

CHAPTER 1.—APPAREL—BY WHOM SOLD

Description of the business.—Apparel, furnishings, and accessories are sold at retail by many different kinds of stores. Naturally, the proportions vary widely in these different kinds of stores. Those in which the sale of such merchandise is important can be divided roughly into three groups, namely, the apparel group, the general merchandise group, and the general stores.

There are 22 individual kind-of-business classifications in the apparel group in each of which the primary objective is the sale of apparel. Only a relatively small proportion of the annual volume is obtained through the sale of commodities unrelated to the apparel field.

The general merchandise group contains 10 separate kind-of-business classifications. While the sale of apparel is not the primary object of these stores, nevertheless apparel is one of the most important commodity lines handled and represents a very substantial proportion of the sales volume.

General stores have been individually separated into three kinds of stores. In each, food represents the largest single line of merchandise sold. However, these stores also handle considerable quantities of apparel and shoes, particularly in the cheaper grades and therefore must assume their proper place in the picture.

Kinds of business defined.—To insure a complete understanding of the kinds of stores included in each of the three groups previously mentioned and to provide for uniform use, *definitions*, outlining the kinds of stores included under each classification, have been prepared. In all retail reports individual store classifications have been used where ever possible. However, in many instances it has been found necessary to combine as few as two or as many as 20 classifications to avoid disclosure of individual operations. It was therefore necessary, in order to insure the presentation of comparable figures, to adopt a standard basis for making combinations. Definitions have been prepared in a manner which describes first the standard or condensed classifications with a brief description of each different kind of store included under the general heading. For purposes of clarity those definitions which apply to the stores included in this report have been included herein.

Apparel group.—In this group the 22 kinds of stores are separately described in six condensed groupings as follows:

1. **Men's stores (men's and boys' clothing and furnishings).**—Under this heading are four kinds of stores. First, *men's and boys' clothing stores* which confine their sales primarily to clothing (outer apparel); second, the *haberdashery stores*, confining their sales to men's furnishings and accessories; third, *men's clothing and furnishings stores*, selling both clothing and furnishings, and fourth, *hat stores*, selling principally hats and caps. Men's stores may carry a limited stock of shoes.

2. **Family clothing stores (men's, women's, and children's).**—This one kind of store is popularly called the *family clothing store* and carries clothing, furnishings and accessories for men, women, and children, usually including shoes. Characteristic of many of these stores is their use of installment credit as a sales inducement.

3. **Women's ready-to-wear specialty stores.**—Women's apparel and accessories, usually including millinery, shoes, lingerie, hosiery, and small wares.

Frequently gloves and handbags are carried and occasionally toiletries and other lines related to women's apparel. This classification frequently includes large stores of equal sales importance to department stores but limited to women's wear, accessories, and dry goods.

4. **Women's accessories stores.**—Under the grouping of women's accessories stores there are eight different kinds of shops: *Blouse shops, corset and lingerie shops, furriers or fur shops, hosiery shops, knit goods shops, millinery stores (or departments, if leased), costume accessories stores* (selling bags, jewelry, and gloves), and *umbrella shops* (selling umbrellas, parasols, and canes). The names reflect the principal commodities sold although quite often these stores or shops sell related lines ordinarily sold in larger quantities by other kinds of stores.

5. **Other apparel and furnishings.**—This condensed classification includes such kinds of business as *children's specialty shops*, carrying children's clothing and accessories; *custom tailors* (for both men and women); *dressmakers; infants' wear shops*, carrying infants' wear and specialties; and *mail-order apparel houses*. This latter classification may include men's and boys' mail-order clothing and furnishings as well as women's apparel and accessories sold by mail from catalog. These mail-order apparel houses should not be confused with mail-order general merchandise houses which are included in the general merchandise group and will be separately covered in the explanation of department stores.

6. **Shoe stores.**—This general classification, which is included in the apparel group, is divided into three kinds of stores; first, *men's shoe stores*, second, *women's shoe stores*, and third, *family shoe stores*. The first and second specialize in men's and women's shoes, respectively, with the men's stores usually selling hose and often gloves, while the women's stores are rapidly developing the sale of hosiery, bags, gloves, and underwear. Not usual in these specialized stores, but possible without changing the classifications are the presence in the men's stores of boys' shoes and in the women's stores of misses' and children's shoes.

General merchandise group.—The 10 individual kind-of-business classifications in the general merchandise group can be logically combined into four major kind-of-business groupings which are described below:

1. **Department stores.**—Department stores were classified as such by the census if they sold \$100,000 or more of merchandise annually (exclusive of food departments); otherwise they were shown as general merchandise stores. They are distinguished from dry goods stores by the fact that they include men's departments (clothing and furnishings) and furniture, floor coverings and other home wares departments. Many department stores have developed from dry-goods stores. The change occurs when customer appeal is made broader than the appeal to women customers only.

There are three varieties of stores included under the department store classification: First, *department stores with food departments*; second, *department stores without food departments*; and third, *mail-order general merchandise houses*. With the exception of the food departments, the two kinds of department stores are alike, in that they are departmentized general merchandise stores, usually of the full service type, carrying men's, women's, and children's apparel, furnishings and accessories, dry goods, home furnishings, and many other lines. Shoes, furniture, and hardware are often, but not necessarily, represented, although home furnishings, draperies, curtains, and linens are almost invariably carried. The retail stores operated by the mail-order companies are classified as department stores and not as mail-order houses.

Mail-order houses selling general merchandise by mail carry about the same range of merchandise as do the department stores and in addition carry farm implements and farmers' supplies, hardware, automotive equipment, and many lines not ordinarily found in the department store. These houses sell largely for

cash but recently have added credit in the form of installment accounts. Goods are delivered by mail, freight, or express, often at the expense of the purchaser, particularly in the case of bulky merchandise. In view of the limited number of mail-order houses in any one State, it frequently happens that their figures can not be shown separately. Whenever possible the figures for department stores and mail-order houses are shown separately. When it is necessary to combine, in order to avoid disclosure, notation to that effect is made.

2. **Dry-goods stores (see also department stores).**—*Dry-goods stores* sell ready-to-wear and accessories as well as a general line of dry goods, such as linens, piece goods, house furnishings, notions, etc., but not over 10 per cent men's clothing, men's shoes, or home wares unless the home wares consist of domestics and bedding. When the distribution between women's apparel stores and dry goods stores is in question, the classification is determined by the fact of whether or not piece goods, notions, and patterns are carried. If so and if they account for as much as 10 per cent of the total sales the store is called a dry goods store. *Piece-goods stores*, which are included under the dry-goods classification, due to the limited number of stores in any one area, are engaged primarily in the sale of piece goods and notions, with only occasional sales of apparel in some form.

3. **General merchandise stores.**—The general merchandise store classification, for the purpose of this census, includes departmentized general stores having annual sales of less than \$100,000 as well as stores with annual volume of over \$100,000 selling similar lines of merchandise but not known as departmentized stores. There are two *general merchandise store* classifications, one with food departments and one without. Other general merchandise stores are *Army and Navy goods stores* and *women's exchanges*. General merchandise stores do not ordinarily sell furniture although the sale thereof does not necessarily warrant a change in classification. Dry goods, house furnishings and appliances, and men's, women's, and children's apparel, furnishings, and accessories predominate. Army and Navy goods stores sell much the same variety of merchandise, although usually in a lower price range. Clothing, shoes, camp equipment, blankets, and bedding usually predominate. Women's exchanges, found in limited numbers in the cities and sometimes in the smaller towns, are included in this classification of general merchandise stores, first because they carry a general line of merchandise, especially home-prepared foods and handicraft which may be purchased or exchanged for other merchandise, and second, because in most States so few are operated that they must necessarily be included with the general classification.

4. **Variety, 5-and-10, and to-a-dollar stores.**—*Variety stores, 5-and-10-cent stores, and to-a-dollar stores* are always combined in one classification even though it would be desirable to show them separately, because it has been found impossible to avoid disclosure of individual operations of stores and chains in the last two classifications if shown separately. These stores carry a wide variety of small wares, especially the cheaper grades of women's and children's furnishings and accessories, light hardware, toys, housewares, etc. The sales are usually for cash, without delivery service. The 5-and-10 and to-a-dollar stores are usually operated by chains of sectional and national scope and have become large distributors of candy, hardware, notions, tableware, costume jewelry, cosmetics, and toys, some of which may be in direct competition with apparel stores.

General stores (country general stores).—The group referred to as general stores are nearly always located in places of less than 10,000 population and correspond roughly to the classification known as general merchandise stores in the larger cities. These general stores as a rule handle food, which constitute a very important part of their total sales.

General stores defined.—There are three kinds of stores included under this heading. First, there is the general store carrying in addition to groceries a general line of other merchandise. Next, there is the grocery store carrying clothing and often a limited line of shoes. The third is the grocery store selling dry goods and notions, with possibly some isolated sales of apparel. These stores, which are quite common in the small towns and rural areas, are found occasionally in the smaller cities and on the outskirts of the larger cities. Due to the fact that general stores sell various other kinds of merchandise in addition to groceries, they are segregated in total from both the food stores and the general merchandise stores, but they can readily be grouped with either or prorated to both at the option of the user.

Complete definitions for all kinds of stores are shown in a special section of the United States summary of retail distribution to which reference is particularly invited. This special section of the United States summary includes also definitions for the various different types of operation as well as an explanation of the different forms of organization under which the stores are operated.

CHAPTER 2.—APPAREL STORES AND THEIR OPERATIONS

Description of apparel stores.—Apparel stores described in this report are those engaged primarily in selling apparel, furnishings and accessories to the ultimate consumer at retail. These stores are potential outlets for other lines of merchandise and they frequently do sell other commodities, although in much smaller quantities. Other stores also sell apparel, but unless the sale of apparel is the principal activity, they are not classified as apparel stores.

Number of stores.—There are 22 separate kind-of-business classifications included in the apparel group. All but 3 of these 22 kinds of stores feature clothing in some form. The remaining three engage primarily in the sale of shoes. Largest of the 19 classifications dealing in clothing is the women's ready-to-wear specialty shops. There were 18,253 of these stores in operation in 1929 with aggregate sales of \$1,087,600,723. Men's clothing and furnishings stores are second with annual sales totaling \$760,527,660 in 14,049 stores. The third in number of stores is the classification of millinery stores (including leased millinery departments). There were 12,433 of the millinery stores and departments with sales of \$161,806,725. There were 11,284 custom tailors (ladies' and men's) with total sales of \$165,047,916; 10,551 family clothing stores (men's, women's, and children's) with sales amounting to \$552,353,340, and 9,196 men's furnishings stores with sales of \$212,032,317. Another very important classification in the apparel group is the family shoe store selling shoes for the entire family. There were 21,191 of these family shoe stores with annual sales totaling \$614,640,960. These seven major kind-of-business classifications contain nearly 85 per cent of the stores and account for approximately 84 per cent of the sales of the apparel group.

The other 15 kind-of-business classifications making up the apparel group are included in the following table. This table includes stores and sales and the proportion of the sales of each kind of store to the total sales for the group.

APPAREL GROUP.—STORES AND SALES BY KINDS OF BUSINESS

KINDS OF BUSINESS	Number of stores	Sales (1929) ¹	Per cent of sale
Apparel group, total.....	114,206	\$4,240,892,577	100.00
Men's and boys' clothing and furnishings stores:			
Men's and boys' clothing stores.....	3,386	176,418,581	4.16
Men's and boys' hat stores.....	1,566	43,744,215	1.03
Men's furnishings stores.....	9,196	212,032,317	5.00
Men's clothing and furnishings stores.....	14,049	760,527,660	17.93
Family clothing stores (men's, women's, and children's).....	10,551	552,353,340	13.02
Women's ready-to-wear specialty stores.....	18,253	1,087,600,723	25.65
Women's accessory stores:			
Blouse shops.....	11	313,362
Corset and lingerie shops.....	2,300	49,555,828	1.17
Furriers—fur shops.....	2,280	106,861,500	2.52
Hosiery shops.....	1,943	54,829,900	1.27
Knit goods shops.....	464	11,347,587	0.27
Millinery stores (including leased millinery departments).....	12,433	161,806,725	3.81
Costume accessory stores (including jewelry, bags, and gloves).....	323	6,781,029	0.16
Umbrella shops (including parasols and canes).....	127	1,146,200	0.03
Other apparel stores:			
Children's specialty shops.....	1,019	23,982,252	0.57
Custom tailors.....	11,284	165,047,916	3.89
Dressmakers.....	463	11,610,556	0.27
Infants' wear shops.....	290	5,983,019	0.14
Mail-order apparel houses.....	9	2,120,818	0.05
Shoe stores:			
Shoe stores, men's.....	1,402	61,507,370	1.45
Shoe stores, women's.....	1,066	130,680,659	3.08
Family shoe stores (men's, women's, and children's).....	21,191	614,640,960	14.49

¹ Total sales shown in this table do not necessarily represent sales of apparel only. For sales by commodities see Tables 6, 7, and 8 of this report.

The largest annual volume of any individual classification in the apparel group was reported by the women's ready-to-wear specialty shops. More than 25 per cent of the sales of the entire group was reported by these women's stores dealing principally in coats, suits, and dresses. The next highest in sales was the men's clothing and furnishings stores which reported about 18 per cent of the group's total. More than half of the sales of these men's stores were in suits and overcoats. These two kinds of stores, which were highest in sales and together accounted for more than 43.5 per cent of the apparel group's total are essentially specialty stores, and are found principally in the cities of over 30,000 population, as indicated by Table 1, which shows that 82 per cent of all women's ready-to-wear specialty stores and about 72 per cent of the men's clothing and furnishings stores are located in these larger cities. It is of interest to note that these cities contain less than 39 per cent of the total population of the country.

The classification family shoe stores was by far the largest in number of stores but was third in sales with a total of \$614,640,690, or nearly 15 per cent of the group total. These shoe stores, catering to the footwear needs of the entire family, like the family clothing stores (sixth in number of stores and fourth in sales), had one advantage over their more specialized competitors; namely, that in supplying the entire family, their appeal is wider. The probability is, however, that this advantage is offset to some extent by the fact that a very large proportion of the family stores are unable to provide as wide a range of styles and grades as those stores which specialize in some one of the three kinds of merchandise. Also, the character of the family stores is such that a wider price range is almost essential which has a tendency to restrict rather than to increase the appeal. The following brief table provides a comparison of the average sales of family stores and some of the specialty stores and brings out the differences which may be the result of the factors mentioned.

AVERAGE SALES PER STORE

KINDS OF STORES	Average sales per store	KINDS OF STORES	Average sales per store
Men's clothing and furnishings stores.....	\$54, 134	Men's shoe stores.....	\$43, 872
Women's ready-to-wear specialty stores.....	59, 585	Women's shoe stores.....	78, 440
Family clothing stores.....	52, 446	Family shoe stores.....	29, 005

The millinery stores classification, which includes those operated as leased millinery departments in women's apparel stores and department stores, are fourth for the group in number of stores but are eighth in volume of sales. The average annual sales of these stores or departments was only about \$13,000 each, which is partially responsible for the high expense ratio (43.76 per cent of sales) reported.

Custom tailors are important as to number of stores or shops operated, but accounted for only 3.89 per cent of the business of the group and were seventh in amount of sales. These shops, as their sales will indicate, have not presented as formidable competition to the ready-to-wear stores as might have been expected from the number of such establishments in operation.

The six kinds of business discussed in detail account for 78.80 per cent of the total business of the apparel group. Men's and boys' clothing stores and the men's furnishings stores, accounting for 4 per cent and 5 per cent, respectively, of the group's business, when added to those previously discussed, brings the total to about 88 per cent of the entire sales of the group.

How the size of the city affects sales.—The cities of more than 30,000 population contain more than 62 per cent of the apparel stores of the country and do

about 78 per cent of the total business of the apparel group. Since the population of these 30,000 and over cities constitutes 39 per cent of the country's total, a 2 to 1 relationship between population and apparel-store sales is indicated. This ratio varies materially between States, depending on the number of cities within the States and the proportion of the States' population found residing in or in close proximity to these larger cities.

The following table furnishes by States a comparison between population and apparel-store sales in these cities with more than 30,000 inhabitants.

COMPARISON OF POPULATION AND APPAREL STORE SALES, BY STATES

STATES	Proportion of population in cities of more than 30,000 population	Proportion of apparel-store sales in cities of more than 30,000 population	STATES	Proportion of population in cities of more than 30,000 population	Proportion of apparel-store sales in cities of more than 30,000 population
United States, total.....	38.7	77.80	SOUTH ATLANTIC—Continued.		
NEW ENGLAND:			Virginia.....	20.8	66.24
Maine.....	13.3	35.75	West Virginia.....	11.4	42.15
New Hampshire.....	23.3	39.06	North Carolina.....	13.3	55.94
Vermont.....			South Carolina.....	6.5	35.94
Massachusetts.....	65.6	87.06	Georgia.....	17.6	75.04
Rhode Island.....	61.4	89.65	Florida.....	28.2	61.07
Connecticut.....	47.4	76.12	EAST SOUTH CENTRAL:		
MIDDLE ATLANTIC:			Kentucky.....	17.3	66.90
New York.....	72.9	91.99	Tennessee.....	24.2	76.21
New Jersey.....	52.2	80.58	Alabama.....	14.9	69.10
Pennsylvania.....	41.2	72.89	Mississippi.....	4.0	29.52
EAST NORTH CENTRAL:			WEST NORTH CENTRAL:		
Ohio.....	49.9	79.68	Arkansas.....	6.1	29.57
Indiana.....	35.6	67.09	Louisiana.....	26.9	70.27
Illinois.....	57.4	85.46	Oklahoma.....	15.0	54.28
Michigan.....	52.7	82.76	Texas.....	24.7	70.93
Wisconsin.....	33.4	68.63	MOUNTAIN:		
WEST NORTH CENTRAL:			Montana.....	7.4	24.84
Minnesota.....	32.7	70.38	Idaho.....		
Iowa.....	19.0	43.88	Wyoming.....		
Missouri.....	38.4	81.38	Colorado.....	35.8	73.63
North Dakota.....			New Mexico.....		
South Dakota.....	4.8	23.32	Arizona.....	18.5	52.63
Nebraska.....	21.0	54.82	Utah.....	35.5	76.57
Kansas.....	15.8	35.73	Nevada.....		
SOUTH ATLANTIC:			PACIFIC:		
Delaware.....	44.7	84.16	Washington.....	41.5	75.46
Maryland.....	53.5	88.27	Oregon.....	31.6	62.53
District of Columbia.....	100.0	100.00	California.....	55.1	85.44

Geographic distribution of apparel stores and sales.—More than 50 per cent of the sales of the apparel group are made in stores located in five States. These States arranged in the order of their relative sales are New York, Pennsylvania, Illinois, California, and Ohio. These five States contain 8 of the 13 cities of more than 500,000 population and 27 of the 93 cities of more than 100,000 population. They also contain more than 34 per cent of the total population of the United States. The total sales of the apparel stores in these States are greater than the sales of the same kinds of stores in the remaining 43 States and the District of Columbia. The State of New York alone does more apparel-store business than the 35 States with the lowest apparel-store volume. As is the case with other kinds of stores specializing in shopping goods, when style, color, and selection are essential the apparel stores find their greatest appeal in metropolitan areas or those sections of the country which are industrial, and where population is highly concentrated. It is obvious, of course, that the total consumption of apparel in any section or community is not measured by apparel-store sales, since the ap-

parel store is a specialized business and receives strong competition from the stores of the general-merchandise group and from general stores, where a wider variety of merchandise can be secured. Particularly is this true in the smaller cities and rural areas where population is not large enough to support local specialized stores. A large proportion of the apparel sold in these areas is distributed through the stores selling a general line of merchandise.

The following table illustrates some of the peculiarities of geographic distribution of apparel stores. States are arranged in the order of their sales importance which in no sense parallels the order of population and certainly has no relation to per capita sales.

