

## CHAPTER 9.—MEN'S-WEAR CHAINS

### CONTENTS

	Page
Introduction.....	121
Definition of chains.....	121
Geographic distribution of sales.....	122
Central-office salary expenses.....	122
Sales volume of chains.....	122
Credit business.....	123
Operating expenses.....	123
Employees.....	123
Commodities sold.....	123

### TABLES

1—Summary, all men's-wear chains.....	124
2—Sales analyzed according to size of city, geographic divisions, and volume of sales.....	124
3—Sales classified by types of operation.....	126
4—Credit and installment sales.....	126
<i>a.</i> Clothing-tailoring-hat chains.....	126
<i>b.</i> Furnishings chains—Clothing and furnishings chains.....	126
5—Operating expenses.....	127
<i>a.</i> Men's clothing chains.....	127
<i>b.</i> Men's clothing and furnishings chains.....	127
<i>c.</i> Men's furnishings chains.....	128
<i>d.</i> Men's hat chains.....	128
<i>e.</i> Tailoring chains.....	129
6—Sales by commodities.....	129
7—Chain units classified by date of establishment, geographic divisions, and size of chains.....	130
8—Sales classified by size of city in each geographic division.....	130

# MEN'S-WEAR CHAINS

---

## INTRODUCTION

There are 84 men's clothing chains, 49 men's furnishings chains, 87 men's clothing-and-furnishings chains, 37 men's hat chains, and 29 men's tailoring (made-to-order clothing) chains, a total of 286 chains in the men's-wear field. These 286 chains operated in 1929, as shown by the 1930 Census of Distribution, a total of 3,054 stores or units and did a total business of \$270,959,214.

Of these multiunit organizations, 169 are local chains, 93 are sectional chains, 24 are national chains. Table 3 shows the number of units and sales of each type for each of the 5 kinds of chains described herein.

## DEFINITION OF CHAINS

Not all multiunit organizations are chains. A single-store independent which adds one or two branch stores becomes a local multiunit independent rather than a chain. If a small group of stores is built up around a larger central parent store, and merchandized largely from the stocks of the parent store, it is not a chain, but merely a local branch system. It becomes a chain only when the number of its branches is increased to the point where it is no longer possible to merchandise them from the parent store, and a separate central merchandising organization is necessary.

Local chains, of which there are 169, are those which operate all or substantially all of their units in and around one city. Sectional chains operate all or substantially all of their units in one main section of the country, such as the Pacific coast, the New England States, or the Gulf Southwest. There are 93 such chains. National chains are those whose interests are broader than those of any one section, and whose units are located in two or more sections of the country, and often in a majority of the States. There are 24 national chains in the men's-wear field. They are analyzed in some detail in Table 3.

Leased-department chains operate their units as departments in stores of other names, usually department stores and apparel stores. There are a few leased-department chains in most of the principal business classifications, and although the most numerous are in the millinery field, there are 17 such organizations in the women's-apparel field and 3 in the men's-wear field. The 3 in the men's-wear field are included as clothing-and-furnishings chains, operate 18 units and do an annual business of \$1,726,719. They are included in this report, but are not identified as leased departments in order to avoid disclosure of individual operations, which is a cardinal principle in all reports of the Bureau of the Census. There are also a few manufacturer-controlled chains, particularly among the tailoring chains and hat chains, which can not be separately analyzed herein, but which are included.

The report divides the men's-wear chains into five size-classes according to the number of units operated, and shows for each of these classes the number of chains, the number of units and the annual sales, divided further into local, sectional, and national chains.

### GEOGRAPHIC DISTRIBUTION OF SALES

Table 2, showing the distribution of sales of each of the five kinds of chains, reveals that more than 40 per cent of the business is done in Division 2, which comprises the States of New York, New Jersey, and Pennsylvania. Division 3, made up of the Great Lakes States of Ohio, Indiana, Illinois, Michigan, and Wisconsin, shows the next largest sales. Division 9, composed of the Pacific Coast States of Washington, Oregon, and California, comes third, followed closely by the New England States, known as Division 1.

Not only are the sales shown by geographic divisions, but Table 7 shows the number of stores in each division. This table reveals that 392 new units were opened during 1929, which constitute nearly 13 per cent of all the chain stores in operation at the end of the census year.

About 30 per cent of the present stores were opened during the 5-year period preceding 1929. More than one-half of the stores had been in operation more than five years at the time the census was taken. About 85 per cent of the total business is in cities of more than 100,000 population.

### CENTRAL-OFFICE SALARY EXPENSE

The salary cost of the central-office organizations of 61 chains is 3.5 per cent of sales, which is believed to have been apportioned to the stores of the chains and included in the operating expense described above. This 3.5 per cent is made up of 2.1 per cent for salaries to principal central administrative officers, merchandisers, and buyers, and 1.4 per cent for salaries to central-office employees (clerks, stenographers, bookkeepers, etc.).

