

CHAPTER 5.—VARIETY-STORE CHAINS

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VARIETY-STORE CHAINS

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

INTRODUCTION

The typical variety store of to-day is a chain development. It is characterized by a great variety of merchandise of low unit cost, alluring display, minimum quantity and quality of sales service, cash and carry and practically self-help, rapid turnover of stock, high rent for good retail locations, and comparatively little independent competition. Of the total sales in all variety stores of \$904,147,495, the total sales of the chains are \$809,758,118.

A development of outstanding importance, which will lead to a different situation with regard to competition, is the steady incursion of variety chains into higher price fields. The first variety chains limited themselves strictly to the 5-and-10 cent field. Gradually the 10-cent limit was raised to 25 cents, then to 50 cents, then to a dollar. Some chains added apparel with a \$5 limit, which in 1928 and 1929 was often exceeded. The largest chain in the field, which maintained its 10-cent limit consistently throughout all of this period of change by other chains, recently adopted a 20-cent limit, thereby bringing it into direct competition with department stores and some general merchandise stores.

There are 148 variety store chains, of which 105 are local and 43 are sectional or national. The local chains operate 772 stores or units, and the sectional and national chains operate 4,675 a total of 5,447 chain units in all parts of the United States. Of these, 1,355 are in cities of more than 100,000 population; 1,037 are in cities of 25,000 to 100,000 population; 1,230 are in cities of 10,000 to 25,000 population; and 1,825 are in the smaller cities and towns. Thus nearly two-thirds are in places of less than 25,000 population and in many places they do a substantial proportion of the total business in the classes of merchandise which they carry.

WHAT THE CHAINS SELL

In order of sales importance the more important commodities sold by variety chains are the following:

	Per cent
Apparel and accessories (see p. 12).....	13.43
Notions and smallwares.....	10.10
Home furnishings (principally china, glassware, and crockery).....	9.99
Confectionery and nuts.....	7.85
Drugs and toiletries.....	7.80
Hardware.....	7.71
Stationery, books (principally paper and fancy paper goods).....	6.44
Dry goods.....	5.41
Toys and games.....	5.39
Soda fountain sales and lunches.....	3.87
Clothing and furnishings (men's and boys').....	3.84
Jewelry (principally costume).....	3.04
Electrical supplies and materials.....	2.82

OPERATING EXPENSES

The average operating expense ratio of all the chains is \$25.15 per \$100 of sales, but this varies somewhat when classified according to the number of units operated. The eight large national chains operating more than 100 units each report an average expense ratio of 24.82. The most economically operated group is that

consisting of 44 small chains operating 6 to 10 units each, whose average expense ratio is 22.19. Most of these chains operate in the small cities and towns where operating expenses are lowest.

A comparison of expenses by geographic divisions is possible in the case of 104 small chains with total sales of \$26,522,127. Comparisons by geographic divisions necessarily must be limited to those chains which operate entirely within some one division, which means the local and sectional chains. The average expense ratio of these smaller chains is 25.09, and 23 chains operating entirely within the west south central division show the lowest operating expenses in any geographic division, averaging 23 per cent. The Mountain division is second, the Pacific coast third, and the west North Central States fourth. The Southern States show the highest expense ratio, averaging about 26.8 per cent of sales.

RENT

Variety-store chains pay an average rent of 6.28 per cent, although the chains operating exclusively in the smaller cities and towns average only 5.23 per cent. The eight largest national chains, with stores in large and small cities, find that their average rent is 6.22 per cent of sales. Practically all premises occupied by stores of the variety chains are leased, a situation not often found in any kind of business. During all the years of successful occupancy of their premises these chains have continued to lease rather than to own their store buildings, despite the fact that a good variety store is considered a desirable addition to most retail districts and it enhances the value of its own as well as adjoining property. An offsetting advantage is the opportunity to move with a shifting retail district.