APPAREL GROUP SALES BY STATES

(Arranged in order of sales importance)

	Total apparel group	Cumulative sales by States	Cumulative per cent to United States total
United States total.....	\$4,240,892,577	\$4,240,892,577	100.00
New York.....	940,074,354	940,074,354	22.17
Pennsylvania.....	365,770,897	1,305,845,251	30.79
Illinois.....	349,718,786	1,655,564,037	39.03
California.....	283,999,120	1,939,563,157	45.73
Ohio.....	250,031,427	2,189,594,584	51.63
Massachusetts.....	194,415,521	2,384,010,105	56.21
Michigan.....	191,163,857	2,575,173,962	60.72
New Jersey.....	152,480,237	2,727,654,199	64.32
Missouri.....	112,559,390	2,840,213,589	66.97
Texas.....	112,298,138	2,952,511,727	69.62
Wisconsin.....	93,062,083	3,045,573,810	71.81
Indiana.....	92,118,532	3,137,692,342	73.99
Minnesota.....	80,278,499	3,217,970,841	75.85
Connecticut.....	75,768,162	3,293,739,003	77.67
Iowa.....	66,597,629	3,360,336,632	79.24
Washington.....	49,930,396	3,410,267,028	80.41
Virginia.....	47,256,167	3,457,523,195	81.53
Oklahoma.....	46,707,611	3,504,230,806	82.63
Maryland.....	45,543,873	3,549,774,679	83.70
Tennessee.....	44,168,601	3,593,943,280	84.74
District of Columbia.....	42,874,491	3,636,817,771	85.76
Kentucky.....	42,833,106	3,679,650,877	86.77
Georgia.....	42,018,668	3,721,669,545	87.76
Kansas.....	39,044,228	3,760,713,773	88.68
North Carolina.....	38,546,525	3,799,260,298	89.59
Louisiana.....	36,921,940	3,836,182,238	90.46
Florida.....	36,902,216	3,873,084,454	91.33
West Virginia.....	35,674,865	3,908,759,319	92.17
Nebraska.....	34,402,271	3,943,161,590	92.98
Rhode Island.....	30,108,926	3,973,270,516	93.69
Alabama.....	29,837,926	4,003,108,442	94.39
Colorado.....	29,768,038	4,032,876,480	95.09
Oregon.....	27,762,272	4,060,638,752	95.75
Maine.....	26,830,594	4,087,469,346	96.38
Arkansas.....	16,538,900	4,104,008,246	96.77
South Carolina.....	16,110,639	4,120,118,885	97.15
Mississippi.....	14,980,353	4,135,099,238	97.51
Utah.....	14,240,707	4,149,339,945	97.84
New Hampshire.....	13,392,056	4,162,732,001	98.16
Montana.....	13,209,603	4,175,941,604	98.47
South Dakota.....	11,342,254	4,187,283,758	98.74
North Dakota.....	9,148,647	4,196,432,405	98.95
Vermont.....	8,963,635	4,205,396,040	99.16
Delaware.....	8,712,175	4,214,108,215	99.37
Arizona.....	7,739,732	4,221,847,947	99.55
Idaho.....	6,678,121	4,228,526,068	99.71
Wyoming.....	5,354,797	4,233,880,865	99.83
New Mexico.....	4,262,816	4,238,143,681	99.94
Nevada.....	2,748,896	4,240,892,577	100.00

Position index of various kinds of apparel stores.—Per capita sales are an inadequate index of relative buying power of a city, because such a large part of any city's retail sales is to persons residing in surrounding and near-by cities or in the suburbs. For similar reasons the per capita sales of these smaller cities and towns do not reflect the apparel purchases of such communities because of purchases which are made elsewhere. The proportion of sales to nonresidents varies greatly depending partly upon the aggressiveness of the stores within the area and partly upon the character and composition of the area.

A more significant index or ratio is the sales of a given kind of store or a given commodity to the total retail sales of the city or State. The comparison of the ratio for a given State to the United States ratio expresses the relative position of that kind of store in that State. Similarly, a comparison of a city may be made with the State ratio. This method is referred to as the position index. It might be defined as an index of the relative importance of the sales of a given kind of store in different areas or communities.

For example, in New York State the sales of the apparel group constitutes 13.30 per cent of the total retail sales in that State. The sales for the apparel stores for the United States averages 8.63 per cent. Thus the position index for the apparel group for New York State is 154 (that is, 13.30 per cent is 154 per cent of 8.63). For New York City the apparel group constitutes 16.27 per cent of the total retail sales for the city. The State ratio is 13.30. Hence the position index for New York City is 16.27 per cent of 13.30 per cent or 122 per cent.

This method of comparing the relative sales standing of various kinds of stores gives an entirely different result from that method which takes population into account. Differences become more marked when individual kinds of business are compared. The following table shows the relative position of the apparel group and each of four kinds of the business classifications in the apparel group:

Position index.—Relative importance of the kind of store in each State in comparison with the importance of the store in the United States.

APPAREL GROUP

STATES	Position index	Per cent of apparel group sales to State total retail sales	STATES	Position index	Percent of apparel group sales to State total retail sales
United States.....	100	8.63	Utah.....	84	7.25
New York.....	154	13.30	Tennessee.....	79	6.86
District of Columbia.....	148	12.75	Iowa.....	79	6.86
Connecticut.....	114	9.86	Georgia.....	77	6.61
Pennsylvania.....	111	9.62	Washington.....	76	6.55
Massachusetts.....	110	9.48	Colorado.....	74	6.38
Rhode Island.....	110	9.46	Nebraska.....	71	6.11
Illinois.....	109	9.42	North Carolina.....	68	5.90
California.....	102	8.84	Vermont.....	68	5.89
Ohio.....	101	8.73	Oklahoma.....	68	5.87
Maine.....	101	8.72	Alabama.....	64	5.56
Michigan.....	100	8.59	Texas.....	64	5.50
Delaware.....	98	8.42	Nevada.....	63	5.45
New Jersey.....	96	8.27	Montana.....	63	5.42
Oregon.....	94	8.09	South Carolina.....	62	5.37
West Virginia.....	92	7.96	Kansas.....	61	5.24
Virginia.....	91	7.86	Wyoming.....	60	5.18
Missouri.....	90	7.77	South Dakota.....	52	4.45
Louisiana.....	90	7.75	Arkansas.....	46	4.01
Minnesota.....	83	7.63	Idaho.....	46	3.95
Indiana.....	87	7.54	North Dakota.....	45	3.90
Wisconsin.....	87	7.52	Arizona.....	45	3.90
Maryland.....	85	7.35	Mississippi.....	42	3.62
Florida.....	85	7.31	New Mexico.....	41	3.56
Kentucky.....	84	7.29			
New Hampshire.....	84	7.27			

WOMEN'S ACCESSORIES STORES

STATES	Position index	Per cent of women's accessories, stores' sales to State total retail sales	STATES	Position index	Percent of women's accessories, stores' sales to State total retail sales
United States.....		0.79	Iowa.....	57	0.45
New York.....	199	1.57	Montana.....	56	0.44
District of Columbia.....	162	1.28	Colorado.....	54	0.43
Massachusetts.....	148	1.17	Florida.....	53	0.42
Connecticut.....	146	1.15	Texas.....	52	0.41
New Jersey.....	125	0.99	Tennessee.....	51	0.40
Rhode Island.....	124	0.98	Kentucky.....	51	0.40
Illinois.....	119	0.94	Oregon.....	51	0.40
Pennsylvania.....	101	0.80	South Dakota.....	48	0.38
Michigan.....	99	0.78	Louisiana.....	47	0.37
California.....	97	0.77	Oklahoma.....	44	0.35
Wisconsin.....	96	0.76	Vermont.....	43	0.34
Minnesota.....	95	0.75	Kansas.....	42	0.33
Missouri.....	81	0.64	North Carolina.....	42	0.33
Maryland.....	80	0.63	West Virginia.....	41	0.32
Ohio.....	77	0.61	North Dakota.....	39	0.31
Washington.....	73	0.58	Alabama.....	33	0.26
New Hampshire.....	73	0.58	Arkansas.....	30	0.24
Delaware.....	71	0.56	South Carolina.....	28	0.22
Nevada.....	71	0.56	Idaho.....	20	0.16
Maine.....	68	0.54	Arizona.....	18	0.14
Utah.....	67	0.53	Wyoming.....	15	0.12
Georgia.....	66	0.52	Mississippi.....	13	0.10
Indiana.....	62	0.49	New Mexico.....	06	0.06
Virginia.....	61	0.48			
Nebraska.....	61	0.48			

WOMEN'S READY-TO-WEAR SPECIALTY STORES

STATES	Position index	Per cent of women's ready-to-wear stores' sales to State total retail sales	STATES	Position index	Percent of women's ready-to-wear stores' sales to State total retail sales
United States.....		2.22	Oklahoma.....	74	1.64
District of Columbia.....	199	4.42	Virginia.....	74	1.64
New York.....	156	3.46	Louisiana.....	74	1.64
Rhode Island.....	129	2.86	Tennessee.....	73	1.61
Pennsylvania.....	121	2.69	Washington.....	69	1.54
Massachusetts.....	118	2.63	Iowa.....	69	1.53
Connecticut.....	118	2.61	Georgia.....	68	1.51
Illinois.....	111	2.46	New Hampshire.....	66	1.46
California.....	109	2.42	Wyoming.....	64	1.42
Michigan.....	100	2.23	Montana.....	62	1.38
Florida.....	98	2.17	North Carolina.....	59	1.31
Ohio.....	93	2.07	Nevada.....	56	1.25
Minnesota.....	93	2.06	Texas.....	56	1.24
Wisconsin.....	91	2.02	South Carolina.....	55	1.22
Missouri.....	89	1.97	Alabama.....	53	1.18
Delaware.....	88	1.96	North Dakota.....	53	1.17
Oregon.....	85	1.88	Arkansas.....	50	1.11
New Jersey.....	84	1.87	Kansas.....	48	1.07
Kentucky.....	83	1.85	South Dakota.....	47	1.05
West Virginia.....	82	1.81	New Mexico.....	47	1.04
Maine.....	78	1.74	Mississippi.....	45	1.00
Colorado.....	78	1.73	Idaho.....	45	0.99
Utah.....	77	1.70	Vermont.....	37	0.82
Nebraska.....	76	1.69	Arizona.....	35	0.78
Nebraska.....	76	1.68			
Maryland.....	76	1.68			
Indiana.....	74	1.65			

FAMILY CLOTHING STORES—MEN'S, WOMEN'S, AND CHILDREN'S

STATES	Position index	Per cent of family clothing stores' sales to State total retail sales	STATES	Position index	Per cent of family clothing stores' sales to State total retail sales
United States.....		1.12	Pennsylvania.....	95	1.06
West Virginia.....	196	2.19	District of Columbia.....	91	1.02
Louisiana.....	159	1.78	New Hampshire.....	90	1.01
Virginia.....	151	1.69	Delaware.....	90	1.01
Missouri.....	149	1.67	Connecticut.....	89	1.00
Michigan.....	146	1.63	Maryland.....	89	1.00
New York.....	139	1.56	Rhode Island.....	88	0.99
North Carolina.....	137	1.53	Texas.....	85	0.95
Alabama.....	137	1.53	Arkansas.....	81	0.91
Utah.....	136	1.52	New Jersey.....	74	0.83
Tennessee.....	131	1.47	Nevada.....	73	0.82
Maine.....	130	1.46	Mississippi.....	71	0.80
Georgia.....	129	1.45	Illinois.....	71	0.79
Florida.....	126	1.41	Arizona.....	70	0.78
Vermont.....	125	1.26	New Mexico.....	70	0.78
South Carolina.....	112	1.25	Kansas.....	69	0.77
Kentucky.....	109	1.22	Iowa.....	65	0.73
Nebraska.....	109	1.22	Washington.....	57	0.64
Ohio.....	105	1.18	Wyoming.....	56	0.63
Minnesota.....	104	1.17	Wisconsin.....	54	0.61
Indiana.....	100	1.12	Oregon.....	45	0.50
Colorado.....	100	1.12	Montana.....	39	0.44
California.....	98	1.10	North Dakota.....	25	0.28
Massachusetts.....	96	1.07	South Dakota.....	23	0.26
Oklahoma.....	96	1.07	Idaho.....	19	0.21

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

STATES	Position index	Per cent of men's and boys' apparel stores' sales to State total retail sales	STATES	Position index	Per cent of men's and boys' apparel stores' sales to State total retail sales
United States.....		2.43	Utah.....	87	2.11
New York.....	139	3.38	Washington.....	86	2.10
District of Columbia.....	126	3.06	Maryland.....	84	2.05
Maine.....	126	3.05	Idaho.....	84	2.03
Delaware.....	126	3.04	Vermont.....	84	2.03
Illinois.....	117	2.84	Kansas.....	83	2.02
Michigan.....	109	2.65	Louisiana.....	82	2.00
Connecticut.....	109	2.65	South Dakota.....	79	1.93
Iowa.....	107	2.61	Tennessee.....	75	1.83
Pennsylvania.....	105	2.55	Oklahoma.....	75	1.82
Ohio.....	105	2.54	Florida.....	75	1.81
New Hampshire.....	100	2.44	Colorado.....	73	1.77
Virginia.....	99	2.40	Missouri.....	70	1.70
Massachusetts.....	98	2.39	Texas.....	69	1.68
Indiana.....	97	2.36	Nevada.....	67	1.64
New Jersey.....	94	2.28	Nebraska.....	67	1.64
California.....	92	2.23	North Carolina.....	67	1.63
Kentucky.....	92	2.23	South Carolina.....	65	1.57
Wyoming.....	92	2.22	Georgia.....	63	1.54
Wisconsin.....	91	2.21	Arizona.....	63	1.52
West Virginia.....	90	2.21	North Dakota.....	61	1.49
Montana.....	88	2.15	Alabama.....	57	1.39
Oregon.....	88	2.14	New Mexico.....	52	1.27
Rhode Island.....	88	2.14	Mississippi.....	45	1.10
Minnesota.....	88	2.14	Arkansas.....	43	1.04

Size of stores.—The stores in the apparel group are, predominately low-volume businesses. An analysis of the apparel group as a whole shows that more than 55 per cent of the stores had sales of less than \$20,000 in 1929. In fact, about 35 per cent had sales of less than \$10,000 in that year. The total sales of the stores having less than \$20,000 of annual volume only amounted to 12 per cent of the total business of the group. The following table shows comparison of stores and sales for the apparel group:

STORES AND SALES BY SIZE OF BUSINESS—APPAREL GROUP

SIZE-OF-STORE GROUPS	Stores	Per cent	Sales	Per cent	Average sales per store
Total, all apparel stores.....	114,296	100.00	\$4,240,893,000	100.00	\$37,100
Total, all stores with annual sales over \$20,000.	51,213	44.81	3,729,681,000	87.95	72,800
Stores with sales of—					
Over \$200,000.....	2,379	2.09	1,253,276,000	29.55	526,800
From \$100,000 to \$200,000.....	4,553	3.98	615,151,000	14.51	135,100
From \$50,000 to \$100,000.....	12,622	11.04	858,204,000	20.24	68,000
From \$30,000 to \$50,000.....	16,634	14.55	637,545,000	15.03	38,300
From \$20,000 to \$30,000.....	15,025	13.15	365,505,000	8.62	24,300
Total, all stores with annual sales less than \$20,000.....	63,083	55.19	511,212,000	12.05	8,100
Stores with sales of—					
From \$10,000 to \$20,000.....	23,308	20.39	335,106,000	7.90	14,400
From \$5,000 to \$10,000.....	16,489	14.43	117,861,000	2.78	7,100
Under \$5,000.....	23,286	20.37	58,245,000	1.37	2,500

These group percentages are, necessarily, affected to some extent by the principal kinds of stores included in the group. It is, accordingly, necessary to analyze separately each major classification included under the group heading. Men's and boys' clothing and furnishing stores, the largest major condensed classification from the standpoint of sales, and women's ready-to-wear specialty shops which are second, tend to dominate the group ratios, since jointly they account for nearly 54 per cent of the total sales of the apparel group. Third largest is the classification of family clothing stores. These three classifications accounted for two-thirds of the total business of the group and unquestionably influence the group to such an extent that the group percentages reflect, to a considerable degree, the ratios of these three kinds of stores. There were, in 1929, 2,379 apparel stores each having sales in excess of \$200,000. Out of this total number 1,764, or 74.15 per cent, were classified in these three kinds of business above referred to. Classified by size of business (annual sales per store) for each of the six major classifications the 114,296 stores making up the apparel group total for the United States are shown in the following table. Percentages only are shown with cumulative totals for ready comparisons.

STORES AND SALES RATIOS BY SIZE OF BUSINESS FOR SIX KINDS OF BUSINESS IN APPAREL GROUP

SIZE OF BUSINESS GROUPS	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES		FAMILY CLOTHING STORES		WOMEN'S READY-TO-WEAR SPECIALTY STORES		WOMEN'S ACCESSORY STORES		OTHER APPAREL STORES		SHOE STORES	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Stores with annual sales of:	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>	<i>Per cent</i>
Less than \$5,000.....	9.33	0.61	10.33	0.53	15.12	0.61	35.47	4.16	43.43	6.95	16.93	1.34
From \$5,000 to \$10,000.....	11.24	1.94	11.67	1.61	12.21	1.47	19.02	6.84	20.68	9.07	13.87	2.99
Cumulative total.....	20.57	2.55	22.00	2.14	27.33	2.08	54.49	11.00	64.11	16.02	30.80	4.33
From \$10,000 to \$20,000.....	22.39	7.73	20.65	5.67	18.94	4.58	19.62	14.03	16.38	14.33	21.75	9.49
Cumulative total.....	42.96	10.28	42.65	7.81	46.27	6.66	74.11	25.03	80.49	30.35	52.55	13.82
From \$20,000 to \$30,000.....	17.16	9.91	15.05	6.99	12.40	5.09	9.32	11.38	6.85	10.41	14.68	10.75
Cumulative total.....	60.12	20.19	57.70	14.80	58.67	11.75	83.43	36.41	87.34	40.76	67.23	24.57
From \$30,000 to \$50,000.....	19.63	17.74	19.20	14.80	15.28	9.86	8.40	16.21	6.50	15.61	15.44	17.84
Cumulative total.....	79.75	37.93	76.90	29.60	73.95	21.61	91.83	52.62	93.84	56.37	82.67	42.41
From \$50,000 to \$100,000.....	13.37	21.38	15.71	20.24	14.61	16.89	5.42	18.80	4.14	17.77	11.95	24.38
Cumulative total.....	93.12	59.31	92.61	49.84	88.56	38.50	97.25	71.42	97.98	74.14	94.62	66.79
From \$100,000 to \$200,000.....	4.47	14.28	4.61	11.83	7.11	16.31	1.96	13.31	1.39	11.31	3.83	15.54
Total under \$200,000.....	97.59	73.59	97.22	61.67	95.67	54.81	99.21	84.73	99.37	85.45	98.45	82.33
Total for stores with sales of over \$200,000.....	2.41	26.41	2.78	38.33	4.33	45.19	0.79	15.27	0.63	14.55	1.55	17.67
United States, total—per cent.....	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Operating expenses of apparel stores.—Apparel stores as a group operate at an average expense rate of \$30.64 per \$100 of sales.² However, this average is not representative of the expense ratios of any one of the several kind-of-business classifications comprising the group. The average operating cost for women's ready-to-wear specialty shops is \$29.10 for each \$100 of sales and the average rate for the men's clothing and furnishings stores is \$28.71. Men's furnishings (haberdashery) stores reported a ratio of \$29.45 and family clothing stores show average expenses of \$28.44 per \$100 of sales. For family shoe stores the expense rate is \$29.09 per \$100 of sales. Each of these five kinds of stores have an expense rate more than 1 per cent lower than the group average. This excess in the group average is undoubtedly due partly to the high expense of millinery stores, with a ratio of \$43.76 and custom tailors with a ratio of \$50.05 per \$100 of sales. The group average of \$30.64 is nearly \$6 higher for each \$100 of sales than the average for all stores in the United States. It is nearly \$4 higher than the average for the general merchandise group, the most important competitors for the apparel business of the country and \$17 higher for each \$100 worth of merchandise sold than the general stores, the other leading apparel competitors. Table 2 shows a comparison of expenses for each of the six condensed kind-of-business classifications in the apparel group and also furnishes a comparison of the variation in expense ratios by the three size-of-city groups. Similar data for the general merchandise group and the four condensed classifications making up the total, as well as for general stores, furnishes the basis for an expense comparison between competing groups.

Employees and wages.—The stores of the apparel group engaged the services of 329,254 full-time employees, 74,876 part-time employees, and 99,613 pro-

² Expense ratios include no return on capital invested in merchandise, fixtures, and accounts, and do not, of course, include the cost of merchandise sold nor profit.

prietors making a total of 503,743 retail workers during 1929. The reported pay roll was approximately \$10,000,000 a week, or a total of \$505,352,285 for the year. To this amount may be added the wage value of proprietors' services in order to arrive at the total wage cost. For this purpose proprietors' compensation is computed at the same rate of wage paid, in the same kinds of business, to full-time employees. This amount is intended to cover the wage equivalent of a similar number of employees they displace and is not intended as a measure of their actual value to the stores, which is, after all, measured by the net earnings of the business. Following is a table showing, for the various condensed classifications, the pertinent wage data. Complete retail employment and wage statistics are now available in the United States summary of retail distribution, in each of the separate State reports, and in the special economic study entitled "Employment and wages in the retail industry."³

PAY ROLL AND WAGE COSTS IN APPAREL STORES

KIND OF BUSINESS	Pay roll	Pay roll cost per \$100 of sales	Total wage cost (includes estimated value of proprietor's services)	Total wage cost per \$100 of sales
Apparel group, total.....	\$505,352,285	11.92	\$653,041,397	15.40
Men's and boys' clothing and furnishings stores.....	123,363,453	10.34	167,473,111	14.04
Family clothing stores.....	65,086,231	11.78	78,450,048	14.20
Women's ready-to-wear specialty stores.....	134,581,843	12.37	154,931,140	14.25
Women's accessories stores.....	54,501,819	13.88	75,131,052	19.13
Other apparel and furnishings stores.....	45,601,152	21.85	66,420,235	31.82
Shoe stores.....	82,217,787	10.19	110,635,811	13.71

Table 2 contains detailed expense data for the various kinds of stores in the apparel group, for the several classifications in the general merchandise group and for country general stores. In addition, it also furnishes detailed comparisons by size of city.

Expenses by size of city.—The facts presented in the analysis of sales and expenses by size of city develops some significant differences which are well worthy of careful consideration. It is a well-established fact that expense varies directly with the size of city, all other factors being equal. This study develops the fact that the number of apparel specialty stores also varies in almost direct proportion with the size of the city.

In the large city, specialty stores are found in large numbers and their sales represent a large part of the city's total apparel business, the remainder being accounted for principally by the department stores and dry goods stores, with the variety stores supplying considerable quantities of apparel, furnishings, and accessories in the cheaper price lines. In the places of less than 10,000 population specialty stores are scarce and the bulk of the apparel merchandise is sold in the general merchandise stores, which correspond very closely to the department stores of the larger city, in dry goods stores, in variety stores, and in family stores where the appeal is to the entire family. These stores displace many of the specialty stores in the small cities and towns. In the strictly rural areas and in smaller towns and villages the country general stores usually supply the bulk of the immediate apparel needs of the community.