Although the average central-office salary expense of the few chains whose figures are available is 3.5 per cent, it varies with the different chains from 1.6 per cent for the low-cost chains to 10.1 per cent for those less efficiently managed. The variation is as follows:

- 1.6 per cent is the average reported by 5 chains.
- 2.5 per cent is the average reported by 11 chains.
- 3.4 per cent is the average reported by 13 chains.
- 4.5 per cent is the average reported by 14 chains.
- 5.3 per cent is the average reported by 6 chains.
- 6.3 per cent is the average reported by 5 chains.
- 7.4 per cent is the average reported by 3 chains.
- 8.4 per cent is the average reported by 2 chains.
- 10.1 per cent is the average reported by 2 chains.

Much of the variation above is due to a great difference in the number and the rate of salary of central-office executives, and whether the chain executives act as buyers or employ others in that capacity. Normally the most successful small chains are those in which the chief executives are also the buyers and merchandise managers.

### SALES VOLUME OF CHAINS

About 30 per cent of the total business was done by 11 chains, each of which exceeded \$5,000,000 in sales. Another 20 per cent was done by 15 chains, each of which exceeded \$2,500,000 in sales. Thus 9 per cent of the chains did more than 50 per cent of the total business. Of these larger chains, 4 operating hat stores show total sales of \$14,000,000. Annual sales of most chains in the hat field, however, average about \$350,000 each; in the men's clothing field about \$370,000 each; and in the furnishings field about \$240,000 each.

### CREDIT BUSINESS

Only 9 of the 84 clothing chains report that they extend credit, and their total sales are \$15,870,346. Of this, 74 per cent is cash business, 10 per cent is on open account, and 15 per cent is on the installment basis.

Of the 87 clothing and furnishings chains, 47 extend credit and they do nearly 80 per cent of the total business. Of their sales, 59 per cent is for cash, 35 per cent on open account, and 5 per cent on installments. The expense ratio of these 47 chains is 32.28 per cent.

Only 4 furnishings chains, 3 hat chains, and 6 tailoring chains report credit sales, with a negligible proportion of such business on credit.

### OPERATING EXPENSES

Hat chains show a higher average expense ratio than that of any other group in the men's-wear field. Their average ratio is 35.67 per cent of sales. Furnishings chains, whether or not they also sell clothing, show the next highest expense ratio. Furnishings chains average 31.46 per cent, while the 87 chains selling both clothing and furnishings show an even higher average of 31.84 per cent. Clothing chains average 26.95 per cent.

The tendency toward specialization among the salesmen in men's-wear stores shows its effect in the comparison of pay-roll cost between the different kinds of chains. Clothing sales, with average pay-roll ratio of 9.93 per cent, and furnishings chains with pay-roll ratio of 10.86 per cent are able to use their sales people more effectively, it is evident, than can the clothing-and-furnishings chains, whose pay-roll ratio averages 13.18 per cent. Even in hat chains the pay-roll ratio averages only 10.86 per cent.

The tailoring chains operate at an average expense ratio of 26.19 per cent, of which pay roll is nearly one-half, or 12.07 per cent of sales.

Rent is an important component of expense in the men's-wear field, second only to pay roll. The men's clothing chains report that rent averages 7.12 per cent of sales, with some chains paying 10 per cent. Rent averages 8.03 per cent of sales of the 87 clothing-and-furnishings chains. The 49 furnishings chains pay an average rent of 13.3 per cent of their sales, and hat chains average 16.23 per cent. The lowest rent ratio in the field is that of the 29 tailoring chains, which often use second-floor locations with a comparatively narrow frontage on the street floor for a wide stairway entrance. These chains report an average rent ratio of 6.8 per cent, although most such chains pay 8 to 9 per cent of their sales for rent.

### EMPLOYEES

Of the 15,504 full-time employees of men's-wear chains, 86 per cent are men. Their compensation, in the form of wages and sales bonus, is well above the usual retail scale, averaging about \$2,000 per employee per year. In addition the chains, especially the hat chains, use part-time sales people to handle sales peaks, the number throughout the year averaging 2,876 men and 312 women.

### COMMODITIES SOLD

About 60 per cent of the sales of men's-wear chains were reported in detail, by commodities.

Clothing chains report that about 75 per cent of their sales is of men's suits and nearly 20 per cent is overcoats. Furnishings chains show that 89 per cent of their total sales represents furnishings, 4 per cent is of hats and caps, and nearly 6 per cent is of clothing.

Chains selling both clothing and furnishings show an average breakdown of sales as follows:

	Per cent
Men's suits.....	42. 24
Overcoats.....	16. 50
Furnishings.....	24. 64
Hats and caps.....	4. 90
Shoes.....	4. 24
Other commodities.....	7. 48

Hat chains reporting their sales by commodities show that 90 per cent is the sale of hats and caps, 8.69 per cent is of furnishings, and about 1 per cent is of miscellaneous merchandise. No breakdown is available for the tailoring chains; whole business is the sale of more or less made-to-order suits and overcoats, in the approximate proportion of 80 per cent suits and 20 per cent overcoats.