EMPLOYMENT

The 148 chains employ 126,429 full-time employees and 28,865 part-timers. Most of the part-timers are women, but 28,359 of the full-time employees are men. The total annual pay roll is \$87,982,323, most of which goes to full-time employees as shown by the employment table contained herein. Variety chains pay a lower wage scale and are content with a lower quality of sales people than are employed in almost any other kind of store, the annual wage per full-time employee being \$666. There is nothing in the reports to indicate whether such a policy results in lower distribution cost, considering its effect on other expenses and on sales effort and customer reaction, than would result from the employment of a higher grade of sales personnel.

GROWTH OF THE CHAINS

Of the 5,447 units, about 12 per cent were established in 1929 and 30 per cent were established in the preceding three years. Only 6 out of 10 of the present stores were in existence prior to 1925 and most of these were owned by the few large national chains. The rapidity of growth of variety-store chains is one reason for the impression that their sales increased amazingly during the three or four years preceding the end of 1929. It also explains some of the difficulties which are facing variety store chains now, and which have forced a few large chains out of business or into receivership since 1929. It also throws some light on the underlying reason for the steady increase in maximum price limits, which has occurred in almost every chain in the field. One of the chief attractions of a large proportion of the variety chain stores is supposed to be the low, fixed-limit prices. Another is accessibility, or convenience of location in the heart of downtown or suburban retail districts, often involving competition for desired locations with resulting high rents. It is apparent from Table 5A that activity in the opening of new stores was intense on the part of chains of all sizes during the period from 1925 to 1929.

TABLE 1.—SUMMARY—VARIETY-STORE CHAINS

Variety-store chains— total number of chains.....	148
Number of local chains.....	105
Number of sectional and national chains.....	43
Total units.....	5,447
Local chains.....	772
Sectional and national chains.....	4,675
Store operating expense (per \$100 of sales).....	25.15
Pay roll cost, 155, 294 employees (per \$100 of sales).....	10.86
Other store operating expenses including rent (per \$100 of sales).....	14.29
Rent—5,371 leased stores (per \$100 of sales).....	6.28
Total sales, all chains.....	\$809,758,118

TABLE 2.—SALES CLASSIFIED ACCORDING TO SIZE OF CHAINS—VARIETY-STORE CHAINS

A. BY SIZE OF CITY

[For similar size data for each geographic division, see TABLE 6]

SIZE OF CITY	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
148 chains		15 chains	9 chains	21 chains	44 chains	59 chains
UNITED STATES, total.....	\$809,758,118	\$743,176,311	\$20,386,383	\$21,846,012	\$15,610,201	\$8,739,211
All cities having population of:						
More than 100,000.....	399,748,876	379,767,443	3,627,129	7,488,903	5,725,886	3,139,515
25,000 to 100,000.....	203,079,677	190,215,768	4,832,644	5,289,728	2,255,623	485,914
10,000 to 25,000.....	123,116,713	115,032,635	2,419,468	3,544,285	1,708,060	412,265
Less than 10,000.....	83,812,852	58,160,465	9,507,142	5,523,096	5,920,632	4,701,517

B. BY GEOGRAPHIC DIVISIONS

[For number of units, see TABLE 5-B]

UNITED STATES, total.....	\$809,758,118	\$743,176,311	\$20,386,383	\$21,846,012	\$15,610,201	\$8,739,211
DIVISION						
New England.....	85,280,416	81,705,119	48,557	3,351,307	175,433	-----
Middle Atlantic.....	217,847,025	207,047,844	2,242,533	6,947,419	436,709	1,172,520
East North Central.....	194,223,593	185,130,991	1,989,503	2,742,046	2,640,675	1,720,378
West North Central.....	69,135,507	62,577,946	4,111,750	1,571,453	237,284	637,074
South Atlantic.....	77,621,763	69,933,842	4,031,034	1,200,115	1,062,153	1,394,619
East South Central.....	30,884,306	26,616,584	2,390,329	572,070	917,830	387,493
West South Central.....	57,715,304	46,672,658	5,506,606	668,704	3,645,713	1,221,623
Mountain.....	16,351,196	14,904,743	66,071	207,258	425,451	747,673
Pacific coast.....	60,699,008	48,586,584	-----	4,585,640	6,068,953	1,457,831