In between the large and the small city is the city of moderate size in which the apparel stores and the department stores, general merchandise stores, and

³ Copies may be secured from the Superintendent of Documents.

others are each found in fairly representative numbers. The following brief table furnishes an illustration of the variation in stores in the three size-of-city groups.

COMPARISON OF STORES BY SIZE OF CITY

SIZE-OF-CITY GROUPS	APPAREL STORES	OTHER STORES SELLING APPAREL
	Number of stores	Number of stores
Cities having more than 30,000 population.....	71,006	22,478
Cities of 10,000 to 30,000 population.....	15,886	8,483
Places of less than 10,000 population.....	27,404	126,764

The principle that operating expenses increase in direct proportion to the size of city receives further support from this study. There are, however, two exceptions noted. In the women's accessories stores and in the five individual kinds of stores combined in the condensed classification called "other apparel and furnishings stores" each show an increase in operating costs as the size of city decreases. An examination of the kinds of stores included in these two condensed classifications furnishes an explanation of the reasons for this increase in cost. A list of the kinds of business, included in each, follows:

WOMEN'S ACCESSORIES STORES

Blouse shops.
Corset and lingerie shops.
Furriers—fur shops.
Hosiery shops.
Knit goods shops.
Millinery shops (includes leased departments).
Costume accessory stores.
Umbrella shops.

OTHER APPAREL AND FURNISHINGS STORES

Children's specialty shops.
Infants' wear shops.
Custom tailors.
Dressmakers.
Mail-order apparel houses.

The comparatively small number of these stores found in the small and moderate size cities tell their own story. The scope of their operations is restricted by the limitations in population and the infrequency of sales has the effect of increasing costs of operation. In those kinds of business which perform some manufacturing functions, such as furriers, millinery stores, custom tailors, etc., it is believed that at least a portion of the costs of fabrication have been included. The two condensed classifications are shown below in an expense comparison for the three size-of-city groups.

OPERATING EXPENSES

KIND OF BUSINESS	United States average	Cities of over 30,000 population	Cities from 10,000 to 30,000 population	Places of less than 10,000 population
Women's accessories stores.....	19.13	18.72	20.54	25.16
Other apparel and furnishings stores.....	46.84	46.56	47.01	50.74

Stocks on hand.—The census reports show only stocks on hand at the end of the year 1929. Also the value given is the cost valuation; whereas, the sales include mark up and profit. Obviously stock figures provide no sound basis for measuring turnover. Moreover, in stores handling apparel, an inventory of merchandise as of December 31 does not provide a fair measure of the average stock maintained during the entire year, because the advent of the holiday season has the effect of reducing the stocks at the closing period. There is, however, considerable value to be secured from a comparison of the stock-sales ratios for each size of city, and between kinds of business. These ratios have no significance except in relation to other stores in the same field in different sizes of city. Following is a brief table giving these stock-sales ratios in the six condensed classifications in the apparel group by the three size-of-city groups.

STOCK-SALES RATIOS

KIND OF BUSINESS	Average ratio for all sizes of cities	Average ratio for cities of over 30,000 population	Average ratio for cities from 10,000 to 30,000 population	Average ratio for places of less than 10,000 population
Apparel group.....	24.01	20.83	30.57	44.39
Men's and boys' clothing and furnishings stores.....	31.96	27.73	39.18	45.57
Family clothing stores.....	25.76	21.12	28.52	42.01
Women's ready-to-wear stores.....	13.79	11.96	19.14	26.70
Women's accessories stores.....	17.20	16.81	17.36	24.25
Other apparel and furnishings stores.....	17.30	11.56	20.79	17.59
Shoe stores.....	29.89	27.22	36.30	42.92

The relationship between stocks and sales is an important consideration from the standpoint of the investment in merchandise and the wide variation in stocks in the three size-of-city groups will, without doubt furnish one explanation of why the number of these stores reduce with the size of city. Attention is called to the fact that the increase in the stock-sales ratio shown in the table above does not necessarily lead to the conclusion that the stocks are more complete but rather that the sales are low in relation to the stocks carried. Wider selections of sizes, colors, and styles can always be found in the large city stores.

Rents.—Rents, always an important consideration, are uniformly high in the stores of the apparel group, averaging more than \$7 for each \$100 of sales in stores reporting rent. More than 84 per cent of all apparel stores were operated in leased premises and these 96,503 stores accounted for more than 90 per cent of the total sales of the apparel group. More than ordinary significance attaches to this question of rents paid in the apparel group because of the comparatively low rental rates paid by some of their principal competitors. In many cases this difference in rents accounts for as much or more than the entire difference in total operating costs. The following comparison of rents paid by stores operating in wholly leased premises presents in convenient form the important variations between groups and between kinds of business.

RENTS PAID IN LEASED PREMISES ¹

KIND OF BUSINESS	Number of stores	Rents paid	Net sales of stores in leased premises	Rent per \$100 of sales
Apparel group, total.....	96,503	\$270,625,909	\$3,832,241,500	\$7.06
Men's and boys' clothing and furnishings stores.....	23,867	73,516,150	1,070,444,240	6.87
Family clothing stores.....	8,551	24,172,925	465,555,640	5.19
Women's ready-to-wear stores.....	16,250	62,634,652	1,009,251,093	6.21
Women's accessories stores.....	16,745	39,124,295	351,938,170	11.12
Other apparel and furnishings stores.....	10,975	14,580,110	190,314,362	7.56
General stores, total.....	31,815	14,974,848	1,020,742,911	1.47
General merchandise group, total.....	40,374	185,518,505	5,143,731,180	3.61
Department stores.....	3,631	94,820,629	3,405,786,663	2.78
Dry goods stores.....	18,051	25,244,443	532,210,201	4.74
General merchandise stores.....	8,657	12,408,917	352,463,468	3.52
Variety, 5-and-10, and to-a-dollar stores.....	10,035	53,044,516	853,270,848	6.22

¹ For complete expense information see Table 2 of this report. The rents reported have in all cases been included in "all other expenses" which is shown separately in the expense table.

Cash versus credit in apparel stores.—A total of 94,575 apparel stores out of the United States total of 114,296 stores reported concerning their credit activities. These 94,575 stores are included in a detailed analysis in which they have been classified according to the degree of credit business. Slightly more than 63 per cent of these stores reported that they were selling only for cash. These cash stores accounted for nearly 48 per cent of the total business of the reporting stores. The remaining 37 per cent of the stores reported that they sell on credit as well as for cash. The sales of these credit-granting stores amounted to 52 per cent of the business of the reporting stores.

The following brief table furnishes some interesting comparisons of average sales between the credit and noncredit granting stores:

AVERAGE SALES

STORES REPORTING CREDIT	Number of stores	Net sales	Average sales
All stores.....	94,575	\$3,746,492,000	\$39,610
All cash.....	59,814	1,790,088,000	29,920
Cash-credit.....	34,761	1,956,404,000	56,280

While there were 19,721 apparel stores with sales aggregating \$494,401,000 which failed to report concerning their credit activities, the 94,575 which did furnish data on this point accounted for more than 88 per cent of the total sales for the group. There is no reason to believe that the cash and credit ratios of the stores which furnished no credit data would be materially different from those which did report. In fact, it is doubtful if any adjustment in ratios would be necessary. The following table furnishes the basis for subsequent discussions of credit in the different kinds of stores in the apparel group.

The totals reported for stores in the apparel group have effectively demonstrated the importance of credit as a sales factor in the apparel group as a whole. However, these figures do not indicate in what kinds of apparel stores it is of greatest importance. Also these group averages do not provide the basis for a comparison of the effectiveness of credit as a sales inducement. For the entire apparel group the total amount of credit extended by reporting stores is closely estimated at \$935,398,000 or an average of 24.97 per cent of the total sales of the 94,575 stores analyzed. In the men's and boys' clothing and furnishings stores credit amounted to approximately \$208,804,000 or 20.20 per cent. In family clothing stores, which often extend credit in the form of installments as well as on open account, the credit represents nearly 44 per cent of the total. In women's ready-to-wear specialty stores credit is also important, as the total estimated credit sales, amounting to \$324,725,000, or 33 per cent, clearly indicate. In the women's accessories stores, selling hosiery, lingerie, and corsets, millinery, etc., where prices are comparatively small, less credit is demanded or extended. The proportion of credit for these accessory stores is estimated at 17.50 per cent. Credit has become increasingly important in some of the individual classifications included in the group called "other apparel and furnishings stores." As the table on page 23 clearly indicates, a very high proportion of the credit for this major kind-of-business classification is extended by the custom tailors and dressmakers. In the case of shoe stores, credit, which represents less than 10 per cent of the sales, is relatively unimportant.

Following is a series of tables showing for the six major kind-of-business classifications in the apparel group, the approximate amount of credit sales made in each of the 10 degree-of-credit groupings, the proportion of the total representing cash, and the proportion representing credit.

APPAREL GROUP

CLASSIFICATION	Number of stores	Retail sales cash and credit	Approximate cash proportion	Approximate credit proportion
All cash.....	59,514	\$1,790,088,000	\$1,790,088,000	-----
1 to 10 per cent credit.....	10,332	288,926,000	274,480,000	\$14,446,000
11 to 20 per cent credit.....	4,893	172,547,000	140,665,000	25,882,000
21 to 30 per cent credit.....	3,905	158,852,000	141,714,000	47,238,000
31 to 40 per cent credit.....	3,453	183,354,000	119,180,000	64,174,000
41 to 50 per cent credit.....	3,181	194,907,000	107,199,000	87,708,000
51 to 60 per cent credit.....	1,869	188,240,000	84,708,000	103,532,000
61 to 70 per cent credit.....	1,532	189,338,000	66,288,000	123,070,000
71 to 80 per cent credit.....	1,343	171,851,000	42,963,000	128,888,000
Over 80 per cent credit.....	4,253	378,298,000	37,829,000	340,469,000
Total analyzed.....	94,575	3,746,492,000	2,811,094,000	935,398,000
Per cent, sales.....	-----	100.00	75.03	24.97

MEN'S AND BOYS' CLOTHING STORES

All cash.....	13,788	\$462,316,000	\$462,316,000	-----
1 to 10 per cent credit.....	2,993	106,067,000	100,764,000	\$5,303,000
11 to 20 per cent credit.....	1,512	68,922,000	58,584,000	10,338,000
21 to 30 per cent credit.....	1,336	75,119,000	56,339,000	18,780,000
31 to 40 per cent credit.....	1,265	71,734,000	46,627,000	25,107,000
41 to 50 per cent credit.....	1,051	78,444,000	43,144,000	35,300,000
51 to 60 per cent credit.....	613	59,597,000	26,819,000	32,778,000
61 to 70 per cent credit.....	420	56,736,000	19,858,000	36,878,000
71 to 80 per cent credit.....	281	32,835,000	8,234,000	24,701,000
Over 80 per cent credit.....	263	21,799,000	2,180,000	19,619,000
Total analyzed.....	23,522	1,033,669,000	824,865,000	208,804,000
Per cent, sales.....	-----	100.00	79.80	20.20

FAMILY CLOTHING STORES

(Men's, women's, and children's)

CLASSIFICATION	Number of stores	Retail sales cash and credit	Approximate cash proportion	Approximate credit proportion
All cash.....	4,466	\$153,690,000	\$153,690,000	-----
1 to 10 per cent credit.....	997	31,382,000	29,813,000	\$1,569,000
11 to 20 per cent credit.....	500	17,304,000	14,708,000	2,596,000
21 to 30 per cent credit.....	342	14,653,000	10,990,000	3,663,000
31 to 40 per cent credit.....	290	26,917,000	17,498,000	9,421,000
41 to 50 per cent credit.....	263	21,046,000	11,575,000	9,471,000
51 to 60 per cent credit.....	141	26,320,000	11,844,000	14,476,000
61 to 70 per cent credit.....	114	33,382,000	11,684,000	21,698,000
71 to 80 per cent credit.....	176	21,571,000	5,393,000	16,178,000
Over 80 per cent credit.....	1,782	155,252,000	15,525,000	139,727,000
Total analyzed.....	9,071	501,517,000	282,718,000	218,799,000
Per cent, sales.....		100.00	56.37	43.63

WOMEN'S READY-TO-WEAR SPECIALTY SHOPS

All cash.....	9,070	\$379,837,000	\$379,837,000	-----
1 to 10 per cent credit.....	1,506	59,059,000	56,106,000	\$2,953,000
11 to 20 per cent credit.....	726	38,193,000	32,464,000	5,729,000
21 to 30 per cent credit.....	599	57,467,000	43,100,000	14,367,000
31 to 40 per cent credit.....	602	41,471,000	26,956,000	14,515,000
41 to 50 per cent credit.....	660	56,518,000	31,085,000	25,433,000
51 to 60 per cent credit.....	499	68,446,000	30,801,000	37,645,000
61 to 70 per cent credit.....	485	75,005,000	26,252,000	48,753,000
71 to 80 per cent credit.....	393	96,744,000	24,186,000	72,558,000
Over 80 per cent credit.....	730	114,191,000	11,419,000	102,772,000
Total analyzed.....	15,270	986,931,000	662,206,000	324,725,000
Per cent, sales.....		100.00	67.10	32.90

WOMEN'S ACCESSORIES STORES

All cash.....	11,905	\$239,898,000	\$239,898,000	-----
1 to 10 per cent credit.....	1,427	18,371,000	17,452,000	\$919,000
11 to 20 per cent credit.....	592	9,547,000	8,115,000	1,432,000
21 to 30 per cent credit.....	453	7,925,000	5,944,000	1,981,000
31 to 40 per cent credit.....	366	9,502,000	6,176,000	3,326,000
41 to 50 per cent credit.....	404	10,489,000	5,789,000	4,720,000
51 to 60 per cent credit.....	228	6,732,000	3,029,000	3,703,000
61 to 80 per cent credit.....	204	8,053,000	2,819,000	5,234,000
71 to 80 per cent credit.....	201	8,948,000	2,237,000	6,711,000
Over 80 per cent credit.....	507	38,460,000	3,846,000	34,614,000
Total analyzed.....	16,287	357,925,000	295,285,000	62,640,000
Per cent, sales.....		100.00	82.50	17.50

OTHER APPAREL AND FURNISHINGS STORES

All cash.....	6,184	\$79,826,000	\$79,826,000	-----
1 to 10 per cent credit.....	936	11,764,000	11,176,000	\$588,000
11 to 20 per cent credit.....	605	6,616,000	5,624,000	992,000
21 to 30 per cent credit.....	450	6,515,000	4,886,000	1,629,000
31 to 40 per cent credit.....	361	4,495,000	2,922,000	1,573,000
41 to 50 per cent credit.....	423	5,077,000	2,792,000	2,285,000
51 to 60 per cent credit.....	212	5,692,000	2,561,000	3,131,000
61 to 70 per cent credit.....	189	3,862,000	1,352,000	2,510,000
71 to 80 per cent credit.....	226	6,470,000	1,617,000	4,853,000
Over 80 per cent credit.....	884	43,676,000	4,368,000	39,308,000
Total analyzed.....	10,470	173,993,000	117,124,000	56,869,000
Per cent, sales.....		100.00	67.32	32.68

SHOE STORES

All cash.....	14,401	\$474,521,000	\$474,521,000	-----
1 to 10 per cent credit.....	2,473	62,343,000	59,226,000	\$3,117,000
11 to 20 per cent credit.....	958	31,965,000	27,170,000	4,795,000
21 to 30 per cent credit.....	725	27,273,000	20,455,000	6,818,000
31 to 40 per cent credit.....	569	29,235,000	19,003,000	10,232,000
41 to 50 per cent credit.....	380	23,333,000	12,833,000	10,500,000
51 to 60 per cent credit.....	176	21,453,000	9,653,000	11,800,000
61 to 70 per cent credit.....	120	12,264,000	4,292,000	7,972,000
71 to 80 per cent credit.....	66	5,193,000	1,298,000	3,895,000
Over 80 per cent credit.....	87	4,911,000	737,000	4,174,000
Total analyzed.....	19,955	692,491,000	629,188,000	63,303,000
Per cent, sales.....		100.00	90.86	9.14

Independents versus chains in the apparel field.—Chain store development, which has been rapid in more recent 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, rapid turnover, and limited customer services. Naturally, in the apparel field the greatest chain growth has taken place in certain specific kinds of business, and for that reason group comparisons would reflect only certain kinds of stores and would lead to erroneous conclusions. This section is therefore confined to a discussion of those business classifications in which the degree of chain penetration can be most effectively measured.

Chain growth has been particularly marked in the women's ready-to-wear field, in the men's wear group, in family stores, and in shoe stores. In three of these four fields the development has been sufficiently rapid to warrant the preparation of special chain store reports outlining salient facts on the growth and operation of chain stores.

Family clothing stores (the fourth classification referred to above), were not made the subject of a special report for the reason that the nature of the stores, combining as they do many of the features of the other three kinds of stores, obscures the significant points of difference between chains and independents. They will, however, be discussed in some detail in this section.

Women's apparel chains.—Women's apparel chains, classified as local, sectional, and national chains operated 1,912 stores and 292 leased departments in 1929. The sales of these stores and departments aggregated \$282,477,843 in the same year. These 2,204 ready-to-wear outlets were operated by 219 chain store companies, which jointly accounted for nearly 26 per cent of the total business of all the women's ready-to-wear specialty stores in the country.

In the cities of more than 30,000 population, the women's apparel chains did 27.48 per cent of the business of all women's apparel stores. In the cities from 10,000 to 30,000 population the chain stores accounted for 13.64 per cent and in the places of less than 10,000 population the chains did 8.86 per cent. These proportions vary somewhat in different sections of the country as shown in Table 5.

The merchandising series (chain reports) includes one devoted exclusively to women's apparel chains. This report brings out the fact that more than 27 per cent of the stores and departments operating at the close of 1929 were started during that year. It also reveals that the average wage costs for these chains were \$12.57 for each \$100 of sales and that the rent paid for stores operated in leased premises accounted for additional \$6.70 per \$100 of sales.

The following brief table, taken from the special chain report entitled "Merchandising series, retail distribution in women's apparel chains, distribution No. R-8," provides complete expense data for the 2,204 chain stores in this field.

WOMEN'S APPAREL CHAINS—OPERATING EXPENSES

	TOTAL—ALL CHAINS	
	Amount (219 chains)	Per cent of net sales
STORES AND SALES		
Number of stores ¹	2,204	100.00
Net sales ¹	\$282,477,843	100.00
EXPENSES		
Total wage cost—Employees and proprietors (total, 34,002).....	35,528,628	12.57
Salaries and wages paid to full-time employees—(total, 28,810).....	33,857,613	11.98
Salaries and wages paid to part-time employees—(total, 5,126).....	1,593,465	0.56
Services of proprietors (computed at same rate as paid to average full-time employees—total, 66).....	77,550	0.03
Total rental cost.....	18,918,849	6.70
Rent paid for 2,195 leased premises (6.70 per cent of the sales in such leased premises).....	18,887,140	6.69
Rental value of 9 owned and partly owned premises (at same per cent of sales as that paid for leased premises).....	31,709	0.01
All other expenses.....	29,940,543	10.60
Total of above expenses.....	84,388,020	29.57

¹ In comparing this table with Table 5 of this report and with Table 6 of the United States summary it must be realized that many chains operate some stores of a different kind from that applicable to the chains as a whole. General merchandise chains operate some department stores, some dry goods stores, and some men's stores, etc. In Table 5 of this report and Table 6 of the summary, stores are classified individually, regardless of the classification which applies to the chains of which they are a part.

Men's wear chains.—Men's wear chains classified as local, sectional, and national chains operated 893 men's clothing stores, 701 men's clothing and furnishings stores, 480 men's furnishings stores, 692 hat stores, and 288 tailoring establishments. These 3,054 chain stores were operated by 286 chain organizations and did a total business of \$270,959,214 in 1929. The following brief table shows a breakdown of these 3,054 stores by kinds of stores and by types of operation.

MEN'S-WEAR CHAINS—STORES AND SALES CLASSIFIED BY KINDS OF BUSINESS AND BY TYPES OF OPERATION

	Total, 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
All types:						
Number of chains.....	286	84	87	49	37	29
Number of units.....	3,054	893	701	480	692	288
Net sales (1929) ¹	\$270,959,214	\$88,432,317	\$110,571,557	\$23,588,439	\$29,293,367	\$19,073,534
Per cent of 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	\$42,393	\$66,228
Local chains:						
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
Sectional chains:						
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
National chains:						
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	\$3,305,061

¹ In comparing this table with Table 5 of this report and with Table 6 of the United States summary it must be realized that many chains operate some stores of a different kind from that applicable to the chain as a whole. General merchandise chains operate some department stores, some dry-goods stores, and some men's stores. This table has been prepared on the basis of the chains themselves. In Table 5 of this report and Table 6 of the summary stores are classified individually regardless of the classification which applies to the chain of which they are a part.

The merchandising series includes one entitled "Retail distribution by men's-wear chains," distribution No. R-60. This report contains much of the available data relative to the operation of men's-wear chains, including an analysis of sales by size of city, by proportion of credit, complete expense information, and a discussion of the commodities sold and the relative importance of each. The following table shows briefly the expense data for the 3,054 chain stores. For complete chain data see the "men's-wear chains" report.

EXPENSE SUMMARY FOR ALL MEN'S-WEAR CHAINS

KIND OF CHAINS	Number of chains	Number of units	Net sales (1929)	Pay-roll ratio	Rent ratio	Total expense ratio	Stock sales ratio ¹
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	5.50

¹ Stock sales ratio is the per cent of stock at the end of year, at cost, to net sales for the year at retail. It is not equivalent to turnover, but furnishes a possible measure of comparison for stores in the same kinds of business.