TABLE 1.—SUMMARY—ALL MEN'S WEAR CHAINS

	Num-ber of chains	Num-ber of units	Net sales (1929)	Pay-roll ratio	Rent ratio	Total expense ratio	Stock sales ratio <sup>1</sup>
Totals, all chains.....	286	3, 054	\$270, 959, 214	11. 59	9. 02	30. 23	21. 51
Men's clothing chains.....	84	893	88, 432, 317	9. 93	7. 12	26. 95	18. 64
Men's clothing and furnishings chains.....	87	701	110, 571, 557	13. 18	8. 03	31. 84	27. 65
Men's furnishings chains.....	49	480	23, 588, 439	10. 86	13. 30	31. 46	20. 11
Men's hat chains.....	37	692	29, 293, 367	10. 86	16. 23	35. 67	18. 54
Tailoring chains.....	29	288	19, 073, 534	12. 07	6. 80	26. 19	5. 58

<sup>1</sup> 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 2.—SALES ANALYZED ACCORDING TO SIZE OF CITY, GEOGRAPHIC DIVISIONS, AND VOLUME OF SALES—ALL MEN'S WEAR CHAINS

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations]

A. BY SIZE OF CITY

[For further analysis by geographic divisions, see Table 8]

SIZE OF CITY	Totals, all men's wear chains	SALES IN—				
		Men's clothing chains	Men's clothing and furnishings chains	Men's furnishings chains	Men's hat chains	Tailoring chains
	286 chains	84 chains	87 chains	49 chains	37 chains	29 chains
United States, Total—Net sales (1929).....	\$270, 959, 214	\$88, 432, 317	\$110, 571, 557	\$23, 588, 439	\$29, 293, 367	\$19, 073, 534
All cities with population of—						
More than 100,000.....	230, 450, 626	75, 630, 963	89, 348, 371	21, 386, 179	27, 045, 924	17, 039, 189
30,000 to 100,000.....	26, 922, 368	10, 260, 374	10, 890, 670	1, 878, 578	2, 170, 175	1, 722, 571
10,000 to 30,000.....	8, 516, 482	1, 673, 173	6, 218, 280	284, 958	36, 147	303, 924
Less than 10,000.....	5, 069, 738	867, 807	4, 114, 236	38, 724	41, 121	7, 850

TABLE 2.—SALES ANALYZED ACCORDING TO SIZE OF CITY, GEOGRAPHIC DIVISIONS, AND VOLUME OF SALES—ALL MEN'S WEAR CHAINS—Continued

B. BY GEOGRAPHIC DIVISIONS

[For number of units, see Table 7]

DIVISION	Totals, all men's wear chains	SALES IN—				
		Men's clothing chains	Men's clothing and furnishings chains	Men's furnishings chains	Men's hat chains	Tailoring chains
	286 chains	84 chains	87 chains	49 chains	37 chains	29 chains
United States, Total.....	\$270,959,214	\$88,432,317	\$110,571,557	\$23,588,439	\$29,293,367	\$19,073,534
New England.....	18,787,307	4,994,902	9,781,551	763,316	2,280,342	967,196
Middle Atlantic.....	110,071,776	28,958,462	50,700,719	9,903,277	15,953,902	4,555,416
East North Central.....	81,985,929	33,953,740	28,459,308	7,075,021	5,376,668	7,121,192
West North Central.....	16,253,803	6,676,451	5,532,189	1,807,685	1,051,422	1,186,056
South Atlantic.....	7,588,787	3,365,107	1,370,817	695,503	815,371	1,341,989
East South Central.....	3,243,487	1,182,375	388,741	425,719	584,022	662,630
West South Central.....	7,992,871	969,389	4,978,790	537,009	806,202	701,481
Mountain.....	2,214,449	500,670	1,152,171	108,571	189,706	263,331
Pacific coast.....	22,820,805	7,831,221	8,207,271	2,272,338	2,235,732	2,274,243

C. BY VOLUME OF SALES

ANNUAL SALES	Total (All men's wear chains)			Men's clothing chains		Men's clothing and furnishings chains	
	Number of chains	Net sales (1929)	Per cent of total sales	Number of chains	Net sales (1929)	Number of chains	Net sales (1929)
All chains.....	286	\$270,959,214	100.00	84	\$88,432,317	87	\$110,571,557
Chains with sales of—							
More than \$5,000,000.....	11	85,832,983	31.68	3	32,245,921	6	43,279,380
\$2,500,000 to \$5,000,000.....	15	53,887,397	19.89	6	20,158,524	5	20,257,669
\$1,000,000 to \$2,500,000.....	44	62,954,133	23.23	11	15,811,319	19	26,432,481
\$500,000 to \$1,000,000.....	37	26,046,559	9.61	12	7,987,076	12	9,501,442
\$250,000 to \$500,000.....	72	27,136,795	10.02	22	8,359,790	16	6,466,661
\$100,000 to \$250,000.....	80	13,330,399	4.92	19	3,225,184	25	4,338,693
Under \$100,000.....	27	1,770,948	.65	11	644,503	4	295,431