C. BY TYPES OF OPERATION

All types:						
Number of chains.....	148	15	9	21	44	59
Number of units.....	5,447	4,189	347	322	328	261
Net sales (1929).....	\$809,758,118	\$743,176,311	\$20,386,383	\$21,846,012	\$15,610,201	\$8,739,211
Per cent of net sales.....	100.00	91.78	2.52	2.70	1.92	1.08
Average sales per unit.....	\$148,661	\$177,411	\$58,750	\$67,845	\$47,592	\$33,484
Local chains:						
Number of chains.....	105	-----	2	14	33	56
Number of units.....	772	-----	81	202	240	249
Net sales (1929).....	\$25,699,415	-----	\$3,847,575	\$6,956,705	\$8,178,876	\$6,716,259
Sectional chains:						
Number of chains.....	30	4	5	7	11	3
Number of units.....	735	335	180	120	88	12
Net sales (1929).....	\$51,748,845	\$20,595,493	\$6,809,768	\$14,889,307	\$7,431,325	\$2,022,952
National chains:						
Number of chains.....	13	11	2	-----	-----	-----
Number of units.....	3,940	3,854	86	-----	-----	-----
Net sales (1929).....	\$732,309,858	\$722,580,818	\$9,729,040	-----	-----	-----

TABLE 2.—SALES CLASSIFIED ACCORDING TO SIZE OF CHAINS—VARIETY-STORE CHAINS—Continued
D.—BY VOLUME OF SALES

VOLUME OF SALES	SALES OF STORES IN CHAINS OF—												
	TOTAL SALES ALL CHAINS		Per cent of total sales	More than 50 units		26 to 50 units		11 to 25 units		6 to 10 units		Less than 6 units	
	Num-ber of chains	Net sales (1929)		Num-ber of chains	Net sales (1929)	Num-ber of chains	Net sales (1929)	Num-ber of chains	Net sales (1929)	Num-ber of chains	Net sales (1929)	Num-ber of chains	Net sales (1929)
UNITED STATES, total.....	148	\$809,768,118	100.00	15	\$743,176,311	9	\$20,386,383	21	\$21,846,012	44	\$15,610,201	59	\$8,739,211
Chains with sales of:													
\$20,000,000 to \$40,000,000.....	5	613,565,374	22.10	5	613,565,374								
\$10,000,000 to \$20,000,000.....	3	73,197,168	9.04	3	73,197,168								
\$2,500,000 to \$10,000,000.....	4	51,544,927	6.36	4	51,544,927								
\$1,000,000 to \$2,500,000.....	4	22,020,100	2.72			1	8,404,575	2	8,677,746	1	4,937,779		
\$500,000 to \$1,000,000.....	16	25,744,828	3.18	3	4,868,842	6	10,411,749	5	7,504,261	1	1,168,859	1	1,711,147
\$250,000 to \$500,000.....	7	5,453,628	0.67			2	1,570,069	4	1,678,697	1	4,415,737	2	614,002
\$100,000 to \$250,000.....	21	6,708,438	0.83					5	900,620	14	3,757,725	32	4,777,225
Less than \$100,000.....	89	9,525,570	1.18					5		22	3,361,220	24	1,636,837
	29	1,998,057	0.25							5			