Family clothing stores.—Family clothing chains classified as local, sectional, and national chains operated 1,585 stores in 1929 and reported sales aggregating \$150,735,098 for that year. In the cities of over 30,000 population the chains operating family clothing stores do nearly 32 per cent of the family clothing store business. In the cities from 10,000 to 30,000 population the chains do more than 30 per cent of the business, while in the places of less than 10,000 population the chains only account for 7.39 per cent of the family clothing stores sales.

These figures, the basis for which appears in Table 5 of this report, indicate that while there are a higher proportion of family stores (chains and independents) in the places of less than 10,000 population than there are of the more specialized stores, the family clothing store chains have concentrated more on the larger cities and do not have as high a relative proportion of the business of the towns and villages.

Table 5 contains detailed data by States and geographic divisions for each of the three kinds of businesses referred to, by types of operation and by size of city, and provides the basis for comparing the degree of chain penetration in any State or section of the country.

Shoe chains.—Complete analytical data are contained in the merchandising series report No. R-67 ⁴ entitled "Shoe chains" and in the special trade report entitled "Shoe retailing," No. R-80 ⁴ both of which are now available. These reports indicate that there were 24,259 shoe stores operating in 1929 with aggregate sales of \$806,828,929; that less than 7 per cent of the merchandise sold was other than footwear and that the average total expense was \$29.39 for each \$100 of sales. The chains operated 6,099 of these stores and reported sales aggregating \$369,149,760. Further data will be found in Table 5 of this report and in the two special reports referred to above.

⁴ Copies of these special reports can be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. A nominal charge is made for each copy to defray the cost of printing.

CHAPTER 3.—LEADING APPAREL COMPETITORS

The question of competition is important in any retail study because of the trend toward the sale of a wider and more varied line of merchandise in practically all kinds of stores. It is particularly important in the study of apparel. Retail figures show that only about 56 per cent of the apparel furnishings and accessories are retailed through apparel stores, while the remaining 44 per cent is distributed through other kinds of stores in which apparel is only one commodity line carried and usually is not the principal line of merchandise sold.

The *general merchandise group*, composed of 10 individual kind-of-business classifications, each selling large quantities of apparel, is the leading competitor. This group, which contains 54,636 stores with sales aggregating \$6,444,100,907, distributed approximately 39 per cent of the apparel furnishings and accessories sold during 1929. The following brief tables shows, by kinds of business, the number of stores in the general merchandise group and the total sales of each of these stores.

GENERAL MERCHANDISE GROUP

KIND OF BUSINESS	Number of stores	Sales (1929)	Per cent of sales
General merchandise group, total.....	54,636	\$6,444,100,907	100.00
Department stores—			
Department stores with food departments.....	460	939,411,294	14.58
Department stores without food departments.....	3,730	2,963,662,603	45.99
Mail-order houses—general merchandise.....	31	447,023,641	6.94
Dry-goods stores—			
Dry-goods stores.....	24,676	641,355,596	9.95
Piece-goods stores.....	774	21,822,252	0.34
General merchandise stores—			
General merchandise stores with food departments.....	2,182	139,404,484	2.16
General merchandise stores without food departments.....	9,849	363,887,420	5.65
Army and Navy goods stores.....	724	19,783,087	0.31
Women's exchanges.....	100	3,573,065	0.05
Variety, 5-and-10, and to-a-dollar stores.....	12,110	904,147,495	14.03

General stores, like the stores in the general merchandise group, also sell quantities of apparel furnishings and accessories, a large part of which is in the cheaper grades. Little information is available indicating what proportion of the sales of these stores is in apparel and shoes. However, it is well known that the general stores are large distributors of apparel and therefore they must be included in this apparel study.

The following table shows stores and sales for each of the three kinds of general stores:

KIND OF BUSINESS	Number of stores	Net sales ¹ (1929)	Per cent of sales
General stores, total.....	104,089	\$2,570,744,006	100.00
General stores—groceries with apparel.....	5,426	111,074,663	4.32
General stores—groceries with dry goods.....	40,159	713,226,435	27.74
General stores—groceries with general merchandise.....	58,504	1,746,442,908	67.94

¹ Includes apparel sales and nonapparel sales. For sales of apparel in these and in apparel stores, see Table 7.

Expenses of competing stores.—The preceding chapter which is devoted to the apparel stores contains a detailed discussion of the operating expenses of those stores, together with a brief comparison of their expense ratios in relation to the United States average for all kinds of stores and the averages for the general merchandise group and for general stores.

Those general averages which are given for the two principal competing groups as a whole do not disclose the widely varying expense ratios which are noted when each separate kind-of-business classification is analyzed. While the group average for expenses is \$26.81 per \$100 of sales, that average varies within the group from a high ratio of 29.25 in department stores without food departments to a low of 16.17 in general merchandise stores with food departments. In this connection, however, it is interesting to note that practically all of the apparel stores show higher total operating costs in relation to sales than do the stores of the general merchandise group. This is an important factor, because it enables the general merchandise stores to meet the quality and price of the apparel stores without sacrificing mark up. That factor coupled with other advantages which the stores handling a general line of merchandise often have over the more specialized stores may frequently influence the customer's final selection of the store in which purchases are to be made. Following is a brief table showing the operating expense ratios of stores in the general merchandise group:

OPERATING EXPENSES IN GENERAL MERCHANDISE STORES

KIND OF BUSINESS	Total operating expenses	Total operating expenses per \$100 of sales	Rent per \$100 of sales in leased premises
General merchandise group, total.....	\$1, 727, 390, 006	\$26. 81	\$3. 61
Department stores with food departments.....	264, 841, 739	28. 19	3. 11
Department stores without food departments.....	866, 871, 076	29. 25	2. 97
Mall-order houses (general merchandise).....	102, 123, 889	22. 84	1. 08
Dry-goods stores.....	155, 309, 634	24. 21	4. 68
Piece-goods stores.....	4, 962, 641	22. 74	6. 41
General merchandise stores with food departments.....	22, 537, 508	16. 17	2. 02
General merchandise stores without food departments.....	78, 821, 280	21. 66	3. 62
Army and Navy goods stores.....	4, 942, 801	24. 98	7. 07
Women's exchanges.....	1, 289, 670	36. 09	4. 65
Variety, 5-and-10, and to-a-dollar stores.....	225, 689, 728	24. 96	6. 22

Table 2 of this report provides detailed figures from which it is possible to make comparisons, on a national basis, with the various kinds of apparel stores. Naturally, these expense ratios vary materially in different sections of the country. For a comparison of State and city averages reference should always be made to the separate State reports.

General stores, found principally in the small towns and in rural areas are not directly comparable. These country stores, while they do sell large quantities of apparel, handle mostly the cheaper grades of work clothing. They are largely proprietor-owned stores and frequently the only persons employed are members of the proprietor's own family. Salaries are low and other operating costs are also smaller in about the same relative proportions. Frequently longer business hours are maintained, which tends to increase the sales volume without increasing costs in the same proportion. Also, food is usually the largest single line of merchandise sold, which can be handled at a much lower cost. These stores are more nearly comparable with the grocery or combination stores as their expense ratios will clearly indicate.

The following table shows for each of the three kinds of general stores the average operating expenses and the average rentals paid for leased premises.

OPERATING EXPENSES IN GENERAL STORES

KIND OF BUSINESS	Total operating expenses	Total operating expenses per \$100 of sales	Rent per \$100 of sales in leased premises
General stores, total.....	\$349,382,019	\$13.59	\$1.47
General stores with apparel.....	16,366,856	14.74	1.78
General stores with dry goods.....	103,630,123	14.53	1.77
General stores with general merchandise.....	229,385,040	13.13	1.31

Credit in competing stores.—Credit is often the factor which determines the selection of the kind of store from which purchases are to be made; particularly if all other factors are about equal. The fact that an account is already open will frequently throw the sale to a particular store, or the desire to have only one account in one store where all kinds of merchandise are sold will often cause the customer to select a department store or a general merchandise store rather than a specialty store. This is an important consideration and should not be overlooked, especially since the credit facilities of the stores competing with the apparel stores for the clothing business of the country are practically unlimited.

The general merchandise group, which is the largest competitor of the apparel group, extended about one and three-quarter billion dollars of credit in 1929 which is nearly twice that extended by the apparel stores. It is impossible to determine what portion of this general merchandise total represented credit extended on sales of apparel. However, it is believed to be a very substantial part of the total because of the general practice of charging even the most minor purchases in stores selling a general line of merchandise for which cash would be paid in a specialty store. Hosiery is a typical example. Payment would usually be made, without question, at the time of sale in a hosiery shop or a shoe store and even in most of the ready-to-wear stores, while in the department store the same merchandise is more likely to be charged than not, if the customer has an account at the store.

Following is a series of brief tables showing the approximate proportion of cash and credit sales of the 45,345 stores in the general merchandise group as to their credit activities.

GENERAL MERCHANDISE GROUP

Classification	Number of stores	Retail sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All cash.....	29,080	\$1,781,467,000	\$1,781,467,000	
1 to 10 per cent credit.....	4,937	329,264,000	312,801,000	\$16,463,000
11 to 20 per cent credit.....	2,706	297,698,000	253,043,000	44,655,000
21 to 30 per cent credit.....	2,116	344,811,000	258,608,000	86,203,000
31 to 40 per cent credit.....	1,888	419,092,000	272,410,000	146,682,000
41 to 50 per cent credit.....	1,652	609,516,000	335,234,000	274,282,000
51 to 60 per cent credit.....	910	864,041,000	388,818,000	475,223,000
61 to 70 per cent credit.....	708	528,160,000	184,856,000	343,304,000
71 to 80 per cent credit.....	527	259,102,000	64,775,000	194,327,000
Over 80 per cent credit.....	821	162,981,000	16,298,000	146,683,000
Total analyzed.....	45,345	5,596,132,000	3,868,310,000	1,727,822,000
Per cent, sales.....		100.00	69.12	30.88

DEPARTMENT STORES

Classification	Number of stores	Retail sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All cash.....	1, 574	\$554, 856, 000	\$554, 856, 000	
1 to 10 per cent credit.....	202	198, 158, 000	9, 908, 000	\$188, 250, 000
11 to 20 per cent credit.....	370	219, 641, 000	186, 695, 000	32, 946, 000
21 to 30 per cent credit.....	328	273, 089, 000	204, 817, 000	68, 272, 000
31 to 40 per cent credit.....	334	335, 663, 000	218, 181, 000	117, 482, 000
41 to 50 per cent credit.....	324	548, 411, 000	301, 626, 000	246, 785, 000
51 to 60 per cent credit.....	313	821, 254, 000	369, 564, 000	451, 690, 000
61 to 70 per cent credit.....	188	497, 594, 000	174, 168, 000	323, 426, 000
71 to 80 per cent credit.....	83	237, 392, 000	59, 348, 000	178, 044, 000
Over 80 per cent credit.....	104	120, 170, 000	12, 017, 000	108, 153, 000
Total analyzed.....	3, 820	3, 806, 228, 000	2, 091, 170, 000	1, 715, 058, 000
Per cent, sales.....		100.00	54.94	45.06

DRY GOODS

All cash.....	12, 773	\$273, 776, 000	\$273, 776, 000	
1 to 10 per cent credit.....	2, 856	71, 536, 000	67, 959, 000	\$3, 577, 000
11 to 20 per cent credit.....	1, 306	40, 023, 000	34, 020, 000	6, 003, 000
21 to 30 per cent credit.....	1, 009	38, 922, 000	29, 192, 000	9, 730, 000
31 to 40 per cent credit.....	875	48, 670, 000	31, 636, 000	17, 034, 000
41 to 50 per cent credit.....	741	36, 918, 000	20, 305, 000	16, 613, 000
51 to 60 per cent credit.....	300	25, 746, 000	11, 686, 000	14, 160, 000
61 to 70 per cent credit.....	220	12, 210, 000	4, 273, 000	7, 937, 000
71 to 80 per cent credit.....	152	5, 702, 000	1, 425, 000	4, 277, 000
Over 80 per cent credit.....	210	11, 661, 000	10, 495, 000	1, 166, 000
Total analyzed.....	20, 442	565, 164, 000	484, 667, 000	80, 497, 000
Per cent, sales.....		100.00	85.76	14.24

GENERAL MERCHANDISE STORES

All cash.....	5, 343	\$190, 490, 000	\$190, 490, 000	
1 to 10 per cent credit.....	1, 330	49, 464, 000	46, 991, 000	\$2, 473, 000
11 to 20 per cent credit.....	841	35, 390, 000	30, 082, 000	5, 308, 000
21 to 30 per cent credit.....	675	30, 680, 000	23, 010, 000	7, 670, 000
31 to 40 per cent credit.....	598	32, 965, 000	21, 427, 000	11, 538, 000
41 to 50 per cent credit.....	521	22, 852, 000	12, 569, 000	10, 283, 000
51 to 60 per cent credit.....	277	16, 649, 000	7, 492, 000	9, 157, 000
61 to 70 per cent credit.....	281	17, 813, 000	6, 235, 000	11, 578, 000
71 to 80 per cent credit.....	276	15, 622, 000	3, 905, 000	11, 717, 000
Over 80 per cent credit.....	472	30, 242, 000	3, 024, 000	27, 218, 000
Total analyzed.....	10, 614	442, 167, 000	345, 225, 000	96, 942, 000
Per cent, sales.....		100.00	78.08	21.92

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

All cash.....	9, 390	\$762, 345, 000	\$762, 345, 000	
1 to 10 per cent credit.....	549	10, 106, 000	9, 601, 000	\$505, 000
11 to 20 per cent credit.....	189	2, 644, 000	2, 248, 000	396, 000
21 to 30 per cent credit.....	104	2, 120, 000	1, 590, 000	530, 000
31 to 40 per cent credit.....	81	1, 794, 000	1, 166, 000	628, 000
41 to 50 per cent credit.....	66	1, 355, 000	734, 000	601, 000
51 to 60 per cent credit.....	20	392, 000	176, 000	216, 000
61 to 70 per cent credit.....	19	543, 000	190, 000	353, 000
71 to 80 per cent credit.....	16	386, 000	96, 000	290, 000
Over 80 per cent credit.....	35	908, 000	91, 000	817, 000
Total analyzed.....	10, 469	782, 573, 000	778, 237, 000	4, 336, 000
Per cent, sales.....		100.00	99.45	0.55

CHAPTER 4.—SALES BY COMMODITIES

Manufacturers, marketing their products through retailers, and advertising agencies, directing and promoting the distribution of manufactured products, have a definite and direct use for commodity sales data. Retailers and wholesalers also have a need at times for reliable information concerning the nature and relative quantity of each commodity sold in a given kind of store. In short, commodity information is of particular interest and value to each and every group performing any of the many functions incidental to the movement of goods from the producer to the consumer.

It is obvious that authentic data could be obtained only to the extent that the records of the stores made that possible, and since not more than 15 per cent of the stores, operating in 1929, reported the breakdown of their sales in terms of commodities sold, the result of the canvass was what may be described as a *sampling* only. While this sample indicates that at least 35 per cent of all sales were made through the stores which were able to furnish commodity sales data, there is considerable variance in the degree of coverage between different kinds of business. For example, in the department stores, the coverage was not infrequently 100 per cent, while in grocery stores and hardware stores the coverage was often as low as 10 per cent. Therefore in publishing the retail State reports the commodity items were shown in percentage only, with the degree of sales coverage clearly shown.

In the special series of trade reports outlining certain specific uses for the data and providing the bases for other individual studies, it is necessary to rebuild the sales figures from the percentages shown in the State reports to a dollar sales figure for definite use. This is accomplished by applying the percentages shown in the second column of the commodity table (Table 15 of all State reports) against the total sales shown in Table 1 of all State reports.

It is particularly fortunate, from the standpoint of producing dollar sales figures, that in the apparel group and the general merchandise group, where the bulk of the apparel is sold, a much higher proportion of the stores were able to supply commodity breakdowns than in some of the other groups. As a result of this condition it is believed that the commodity ratios are of maximum value for use in producing dollar sales figures for apparel lines.

National estimate of apparel sales.—Applying the method described above it has been possible to closely estimate that the sales of apparel through all kinds of retail stores amounted to \$7,347,000,000 in 1929. This sum represents about 15 per cent of the entire sales of all retail stores for that year. About 57 per cent of the apparel total consisted of sales of women's and misses' ready-to-wear and accessories. Over 38 per cent represented sales of men's and boys' clothing and furnishings, while the remainder, representing less than 5 per cent of the apparel total, covered sales of other miscellaneous apparel and accessories such as infants' wear, etc. The following table, showing by States and geographic divisions the approximate sales of these three major apparel commodity groups, furnishes necessary State figures for comparisons with national totals and averages. These amounts are essentially composite figures combining all apparel commodities into the three groupings.

APPROXIMATE TOTAL SALES OF APPAREL, FURNISHINGS, AND ACCESSORIES BY STATES AND GEOGRAPHIC DIVISIONS

(Sales shown in thousands of dollars)

	Total sales of apparel, furnishings, and accessories	Men's and boys' clothing	Per cent	Women's and misses' ready-to-wear and accessories	Per cent	Other apparel and accessories	Per cent
United States, totals.....	\$7,346,735	\$2,814,940	38.32	\$4,190,418	57.04	\$341,377	4.64
NEW ENGLAND.....	573,055	198,558	34.62	346,822	60.52	27,875	4.86
Connecticut.....	108,587	40,850	37.62	62,674	57.72	5,063	4.66
Maine.....	41,866	16,560	39.56	23,467	56.05	1,839	4.39
Massachusetts.....	337,535	108,899	32.26	211,877	62.77	16,759	4.97
New Hampshire.....	21,878	8,655	39.56	12,153	55.55	1,070	4.89
Rhode Island.....	47,492	16,482	34.70	28,958	60.97	2,052	4.33
Vermont.....	15,697	6,012	44.03	7,693	49.01	1,092	6.96
MIDDLE ATLANTIC.....	2,093,006	763,170	36.46	1,219,246	58.25	110,590	5.29
New Jersey.....	233,630	86,556	37.05	134,329	57.50	12,745	5.45
New York.....	1,216,894	438,754	36.06	714,953	58.75	63,187	5.19
Pennsylvania.....	642,482	237,860	37.02	399,964	57.58	34,658	5.39
EAST NORTH CENTRAL.....	1,698,764	660,950	38.91	998,296	56.41	79,518	4.68
Illinois.....	628,191	249,290	39.68	348,843	55.53	30,058	4.79
Indiana.....	165,134	64,777	39.23	92,652	56.11	7,705	4.66
Michigan.....	311,003	124,946	40.18	172,152	55.35	13,905	4.47
Ohio.....	439,202	165,806	37.75	263,979	57.62	20,317	4.63
Wisconsin.....	155,234	56,131	36.16	91,570	58.99	7,533	4.85
WEST NORTH CENTRAL.....	688,770	275,958	40.07	383,302	55.65	20,510	4.28
Iowa.....	124,111	51,044	41.13	67,820	54.64	5,247	4.23
Kansas.....	76,355	31,484	41.23	41,923	54.91	2,948	3.86
Minnesota.....	151,001	62,112	41.13	81,749	54.14	7,140	4.73
Missouri.....	227,583	83,881	36.86	134,014	58.89	9,688	4.25
Nebraska.....	80,867	25,567	42.00	32,628	53.60	2,672	4.40
North Dakota.....	23,114	10,182	44.05	12,054	52.15	878	3.80
South Dakota.....	25,739	11,688	45.41	13,114	50.95	937	3.64
SOUTH ATLANTIC.....	633,046	247,119	39.04	359,695	56.82	26,232	4.14
Delaware.....	12,971	5,042	38.87	7,242	55.83	687	5.30
District of Columbia.....	65,716	21,886	33.30	41,312	62.87	2,518	3.83
Florida.....	62,674	22,737	36.28	38,004	60.64	1,933	3.08
Georgia.....	93,322	37,404	40.08	51,276	54.95	4,642	4.97
Maryland.....	95,800	36,008	37.59	56,028	58.48	3,764	3.93
North Carolina.....	97,715	41,227	42.19	52,301	53.52	4,187	4.29
South Carolina.....	42,544	16,733	39.33	23,659	55.61	2,152	5.06
Virginia.....	88,843	34,981	39.37	50,324	56.64	3,538	3.99
West Virginia.....	73,461	31,101	42.34	39,549	53.84	2,811	3.82
EAST SOUTH CENTRAL.....	321,296	133,445	41.53	174,847	54.42	13,004	4.05
Alabama.....	81,147	33,818	41.67	44,618	54.98	2,712	3.35
Kentucky.....	83,474	35,604	42.65	44,110	52.84	3,760	4.51
Mississippi.....	55,187	22,520	40.81	30,651	55.54	2,016	3.65
Tennessee.....	101,488	41,603	40.89	55,468	54.66	4,516	4.45
WEST SOUTH CENTRAL.....	517,332	210,860	40.76	285,233	55.14	21,239	4.10
Arkansas.....	54,913	25,063	45.64	27,826	50.67	2,024	3.69
Louisiana.....	75,870	32,432	42.75	40,226	53.02	3,212	4.23
Oklahoma.....	96,858	39,417	40.70	54,045	55.80	3,396	3.50
Texas.....	289,691	113,948	39.33	183,136	56.31	12,607	4.36
MOUNTAIN.....	194,022	82,647	42.59	102,680	52.91	8,735	4.50
Arizona.....	24,150	9,860	40.83	12,697	52.58	1,593	6.59
Colorado.....	62,991	25,646	40.71	34,808	55.26	2,537	4.03
Idaho.....	19,449	8,728	44.88	9,739	50.07	882	5.05
Montana.....	28,414	12,350	43.23	14,538	51.16	1,026	3.61
Nevada.....	5,722	2,628	45.94	2,029	51.19	165	2.87
New Mexico.....	11,716	6,111	52.16	5,110	43.61	495	4.23
Utah.....	30,132	11,523	38.24	17,175	57.00	1,434	4.76
Wyoming.....	11,488	5,301	46.14	5,684	49.48	803	4.38
PACIFIC.....	627,407	242,434	38.64	360,297	57.43	24,076	3.93
California.....	479,251	186,103	37.58	280,687	58.57	18,461	3.85
Oregon.....	55,542	22,420	40.37	30,954	55.73	2,168	3.90
Washington.....	92,614	39,911	43.09	48,656	52.54	4,047	4.37

Tables 6-A, 6-B, and 6-C of this report furnish a breakdown of the apparel sales for each of these major groups into specific commodity lines and provide the basis for study of the different kinds of merchandise included under the apparel classifications and the relative proportions of each sold in the several States.