ANNUAL SALES	Men's furnishings chains		Men's hat chains		Tailoring chains	
	Number of chains	Net sales (1929)	Number of chains	Net sales (1929)	Number of chains	Net sales (1929)
All chains.....	49	\$23,588,439	37	\$29,293,367	29	\$19,073,534
Chains with sales of—						
More than \$5,000,000.....			1	(x)	1	(x)
\$2,500,000 to \$5,000,000.....	1	(x)	3	(x)		
\$1,000,000 to \$2,500,000.....	5	7,427,999	4	6,567,119	5	6,715,215
\$500,000 to \$1,000,000.....	5	3,333,661	4	3,004,915	4	2,219,465
\$250,000 to \$500,000.....	15	5,193,678	10	3,856,978	9	3,259,888
\$100,000 to \$250,000.....	19	2,974,336	9	1,334,101	8	1,458,885
Under \$100,000.....	4	(x)	6	414,255	2	(x)

TABLE 3.—SALES CLASSIFIED BY TYPES OF OPERATION—MEN'S WEAR CHAINS

	Totals, all men's wear chains	Men's clothing chains	Men's clothing and furnishings chains	Men's furnishings chains	Men's hat chains	Tailoring chains
<b>ALL TYPES</b>						
Number of chains.....	286	84	87	49	37	29
Number of units.....	3, 054	893	701	480	692	288
Net sales (1929).....	\$270, 959, 214	\$88, 432, 317	\$110, 571, 557	\$23, 588, 439	\$29, 293, 367	\$19, 073, 534
Per cent of net sales.....	100. 00	32. 64	40. 81	8. 70	10. 81	7. 04
Average sales per unit.....	\$88, 723	\$99, 028	\$157, 734	\$49, 142	\$42, 331	\$66, 228
<b>LOCAL CHAINS</b>						
Number of chains.....	169	40	58	37	20	14
Number of units.....	1, 084	243	376	260	133	72
Net sales (1929).....	\$102, 930, 414	\$19, 369, 541	\$59, 883, 859	\$13, 217, 633	\$5, 566, 018	\$4, 893, 363
<b>SECTIONAL CHAINS</b>						
Number of chains.....	93	35	27	9	11	11
Number of units.....	1, 160	429	290	104	201	136
Net sales (1929).....	\$84, 721, 555	\$25, 313, 144	\$41, 300, 829	\$4, 576, 647	\$7, 655, 825	\$5, 875, 110
<b>NATIONAL CHAINS</b>						
Number of chains.....	24	9	2	3	6	4
Number of units.....	810	221	35	116	358	80
Net sales (1929).....	\$83, 307, 245	\$43, 749, 632	\$9, 386, 869	\$5, 794, 159	\$16, 071, 524	\$8, 305, 061

TABLE 4.—CREDIT AND INSTALLMENT SALES

## A. CLOTHING—TAILORING—HAT CHAINS

	MEN'S CLOTHING CHAINS			Tailoring chains	Men's hat chains
	Totals, all men's clothing chains	More than 6 units	Less than 6 units		
Number of chains reporting credit sales.....	9	5	4	6	3
Net sales of such chains.....	\$15, 870, 346	\$11, 786, 795	\$4, 083, 551	\$2, 608, 899	\$1, 506, 235
Credit sales:					
Open account.....	\$1, 574, 483	\$774, 228	\$800, 255	\$1, 364, 423	\$61, 737
Per cent of sales.....	9. 92	6. 57	19. 60	52. 30	4. 10
Installment sales.....	\$2, 504, 359	\$218, 521	\$285, 838	-----	-----
Per cent of sales.....	15. 78	18. 82	7. 00	-----	-----
Cash sales.....	\$11, 791, 504	\$8, 794, 046	\$2, 997, 458	\$1, 244, 476	\$1, 444, 498
Per cent of sales.....	74. 30	74. 61	73. 40	47. 70	95. 90

## B. FURNISHINGS CHAINS—CLOTHING AND FURNISHINGS CHAINS

	MEN'S CLOTHING AND FURNISHINGS CHAINS				Men's furnishings chains
	Totals, all clothing and furnishings chains	More than 10 units	6 to 10 units	Less than 6 units	
Number of chains reporting credit sales.....	47	12	14	21	4
Net sales of such chains.....	\$86, 006, 144	\$36, 184, 045	\$24, 113, 951	\$25, 708, 148	\$1, 028, 414
Credit sales:					
Open account.....	\$30, 659, 559	\$11, 022, 067	\$8, 124, 206	\$11, 513, 286	\$227, 166
Per cent of sales.....	35. 65	30. 46	33. 69	44. 78	22. 09
Installment sales.....	\$4, 358, 094	\$1, 592, 111	\$625, 823	\$2, 140, 160	-----
Per cent of sales.....	5. 07	4. 40	2. 60	8. 33	-----
Cash sales.....	\$50, 988, 491	\$23, 569, 867	\$15, 363, 922	\$12, 054, 702	\$801, 248
Per cent of sales.....	59. 28	65. 14	63. 71	46. 89	77. 91

