 002	614, 344	-----	1, 045, 604
WEST NORTH CENTRAL.....	100.00	96, 436, 170	89, 947, 957	1, 918, 995	1, 368, 195	1, 277, 659	1, 923, 364
Cities having population of—							
More than 100,000....	20.78	20, 040, 559	19, 307, 273	-----	-----	733, 286	-----
30,000 to 100,000....	14.05	13, 549, 720	9, 200, 586	777, 467	1, 259, 664	544, 373	1, 767, 630
10,000 to 30,000....	30.23	29, 147, 888	27, 831, 063	1, 052, 560	108, 531	-----	155, 734
Less than 10,000....	34.94	33, 698, 003	33, 609, 035	88, 968	-----	-----	-----
SOUTH ATLANTIC.....	100.00	62, 094, 676	47, 916, 199	8, 805, 999	1, 717, 812	3, 122, 505	532, 161
Cities having population of—							
More than 100,000....	46.19	28, 682, 804	26, 025, 810	2, 656, 994	-----	-----	-----
30,000 to 100,000....	23.09	14, 337, 231	8, 393, 242	4, 061, 307	321, 477	1, 029, 044	532, 161
10,000 to 30,000....	20.88	12, 965, 790	9, 475, 164	1, 442, 614	1, 396, 335	651, 677	-----
Less than 10,000....	9.84	6, 108, 851	4, 021, 983	645, 084	-----	1, 441, 784	-----
EAST SOUTH CENTRAL.....	100.00	21, 627, 285	17, 378, 951	3, 193, 121	1, 055, 213	-----	-----
Cities having population of—							
More than 100,000....	33.28	7, 197, 630	5, 638, 278	1, 559, 352	-----	-----	-----
30,000 to 100,000....	22.40	4, 844, 682	2, 881, 072	1, 039, 138	924, 472	-----	-----
10,000 to 30,000....	29.28	6, 332, 599	5, 989, 612	342, 987	-----	-----	-----
Less than 10,000....	15.04	3, 252, 374	2, 869, 989	251, 644	130, 741	-----	-----
WEST SOUTH CENTRAL.....	100.00	49, 211, 445	43, 988, 598	-----	-----	3, 791, 623	1, 431, 224
Cities having population of—							
More than 100,000....	22.47	11, 058, 878	7, 939, 336	-----	-----	3, 119, 542	-----
30,000 to 100,000....	13.89	6, 833, 250	6, 719, 529	-----	-----	113, 721	-----
10,000 to 30,000....	37.28	18, 346, 941	17, 295, 767	-----	-----	-----	1, 051, 174
Less than 10,000....	26.36	12, 972, 376	12, 033, 966	-----	-----	558, 360	380, 050

TABLE 7.—SALES CLASSIFIED ACCORDING TO SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS—DEPARTMENT STORE CHAINS—Continued

DIVISION AND CLASSIFICATION	Per cent of total sales	Total sales, all chains	SALES OF STORES IN CHAINS OF—				
			More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
MOUNTAIN.....	100.00	<i>Dollars</i> 48,414,905	<i>Dollars</i> 46,847,806	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i> 36,587	<i>Dollars</i> 1,530,512
Cities having population of—							
More than 100,000....	13.68	6,623,194	6,623,194				
30,000 to 100,000....	9.93	4,809,114	4,809,114				
10,000 to 30,000....	26.01	12,590,689	11,060,177				1,530,512
Less than 10,000....	50.38	24,391,908	24,355,321			36,587	
PACIFIC COAST.....	100.00	75,020,494	69,147,572			1,433,040	4,439,882
Cities having population of—							
More than 100,000....	38.32	28,743,451	23,807,495			1,063,097	3,872,859
30,000 to 100,000....	10.87	8,004,423	7,437,400				567,023
10,000 to 30,000....	20.16	15,126,575	14,808,471			318,104	
Less than 10,000....	30.85	23,146,045	23,094,206			51,839	