TABLE 3.—OPERATING EXPENSES¹—VARIETY-STORE CHAINS

VARIETY-STORE CHAINS

	EXPENSES OF STORES IN CHAINS OF—						Less than 6 units
	Total, all chains	More than 100 units	51 to 100 units	26 to 50 units	11 to 25 units	6 to 10 units	
Net sales (1929).....	\$809,758,118	\$680,861,626	\$62,314,685	\$20,386,383	\$21,846,012	\$15,610,201	\$8,739,211
Number of chains.....	148	8	7	9	21	44	59
Units operated by local chains.....	772	24,82	27,70	30,37	202	240	249
Units operated by sectional chains.....	735	155	180	180	120	120	12
Units operated by national chains.....	3,940	3,551	303	86		88	
Operating expenses.....	\$203,688,665	\$168,994,064	\$17,259,126	\$6,191,528	\$5,756,128	\$3,463,425	\$2,024,404
Per \$100 of sales.....	25.15	24.82	27.70	30.37	26.35	22.19	23.16
Pay roll—total.....	\$87,982,323	\$74,030,027	\$6,434,577	\$2,451,705	\$2,546,245	\$1,576,922	\$942,847
Per \$100 of sales.....	10.86	10.87	10.33	12.03	11.66	10.10	10.79
Other store operating expenses including rent.....	\$115,706,342	\$94,964,027	\$10,824,549	\$3,739,823	\$3,209,883	\$1,886,503	\$1,081,557
Per \$100 of sales.....	14.29	13.95	17.37	18.34	14.69	12.09	12.37
Rent in 5,371 leased premises, per \$100 of sales in such leased premises (included in figures above).....	6.28	6.22	7.51	6.66	5.86	4.45	5.52
Stocks on hand, end of year, at cost.....	\$106,700,000	\$81,753,498	\$11,124,776	\$3,845,879	\$4,494,523	\$3,230,480	\$2,250,844
EMPLOYMENT DATA							
Full-time employees—total.....	126,429	108,723	9,839	3,045	2,263	1,640	919
Men.....	28,359	24,272	1,879	718	642	484	364
Women.....	98,070	84,451	7,960	2,327	1,621	1,156	555
Total full-time pay roll.....	\$84,156,982	\$71,358,067	\$5,848,228	\$2,280,504	\$2,369,549	\$1,450,843	\$849,791
Part-time employees—total.....	28,865	19,858	4,901	1,489	1,137	904	576
Men.....	3,481	3,052	104	48	84	99	94
Women.....	25,384	16,806	4,797	1,441	1,053	805	482
Total part-time pay roll.....	\$3,825,341	\$2,671,960	\$586,349	\$171,201	\$176,696	\$126,079	\$93,056

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

TABLE 4.—EXPENSES BY GEOGRAPHIC DIVISIONS—VARIETY-STORE CHAINS
 [Local and sectional chains only]

DIVISION	Num-ber of chains ¹ units	Num-ber of units (1929)	Net sales (1929)	TOTAL REPORTED EXPENSES ²		Num-ber of employes	PAY ROLL		OTHER STORE OPERATING EXPENSES INCLUDING RENT		Rent in \$10 leased premises, per \$100 of sales in such leased premises included in figures in preceding column)	STOCKS ON HAND END OF YEAR, AT COST	
				Amount	Per \$100 of sales		Amount	Per \$100 of sales	Amount	Per \$100 of sales		Amount	Stock-sales ratio ³
Total, all divisions.....	104	831	\$26,522,127	\$6,653,973	25.09	5,619	\$3,234,992	\$3,418,681	12.89	5.23	\$6,391,407	24.10	
Middle Atlantic.....	11	89	3,284,246	860,507	26.20	570	378,936	481,571	14.66	6.78	916,263	27.90	
East North Central.....	25	197	7,113,689	1,871,712	26.31	1,454	884,846	986,866	13.87	5.08	1,495,447	21.02	
West North Central.....	9	68	2,364,415	565,086	23.90	518	287,583	277,453	11.74	4.21	627,839	26.55	
South Atlantic.....	18	113	2,643,069	708,944	26.73	708	341,881	364,663	13.80	5.76	861,261	32.59	
East South Central.....	7	76	1,743,503	468,777	26.89	638	255,808	212,969	12.22	5.49	383,552	22.00	
West South Central.....	23	226	6,262,344	1,440,558	23.00	1,307	733,744	706,814	11.72	4.80	1,339,440	21.39	
Mountain.....	3	15	376,415	89,229	23.70	62	42,065	47,224	12.54	4.57	1,78,027	20.73	
Pacific coast.....	8	47	2,734,456	651,310	23.82	364	310,189	341,121	12.48	4.98	689,569	25.22	

¹ Only those chains located wholly in one geographic division were used in this table.

² This computation of expenses includes no return on capital invested in merchandise, fixtures, or accounts. Expenses do not include, of course, the cost of merchandise sold nor profit.