TABLE 5A.—OPERATING EXPENSES<sup>1</sup> CLASSIFIED BY SIZE OF CHAIN—MEN'S CLOTHING CHAINS

	Totals, all chains	CHAINS OF			
		More than 25 units	11 to 25 units	6 to 10 units	Less than 6 units
Net sales (1929).....	\$88,432,317	\$34,253,676	\$33,347,443	\$9,710,735	\$11,120,463
Number of chains.....	84	7	21	24	32
Units operated by local chains.....	243	-----	64	74	105
Units operated by sectional chains.....	429	112	195	94	28
Units operated by national chains.....	221	173	37	6	5
Operating expenses, total.....	\$23,833,097	\$7,729,755	\$10,112,219	\$2,826,450	\$3,164,673
Per \$100 of sales.....	26.95	22.57	30.32	29.11	28.46
Pay roll, total.....	\$8,778,960	\$2,715,925	\$3,680,255	\$1,054,109	\$1,328,671
Per \$100 of sales.....	9.93	7.93	11.03	10.86	11.95
Other store operating expenses, including rent.....	\$15,054,137	\$5,013,830	\$6,431,964	\$1,772,341	\$1,836,002
Per \$100 of sales.....	17.02	14.64	19.29	18.25	16.51
Rent in 881 leased premises, per \$100 of sales in such leased premises (included in figures on above line).....	7.12	6.43	7.37	9.13	6.66
Stocks on hand, at end of year, at cost.....	\$16,482,467	\$4,034,674	\$8,141,409	\$2,096,019	\$2,210,365
EMPLOYMENT DATA					
Full-time employees, total.....	4,485	1,407	1,837	565	676
Men.....	3,962	1,305	1,543	534	580
Women.....	523	102	294	31	96
Total pay roll.....	\$8,500,058	\$2,607,038	\$3,582,949	\$1,023,454	\$1,286,617
Part-time employees, total.....	972	475	300	114	83
Men.....	790	340	265	108	77
Women.....	182	135	35	6	6
Total pay roll.....	\$278,902	\$108,887	\$97,306	\$30,655	\$42,054

TABLE 5B.—OPERATING EXPENSES<sup>1</sup> CLASSIFIED BY SIZE OF CHAIN—MEN'S CLOTHING AND FURNISHINGS CHAINS

	Totals, all chains	CHAINS OF		
		More than 10 units	6 to 10 units	Less than 6 units
Net sales (1929).....	\$110,571,557	\$47,329,207	\$31,000,929	\$32,241,421
Number of chains.....	87	17	30	40
Units operated by local chains.....	376	94	130	152
Units operated by sectional chains.....	290	181	86	23
Units operated by national chains.....	35	31	-----	4
Operating expenses, total.....	\$35,211,959	\$15,700,508	\$9,823,927	\$9,687,524
Per \$100 of sales.....	31.84	33.17	31.69	30.04
Pay roll, total.....	\$14,577,792	\$6,185,502	\$4,209,637	\$4,182,653
Per \$100 of sales.....	13.18	13.07	13.58	12.97
Other store operating expenses, including rent.....	\$20,634,167	\$9,515,006	\$5,614,290	\$5,504,871
Per \$100 of sales.....	18.66	20.10	18.11	17.807
Rent in 684 leased premises, per \$100 of sales in such leased premises (included in figures on above line).....	8.03	9.85	8.00	5.43
Stocks on hand, end of year, at cost.....	\$30,572,048	\$11,546,424	\$9,349,195	\$9,676,429
EMPLOYMENT DATA				
Full-time employees, total.....	7,146	2,840	2,124	2,182
Men.....	5,746	2,538	1,685	1,523
Women.....	1,400	302	439	659
Total pay roll.....	\$14,295,574	\$6,142,635	\$4,133,619	\$4,019,320
Part-time employees, total.....	838	203	246	389
Men.....	724	166	220	338
Women.....	114	37	26	51
Total pay roll.....	\$282,218	\$42,867	\$76,018	\$163,333

<sup>1</sup> The 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 5C.—OPERATING EXPENSES<sup>1</sup> CLASSIFIED BY SIZE OF CHAIN—MEN'S FURNISHINGS CHAINS

	Totals, all chains	CHAINS OF			
		More than 25 units	11 to 25 units	6 to 10 units	Less than 6 units
Net sales (1929).....	\$23, 588, 439	\$6, 819, 827	\$7, 693, 587	\$4, 022, 438	\$5, 052, 687
Number of chains.....	49	3	9	11	26
Units operated by local chains.....	260	106	60	94	
Units operated by sectional chains.....	104	35	29	19	21
Units operated by national chains.....	116	93	23		
Operating expenses, total.....	\$7, 420, 394	\$2, 068, 542	\$2, 489, 453	\$1, 244, 110	\$1, 618, 289
Per \$100 of sales.....	31.46	30.33	32.36	30.93	32.03
Pay roll, total.....	\$2, 560, 525	\$659, 244	\$818, 971	\$456, 298	\$626, 012
Per \$100 of sales.....	10.86	9.67	10.65	11.34	12.39
Other store operating expenses, including rent.....	\$4, 859, 869	\$1, 409, 298	\$1, 670, 482	\$787, 812	\$992, 277
Per \$100 of sales.....	20.60	20.66	21.71	19.59	19.64
Rent in 477 leased premises, per \$100 of sales in such leased premises (included in figures on above line).....	13.30	12.33	14.69	12.33	13.26
Stocks on hand, end of year, at cost.....	\$4, 743, 168	\$1, 041, 337	\$1, 624, 087	\$876, 423	\$1, 201, 321
EMPLOYMENT DATA					
Full-time employees, total.....	1, 268	346	406	226	290
Men.....	1, 218	344	396	215	263
Women.....	50	2	10	11	27
Total pay roll.....	\$2, 505, 971	\$656, 793	\$802, 915	\$444, 198	\$602, 065
Part-time employees, total.....	196	9	67	57	63
Men.....	186	9	64	52	61
Women.....	10		3	5	2
Total pay roll.....	\$54, 554	\$2, 451	\$16, 056	\$12, 100	\$23, 947