Commodities sold in selected kinds of apparel stores.—Naturally, the nature of the merchandise sold varies in the different kinds of apparel stores. Also the

proportions of each commodity vary, even though many commodities are sold by practically all kinds of apparel stores. The degree of importance of a given commodity in a given kind of store necessarily determines whether the item is primary or featured merchandise or whether it is related or secondary merchandise. The following brief tables supplying commodity sales figures for each of seven selected kinds of apparel stores provide the basis for subsequent discussion of primary and related commodities in which these tables will be used as illustrations.

COMMODITIES SOLD IN MEN'S AND BOY'S CLOTHING STORES

COMMODITIES SOLD	Estimated United States total sales	Per cent
Total, all commodities.....	\$176,418,581	100.00
Custom tailoring.....	3,988,867	2.26
Furnishings.....	187,762	0.11
Hats and caps.....	1,195,036	0.68
Overcoats.....	37,529,835	21.27
Other clothing.....	3,555,283	2.03
Suits.....	129,764,776	73.56
Other merchandise (including leather goods).....	167,022	0.09

COMMODITIES SOLD IN MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

COMMODITIES SOLD	Estimated United States total sales	Per cent
Total, all commodities.....	\$760,527,660	100.00
Cigars, tobacco, and smokers' supplies.....	458,824	0.06
Clothing and furnishings (men's and boys')—		
Custom tailoring.....	11,699,287	1.54
Suits.....	314,160,904	41.31
Overcoats.....	116,580,338	15.33
Hats and caps.....	51,629,164	6.79
Furnishings.....	180,145,385	23.68
Work clothing.....	18,994,789	2.50
Other clothing.....	26,969,619	3.55
Luggage and leather goods.....	2,291,122	0.30
Other merchandise (including gifts, jewelry, etc.).....	2,559,746	0.34
Service.....	663,762	0.09
Shoes and other footwear—		
Men's, boys', and youths'.....	25,977,283	3.41
Women's, misses', and children's.....	2,377,933	0.31
Rubber and other footwear (including infants' shoes).....	1,122,889	0.15
Sporting goods.....	3,195,054	0.42
Women's and misses' hosiery.....	1,701,561	0.22

COMMODITIES SOLD IN MEN'S AND BOYS' FURNISHINGS STORES

COMMODITIES SOLD	Estimated United States total sales	Per cent
Total, all commodities.....	\$212,032,317	100.00
Furnishings, men's and boys'.....	177,934,416	83.92
Hats and caps, men's and boys'.....	17,208,740	8.12
Work clothing, men's and boys'.....	6,423,386	3.03
Other clothing, men's and boys'.....	5,572,288	2.63
Shoes, men's, boys' and youths'.....	2,138,687	1.01
Smokers' supplies.....	518,706	0.24
Sporting goods.....	1,212,725	0.57
Other merchandise and service (including luggage and leather goods).....	1,023,369	0.48

COMMODITIES SOLD IN MEN'S AND BOYS' HAT STORES

COMMODITIES SOLD	Estimated United States total sales	Per cent
Total, all commodities.....	\$43,744,215	100.00
Furnishings.....	3,868,470	8.85
Hats and caps.....	39,335,915	89.92
Other clothing.....	420,182	0.96
Other merchandise and service (including leather goods).....	119,648	0.27

COMMODITIES SOLD IN FAMILY CLOTHING STORES

COMMODITIES SOLD	Estimated United States total sales	Per cent
Total, all commodities	\$552,296,295	100.00
Apparel and accessories (women's, misses', and children's)—		
Custom tailoring	3,130,983	0.57
Children's wear	15,835,388	2.87
Millinery	12,043,999	2.18
Hosiery	16,390,086	2.97
Coats, suits, and dresses	149,929,836	27.14
Underwear, negligees, corsets, etc.	19,626,962	3.55
Other apparel (except furs)	27,159,485	4.92
Clothing and furnishings (men's and boys')—		
Custom tailoring	4,755,983	0.86
Suits	96,619,601	17.49
Overcoats	41,030,697	7.43
Hats and caps	17,519,176	3.17
Furnishings	55,019,892	9.96
Work clothing	8,402,974	1.52
Other clothing	25,932,519	4.69
Dry goods and notions	2,502,705	0.45
Furs and fur goods	7,205,810	1.31
Home furnishings	544,428	0.10
Infants' wear	2,015,397	0.36
Jewelry, costume	3,981,442	0.72
Leather goods, bill folds, gloves, and hand bags	3,305,693	0.60
Luggage	1,572,438	0.28
Miscellaneous merchandise (including gifts, sporting goods, etc.)	2,841,551	0.51
Service	1,133,742	0.21
Shoes—		
Men's and boys'	12,549,091	2.27
Women's, misses', and children's	17,334,297	3.15
Rubber and other footwear (including infants' shoes)	1,468,112	0.27
Toiletries and cosmetics	1,854,715	0.34
Toys and games	589,293	0.11

COMMODITIES SOLD IN WOMEN'S READY-TO-WEAR STORES

Total, all commodities	\$1,087,570,723	100.00
Children's wear	12,605,668	1.16
Coats, suits, and dresses	760,959,572	69.97
Custom tailoring	12,131,729	1.11
Hosiery	48,180,244	4.43
Millinery	45,569,518	4.19
Underwear, negligees, corsets, etc.	70,972,153	6.53
Other apparel (except furs)	42,204,305	3.88
Dry goods and notions	4,260,601	0.39
Furs and fur goods	41,615,154	3.82
Gift merchandise	2,934,902	0.27
Infants' wear	2,486,705	0.23
Jewelry, costume	4,347,842	0.40
Luggage and leather goods	8,482,411	0.78
Men's clothing and furnishings	1,771,793	0.16
Toilet articles and preparations	5,449,969	0.50
Shoes	16,014,012	1.47
Other merchandise (including meals)	3,869,788	0.36
Service	3,834,357	0.35

COMMODITIES SOLD IN MILLINERY STORES

Total, all commodities	\$161,806,725	100.00
Children's wear		
Coats, suits, and dresses	45,914	0.03
Hosiery, women's and misses'	216,103	0.13
Jewelry, costume	1,413,027	0.88
Lingerie, corsets, underwear, etc.	794,650	0.49
Millinery	847,550	0.52
Other apparel	155,199,343	95.92
Other merchandise and service (including leather goods, trimmings, toiletries)	923,194	0.57
	2,366,944	1.46

Apparel sales of competing stores.—Table 7 of this report furnishes a detailed analysis of the apparel sales of all kinds of stores. It contains national totals for each of the 19 separate commodity lines and for each of the separate kinds of business classifications selling these commodities. It does not, however, show the relative importance of apparel sales to the total sales of these several kinds of stores.

Preceding pages have outlined the sales importance of different apparel lines in apparel stores. Since the stores of the general merchandise group and the general stores are large distributors of apparel, similar analyses for these competing stores are necessary to complete the picture.

Department stores are leading competitors of apparel stores.—Census commodity data show that the department stores are the largest distributors of apparel in the general merchandise group. In fact the apparel sales of these stores are responsible, to no small degree for the showing of the group. Total department store sales for 1929 were \$3,903,073,872. Of this total \$1,877,727,072, or 48.11 per cent, is estimated as representing sales of apparel. The importance of these stores as distributors of apparel is evident when it is realized that their apparel sales amount to more than 25 per cent of all apparel sold in the United States during that year.

Other important competitors of apparel stores.—More than 51 per cent of the total sales of dry-goods stores was in apparel the bulk of which is women's wear. In general merchandise stores, apparel sales amounted to nearly 48 per cent of the total sales. In the variety, 5-and-10, and to-a-dollar stores, apparel accounted for 27.41 per cent of total sales. Mail-order general merchandise houses reported apparel sales amounting to \$157,679,687, representing 35.28 per cent of their total sales. In the case of general stores, familiarly known as country general stores, estimates based upon a limited number of sample reports show sales of \$352,102,236 or 13.70 per cent of total sales represent sales of apparel in some form.

The following tables furnish a breakdown of the apparel sales for each of the kinds of business mentioned and shows what proportion of the total sales of each represents sales of apparel.

APPROXIMATE SALES OF APPAREL IN DEPARTMENT STORES

COMMODITY LINES	Sales	COMMODITY LINES	Sales
Total department store sales, all commodities.....	\$3,903,073,872	Estimated sales of apparel, etc.—Continued.	
Estimated sales of apparel (48.11 per cent of total sales).....	1,877,727,072	Underwear, negligees, corsets, etc.....	\$196,728,079
Custom tailoring for men.....	2,217,762	Women's and misses' hosiery.....	163,584,992
Men's and boys' suits.....	130,026,872	Other apparel, women's and misses'.....	113,616,837
Men's and boys' overcoats.....	35,179,208	Children's wear.....	55,143,710
Hats and caps.....	16,839,125	Infants' wear.....	72,299,378
Men's and boys' furnishings.....	197,275,463	Furs and fur goods.....	42,604,233
Men's and boys' work clothing.....	20,854,967	Men's, boys', and youths' shoes.....	46,506,403
Other clothing, men's and boys'.....	30,372,165	Women's, misses', and children's shoes.....	152,929,280
Custom tailoring and dressmaking for women.....	6,730,215	Rubber and other footwear (including infants' shoes).....	8,860,501
Millinery.....	87,626,767		
Women's and misses' coats, suits, and dresses.....	498,331,112		

APPROXIMATE SALES OF APPAREL IN DRY-GOODS STORES

COMMODITY LINES	Sales	COMMODITY LINES	Sales
Total dry-goods store sales, all commodities.....	\$641,385,596	Estimated sales of apparel, etc.—Continued.	
Estimated sales of apparel (51.41 per cent of total sales).....	329,827,521	Women's and misses' coats, suits, and dresses.....	\$103,593,777
Custom tailoring for men.....	168,646	Underwear, negligees, corsets, etc.	45,201,418
Men's and boys' suits.....	4,834,929	Women's and misses' hosiery.....	44,205,206
Men's and boys' overcoats.....	1,227,655	Other apparel, women's and misses'.....	26,575,067
Hats and caps.....	2,234,367	Children's wear.....	12,560,427
Men's and boys' furnishings.....	23,503,700	Infants' wear.....	10,500,311
Men's and boys' work clothing.....	6,306,847	Men's, boys', and youths' shoes.....	6,530,938
Other clothing, men's and boys'.....	3,571,412	Women's, misses', and children's shoes.....	19,262,428
Custom tailoring and dressmaking for women.....	1,683,752	Rubber and other footwear (including infants' shoes).....	1,566,903
Millinery.....	16,299,738		

APPROXIMATE SALES OF APPAREL IN GENERAL MERCHANDISE STORES

COMMODITY LINES	Sales	COMMODITY LINES	Sales
Total sales, general merchandise stores, all commodities.....	\$503,291,904	Estimated sales of apparel, etc.—Continued.	
Estimated sales of apparel (47.62 per cent of total sales).....	239,671,673	Underwear, negligees, corsets, etc.	\$14,339,096
Custom tailoring for men.....	1,214,216	Women's and misses' hosiery.....	17,308,044
Men's and boys' suits.....	20,641,104	Other apparel, women's and misses'.....	14,183,322
Men's and boys' overcoats.....	7,238,012	Children's wear.....	6,558,380
Men's and boys' hats and caps.....	5,677,559	Infants' wear.....	4,260,016
Men's and boys' furnishings.....	26,529,800	Furs and fur goods.....	480,658
Men's and boys' work clothing.....	18,095,924	Men's, boys', and youths' shoes.....	23,308,023
Other clothing, men's and boys'.....	8,563,506	Women's, misses', and children's shoes.....	22,797,309
Custom tailoring and dressmaking for women.....	570,153	Rubber and other footwear (including infants' shoes).....	3,480,180
Millinery.....	9,372,701		
Women's and misses' coats, suits, and dresses.....	34,994,665		

APPROXIMATE SALES OF APPAREL BY VARIETY, 5-AND-10, AND TO-A-DOLLAR STORES

COMMODITY LINES	Sales	COMMODITY LINES	Sales
Total variety store sales, all commodities.....	\$904,147,495	Estimated sales of apparel, etc.—Continued.	
Estimated sales of apparel (27.41 per cent of total sales).....	247,840,408	Underwear, negligees, corsets, etc.	\$45,561,447
Men's and boys' suits.....	981,674	Women's and misses' hosiery.....	50,809,662
Men's and boys' hats and caps.....	1,199,725	Other apparel, women's and misses'.....	36,806,304
Men's and boys' furnishings.....	37,332,976	Children's wear.....	8,043,194
Men's and boys' work clothing.....	9,708,097	Infants' wear.....	20,594,758
Other clothing, men's and boys'.....	3,302,892	Men's, boys', and youths' shoes.....	2,137,555
Millinery.....	12,463,571	Women's, misses' and children's shoes.....	4,067,460
Women's and misses' coats, suits, and dresses.....	6,623,304	Rubber and other footwear (including infants' shoes).....	7,994,660

APPROXIMATE SALES OF APPAREL BY MAIL-ORDER GENERAL MERCHANDISE HOUSES

COMMODITY LINES	Sales	COMMODITY LINES	Sales
Total mail-order general merchandise house sales, all commodities.....	\$447,023,641	Estimated sales of apparel, etc.—Continued.	
Estimated sales of apparel (35.28 per cent of total sales).....	157,679,687	Underwear, negligees, corsets, etc.	\$17,506,804
Custom tailoring for men.....	227,926	Women's and misses' hosiery.....	11,071,805
Men's and boys' suits.....	9,252,267	Other apparel, women's and misses'.....	4,728,251
Men's and boys' overcoats.....	1,324,958	Children's wear.....	8,681,675
Men's and boys' hats and caps.....	1,017,622	Infants' wear.....	4,889,687
Men's and boys' furnishings.....	15,479,937	Men's, boys', and youths' shoes.....	12,172,176
Men's and boys' work clothing.....	9,978,746	Women's, misses', and children's shoes.....	18,789,350
Other clothing, men's and boys'.....	8,267,660	Rubber and other footwear (including infants' shoes).....	4,603,631
Millinery.....	4,442,564		
Women's coats, suits, and dresses.....	25,344,919		

Related commodities.—It is universally recognized that most retail stores sell a variety of merchandise. These varied lines can usually be divided into two classes. The first is the *primary or basis commodity lines* while the second is *related or secondary commodity lines*. The first class consists of the principal lines of merchandise representing a substantial proportion of the total goods sold and which are usually synonymous in the customer's mind with the kind of store in question. The second class is made up of goods which are often associated by the customer with the primary merchandise sold by the store, but which are secondary in the customer's mind to the primary commodities featured by the store.

Men's furnishings is a good example. They are obviously primary commodities in men's furnishings (haberdashery) stores, where they represent 84 per cent of the store's total sales. They are also primary commodities in men's clothing and furnishings stores, where the appeal is sufficiently broad to include both clothing and furnishings. Evidence of this fact is found in the commodity tables of this report in which it is shown that men's furnishings account for 23.68 per cent of the sales of such stores. On the other hand, men's furnishings are secondary or related commodities in the men's clothing stores where they represent only 0.11 per cent of the sales. The primary appeal is in clothing, which is featured, as indicated by the proportion of suit (73 per cent) and overcoat (21 per cent) sales.

Hats and caps provide another good example. In the hat stores they represent 90 per cent of the total sales and are clearly primary commodities, while in the men's clothing stores, where they account for only 0.68 per cent, they are obviously secondary or related commodities. The same is true in the other men's stores although it is interesting to observe that in the men's clothing and furnishings stores the sales volume in hats and caps amounts to more than the total for hat stores in spite of the fact that in the former they are secondary and only represent about 8 per cent of the total sales of such stores. Hats and caps account for but a relatively small proportion of the total sales of the men's clothing and furnishings stores and for the purpose of this census are considered to be related rather than primary commodities.

In women's ready-to-wear specialty stores there is greater difficulty in differentiating between primary and related merchandise. A wide variety of merchandise is sold and the line of distinction is not clearly evident. Sales provide about the only basis for distinguishing between the two classes of goods and even sales are not an accurate measure in all cases. As the table for women's specialty stores shown on page 36 clearly indicates, coats, suits, and dresses are the featured line and represent about 70 per cent of total sales. However, in the case of underwear, negligees, corsets, hosiery, etc., it is not inconceivable, that their sale, in these dress and coat stores, is of sufficient importance to place them in the class of primary merchandise. On the other hand these commodities are obviously primary commodities in the hosiery shops and in the corset and lingerie shops where they account for the majority of the total sales of the shops. Hosiery is a related commodity in shoe stores, while shoes are a related line in the ready-to-wear stores.

Retailers are interested in related merchandise.—Related commodity lines are of particular interest to retailers because such merchandise should, and does, under normal conditions, sell with less sales effort and with correspondingly lower expense than primary or featured lines. The expense incidental to getting the customers into the store falls principally upon these featured lines, yet after the customers have entered, the related lines have almost an equal chance for sale. Practically every kind of store in the apparel group is in a particularly advantageous position from the standpoint of related apparel commodities. The very

definite trend toward ensembles and harmonizing color effects has greatly reduced sales resistance and makes the purchaser a potential customer for other merchandise, in some way related to the original purchase.

Evidence of this will be noted in Table 7 of this report in the case of custom tailors. These tailoring establishments are normally looked upon as outlets for tailored outer apparel only. In reality they are found to be selling a variety of other related apparel, not in large quantities, to be sure, but sufficient to illustrate the possibilities in that direction. Table 7 also brings out, for a number of other kinds of apparel stores possible lines which may be added, at little additional expense, and can be reasonably expected to increase the sales volume of the stores.

In the case of the stores in the general merchandise group the situation is quite different. These stores selling a more diversified line of merchandise have a more general appeal and bring into consideration a number of important factors, all of which have an effect upon the question of competition. The fact that almost any desired merchandise may be purchased without leaving the store undoubtedly gives these stores an advantage over the more specialized stores. This is partly due to traffic congestion and limited parking facilities in the large cities. It is a serious problem and can not be disregarded.

Credit, also, is an important factor as the table on page 31 will clearly illustrate. This credit analysis does not necessarily signify that credit is more freely extended, but rather, that many customers prefer to have credit accounts in stores where they may buy furniture, homewares, piece goods, household appliances, etc., as well as apparel, rather than to have accounts at a number of stores, each specializing in one or more of these lines.

Another factor which is important in the larger stores, particularly the department stores, is the practice of sending buyers to the market at frequent intervals. In apparel lines this factor is of special importance since stocks can in this way be held to the minimum requirements and still assure the customer of adequate selections and fresh new merchandise. In the case of the *small* specialty stores, representing such a large part of the total number, the sales volume seldom warrants the expenditures incurred in sending buyers to the market regularly. This feature has a tendency to attract the purchaser to the larger general merchandise stores and to the large specialty stores.

Table 7 provides commodity data for all lines of apparel handled by the stores of the general merchandise group. These figures show conclusively that the department stores are among the largest distributors of all apparel lines and that in certain lines they lead all apparel competitors. These stores lead all other kinds of business in the general merchandise group by a considerable margin. The importance of these various factors are obvious and should be given careful attention, particularly in connection with department stores, because they have a very definite bearing in many instances on the customer's selection of the kind of store from which the purchase is to be made.

Related commodity data are valuable to the retailer.—The apparel retailer, and other store executives are particularly interested, first, in ascertaining what lines of apparel are sold by other than apparel stores and what they are accomplishing with those lines; second, what related lines the other apparel stores are selling to determine the nature and extent of the competition; third, how the expense ratios of these stores compare and the relation of stocks to sales; fourth, to determine the approximate total sales of the merchandise in question in any given city or area; and fifth, how much of this sales total is supplied by each kind of store.

Reliable answers to each of these questions can be obtained with a minimum of effort by referring to the several State reports which contain all necessary data on State and city bases. Table 1 of each State report shows the total sales of

each kind of store. Table 2 contains expense information prepared on the same basis. Table 4 contains data by size of store. Table 7 furnishes the basis for determining the relation which credit pays to the sales volume. Table 15, the commodity analysis, also found in each State report contains commodity sales breakdown for nearly every kind of store. By applying the percentages shown in the second column of this State table against the total sales reported in Table 1 for the same kind of store, it is possible to arrive at a very close approximation of the dollar sales of any given commodity in any given kind of store.

Table 15 also provides the basis for another interesting and very valuable comparison in the first column of percentages. Where this ratio varies from the one shown in the second column it indicates that not all stores included in the breakdown sell that particular item of merchandise. In that case, column 1 indicates that the stores, which did sell the item, sold it in the proportion shown. To the retailer this difference is significant. If he is not carrying any of the items shown in the breakdown it suggests that they are worthy of investigation and provide him with the average sales ratios of those stores which do carry them.