³ Stock-sales ratio is the per cent or ratio of stock at the end of the year, at cost, to net sales for the year at retail. It is not equivalent to turnover, to compute which requires a monthly stock figure at retail, averaged throughout the year.

TABLE 5.—CHAIN UNITS CLASSIFIED ACCORDING TO SIZE OF CHAINS—VARIETY-STORE CHAINS

A. BY DATE OF ESTABLISHMENT

DATE OF ESTABLISHMENT	Percent of total units	UNITS IN CHAINS OF—						Less than 6 units
		Total units all chains	More than 100 units	51 to 100 units	26 to 50 units	11 to 25 units	6 to 10 units	
Total.....	100.00	5, 447	3, 706	483	347	322	328	261
All units established:								
In 1929.....	12.19	664	270	154	89	55	44	52
1925 to 1928.....	30.00	1, 634	969	179	114	100	167	105
Previous to 1925.....	57.81	3, 149	2, 467	150	144	167	117	104

B. BY GEOGRAPHIC DIVISIONS

[For dollars of sales, see TABLE 2 -B]

DIVISION	100.00	5, 447	3, 706	483	347	322	328	261
UNITED STATES, total.....	100.00	5, 447	3, 706	483	347	322	328	261
New England.....	9.73	530	470	23	2	32	3	---
Middle Atlantic.....	21.75	1, 185	953	90	14	79	14	35
East North Central.....	22.21	1, 210	855	112	52	53	83	55
West North Central.....	9.60	523	350	19	82	43	8	21
South Atlantic.....	11.97	652	419	66	21	53	37	56
East South Central.....	4.83	263	142	10	41	17	36	17
West South Central.....	11.00	599	228	68	134	31	90	48
Mountain.....	2.15	117	87	7	1	1	10	11
Pacific.....	6.76	368	202	88	---	13	47	18

TABLE 6.—SALES CLASSIFIED BY SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS—VARIETY-STORE CHAINS
This table elaborates Table 2-A)

DIVISION AND SIZE OF CITY	Per cent of total sales	Total sales, all chains	SALES OF STORES IN CHAINS OF—						Less than 6 units
			More than 100 units	51 to 100 units	26 to 50 units	11 to 25 units	6 to 10 units		
UNITED STATES, total.....	100.00	\$809,758,118	\$680,861,626	\$62,314,685	\$20,386,383	\$21,846,012	\$15,610,201	\$8,739,211	
All cities having population of:									
More than 100,000.....	49.37	399,748,876	343,577,441	36,190,002	3,627,129	7,488,903	5,725,886	3,139,515	
25,000 to 100,000.....	25.08	263,079,677	172,879,078	17,336,690	4,832,644	5,289,728	2,255,623	485,914	
10,000 to 25,000.....	15.20	123,116,713	110,989,924	4,042,711	2,419,648	3,544,285	1,708,060	412,265	
Less than 10,000.....	10.35	83,812,852	53,415,183	4,745,282	5,507,142	5,523,096	5,920,632	4,701,517	
NEW ENGLAND DIVISION.....	100.00	85,280,416	76,797,122	4,907,997	48,557	3,351,307	175,433	---	
Cities having population of:									
More than 100,000.....	44.88	38,270,814	33,815,749	3,396,651	---	1,058,414	---	---	
25,000 to 100,000.....	29.64	25,275,575	23,290,606	1,078,206	---	860,309	46,454	---	
10,000 to 25,000.....	17.27	14,731,240	13,228,156	259,647	28,583	1,085,875	128,979	---	
Less than 10,000.....	8.21	7,002,787	6,462,611	173,493	19,974	346,709	---	---	
MIDDLE ATLANTIC DIVISION.....	100.00	217,847,025	186,340,497	20,707,347	2,242,533	6,947,419	436,709	1,172,520	
Cities having population of:									
More than 100,000.....	55.29	120,449,497	103,518,840	12,645,337	965,969	2,454,653	85,092	779,606	
25,000 to 100,000.....	21.26	46,307,412	37,044,730	5,870,053	1,252,694	2,041,365	28,151	70,419	
10,000 to 25,000.....	15.88	34,596,025	31,390,655	1,673,286	---	1,285,598	100,137	146,349	
Less than 10,000.....	7.57	16,494,091	14,386,272	518,671	23,870	1,165,803	223,329	176,146	
EAST NORTH CENTRAL DIVISION.....	100.00	194,223,593	167,336,551	17,794,440	1,989,503	2,742,046	2,640,675	1,720,378	
Cities having population of:									
More than 100,000.....	54.19	105,244,963	91,947,254	11,249,130	109,022	1,239,854	423,684	276,049	
25,000 to 100,000.....	28.08	54,547,310	48,187,624	5,673,575	105,225	300,160	76,598	204,228	
10,000 to 25,000.....	11.29	21,926,617	20,194,658	640,753	493,749	222,294	373,163	---	
Less than 10,000.....	6.44	12,504,673	7,007,115	230,982	1,279,507	973,738	1,767,230	1,240,101	
WEST NORTH CENTRAL DIVISION.....	100.00	69,135,507	59,110,385	3,461,561	4,111,750	1,571,453	237,284	637,074	
Cities having population of:									
More than 100,000.....	43.72	30,223,787	27,435,349	2,612,452	170,639	5,347	58,285	93,606	
25,000 to 100,000.....	21.81	15,078,580	14,382,334	486,916	57,439	---	---	---	
10,000 to 25,000.....	20.80	14,378,557	12,718,127	313,877	967,288	327,628	---	51,637	
Less than 10,000.....	13.67	9,454,583	4,580,575	48,316	2,916,384	1,238,478	178,999	491,831	