TABLE 5D.—OPERATING EXPENSES<sup>1</sup> CLASSIFIED BY SIZE OF CHAIN—MEN'S HAT CHAINS

	Totals, all chains	CHAINS OF			
		More than 25 units	11 to 25 units	6 to 10 units	Less than 6 units
Net sales (1929).....	\$29, 293, 367	\$20, 213, 582	\$4, 331, 643	\$1, 766, 174	\$2, 981, 968
Number of chains.....	37	8	7	8	14
Units operated by local chains.....	133	42	35	56	
Units operated by sectional chains.....	201	88	74	25	14
Units operated by national chains.....	358	358			
Operating expenses, total.....	\$10, 449, 655	\$7, 082, 087	\$1, 595, 402	\$717, 803	\$1, 054, 363
Per \$100 of sales.....	35.67	35.04	36.83	40.64	35.36
Pay roll, total.....	\$3, 182, 444	\$2, 169, 214	\$447, 850	\$227, 088	\$338, 292
Per \$100 of sales.....	10.86	10.73	10.34	12.86	11.35
Other store operating expenses, including rent.....	\$7, 267, 211	\$4, 912, 873	\$1, 147, 552	\$490, 715	\$716, 071
Per \$100 of sales.....	24.81	24.30	26.49	27.78	24.01
Rent in 679 leased premises, per \$100 of sales in such leased premises (included in figures on above line).....	16.23	15.91	16.78	19.09	15.93
Stocks on hand, end of year, at cost.....	\$5, 430, 674	\$3, 722, 900	\$701, 661	\$350, 157	\$655, 956
EMPLOYMENT DATA					
Full-time employees, total.....	1, 460	945	227	116	172
Men.....	1, 416	913	227	116	160
Women.....	44	32			12
Total pay roll.....	\$2, 905, 645	\$1, 990, 400	\$370, 312	\$221, 422	\$323, 511
Part-time employees, total.....	976	697	209	19	51
Men.....	973	696	209	19	49
Women.....	3	1			2
Total pay roll.....	\$276, 799	\$178, 814	\$77, 538	\$5, 666	\$14, 781

<sup>1</sup> The 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 5E.—OPERATING EXPENSES<sup>1</sup> CLASSIFIED BY SIZE OF CHAINS—TAILORING CHAINS

	Totals, all chains	CHAINS OF		
		More than 10 units	6 to 10 units	Less than 6 units
Net sales (1929).....	\$19, 073, 534	\$11, 670, 626	\$2, 437, 160	\$4, 965, 748
Number of chains.....	29	7	7	15
Units operated by local chains.....	72	-----	22	50
Units operated by sectional chains.....	136	98	25	13
Units operated by national chains.....	80	64	10	6
Operating expenses, total.....	\$4, 995, 964	\$2, 511, 450	\$633, 128	\$1, 851, 386
Per \$100 of sales.....	26. 19	21. 52	25. 98	37. 28
Pay roll, total.....	\$2, 301, 766	\$1, 244, 630	\$240, 741	\$816, 495
Per \$100 of sales.....	12. 07	10. 66	9. 88	16. 44
Other store operating expenses, including rent.....	\$2, 694, 198	\$1, 266, 920	\$392, 387	\$1, 034, 891
Per \$100 of sales.....	14. 12	10. 86	16. 10	20. 84
Rent in 263 leased premises, per \$100 of sales in such leased premises (included in figures on above line).....	6. 80	5. 10	8. 06	9. 18
Stocks on hand, end of year, at cost.....	\$1, 063, 558	\$171, 912	\$252, 055	\$639, 591
EMPLOYMENT DATA				
Full-time employees, total.....	1, 145	693	121	331
Men.....	990	576	113	301
Women.....	155	117	8	30
Total pay roll.....	\$2, 205, 002	\$1, 209, 757	\$233, 369	\$761, 876
Part-time employees, total.....	206	57	22	127
Men.....	203	57	19	127
Women.....	3	-----	3	-----
Total pay roll.....	\$96, 764	\$34, 773	\$7, 372	\$54, 619

<sup>1</sup>The computation of expenses includes no return on capital invested in merchandise fixtures, of accounts. Expenses do not include, of course, the cost of merchandise sold, nor profit.

