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FIFTEENTH CENSUS OF THE UNITED STATES

CENSUS OF DISTRIBUTION : 1930

RETAIL DISTRIBUTION

(TRADE SERIES)

APPAREL RETAILING

(APPAREL, CLOTHING  
AND RELATED MERCHANDISE)

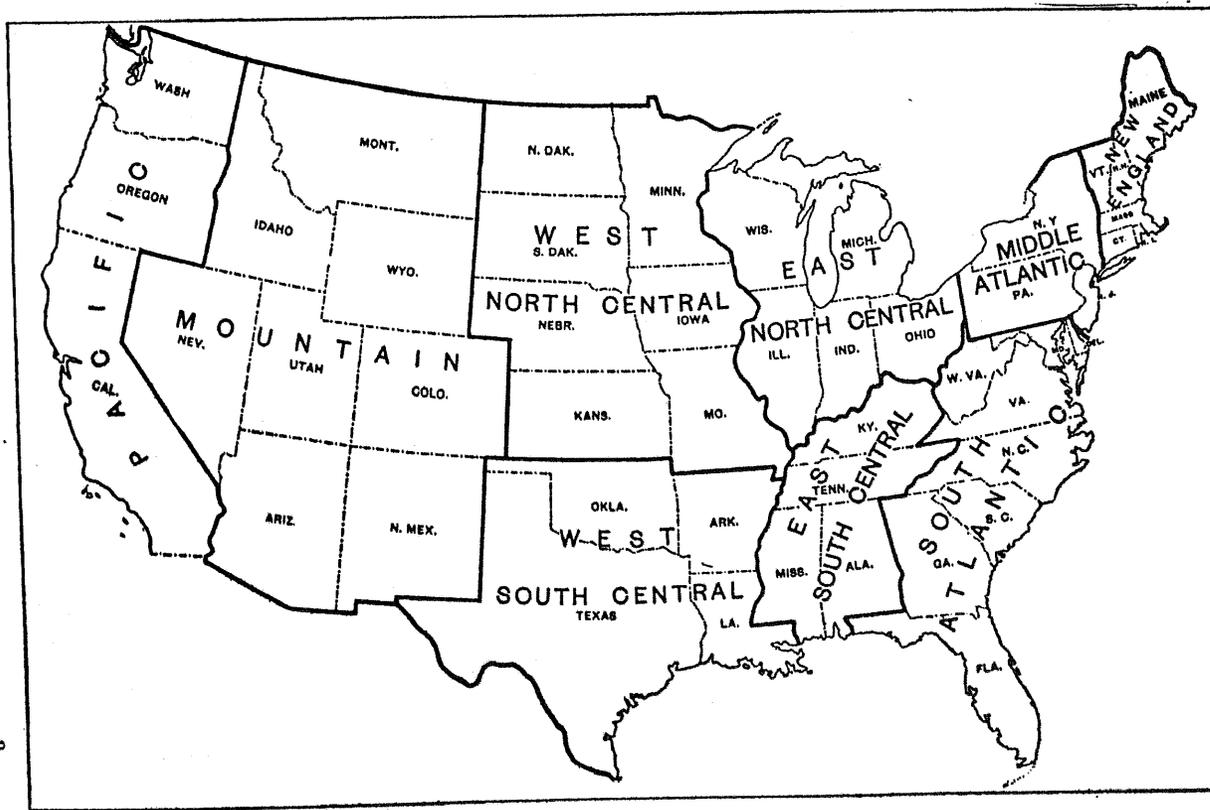


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WASHINGTON : 1933

MAP OF THE UNITED STATES SHOWING GEOGRAPHIC DIVISIONS



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# APPAREL RETAILING

By CHARLES F. BEACH

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## INTRODUCTION

This report, prepared from data secured in the first complete Census of Distribution, is the fifth of a series of special retail trade studies. It was prepared under the general supervision of Robert J. McFall, chief statistician for distribution, and John Guernsey, in charge of retail distribution.

**Scope of the report.**—This presentation brings together, in one report, much of the operating and expense data supplied by those retail stores engaged in selling apparel, furnishings, and accessories. The tables are, for the most part, limited to United States totals and averages, with the introduction of brief State and city compilations for necessary comparisons. Discussions are also limited to broad general conclusions based upon these national figures and can not be presumed to be directly applicable to any one State or group of States, nor to any one city or group of cities.

Similar comparable data can be compiled, for a desired area, from the various State reports,<sup>1</sup> and such State and city compilations should be used whenever possible. National averages are valuable as general business barometers but no attempt should be made to apply them to a specific community without first checking them with the figures for the area under consideration.

Except as otherwise indicated, all data cover store operations for the calendar year 1929, which was the last nearly normal business year. The sales volume of these stores have been materially lowered in subsequent years due to the general reduction of prices. However, it is believed that the ratios or relationships between the various kinds of business in the apparel group and their leading competitors have remained relatively the same.

Chapter I presents, briefly, an outline of the different kinds of stores engaged in the sale of apparel, furnishings, and accessories and presents for each a description of how the stores were classified. Chapter II describes, for the apparel group, the various kinds of stores included, the operations of such stores, the cost of doing business, the nature of the merchandise sold and an explanation of the various types of store operators. Chapter III presents and discusses, briefly, similar information for the general merchandise group, and general stores, large distributors of apparel, furnishings, and accessories and the principal competitors of the apparel stores.

Chapter IV contains an analysis of apparel sales by commodities. It shows approximate total sales in each State and for the United States, and indicates the relative importance of each merchandise line.

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<sup>1</sup> Copies of these retail State reports and the chain store reports (merchandising series) may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. A nominal charge is made for each copy.