Related commodity data are of value to the manufacturer and wholesaler.—Apparel stores offer present and potential markets for manufacturers and wholesalers not interested in apparel as well as for those who produce and distribute the various apparel lines. Costume jewelry and leather goods are sold in considerable quantity by certain kinds of apparel stores and may be made a profitable part of the business, if intensely developed, without interfering with the more regular apparel lines. Sporting goods, another unrelated line, can be and are sold in a number of the apparel stores. This merchandise is very readily associated with the different lines of sports wear and may be developed by the producer thereof without an unnecessary amount of promotional effort. Frequently sales of toilet preparations may be made to apparel customers, especially in the case of toiletries designed as a part of or an accessory to an ensemble.

The commodity table shown on page 36 furnishes evidence that there are other commodities for which the apparel stores provide a reasonably substantial present market with definite promise for future development. The data officially at the disposal of the bureau, and available for analysis, are necessarily limited to the facts contained in the retail questionnaire. This questionnaire was confined to the minimum consistent with securing the mass of necessary basic data. These necessary limitations preclude any attempt to itemize the innumerable individual commodity items which have been developed by many of the stores as related merchandise. However, total sales have been segregated into the major commodity lines which are sufficiently detailed to enable manufacturers, jobbers, etc., to effectively gauge the possibilities, of any given kind of apparel store or general store as an outlet, for any given commodity or group of commodities.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY

APPAREL GROUP

STATES	TOTAL			CITIES OVER 30,000 POPULATION			
	Stores	Sales	Per cent of United States total	Number of cities	Stores	Sales	Per cent of State total
United States, total.....	114, 286	\$4, 240, 892, 577	100. 00	310	71, 006	\$3, 299, 333, 088	77. 80
NEW ENGLAND.....	10, 249	349, 478, 894	8. 24	45	6, 300	208, 745, 322	76. 90
Connecticut.....	2, 214	75, 768, 162	1. 70	2	1, 402	57, 678, 235	76. 12
Maine.....	992	26, 830, 694	0. 63	2	218	9, 592, 343	35. 75
Massachusetts.....	5, 339	194, 415, 521	4. 58	29	3, 917	169, 251, 475	87. 06
New Hampshire.....	592	12, 392, 056	0. 32	2	187	5, 231, 380	39. 06
Rhode Island.....	768	30, 108, 926	0. 71	4	570	26, 991, 889	80. 65
Vermont.....	344	8, 963, 635	0. 21				
MIDDLE ATLANTIC.....	37, 918	1, 458, 325, 488	34. 39	64	28, 327	1, 254, 286, 347	86. 01
New Jersey.....	5, 128	152, 480, 237	3. 60	22	3, 502	122, 874, 753	80. 58
New York.....	21, 659	940, 074, 354	22. 17	22	18, 184	864, 800, 346	91. 99
Pennsylvania.....	11, 131	365, 770, 897	8. 62	20	6, 641	266, 611, 248	72. 89
EAST NORTH CENTRAL.....	25, 762	976, 094, 685	23. 02	81	16, 571	782, 024, 033	80. 12
Illinois.....	9, 100	349, 718, 786	8. 25	20	6, 738	298, 871, 579	85. 46
Indiana.....	2, 647	92, 118, 532	2. 17	13	1, 256	61, 804, 461	67. 09
Michigan.....	4, 045	191, 163, 857	4. 51	15	3, 036	158, 213, 227	82. 76
Ohio.....	6, 407	250, 031, 427	5. 90	23	4, 051	199, 222, 570	79. 68
Wisconsin.....	2, 903	93, 062, 083	2. 19	10	1, 490	63, 912, 197	68. 68
WEST NORTH CENTRAL.....	10, 732	353, 372, 918	8. 33	21	4, 115	212, 784, 025	60. 22
Iowa.....	2, 232	66, 597, 629	1. 57	7	542	20, 223, 919	43. 88
Kansas.....	1, 422	39, 044, 228	0. 92	3	304	13, 951, 906	35. 73
Minnesota.....	2, 168	80, 278, 499	1. 89	3	1, 014	56, 500, 801	70. 38
Missouri.....	2, 981	112, 559, 390	2. 65	5	1, 883	91, 602, 853	81. 38
Nebraska.....	1, 053	34, 402, 271	0. 81	2	313	18, 850, 638	54. 82
North Dakota.....	381	9, 148, 647	0. 22				
South Dakota.....	495	11, 342, 254	0. 27	1	59	2, 644, 908	23. 32
SOUTH ATLANTIC.....	9, 088	313, 639, 619	7. 39	34	5, 019	218, 163, 848	69. 56
Delaware.....	224	8, 712, 175	0. 21	1	148	7, 331, 943	84. 16
District of Columbia.....	684	42, 874, 491	1. 01	1	684	42, 874, 491	100. 00
Florida.....	1, 381	36, 902, 216	0. 87	5	697	22, 535, 889	61. 07
Georgia.....	1, 114	42, 018, 668	0. 99	5	578	31, 529, 088	75. 04
Maryland.....	1, 496	45, 543, 873	1. 07	3	1, 208	40, 201, 773	85. 27
North Carolina.....	1, 259	38, 546, 525	0. 91	8	519	21, 562, 144	55. 94
South Carolina.....	546	16, 110, 639	0. 38	2	161	5, 789, 750	35. 94
Virginia.....	1, 332	47, 256, 167	1. 11	6	713	31, 302, 366	66. 24
West Virginia.....	1, 052	35, 674, 865	0. 84	3	311	15, 036, 404	42. 15
EAST SOUTH CENTRAL.....	3, 518	131, 819, 986	3. 11	13	1, 555	87, 492, 754	66. 30
Alabama.....	773	29, 837, 926	0. 71	3	362	20, 637, 076	69. 19
Kentucky.....	1, 232	42, 833, 106	1. 01	4	555	28, 081, 465	66. 96
Mississippi.....	515	14, 980, 353	0. 35	2	85	4, 421, 740	29. 52
Tennessee.....	998	44, 168, 601	1. 04	4	553	33, 062, 473	76. 21
WEST SOUTH CENTRAL.....	5, 538	212, 466, 589	5. 01	21	2, 224	138, 060, 508	64. 98
Arkansas.....	587	16, 638, 900	0. 39	2	86	4, 890, 864	20. 57
Louisiana.....	957	36, 921, 940	0. 87	3	572	28, 160, 101	76. 27
Oklahoma.....	1, 136	46, 707, 611	1. 10	3	309	25, 363, 889	54. 28
Texas.....	2, 858	112, 298, 138	2. 65	13	1, 257	79, 655, 664	70. 93
MOUNTAIN.....	2, 555	84, 002, 610	1. 98	8	792	40, 190, 624	47. 85
Arizona.....	224	7, 739, 732	0. 18	2	91	4, 073, 304	52. 63
Colorado.....	822	29, 768, 038	0. 70	3	448	21, 931, 742	73. 68
Idaho.....	261	6, 678, 121	0. 16				
Montana.....	433	13, 209, 503	0. 31				
Nevada.....	97	2, 748, 896	0. 06	1	63	3, 281, 243	24. 84
New Mexico.....	156	4, 262, 816	0. 10				
Utah.....	348	14, 240, 707	0. 34				
Wyoming.....	214	5, 354, 797	0. 13	2	190	10, 904, 245	70. 57
PACIFIC.....	8, 936	361, 691, 788	8. 53	23	6, 043	297, 675, 627	82. 30
California.....	6, 689	283, 999, 120	6. 70	17	4, 814	242, 640, 959	85. 44
Oregon.....	824	27, 762, 272	0. 65	1	373	17, 358, 465	62. 63
Washington.....	1, 423	49, 930, 396	1. 18	5	856	37, 676, 203	75. 40

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

APPAREL GROUP—Continued

STATES	CITIES 10,000 TO 30,000 POPULATION				PLACES UNDER 10,000 POPULATION		
	Number of cities	Stores	Sales	Per cent of State total	Stores	Sales	Per cent of State total
United States, total.....	645	15,886	\$467,975,609	11.03	27,404	\$473,583,880	11.17
NEW ENGLAND.....	84	2,035	49,448,109	14.15	1,854	31,285,463	8.95
Connecticut.....	12	426	12,617,538	16.65	326	5,472,589	7.23
Maine.....	7	239	7,565,562	28.20	535	9,672,689	36.05
Massachusetts.....	44	916	17,923,902	9.22	506	7,240,144	3.72
New Hampshire.....	8	188	4,697,169	35.08	217	3,463,507	25.86
Rhode Island.....	10	163	2,688,458	8.93	29	428,579	1.42
Vermont.....	3	103	3,955,680	44.13	241	5,007,955	55.87
MIDDLE ATLANTIC.....	152	4,338	118,657,785	8.14	5,253	85,381,356	5.85
New Jersey.....	33	789	18,048,565	11.84	837	11,556,919	7.58
New York.....	47	1,491	42,257,390	4.50	1,954	33,016,618	3.51
Pennsylvania.....	72	2,058	58,351,830	15.95	2,432	40,807,819	11.16
EAST NORTH CENTRAL.....	137	3,201	95,874,335	9.82	5,990	98,196,317	10.06
Illinois.....	38	789	24,462,282	6.99	1,573	26,384,925	7.55
Indiana.....	21	548	16,538,179	17.95	843	13,775,902	14.96
Michigan.....	25	549	15,410,051	8.06	1,060	17,540,579	9.18
Ohio.....	36	862	25,548,383	10.22	1,494	25,260,465	10.10
Wisconsin.....	17	453	13,915,440	14.95	1,020	15,234,416	16.37
WEST NORTH CENTRAL.....	68	1,707	58,022,116	16.42	4,910	82,566,777	23.36
Iowa.....	14	468	15,061,563	22.62	1,222	22,312,147	33.50
Kansas.....	17	406	13,051,055	33.43	712	12,041,237	30.84
Minnesota.....	11	255	8,665,812	10.79	899	15,111,886	18.53
Missouri.....	11	198	7,272,457	6.46	900	13,684,050	12.16
Nebraska.....	6	124	4,636,972	13.48	616	10,905,661	31.70
North Dakota.....	4	143	5,247,279	57.36	238	3,901,368	42.64
South Dakota.....	5	113	4,086,918	36.03	323	4,610,428	40.65
SOUTH ATLANTIC.....	57	1,448	45,608,626	14.54	2,621	49,867,145	15.90
Delaware.....					76	1,380,232	15.84
District of Columbia.....							
Florida.....	9	255	6,434,934	17.44	429	7,931,393	21.49
Georgia.....	10	177	4,936,618	11.75	359	5,552,962	13.21
Maryland.....	3	85	2,355,481	5.17	203	2,986,619	6.56
North Carolina.....	13	239	6,936,219	17.99	501	10,048,162	26.07
South Carolina.....	7	178	6,811,728	42.28	207	3,509,161	21.78
Virginia.....	8	243	8,051,215	17.04	376	7,902,586	16.72
West Virginia.....	7	271	10,082,431	28.26	470	10,556,030	29.59
EAST SOUTH CENTRAL.....	35	659	20,160,681	15.30	1,304	24,256,571	18.40
Alabama.....	11	193	5,516,759	18.49	218	3,684,931	12.35
Kentucky.....	9	183	5,248,590	12.25	494	8,903,051	20.79
Mississippi.....	11	203	6,479,804	43.25	227	4,078,809	27.23
Tennessee.....	4	80	2,915,508	6.60	365	7,590,620	17.19
WEST SOUTH CENTRAL.....	48	944	30,434,961	14.32	2,370	43,971,120	20.70
Arkansas.....	7	151	5,369,554	32.47	350	6,278,492	37.96
Louisiana.....	5	96	3,858,766	10.45	289	4,903,073	13.28
Oklahoma.....	13	287	9,797,764	20.98	540	11,555,958	24.74
Texas.....	23	410	11,408,877	10.16	1,191	21,233,597	18.91
MOUNTAIN.....	19	467	17,129,785	20.39	1,296	26,682,201	31.76
Arizona.....					133	3,666,338	47.37
Colorado.....	5	92	2,804,207	9.42	282	5,032,089	16.90
Idaho.....	2	46	1,846,199	27.65	215	4,831,922	72.35
Montana.....	5	141	5,681,371	43.01	229	4,246,889	32.15
Nevada.....	1	47	1,824,615	66.38	50	924,281	33.62
New Mexico.....	3	52	2,012,375	47.21	104	2,250,441	52.79
Utah.....	1	16	542,090	3.81	142	2,794,372	19.62
Wyoming.....	2	73	2,418,928	45.17	141	2,935,869	54.83
PACIFIC.....	45	1,087	32,639,231	9.02	1,806	31,376,930	8.68
California.....	30	698	19,909,382	7.01	1,177	21,448,779	7.55
Oregon.....	5	155	5,357,035	19.30	296	5,046,772	18.17
Washington.....	10	234	7,372,814	14.77	333	4,881,379	9.77

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

STATES	TOTAL			CITIES OVER 30,000 POPULATION		
	Stores	Sales	Per cent of United States total	Stores	Sales	Per cent of State total
United States, total.....	28, 197	\$1, 192, 732, 773	100. 00	16, 593	\$855, 808, 437	71. 75
NEW ENGLAND.....	2, 415	93, 248, 356	7. 82	1, 396	65, 557, 007	70. 30
Connecticut.....	531	20, 345, 864	1. 71	328	14, 688, 022	72. 19
Maine.....	304	9, 889, 575	0. 79	53	2, 588, 363	27. 67
Massachusetts.....	1, 145	49, 106, 037	4. 12	837	41, 173, 226	83. 84
New Hampshire.....	174	4, 502, 319	0. 37	44	1, 287, 314	28. 59
Rhode Island.....	172	6, 827, 736	0. 57	134	5, 820, 082	85. 24
Vermont.....	89	3, 077, 325	0. 26			
MIDDLE ATLANTIC.....	9, 095	391, 165, 842	32. 80	6, 565	323, 766, 325	82. 77
New Jersey.....	1, 171	42, 042, 849	3. 53	828	33, 465, 029	79. 60
New York.....	5, 198	252, 632, 434	21. 18	4, 268	227, 509, 917	90. 09
Pennsylvania.....	2, 726	95, 490, 559	8. 00	1, 471	62, 701, 379	64. 98
EAST NORTH CENTRAL.....	6, 494	294, 040, 512	24. 65	3, 935	218, 833, 319	74. 42
Illinois.....	2, 202	105, 796, 531	8. 87	1, 490	85, 068, 423	80. 41
Indiana.....	695	28, 966, 041	2. 43	308	17, 403, 861	60. 08
Michigan.....	1, 201	59, 151, 941	4. 96	701	45, 919, 566	77. 63
Ohio.....	1, 679	72, 934, 500	6. 11	1, 011	53, 250, 965	73. 01
Wisconsin.....	717	27, 191, 499	2. 28	365	17, 191, 004	63. 22
WEST NORTH CENTRAL.....	2, 797	105, 120, 922	8. 81	929	46, 917, 760	44. 63
Iowa.....	643	25, 360, 090	2. 13	140	9, 253, 720	36. 49
Kansas.....	397	15, 060, 033	1. 26	67	3, 955, 122	26. 26
Minnesota.....	611	22, 550, 815	1. 89	261	11, 969, 084	53. 08
Missouri.....	610	24, 525, 938	2. 06	366	17, 703, 765	72. 18
Nebraska.....	280	9, 202, 001	0. 77	84	3, 270, 301	35. 54
North Dakota.....	101	3, 595, 364	0. 29			
South Dakota.....	155	4, 916, 681	0. 41	11	765, 768	15. 57
SOUTH ATLANTIC.....	2, 177	84, 665, 570	7. 10	1, 281	57, 937, 287	68. 44
Delaware.....	68	3, 184, 949	0. 27	43	2, 597, 681	81. 50
District of Columbia.....	181	10, 297, 972	0. 86	181	10, 297, 972	100. 00
Florida.....	290	9, 140, 426	0. 77	149	5, 684, 837	62. 19
Georgia.....	223	9, 832, 344	0. 83	115	6, 823, 611	69. 45
Maryland.....	399	12, 682, 578	1. 06	322	10, 702, 319	84. 39
North Carolina.....	284	10, 657, 370	0. 89	118	5, 911, 696	55. 47
Virginia.....	118	4, 704, 436	0. 40	46	1, 937, 288	41. 18
West Virginia.....	368	14, 364, 061	1. 20	184	9, 237, 740	64. 31
EAST SOUTH CENTRAL.....	246	9, 791, 434	0. 82	73	4, 739, 143	48. 40
Alabama.....	837	36, 734, 324	3. 08	362	22, 351, 426	60. 85
Kentucky.....	192	7, 812, 258	0. 61	110	5, 032, 882	68. 83
Mississippi.....	282	13, 052, 366	1. 10	108	7, 973, 664	61. 09
Tennessee.....	120	4, 551, 949	0. 38	15	996, 176	21. 88
WEST SOUTH CENTRAL.....	243	11, 817, 751	0. 99	129	8, 348, 704	70. 64
Arkansas.....	1, 380	62, 665, 265	5. 25	602	39, 824, 029	63. 55
Louisiana.....	124	4, 284, 990	0. 36	22	1, 116, 568	26. 06
Oklahoma.....	225	9, 583, 021	0. 80	150	7, 559, 337	78. 88
Texas.....	287	14, 491, 948	1. 21	78	7, 383, 450	50. 95
MOUNTAIN.....	744	34, 305, 306	2. 88	352	23, 764, 674	69. 27
Arizona.....	761	28, 622, 035	2. 40	207	10, 457, 782	36. 64
Colorado.....	70	3, 003, 757	0. 25	20	1, 298, 559	43. 23
Idaho.....	232	8, 213, 069	0. 69	117	4, 916, 481	59. 83
Montana.....	93	3, 336, 784	0. 28			
Nevada.....	143	5, 224, 996	0. 44	19	1, 175, 915	22. 61
New Mexico.....	29	870, 591	0. 07			
Utah.....	94	1, 516, 018	0. 13			
Wyoming.....	34	4, 146, 504	0. 35	51	3, 066, 827	73. 96
PACIFIC.....	66	2, 305, 316	0. 19			
California.....	2, 241	96, 469, 447	8. 09	1, 366	70, 161, 052	72. 73
Oregon.....	1, 630	71, 620, 996	6. 00	1, 062	55, 283, 172	77. 19
Washington.....	214	8, 514, 060	0. 74	80	4, 338, 186	49. 22
Washington.....	397	16, 034, 391	1. 35	224	10, 639, 694	65. 73

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES—Continued

STATES	CITIES 10,000 TO 30,000 POPULATION ¹			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Per cent of State total	Stores	Sales	Per cent of State total
United States, total.....	4, 005	\$151, 775, 457	12. 73	7, 599	\$185, 140, 829	15. 52
NEW ENGLAND.....	461	14, 725, 292	15. 79	558	12, 966, 557	13. 91
Connecticut.....	116	3, 822, 031	18. 79	87	1, 835, 811	9. 02
Maine.....	67	2, 305, 121	24. 55	184	4, 496, 091	47. 88
Massachusetts.....	178	5, 110, 253	10. 41	130	2, 822, 558	5. 75
New Hampshire.....	47	1, 447, 583	32. 15	83	1, 767, 422	39. 26
Rhode Island.....	31	855, 816	12. 63	7	151, 838	2. 23
Vermont.....	22	1, 184, 488	38. 49	67	1, 892, 837	61. 51
MIDDLE ATLANTIC.....	1, 134	37, 354, 451	9. 55	1, 396	30, 045, 066	7. 68
New Jersey.....	155	4, 718, 872	11. 22	190	3, 858, 948	9. 18
New York.....	401	13, 391, 960	5. 30	529	11, 640, 557	4. 61
Pennsylvania.....	578	19, 243, 619	19. 94	677	14, 545, 561	15. 08
EAST NORTH CENTRAL.....	824	33, 358, 515	11. 35	1, 735	41, 848, 178	14. 23
Illinois.....	209	8, 964, 359	8. 47	503	11, 763, 749	11. 12
Indiana.....	131	5, 288, 827	18. 26	256	6, 273, 353	21. 66
Michigan.....	142	5, 651, 747	9. 55	298	7, 580, 628	12. 82
Ohio.....	230	8, 995, 282	12. 33	438	10, 688, 253	14. 66
Wisconsin.....	112	4, 458, 300	16. 40	240	5, 542, 195	20. 38
WEST NORTH CENTRAL.....	416	19, 731, 232	18. 77	1, 452	38, 471, 930	36. 60
Iowa.....	107	4, 883, 057	19. 26	396	11, 223, 313	44. 25
Kansas.....	97	4, 943, 931	32. 83	233	6, 160, 980	40. 81
Minnesota.....	72	3, 284, 353	14. 56	278	7, 297, 878	32. 36
Missouri.....	36	1, 776, 260	7. 24	208	5, 045, 913	20. 58
Nebraska.....	30	1, 509, 421	16. 40	166	4, 422, 279	48. 06
North Dakota.....	38	1, 626, 293	46. 39	63	1, 879, 071	53. 61
South Dakota.....	36	1, 707, 917	34. 74	108	2, 442, 996	49. 69
SOUTH ATLANTIC.....	358	13, 071, 485	15. 44	588	13, 646, 798	18. 12
Delaware.....				25	587, 268	18. 44
District of Columbia.....						
Florida.....	58	1, 589, 371	17. 39	83	1, 866, 218	20. 42
Georgia.....	47	1, 625, 618	16. 53	61	1, 378, 115	14. 02
Maryland.....	21	812, 142	6. 40	56	1, 168, 117	9. 21
North Carolina.....	54	2, 033, 529	19. 08	112	2, 712, 145	25. 45
South Carolina.....	33	1, 846, 551	39. 25	39	920, 597	19. 57
Virginia.....	74	2, 586, 595	18. 01	110	2, 539, 726	17. 68
West Virginia.....	71	2, 577, 679	26. 33	102	2, 474, 612	25. 27
EAST SOUTH CENTRAL.....	162	5, 961, 148	16. 23	313	8, 421, 750	22. 92
Alabama.....	45	1, 502, 888	20. 55	37	776, 458	10. 62
Kentucky.....	45	1, 571, 613	12. 04	129	3, 507, 089	26. 87
Mississippi.....	59	2, 257, 824	49. 60	46	1, 297, 949	28. 52
Tennessee.....	13	628, 823	5. 32	101	2, 840, 224	24. 04
WEST SOUTH CENTRAL.....	231	9, 460, 906	15. 10	547	13, 380, 350	21. 35
Arkansas.....	35	1, 446, 561	33. 76	67	1, 721, 861	40. 18
Louisiana.....	18	897, 493	9. 37	57	1, 126, 191	11. 75
Oklahoma.....	71	3, 160, 873	21. 81	138	3, 947, 625	27. 94
Texas.....	107	3, 955, 979	11. 53	285	6, 584, 653	19. 30
MOUNTAIN.....	130	6, 107, 717	21. 34	424	12, 056, 536	42. 12
Arizona.....				50	1, 705, 198	56. 77
Colorado.....	29	1, 049, 506	12. 77	86	2, 252, 082	27. 40
Idaho.....	11	930, 779	27. 89	82	2, 406, 005	72. 11
Montana.....	41	1, 903, 100	36. 42	83	2, 145, 981	41. 07
Nevada.....	12	470, 812	54. 08	17	399, 779	45. 92
New Mexico.....	12	645, 361	42. 57	22	870, 657	57. 43
Utah.....	3	148, 182	3. 57	40	831, 495	22. 47
Wyoming.....	22	959, 977	41. 64	44	1, 945, 339	58. 36
PACIFIC.....	289	12, 004, 711	12. 44	586	14, 303, 684	14. 83
California.....	169	6, 713, 290	9. 37	399	9, 623, 634	13. 44
Oregon.....	46	2, 018, 406	22. 90	88	2, 457, 468	27. 88
Washington.....	74	3, 273, 015	20. 41	99	2, 221, 682	13. 86