TABLE 6.—SALES BY COMMODITIES—MEN'S WEAR CHAINS

	Men's clothing chains	Men's clothing and furnishings chains	Men's furnishings chains	Men's hat chains
Net sales (1929).....	\$92, 878, 819	\$110, 571, 557	\$23, 588, 439	\$29, 293, 367
Less amount which can not be broken down into commodities.....	1 29, 911, 312	43, 450, 652	14, 747, 119	15, 097, 892
Sales further analyzed.....	62, 967, 507	67, 120, 905	8, 841, 320	14, 195, 475
Commodities.....	Per cent 100. 00	Per cent 100. 00	Per cent 100. 00	Per cent 100. 00
Suits.....	75. 55	42. 24	-----	-----
Overcoats.....	19. 28	16. 50	-----	-----
Hats and caps.....	1. 10	4. 90	3. 91	90. 24
Furnishings.....	-----	24. 64	89. 12	8. 69
All other men's clothing.....	2. 23	4. 79	5. 85	1. 04
Custom tailoring.....	1. 78	. 35	-----	-----
Women's apparel, millinery, and accessories.....	-----	. 22	. 13	-----
Leather goods and luggage.....	. 06	. 42	-----	-----
Shoes and other footwear.....	-----	4. 24	. 24	-----
Sporting goods.....	-----	. 81	. 75	-----
Miscellaneous.....	-----	. 89	-----	. 03

<sup>1</sup> Includes also 3 small wholesale units not further analyzed.

TABLE 7.—CHAIN UNITS CLASSIFIED BY DATE OF ESTABLISHMENT, GEOGRAPHIC DIVISIONS, AND SIZE OF CHAINS—MEN'S WEAR CHAINS

## A. DATE OF ESTABLISHMENT

	Per cent of total units	Total units, all men's wear chains	UNITS IN—				
			Men's clothing chains	Men's clothing and furnishings chains	Men's furnishings chains	Men's hat chains	Tailoring chains
Totals, all units.....	100.00	3,054	893	701	480	692	288
All units established—							
In 1929.....	12.84	392	175	98	86	17	16
1925 to 1928.....	29.37	897	381	194	167	72	83
Previous to 1925.....	57.79	1,765	337	409	227	603	189

## B. UNITS ANALYZED BY GEOGRAPHIC DIVISIONS

[For dollars of sales see Table 2]

GEOGRAPHIC DIVISIONS							
UNITED STATES, totals.....	100.00	3,054	893	701	480	692	288
New England.....	8.81	269	103	66	27	62	11
Middle Atlantic.....	36.84	1,125	331	188	174	364	68
East North Central.....	27.15	829	253	200	149	131	96
West North Central.....	7.50	229	61	76	52	25	15
South Atlantic.....	5.14	157	71	15	17	24	30
East South Central.....	2.75	84	29	8	15	17	15
West South Central.....	3.99	122	14	53	10	19	26
Mountain.....	1.21	37	12	13	2	6	4
Pacific.....	6.61	202	19	82	34	44	23

## C. BY SIZE OF CHAINS

Totals, all men's wear chains.....	100.00	3,054	893	701	480	692	288
Chains having—							
More than 25 units.....	34.12	1,042	285	93	128	446	90
11 to 25 units.....	27.83	850	277	213	158	130	72
6 to 10 units.....	20.24	618	193	216	86	60	63
Less than 6 units.....	17.81	544	138	179	108	56	63

TABLE 8.—SALES CLASSIFIED BY SIZE OF CITY IN EACH GEOGRAPHIC DIVISION—MEN'S WEAR CHAINS

GEOGRAPHIC DIVISION AND SIZE OF CITY	Per cent of total sales	Totals, all men's wear chains	SALES OF—				
			Men's clothing chains	Men's clothing and furnishings chains	Men's furnishings chains	Men's hat chains	Tailoring chains
UNITED STATES, total.....	100.00	\$270,959,214	\$88,432,317	\$110,571,557	\$23,588,439	\$29,293,367	\$19,073,534
All cities with population of—							
More than 100,000.....	85.05	230,450,626	75,630,963	89,348,371	21,386,179	27,045,924	17,039,189
30,000 to 100,000.....	9.94	26,922,368	10,260,374	10,890,670	1,878,578	2,170,175	1,722,571
10,000 to 30,000.....	3.14	8,516,482	1,673,173	6,218,280	284,958	36,147	303,924
Less than 10,000.....	1.87	5,069,738	867,807	4,114,236	38,724	41,121	7,850
NEW ENGLAND.....	100.00	18,787,307	4,994,902	9,781,551	763,316	2,280,342	967,196
Cities having population of—							
More than 100,000.....	74.80	14,052,486	3,677,944	7,219,052	637,391	1,712,195	805,904
30,000 to 100,000.....	21.43	4,026,926	1,068,856	2,109,187	119,444	568,147	161,292
10,000 to 30,000.....	3.16	593,642	221,503	370,658	1,481	-----	-----
Less than 10,000.....	.61	114,253	26,599	82,654	5,000	-----	-----