VARIETY-STORE CHAINS

SOUTH ATLANTIC DIVISION.....	100.00	77,621,763	64,888,489	5,045,353	4,031,034	1,200,115	1,062,153	1,394,619
Cities having population of:								
More than 100,000.....	35.10	27,246,827	23,479,666	2,024,947	1,373,660	222,515	-----	146,089
25,000 to 100,000.....	33.36	25,896,861	21,738,730	1,446,341	2,440,458	187,943	-----	83,389
10,000 to 25,000.....	15.11	11,725,248	11,168,463	1,193,492	216,916	15,431	46,737	94,209
Less than 10,000.....	16.43	12,752,827	8,511,630	1,386,573	-----	774,226	1,015,416	1,070,982
EAST SOUTH CENTRAL DIVISION.....	100.00	30,884,306	25,722,181	894,403	2,390,329	572,070	917,880	387,493
Cities having population of:								
More than 100,000.....	44.21	13,654,976	12,257,849	365,769	989,510	-----	34,905	41,848
25,000 to 100,000.....	20.99	6,484,022	5,638,960	377,439	432,718	-----	144,898	-----
10,000 to 25,000.....	20.50	6,330,388	5,801,906	32,603	273,154	77,827	738,027	-----
Less than 10,000.....	14.30	4,414,920	2,023,466	118,592	694,947	494,243	-----	345,645
WEST SOUTH CENTRAL DIVISION.....	100.00	57,715,304	42,840,457	3,832,201	5,506,606	668,704	3,645,713	1,221,623
Cities having population of:								
More than 100,000.....	41.31	23,842,338	20,999,530	804,993	18,329	-----	1,848,681	170,805
25,000 to 100,000.....	20.64	11,913,028	10,024,440	1,310,206	544,110	-----	-----	34,272
10,000 to 25,000.....	15.52	8,955,111	7,567,189	571,964	437,778	201,792	176,388	-----
Less than 10,000.....	22.53	13,004,827	4,249,298	1,145,088	4,506,389	466,912	1,620,644	1,016,546
MOUNTAIN DIVISION.....	100.00	16,351,196	14,489,357	415,386	66,071	207,258	425,451	747,673
Cities having population of:								
More than 100,000.....	31.59	5,165,054	4,441,225	175,000	-----	-----	-----	548,829
25,000 to 100,000.....	29.14	4,765,236	4,233,631	119,444	-----	207,258	204,903	-----
10,000 to 25,000.....	17.61	2,879,847	2,795,732	84,115	-----	-----	-----	-----
Less than 10,000.....	21.66	3,541,059	3,018,769	36,827	66,071	-----	220,548	198,844
PACIFIC COAST DIVISION.....	100.00	60,699,008	43,330,587	5,255,997	-----	4,585,640	6,068,953	1,457,831
Cities having population of:								
More than 100,000.....	58.73	35,650,590	25,681,979	2,915,723	-----	2,508,120	3,368,429	1,176,339
25,000 to 100,000.....	21.11	12,811,653	8,338,123	974,510	-----	1,692,693	1,806,327	-----
10,000 to 25,000.....	12.51	7,693,680	6,135,088	272,974	-----	327,840	737,758	120,070
Less than 10,000.....	7.65	4,643,085	3,175,447	1,082,790	-----	56,987	156,439	161,422