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

FAMILY CLOTHING STORES (MEN'S, WOMEN'S, AND CHILDREN'S)

STATES	TOTAL			CITIES OVER 30,000 POPULATION ¹		
	Stores	Sales	Per cent of United States total	Stores	Sales	Per cent of State total
United States, total.....	10,551	\$552,353,340	100.00	5,413	\$389,195,119	70.46
NEW ENGLAND.....	925	41,477,689	7.51	518	28,569,479	68.88
Connecticut.....	154	8,174,420	1.48	93	6,080,761	74.39
Maine.....	104	4,496,953	0.81	27	1,387,770	30.86
Massachusetts.....	481	21,866,353	3.96	332	17,960,829	82.14
New Hampshire.....	59	1,866,518	0.34	17	568,554	30.46
Rhode Island.....	76	3,149,260	0.57	49	2,571,565	81.66
Vermont.....	51	1,924,185	0.35			
MIDDLE ATLANTIC.....	3,213	165,967,705	30.05	2,098	134,258,343	80.89
New Jersey.....	364	15,339,653	2.78	210	11,534,372	75.19
New York.....	1,777	110,204,524	19.95	1,418	99,931,047	90.63
Pennsylvania.....	1,072	40,423,528	7.32	470	22,792,924	56.39
EAST NORTH CENTRAL.....	1,846	103,060,367	18.66	1,077	77,869,856	75.56
Illinois.....	515	29,311,855	5.31	306	22,979,764	78.40
Indiana.....	244	13,707,145	2.48	135	9,494,543	69.27
Michigan.....	363	18,865,891	3.41	230	14,444,295	76.56
Ohio.....	527	33,673,019	6.10	316	26,774,063	79.50
Wisconsin.....	197	7,497,457	1.36	90	4,177,191	55.72
WEST NORTH CENTRAL.....	828	57,429,623	10.40	307	40,945,980	71.30
Iowa.....	166	7,037,370	1.27	41	3,410,470	48.55
Kansas.....	123	5,771,803	1.05	29	3,007,492	52.11
Minnesota.....	151	12,252,434	2.22	63	9,541,103	77.87
Missouri.....	257	24,169,240	4.38	142	20,191,537	83.54
Nebraska.....	76	6,868,450	1.24	25	4,041,491	67.58
North Dakota.....	22	681,285	0.12			
South Dakota.....	33	669,041	0.12	7	147,846	22.10
SOUTH ATLANTIC.....	1,537	60,705,573	10.99	598	30,132,661	49.64
Delaware.....	29	1,046,501	0.19	16	801,430	76.58
District of Columbia.....	66	3,423,900	0.62	66	3,423,900	100.00
Florida.....	188	7,112,423	1.29	77	3,724,256	52.36
Georgia.....	200	9,183,923	1.66	78	5,402,823	58.77
Maryland.....	175	6,189,455	1.12	122	4,829,219	78.02
North Carolina.....	269	10,025,200	1.81	76	4,018,199	40.08
South Carolina.....	110	3,741,650	0.68	14	777,841	20.79
Virginia.....	249	10,147,361	1.84	107	5,140,434	50.66
West Virginia.....	251	9,825,190	1.78	42	2,014,559	20.50
EAST SOUTH CENTRAL.....	679	27,986,934	5.07	247	15,283,147	54.61
Alabama.....	159	8,075,311	1.46	49	4,611,233	57.10
Kentucky.....	226	7,147,179	1.30	85	2,929,366	40.99
Mississippi.....	96	3,308,119	0.60	21	1,204,107	36.40
Tennessee.....	198	9,456,325	1.71	92	6,538,441	69.14
WEST SOUTH CENTRAL.....	835	40,216,516	7.28	242	19,730,902	49.06
Arkansas.....	119	3,750,627	0.68	11	510,676	13.62
Louisiana.....	159	8,474,812	1.53	62	5,092,332	60.09
Oklahoma.....	157	8,493,987	1.54	27	3,237,255	38.11
Texas.....	400	19,497,090	3.53	142	10,890,139	55.86
MOUNTAIN.....	238	13,226,272	2.39	61	6,876,333	51.99
Arizona.....	42	1,555,099	0.28	15	711,987	45.78
Colorado.....	80	5,230,509	0.95	30	3,875,350	74.09
Idaho.....	8	361,383	0.06			
Montana.....	23	1,080,796	0.19	1	174,047	16.10
Nevada.....	11	415,333	0.08			
New Mexico.....	23	938,564	0.17			
Utah.....	33	2,992,632	0.54	15	2,115,440	70.69
Wyoming.....	18	651,966	0.12			
PACIFIC.....	450	42,282,661	7.65	265	35,527,959	84.02
California.....	346	35,182,962	6.37	222	30,327,328	86.20
Oregon.....	38	2,263,082	0.41	17	1,538,875	68.00
Washington.....	66	4,836,617	0.87	26	3,661,756	75.71

¹For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

FAMILY CLOTHING STORES (MEN'S, WOMEN'S, AND CHILDREN'S)—Continued

STATES	CITIES 10,000 TO 30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Per cent of State total	Stores	Sales	Per cent of State total
United States, total.....	1,544	\$62,610,893	11.34	3,584	\$100,547,528	18.80
NEW ENGLAND.....	215	8,136,071	19.62	192	4,772,139	11.50
Connecticut.....	35	1,445,878	17.69	26	647,781	7.92
Maine.....	21	1,456,677	32.39	56	1,652,506	36.75
Massachusetts.....	99	2,951,733	13.50	50	953,791	4.36
New Hampshire.....	22	970,787	52.01	20	327,177	17.53
Rhode Island.....	24	471,339	14.97	3	106,356	3.37
Vermont.....	14	839,657	43.64	37	1,084,528	56.36
MIDDLE ATLANTIC.....	375	13,921,248	8.39	740	17,788,114	10.72
New Jersey.....	51	1,721,966	11.23	103	2,083,315	13.58
New York.....	116	4,185,937	3.80	243	6,087,540	5.52
Pennsylvania.....	208	8,013,345	19.82	394	9,617,259	23.79
EAST NORTH CENTRAL.....	267	10,974,064	10.65	502	14,216,447	13.79
Illinois.....	57	2,077,272	7.09	152	4,254,819	14.51
Indiana.....	59	2,715,758	19.81	50	1,496,844	10.92
Michigan.....	44	1,896,777	10.06	89	2,524,819	13.38
Ohio.....	79	3,169,985	9.41	132	3,733,971	11.09
Wisconsin.....	28	1,114,272	14.86	79	2,205,994	29.42
WEST NORTH CENTRAL.....	118	4,717,516	8.21	403	11,766,168	20.49
Iowa.....	34	1,299,455	18.47	91	2,321,445	32.98
Kansas.....	41	1,256,726	21.77	53	1,507,585	26.12
Minnesota.....	13	476,880	3.89	75	2,234,451	18.24
Missouri.....	23	1,284,574	5.32	92	2,693,129	11.14
Nebraska.....	6	382,881	5.57	45	1,844,078	26.85
North Dakota.....				22	661,285	100.00
South Dakota.....	1	17,000	2.54	25	504,195	75.36
SOUTH ATLANTIC.....	259	10,745,734	17.70	680	19,827,178	32.66
Delaware.....				13	245,071	23.42
Florida.....	32	1,179,136	16.58	79	2,209,031	31.06
Georgia.....	36	1,339,825	14.57	86	2,451,275	26.66
Maryland.....	12	546,695	8.83	41	813,541	13.15
North Carolina.....	60	2,052,581	20.47	133	3,954,420	39.45
South Carolina.....	27	1,383,033	36.96	69	1,580,776	42.25
Virginia.....	45	1,876,096	18.49	97	3,130,831	30.85
West Virginia.....	47	2,368,368	24.11	162	5,442,233	55.39
EAST SOUTH CENTRAL.....	125	4,718,516	16.86	307	7,985,271	28.53
Alabama.....	50	1,763,998	21.85	60	1,700,080	21.05
Kentucky.....	26	1,236,313	17.30	115	2,981,500	41.71
Mississippi.....	31	909,081	27.48	44	1,194,931	36.12
Tennessee.....	18	809,124	8.56	88	2,108,760	22.30
WEST SOUTH CENTRAL.....	110	4,757,257	11.83	483	15,728,357	39.11
Arkansas.....	28	942,436	25.13	80	2,297,515	61.25
Louisiana.....	16	928,138	10.95	81	2,453,842	28.96
Oklahoma.....	30	1,469,334	17.30	100	3,787,398	44.59
Texas.....	36	1,417,349	7.27	222	7,189,602	36.87
MOUNTAIN.....	21	1,107,683	8.38	156	5,241,756	39.63
Arizona.....				27	843,112	54.22
Colorado.....	6	274,152	5.24	44	1,081,007	20.67
Idaho.....				8	361,383	100.00
Montana.....	6	306,842	28.39	16	599,907	55.51
Nevada.....	2	125,750	30.25	9	289,583	69.72
New Mexico.....	5	282,939	30.15	18	655,625	69.85
Utah.....				18	877,183	29.31
Wyoming.....	2	118,000	18.10	16	533,956	81.90
PACIFIC.....	54	3,532,604	8.36	131	3,222,098	7.62
California.....	40	2,784,248	7.91	84	2,071,386	5.89
Oregon.....	7	427,589	18.80	14	296,618	13.11
Washington.....	7	320,787	6.63	33	854,094	17.66

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S READY-TO-WEAR SPECIALTY STORES

STATES	TOTAL			CITIES OVER 30,000 POPULATION ¹		
	Stores	Sales	Per cent of United States total	Stores	Sales	Per cent of State total
United States, total.....	18,253	\$1,087,600,728	100.00	10,889	\$894,142,722	82.21
NEW ENGLAND.....	1,509	92,410,604	8.50	933	76,937,058	83.26
Connecticut.....	363	20,070,519	1.85	232	15,081,109	75.14
Maine.....	126	5,343,362	0.49	28	2,612,243	48.89
Massachusetts.....	802	53,952,680	4.96	586	49,050,444	90.91
New Hampshire.....	72	2,694,998	0.25	18	1,497,432	55.56
Rhode Island.....	84	9,106,926	0.84	69	8,695,830	95.49
Vermont.....	62	1,242,129	0.11			
MIDDLE ATLANTIC.....	6,182	381,548,890	35.08	4,566	338,824,397	88.80
New Jersey.....	872	34,427,866	3.16	567	27,842,948	80.88
New York.....	3,670	244,930,431	22.52	3,019	227,840,467	93.02
Pennsylvania.....	1,640	102,190,593	9.40	980	83,140,982	81.36
EAST NORTH CENTRAL.....	3,503	245,675,679	22.59	2,347	212,078,847	86.32
Illinois.....	1,487	91,477,611	8.41	1,147	81,333,486	88.91
Indiana.....	327	20,128,127	1.85	157	14,823,512	73.65
Michigan.....	579	49,583,688	4.56	369	44,430,601	90.61
Ohio.....	721	59,436,993	5.47	468	52,165,119	87.76
Wisconsin.....	389	25,049,260	2.30	206	19,326,129	77.15
WEST NORTH CENTRAL.....	1,619	87,994,271	8.09	553	58,512,436	66.50
Iowa.....	287	14,872,970	1.37	66	7,733,541	52.00
Kansas.....	248	8,005,392	0.74	41	2,893,666	36.15
Minnesota.....	240	21,649,249	1.99	97	17,414,564	80.44
Missouri.....	502	28,551,997	2.62	299	24,062,669	84.28
Nebraska.....	193	9,480,738	0.87	39	5,772,327	60.82
North Dakota.....	64	2,735,265	0.25			
South Dakota.....	85	2,688,660	0.25	11	635,969	23.64
SOUTH ATLANTIC.....	1,577	78,131,245	7.18	774	57,675,821	73.82
Delaware.....	31	2,033,470	0.19	18	1,609,424	82.10
District of Columbia.....	102	14,805,700	1.36	102	14,805,700	100.00
Florida.....	346	10,973,340	1.01	147	6,101,645	55.60
Georgia.....	191	9,619,633	0.88	86	8,052,138	83.71
Maryland.....	174	10,393,489	0.95	131	9,484,918	91.26
North Carolina.....	236	8,581,590	0.79	99	5,279,904	61.53
South Carolina.....	100	3,648,171	0.34	30	1,458,531	39.98
Virginia.....	218	9,890,090	0.91	113	7,015,475	70.93
West Virginia.....	179	8,125,762	0.75	48	3,748,086	46.13
EAST SOUTH CENTRAL.....	608	31,584,409	2.91	200	22,366,047	70.81
Alabama.....	137	6,232,873	0.58	41	4,533,032	72.73
Kentucky.....	170	10,867,905	1.00	72	8,624,507	79.36
Mississippi.....	133	4,140,528	0.38	18	1,222,992	29.54
Tennessee.....	168	10,343,103	0.95	69	7,985,516	77.21
WEST SOUTH CENTRAL.....	1,068	50,805,239	4.67	293	32,828,288	64.62
Arkansas.....	138	4,603,962	0.42	15	1,344,895	29.21
Louisiana.....	151	7,826,817	0.72	63	5,928,823	75.75
Oklahoma.....	252	13,036,259	1.20	51	7,656,372	58.73
Texas.....	527	25,338,201	2.33	164	17,898,198	70.64
MOUNTAIN.....	509	21,360,234	1.96	114	10,842,962	50.76
Arizona.....	34	1,546,630	0.14	15	974,183	62.99
Colorado.....	141	8,091,287	0.74	59	6,409,971	79.22
Idaho.....	56	1,682,271	0.15			
Montana.....	95	3,358,049	0.31	12	936,992	27.90
Nevada.....	23	630,193	0.06			
New Mexico.....	41	1,244,125	0.11			
Utah.....	62	3,337,360	0.31	28	2,521,816	75.56
Wyoming.....	57	1,470,319	0.14			
PACIFIC.....	1,678	98,090,152	9.02	1,089	84,076,866	85.71
California.....	1,335	77,779,517	7.15	939	68,992,158	88.70
Oregon.....	131	8,569,770	0.79	39	5,698,301	66.49
Washington.....	212	11,740,865	1.08	111	9,386,407	79.95

¹ For number of cities see apparel group table.

TABLE I.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S READY-TO-WEAR SPECIALTY STORES—Continued

STATES	CITIES 10,000 TO 30,000 POPULATION ¹			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Per cent of State total	Stores	Sales	Per cent of State total
United States, total.....	2,928	\$114, 159, 036	10.50	4,458	\$78, 295, 965	7.29
NEW ENGLAND.....	309	10, 608, 323	11.48	267	4, 865, 223	5.26
Connecticut.....	32	3, 708, 416	13.48	49	1, 280, 994	6.38
Maine.....	28	1, 458, 517	27.30	70	1, 272, 602	23.81
Massachusetts.....	141	3, 717, 294	6.89	75	1, 184, 942	2.20
New Hampshire.....	27	680, 470	25.25	27	517, 096	19.19
Rhode Island.....	14	407, 096	4.47	1	4, 000	0.04
Vermont.....	17	636, 530	51.25	45	605, 589	48.75
MIDDLE ATLANTIC.....	795	28, 541, 456	7.48	821	14, 183, 037	3.72
New Jersey.....	163	4, 621, 665	13.42	142	1, 963, 253	5.70
New York.....	284	10, 912, 641	4.46	367	6, 177, 323	2.52
Pennsylvania.....	348	13, 007, 150	12.73	312	6, 042, 461	5.91
EAST NORTH CENTRAL.....	513	21, 569, 081	8.78	643	12, 027, 751	4.90
Illinois.....	139	6, 335, 749	6.93	201	3, 808, 376	4.16
Indiana.....	78	3, 765, 686	13.71	92	1, 538, 929	7.64
Michigan.....	92	3, 024, 770	6.10	118	2, 128, 317	4.29
Ohio.....	125	4, 903, 035	8.25	128	2, 368, 839	3.99
Wisconsin.....	79	3, 539, 841	14.13	104	2, 183, 290	8.72
WEST NORTH CENTRAL.....	318	16, 864, 434	19.16	748	12, 617, 401	14.34
Iowa.....	76	4, 203, 468	28.26	145	2, 935, 961	19.74
Kansas.....	76	3, 189, 053	39.59	132	1, 942, 668	24.26
Minnesota.....	49	2, 573, 690	11.89	94	1, 660, 995	7.67
Missouri.....	42	2, 161, 080	7.87	161	2, 328, 248	8.15
Nebraska.....	22	1, 428, 218	15.05	132	2, 290, 193	24.13
North Dakota.....	28	2, 101, 623	76.83	36	633, 642	23.17
South Dakota.....	26	1, 227, 297	45.65	48	825, 694	30.71
SOUTH ATLANTIC.....	283	10, 619, 259	13.59	520	9, 836, 165	12.59
Delaware.....				13	364, 046	17.90
District of Columbia.....						
Florida.....	67	2, 047, 028	18.66	132	2, 824, 667	25.74
Georgia.....	29	704, 680	7.32	76	862, 815	8.97
Maryland.....	12	373, 850	3.60	31	534, 721	5.14
North Carolina.....	42	1, 474, 623	17.18	95	1, 827, 063	21.29
South Carolina.....	33	1, 556, 182	42.66	37	633, 458	17.36
Virginia.....	44	1, 564, 773	15.82	61	1, 309, 842	13.25
West Virginia.....	56	2, 898, 123	35.66	75	1, 479, 553	18.21
EAST SOUTH CENTRAL.....	130	4, 487, 774	14.21	278	4, 730, 588	14.98
Alabama.....	30	800, 739	12.85	66	899, 102	14.42
Kentucky.....	28	1, 073, 803	9.88	70	1, 169, 595	10.78
Mississippi.....	48	1, 817, 582	43.90	67	1, 099, 954	26.56
Tennessee.....	24	795, 650	7.69	75	1, 561, 937	15.10
WEST SOUTH CENTRAL.....	235	9, 071, 610	17.85	540	8, 905, 341	17.53
Arkansas.....	38	1, 765, 500	38.35	85	1, 493, 567	32.44
Louisiana.....	23	1, 179, 769	15.07	65	718, 225	9.18
Oklahoma.....	72	2, 917, 733	22.38	129	2, 462, 154	18.89
Texas.....	102	3, 208, 608	12.66	261	4, 231, 395	16.70
MOUNTAIN.....	102	4, 864, 571	22.77	293	5, 652, 701	26.47
Arizona.....				19	572, 447	37.01
Colorado.....	17	686, 646	8.49	65	994, 670	12.29
Idaho.....	11	463, 412	27.55	45	1, 218, 859	72.45
Montana.....	30	1, 499, 612	44.66	53	921, 445	27.44
Nevada.....	10	478, 494	75.93	13	151, 699	24.07
New Mexico.....	12	680, 989	54.74	29	563, 136	45.26
Utah.....	5	246, 226	7.38	29	569, 318	17.06
Wyoming.....	17	809, 192	55.04	40	661, 127	44.96
PACIFIC.....	241	7, 532, 528	7.68	348	6, 480, 758	6.61
California.....	172	4, 242, 224	5.45	224	4, 545, 135	5.85
Oregon.....	31	1, 710, 810	19.96	61	1, 160, 659	13.55
Washington.....	38	1, 579, 494	13.45	63	774, 964	6.60