TABLE 8.—SALES CLASSIFIED BY SIZE OF CITY IN EACH GEOGRAPHIC DIVISION—  
MEN'S WEAR CHAINS—Continued

GEOGRAPHIC DIVISION AND SIZE OF CITY	Per cent of total sales	Totals, all men's wear chains	SALES OF—				
			Men's clothing chains	Men's clothing and furnish- ings chains	Men's fur- nishings chains	Men's hat chains	Tailoring chains
MIDDLE ATLANTIC.....	100.00	\$110,071,776	\$28,958,462	\$50,700,719	\$9,903,277	\$15,953,902	\$4,555,416
Cities having popula- tion of—							
More than 100,000...	89.78	98,824,191	24,619,579	46,829,889	8,553,820	14,795,116	3,995,787
30,000 to 100,000...	7.89	8,687,608	3,743,186	2,172,870	1,122,820	1,119,614	529,118
10,000 to 30,000....	1.81	1,994,449	505,246	1,236,055	222,637	-----	30,511
Less than 10,000....	.52	565,528	60,451	461,905	4,000	39,172	-----
EAST NORTH CENTRAL...	100.00	81,985,929	33,953,740	28,459,308	7,075,021	5,376,668	7,121,192
Cities having popula- tion of—							
More than 100,000...	85.75	70,299,623	30,206,365	21,882,395	6,608,070	5,023,328	6,579,465
30,000 to 100,000...	10.16	8,333,492	3,524,702	3,562,382	423,227	315,244	507,937
10,000 to 30,000....	1.87	1,534,566	181,678	1,255,951	27,000	36,147	33,790
Less than 10,000....	2.22	1,818,248	40,995	1,758,580	16,724	1,949	-----
WEST NORTH CENTRAL...	100.00	16,253,803	6,676,451	5,532,189	1,807,685	1,051,422	1,186,056
Cities having popula- tion of—							
More than 100,000...	76.34	12,407,647	5,825,298	2,632,630	1,765,565	1,024,172	1,159,982
30,000 to 100,000...	6.56	1,065,678	314,943	681,686	15,725	27,250	26,074
10,000 to 30,000....	8.26	1,343,540	181,831	1,135,314	26,395	-----	-----
Less than 10,000....	8.84	1,436,938	354,379	1,082,559	-----	-----	-----
SOUTH ATLANTIC.....	100.00	7,588,787	3,365,107	1,370,817	695,503	815,371	1,341,989
Cities having popula- tion of—							
More than 100,000...	73.38	5,568,710	1,971,718	1,187,306	674,003	786,912	948,771
30,000 to 100,000...	19.99	1,516,804	1,018,250	145,179	8,500	28,459	316,416
10,000 to 30,000....	4.80	364,037	287,235	-----	-----	-----	76,802
Less than 10,000....	1.83	139,236	87,904	38,332	13,000	-----	-----
EAST SOUTH CENTRAL...	100.00	3,243,487	1,182,375	388,741	425,719	584,022	66,630
Cities having popula- tion of—							
More than 100,000...	88.20	2,860,735	1,094,100	270,022	420,764	554,039	521,810
30,000 to 100,000...	6.27	203,305	46,934	60,768	4,955	29,983	60,665
10,000 to 30,000....	4.16	134,964	34,525	28,134	-----	-----	72,305
Less than 10,000....	1.37	44,483	6,816	29,817	-----	-----	7,850
WEST SOUTH CENTRAL...	100.00	7,992,871	969,389	4,978,790	537,009	806,202	701,481
Cities having popula- tion of—							
More than 100,000...	65.32	5,221,055	692,257	2,695,691	537,009	806,202	489,896
30,000 to 100,000...	18.36	1,467,388	277,132	1,069,187	-----	-----	121,069
10,000 to 30,000....	13.54	1,082,452	-----	991,936	-----	-----	90,516
Less than 10,000....	2.78	221,976	-----	221,976	-----	-----	-----
MOUNTAIN.....	100.00	2,214,449	500,670	1,152,171	108,571	189,706	263,331
Cities having popula- tion of—							
More than 100,000...	52.96	1,172,691	92,475	557,898	101,126	157,861	263,331
30,000 to 100,000...	6.09	134,996	-----	103,151	-----	31,845	-----
10,000 to 30,000....	18.71	414,213	151,710	255,058	7,445	-----	-----
Less than 10,000....	22.24	492,549	256,485	236,064	-----	-----	-----
PACIFIC.....	100.00	22,820,805	7,831,221	8,207,271	2,272,338	2,235,732	2,274,243
Cities having popula- tion of—							
More than 100,000...	87.83	20,043,488	7,421,227	6,073,188	2,088,431	2,186,099	2,274,243
30,000 to 100,000...	6.51	1,486,171	266,371	986,260	183,907	49,633	-----
10,000 to 30,000....	4.62	1,054,619	109,445	945,174	-----	-----	-----
Less than 10,000....	1.04	236,527	34,178	202,349	-----	-----	-----