TABLE 7.—SALES BY COMMODITIES—VARIETY-STORE CHAINS

	Net sales (1929)	
		Per cent
		100.00
Net sales (1929).....	\$809,758,118	
Less amount which cannot be broken down into commodities.....	40,360,125	
Sales further analyzed.....	769,397,993	
Commodities:		
Apparel, and accessories (women's, misses', and children's).....		13.43
Children's wear.....	0.95	
Millinery.....	1.25	
Hosiery.....	5.67	
Coats, suits, and dresses.....	.95	
Underwear, negligees, corsets, etc.....	2.04	
Other apparel, except furs.....	2.57	
Appliances and supplies (electric).....		2.82
Household heating appliances—portable.....	.02	
Lighting equipment.....	.83	
Incandescent lamps.....	.47	
Construction materials.....	1.13	
Other appliances.....	.37	
Art goods and gifts.....		.31
Automotive parts and accessories.....		.02
Bakery products, fresh.....		.37
Batteries.....		.06
Bottled beverages.....		.47
Cameras and photographic supplies.....		.01
Clothing and furnishings (men's and boys').....		3.84
Hats and caps.....	0.02	
Furnishings.....	2.65	
Work clothing.....	.21	
Other clothing.....	.96	
Confectionery and nuts.....		7.85
Delicatessen, ready-to-serve foods.....		.62
Drugs and drug sundries.....		1.13
Drugs, patent medicines, etc.....	0.01	
Rubber goods.....	.38	
Drug sundries.....	.74	
Dry goods and notions.....		15.51
Dry goods.....	5.41	
Notions and small wares.....	10.10	
Flowers, wreaths, etc.....		.17
Fruits and vegetables.....		.10
Groceries.....		.51
Hardware.....		7.71
Builders' and shelf hardware.....	1.67	
Carpenters' and mechanics' tools.....	.61	
Other hardware.....	5.43	
Home furnishings.....		9.99
Draperies, curtains, and upholstery.....	0.97	
Floor coverings.....	.19	
China, glassware, and crockery.....	4.02	
Kitchen utensils.....	1.63	
Other home furnishings.....	3.18	
Infants' wear.....		1.38
Jewelry, silverware, and clocks.....		3.04
Clocks and watches.....	0.01	
Rings, other than diamond.....	.02	
Gold and gold-filled jewelry.....	.01	
Plated silverware.....	.03	
Other jewelry (costume).....	2.97	
Leather goods, billfolds, purses (may include gloves and handbags).....		.95
Luggage.....		.03
Miscellaneous.....		2.53
Musical instruments and accessories.....		1.31
Phonographs and records.....	0.82	
Sheet music, music books, etc.....	.40	
Other musical instruments and accessories.....	.09	
Optical goods.....		.04
Paints, varnishes, and painters' supplies.....		.97
Radio parts and equipment.....		.72
Receipts from sale of meals.....		1.08
Seeds, bulbs, plants and nursery stock.....		.57
Shoes and other footwear.....		1.17
Soda fountain sales and ice cream.....		2.79
Stationery, books and magazines.....		6.44
Books.....	0.49	
Magazines.....	.35	
Paper and paper goods.....	4.29	
Other stationery.....	1.31	
Toilet articles and preparations.....		6.67
Toiletries and cosmetics.....	5.05	
Toilet articles.....	1.62	
Toys and games.....		5.39