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S ACCESSORIES STORES

STATES	TOTAL			CITIES OVER 30,000 POPULATION ¹		
	Stores	Sales	Per cent of United States total	Stores	Sales	Per cent of State total
United States, total.....	19,971	\$392,642,191	100.00	13,667	\$350,247,926	89.20
NEW ENGLAND.....	1,724	39,061,608	9.95	1,174	34,666,232	88.75
Connecticut.....	322	8,192,411	2.09	235	7,294,144	88.30
Maine.....	167	1,737,346	0.44	33	778,285	44.80
Massachusetts.....	927	24,263,679	6.18	748	23,047,457	94.99
New Hampshire.....	101	1,092,393	0.28	30	502,001	45.95
Rhode Island.....	152	3,248,540	0.83	122	3,104,345	95.56
Vermont.....	55	527,239	0.13			
MIDDLE ATLANTIC.....	7,323	100,187,213	40.80	6,210	151,351,787	94.48
New Jersey.....	873	18,394,903	4.69	688	16,050,388	87.25
New York.....	4,660	111,323,038	28.35	4,241	108,046,661	97.05
Pennsylvania.....	1,790	30,464,272	7.76	1,281	27,254,738	89.46
EAST NORTH CENTRAL.....	4,604	85,516,696	21.78	3,079	75,842,112	88.69
Illinois.....	1,771	34,805,499	8.89	1,424	32,827,823	94.08
Indiana.....	475	6,016,565	1.53	220	4,619,519	76.78
Michigan.....	758	17,130,854	4.36	509	15,469,759	90.30
Ohio.....	990	17,780,981	4.53	609	15,432,861	80.79
Wisconsin.....	610	9,692,797	2.47	317	7,402,150	77.30
WEST NORTH CENTRAL.....	2,000	28,329,299	7.21	697	20,691,523	73.04
Iowa.....	419	4,389,950	1.12	89	2,533,060	57.71
Kansas.....	279	2,445,800	0.62	57	1,262,895	51.64
Minnesota.....	390	7,922,196	2.02	179	6,317,732	79.75
Missouri.....	547	9,470,652	2.41	311	8,394,440	88.04
Nebraska.....	175	2,396,638	0.61	40	1,656,486	69.08
North Dakota.....	84	731,359	0.19			
South Dakota.....	106	972,704	0.24	12	527,320	54.21
SOUTH ATLANTIC.....	1,372	21,970,261	5.60	772	18,208,259	82.88
Delaware.....	44	605,084	0.15	28	536,026	88.69
District of Columbia.....	125	4,349,671	1.11	125	4,340,671	100.00
Florida.....	193	2,310,322	0.59	105	1,777,081	76.94
Georgia.....	212	3,363,038	0.86	94	2,088,013	79.95
Maryland.....	227	3,952,485	1.01	184	3,742,472	94.09
North Carolina.....	201	2,174,661	0.55	82	1,552,340	71.38
South Carolina.....	82	772,563	0.20	21	305,364	39.53
Virginia.....	160	2,672,520	0.76	85	2,386,628	89.29
West Virginia.....	128	1,469,917	0.37	43	868,858	59.11
EAST SOUTH CENTRAL.....	479	7,046,707	1.79	199	5,820,417	82.72
Alabama.....	94	1,623,982	0.41	42	1,354,889	83.43
Kentucky.....	201	2,368,957	0.60	79	1,927,255	81.35
Mississippi.....	61	508,107	0.13	10	250,090	50.40
Tennessee.....	123	2,545,661	0.65	68	2,291,183	90.00
WEST SOUTH CENTRAL.....	752	13,815,291	3.52	326	11,293,768	81.75
Arkansas.....	80	990,247	0.25	14	645,096	65.15
Louisiana.....	98	1,781,718	0.45	50	1,497,860	84.07
Oklahoma.....	187	2,820,458	0.72	72	2,246,041	79.07
Texas.....	387	8,222,868	2.10	190	6,003,871	83.96
MOUNTAIN.....	370	5,365,347	1.37	138	3,040,473	56.78
Arizona.....	26	398,937	0.10	15	342,714	85.91
Colorado.....	128	2,049,787	0.52	88	1,860,942	90.79
Idaho.....	45	322,032	0.08			
Montana.....	59	1,057,184	0.27	9	127,564	12.07
Nevada.....	14	314,263	0.08			
New Mexico.....	18	78,321	0.02			
Utah.....	60	963,205	0.25	26	715,253	74.26
Wyoming.....	20	181,618	0.05			
PACIFIC.....	1,347	31,349,769	7.98	1,072	20,318,349	63.52
California.....	1,020	24,808,293	6.32	864	23,528,880	94.84
Oregon.....	128	1,937,773	0.49	63	1,651,122	85.09
Washington.....	199	4,603,703	1.17	145	4,237,547	92.05

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S ACCESSORIES STORES—Continued

STATES	CITIES 10,000 TO 30,000 POPULATION ¹			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Per cent of State total	Stores	Sales	Per cent of State total
United States, total.....	2,228	\$23,969,282	6.11	4,076	\$18,424,983	4.69
NEW ENGLAND.....	290	3,062,967	7.84	260	1,332,409	3.41
Connecticut.....	52	666,786	8.14	35	291,481	3.56
Maine.....	45	617,844	35.56	39	341,217	19.04
Massachusetts.....	120	915,745	3.77	59	300,477	1.24
New Hampshire.....	31	331,218	30.32	34	259,174	23.73
Rhode Island.....	26	127,041	3.91	4	17,154	0.53
Vermont.....	16	404,333	78.69	39	122,906	23.31
MIDDLE ATLANTIC.....	548	5,949,382	3.72	565	2,886,044	1.80
New Jersey.....	121	1,877,042	10.21	64	467,473	2.54
New York.....	202	2,019,004	1.81	217	1,262,373	1.14
Pennsylvania.....	225	2,053,336	6.74	284	1,156,198	3.80
EAST NORTH CENTRAL.....	501	4,902,689	5.73	1,024	4,771,895	5.58
Illinois.....	124	1,224,720	3.51	223	842,956	2.41
Indiana.....	81	543,996	9.04	174	853,050	14.18
Michigan.....	78	896,632	5.24	171	764,463	4.46
Ohio.....	134	1,162,274	6.54	247	1,185,846	6.67
Wisconsin.....	84	1,075,067	11.09	209	1,125,580	11.61
WEST NORTH CENTRAL.....	317	3,547,735	12.52	986	4,090,035	14.44
Iowa.....	89	899,497	20.49	241	956,793	21.80
Kansas.....	80	739,901	30.25	142	443,014	18.11
Minnesota.....	40	451,326	5.70	171	1,153,138	14.55
Missouri.....	30	404,694	4.27	206	671,512	7.09
Nebraska.....	22	297,172	12.40	104	443,880	18.52
North Dakota.....	35	523,153	71.53	49	208,206	28.47
South Dakota.....	21	231,992	23.85	73	213,392	21.94
SOUTH ATLANTIC.....	175	1,787,741	8.14	425	1,974,261	8.98
Delaware.....				16	68,458	11.31
District of Columbia.....						
Florida.....	31	245,288	10.62	57	287,353	12.44
Georgia.....	26	284,900	8.47	92	389,525	11.58
Maryland.....	11	86,054	2.18	32	123,959	3.13
North Carolina.....	32	219,115	10.08	87	403,200	18.54
South Carolina.....	29	370,483	47.95	32	96,716	12.52
Virginia.....	21	345,204	11.61	54	240,638	8.10
West Virginia.....	25	236,697	16.10	55	364,362	24.79
EAST SOUTH CENTRAL.....	60	517,668	7.35	220	699,622	9.93
Alabama.....	21	170,527	10.50	31	98,566	6.07
Kentucky.....	22	128,396	6.44	100	312,806	13.21
Mississippi.....	13	143,620	28.27	38	108,397	21.33
Tennessee.....	4	74,625	2.93	51	179,853	7.07
WEST SOUTH CENTRAL.....	115	1,206,702	8.73	311	1,314,821	9.52
Arkansas.....	15	171,132	17.28	51	174,019	17.57
Louisiana.....	10	115,497	6.48	38	168,361	9.45
Oklahoma.....	41	341,162	12.09	74	232,355	8.24
Texas.....	49	573,911	7.04	145	740,036	9.00
MOUNTAIN.....	81	1,647,863	30.71	151	671,011	12.51
Arizona.....				11	56,223	14.09
Colorado.....	8	59,914	2.92	32	128,931	6.29
Idaho.....	11	165,898	51.52	34	156,134	48.48
Montana.....	29	826,826	73.21	21	102,794	9.72
Nevada.....	11	303,631	98.62	3	10,632	3.38
New Mexico.....	4	28,738	36.93	14	49,533	63.31
Utah.....	5	103,067	10.76	29	144,285	14.98
Wyoming.....	13	159,189	87.65	7	22,429	12.35
PACIFIC.....	141	1,846,535	4.30	134	684,835	2.18
California.....	84	867,690	3.50	72	411,723	1.66
Oregon.....	27	204,742	10.57	38	181,109	9.24
Washington.....	30	274,103	5.95	24	92,053	2.00

¹ For number of cities see apparel group table.

TABLE 2.—OPERATING EXPENSES

KIND OF BUSINESS	Number of stores	Proprietors	EMPLOYEES	
			Full time	Part time
Apparel group, total.....	114,296	99,613	329,254	74,876
Cities over 30,000 population.....	71,006	55,766	267,324	51,758
Cities 10,000 to 30,000 population.....	15,888	14,167	34,241	11,094
Places under 10,000 population.....	27,404	29,680	27,689	12,024
Men's and boys' clothing and furnishings.....	28,197	26,354	67,361	17,908
Cities over 30,000 population.....	16,593	13,608	50,607	11,769
Cities 10,000 to 30,000 population.....	4,005	4,037	8,105	2,709
Places under 10,000 population.....	7,599	8,709	8,649	3,430
Family clothing stores, men's, women's and children's.....	10,551	9,345	43,555	9,397
Cities over 30,000 population.....	5,411	4,324	32,434	5,289
Cities 10,000 to 30,000 population.....	1,546	1,210	5,059	1,548
Places under 10,000 population.....	3,594	3,811	6,062	2,560
Women's ready-to-wear stores.....	18,253	15,751	100,791	16,885
Cities over 30,000 population.....	10,869	8,419	85,499	12,297
Cities 10,000 to 30,000 population.....	2,926	2,607	9,599	2,331
Places under 10,000 population.....	4,458	4,725	5,693	2,257
Women's accessories stores.....	19,971	16,301	40,746	9,369
Cities over 30,000 population.....	13,667	10,209	36,176	6,960
Cities 10,000 to 30,000 population.....	2,228	1,798	3,066	1,131
Places under 10,000 population.....	4,076	4,296	1,474	1,278
Other apparel and furnishings stores.....	13,065	13,454	27,985	3,522
Cities over 30,000 population.....	9,427	9,530	24,343	2,644
Cities 10,000 to 30,000 population.....	1,547	1,649	1,959	418
Places under 10,000 population.....	2,091	2,275	1,683	460
Shoe stores.....	24,259	18,408	48,816	17,795
Cities over 30,000 population.....	15,039	9,676	38,265	12,799
Cities 10,000 to 30,000 population.....	3,634	2,863	6,393	2,957
Places under 10,000 population.....	5,586	5,864	4,158	2,039
General stores.....	104,089	121,366	107,023	30,931
Cities over 30,000 population.....	1,494	1,715	2,565	415
Cities 10,000 to 30,000 population.....	1,018	1,152	1,596	305
Places under 10,000 population.....	101,577	118,499	102,862	30,211
General merchandise group, total.....	54,636	47,821	702,822	124,954
Cities over 30,000 population.....	21,984	19,095	546,808	71,756
Cities 10,000 to 30,000 population.....	7,465	5,117	77,551	19,428
Places under 10,000 population.....	25,187	23,609	78,463	33,770
Department stores.....	4,221	1,441	484,975	59,143
Cities over 30,000 population.....	1,759	475	433,655	43,901
Cities 10,000 to 30,000 population.....	1,228	407	33,648	9,237
Places under 10,000 population.....	1,234	559	17,672	6,005
Dry-goods stores.....	25,450	26,642	50,570	15,981
Cities over 30,000 population.....	12,699	13,246	20,916	5,244
Cities 10,000 to 30,000 population.....	2,516	2,409	11,274	2,578
Places under 10,000 population.....	10,235	10,987	18,380	8,159
General merchandise stores.....	12,855	12,395	38,957	14,533
Cities over 30,000 population.....	3,345	3,300	9,103	2,960
Cities 10,000 to 30,000 population.....	1,922	1,854	7,195	2,139
Places under 10,000 population.....	7,588	7,241	22,659	10,034
Variety, 5-and-10, and 10-and-a-dollar stores.....	12,110	7,343	128,320	35,297
Cities over 30,000 population.....	4,181	2,074	83,134	20,251
Cities 10,000 to 30,000 population.....	1,799	447	25,434	5,474
Places under 10,000 population.....	6,130	4,822	19,752	9,572

¹ Proprietors compensation is computed at same rate paid to full-time employees in the same kind of business.

² For detailed data on rents see table on p. 22.

KINDS OF BUSINESS

PAY ROLL			Value of proprietors' services ¹	Total wage cost	Total wage cost per \$100 of sales	All other expenses (including rent) ²	Total operating cost per \$100 of sales
Total	Pay roll cost per \$100 of sales	Part time					
\$505,352,285	\$11.92	\$18,073,640	\$147,689,112	\$653,041,397	\$15.40	\$646,212,805	\$30.64
423,611,520	12.84	13,324,792	95,670,786	519,282,306	15.74	533,056,746	31.89
47,645,779	10.18	2,410,020	18,884,667	66,530,446	14.22	63,041,783	27.69
34,004,986	7.20	2,338,837	33,133,659	67,228,645	14.20	50,104,276	24.78
123,383,453	10.34	4,193,547	44,109,658	167,473,111	14.04	177,452,206	28.92
97,340,362	11.37	2,871,144	25,865,049	123,205,411	14.40	138,363,644	30.56
13,653,078	9.00	628,517	6,487,459	20,140,537	13.27	19,759,250	26.28
12,370,013	6.68	693,886	11,757,150	24,127,163	13.03	19,338,312	23.48
65,086,231	11.78	1,945,290	13,363,817	78,450,048	14.20	78,656,336	28.44
50,868,530	13.07	1,183,842	7,483,720	58,352,250	14.99	60,254,809	30.48
6,934,349	11.07	309,447	1,585,100	3,519,449	13.60	8,618,720	27.36
7,283,352	7.24	452,010	4,264,987	11,578,949	11.52	9,782,807	21.24
134,531,843	12.37	4,286,997	20,340,267	154,931,140	14.25	161,526,931	29.10
110,956,453	13.08	3,370,703	12,609,402	129,656,855	14.50	137,804,724	29.91
11,620,885	10.18	492,147	3,024,120	14,651,005	12.83	15,013,122	25.98
5,998,565	7.56	424,147	4,625,775	10,024,280	13.40	8,709,085	24.38
54,501,819	13.88	2,141,212	20,629,233	75,131,052	19.13	70,769,212	37.16
49,941,476	14.26	1,071,961	15,630,817	65,572,293	18.72	64,328,779	37.09
3,201,897	13.36	235,393	1,720,598	4,922,465	20.54	4,040,786	37.39
1,358,446	7.37	233,868	3,277,848	4,636,294	25.16	2,401,647	38.20
45,601,152	21.85	1,173,615	20,819,083	60,420,235	31.82	31,353,027	46.84
41,297,516	22.55	930,728	16,545,266	57,842,782	31.04	27,465,611	46.56
2,526,321	18.07	123,485	1,991,992	4,518,313	32.31	2,055,741	47.01
1,777,315	15.31	119,402	2,281,825	4,050,140	34.96	1,831,675	50.74
82,217,787	10.19	4,332,979	23,418,024	110,635,811	13.71	126,455,093	29.39
67,207,183	10.72	3,206,424	17,440,532	84,653,715	13.51	104,851,179	30.23
6,703,249	9.56	621,031	4,075,428	13,778,677	13.68	13,500,164	26.95
5,307,355	6.76	415,524	6,890,064	12,203,419	15.53	8,043,750	35.77
115,511,108	4.49	5,821,373	118,895,492	234,406,660	9.12	114,975,359	13.59
1,724,833	5.49	89,221	1,104,605	2,834,438	9.01	1,997,193	15.37
1,804,178	6.16	56,653	1,261,440	3,065,618	10.47	1,518,714	15.46
111,982,187	4.46	5,075,499	116,524,447	228,506,604	9.10	111,459,452	13.54
818,030,246	12.71	27,324,971	49,547,592	868,477,838	13.48	858,912,672	26.81
658,699,707	13.69	18,730,431	21,857,782	680,557,489	14.15	683,621,641	28.36
78,240,121	11.08	3,295,001	5,330,633	83,570,754	11.84	86,447,849	24.08
81,090,418	8.84	5,293,539	22,359,177	104,349,595	11.25	88,843,182	20.82
620,090,182	14.28	17,053,136	1,771,298	622,761,480	14.32	611,075,124	28.36
557,651,293	14.74	14,022,833	621,013	558,272,276	14.75	548,402,826	29.24
40,575,602	11.91	1,804,346	468,864	41,044,526	12.05	41,602,158	24.22
22,763,257	10.11	1,225,957	681,421	23,444,678	10.42	21,210,140	19.84
57,465,055	8.68	2,967,632	29,050,137	86,515,192	13.04	73,757,083	24.17
25,236,872	8.54	1,092,151	15,611,768	40,848,640	13.82	35,568,149	25.85
12,741,776	10.99	495,054	2,616,174	15,357,950	13.24	14,454,656	25.71
19,486,407	7.74	1,380,427	10,822,195	30,308,602	12.04	23,734,278	21.47
45,113,058	8.57	2,570,697	13,478,696	58,591,754	11.13	49,000,049	20.43
11,464,970	9.37	527,166	3,851,856	15,316,826	12.52	13,188,817	23.29
7,963,307	8.74	357,962	1,958,621	9,921,928	10.89	8,843,534	20.59
25,684,781	8.20	1,685,569	7,668,219	33,353,000	10.65	28,967,698	19.26
95,361,951	10.55	4,733,506	5,247,361	100,609,312	11.13	125,080,416	24.96
64,346,602	10.58	3,094,281	1,773,045	66,119,647	10.88	68,461,849	25.10
16,959,376	10.72	637,639	286,974	17,246,350	10.90	21,687,501	24.60
14,055,973	10.19	1,001,586	3,187,342	17,243,315	12.60	16,931,066	24.77

TABLE 3.—

[Sales expressed in

KIND OF BUSINESS	TOTAL		ALL CASH		1 TO 10 PER CENT CREDIT		11 TO 20 PER CENT CREDIT	
	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent
Apparel group, total:								
Number of stores.....	94,575	100.00	59,814	63.25	10,332	10.92	4,893	5.17
Net sales.....	\$3,746,492	100.00	\$1,790,088	47.78	\$288,926	7.71	\$172,547	4.61
Men's and boys' clothing and furnishings stores—								
Number of stores.....	23,522	100.00	13,788	58.62	2,993	12.72	1,512	6.43
Net sales.....	\$1,033,669	100.00	\$402,316	44.73	\$105,067	10.26	\$68,922	6.67
Men's and boys' clothing stores—								
Number of stores.....	2,771	100.00	2,148	77.52	191	6.89	83	2.99
Net sales.....	\$144,167	100.00	\$109,692	76.10	\$10,288	7.14	\$3,471	2.41
Men's and boy's hat stores—								
Number of stores.....	1,307	100.00	1,201	91.89	55	4.21	8	0.61
Net sales.....	\$39,485	100.00	\$35,134	88.98	\$2,277	5.77	\$404	1.02
Men's furnishings stores—								
Number of stores.....	7,174	100.00	5,353	74.62	849	11.83	264	3.68
Net sales.....	\$189,407	100.00	\$124,474	73.48	\$18,318	10.81	\$5,819	3.44
Men's clothing and furnishings stores—								
Number of stores.....	12,270	100.00	5,086	41.45	1,898	15.47	1,157	9.43
Net sales.....	\$680,610	100.00	\$193,016	28.36	\$75,184	11.05	\$59,228	8.70
Family clothing stores—men's, women's, and children's—								
Number of stores.....	9,071	100.00	4,466	49.23	997	10.99	500	5.51
Net sales.....	\$501,517	100.00	\$153,690	30.64	\$31,382	6.26	\$17,304	3.45
Women's ready-to-wear specialty shops—apparel and accessories—								
Number of stores.....	15,270	100.00	9,070	59.40	1,506	9.86	726	4.76
Net sales.....	\$986,931	100.00	\$379,837	38.49	\$59,059	5.98	\$38,193	3.87
Women's accessories stores—								
Number of stores.....	16,287	100.00	11,905	73.10	1,427	8.76	592	3.69
Net sales.....	\$357,925	100.00	\$239,898	67.02	\$18,371	5.13	\$9,547	2.67
Blouse shops—								
Number of stores.....	10	100.00	8	80.00				
Net sales.....	\$275	100.00	\$201	73.09				
Corset and lingerie shops—								
Number of stores.....	1,904	100.00	1,564	82.14	95	4.99	39	2.05
Net sales.....	\$40,874	100.00	\$32,073	78.86	\$1,644	4.04	\$831	2.04
Furriers—fur shops—								
Number of stores.....	1,907	100.00	993	52.07	129	6.77	107	5.61
Net sales.....	\$118,209	100.00	\$50,776	43.69	\$3,808	3.28	\$4,219	3.63
Hosiery shops—								
Number of stores.....	1,572	100.00	1,431	91.03	68	4.32	20	1.27
Net sales.....	\$47,407	100.00	\$43,618	93.01	\$1,968	4.15	\$869	1.83
Knit goods shops—								
Number of stores.....	340	100.00	283	83.24	24	7.06	5	1.47
Net sales.....	\$10,088	100.00	\$7,001	69.40	\$1,849	18.33	\$134	1.33
Millinery stores—								
Number of stores.....	10,241	100.00	7,384	72.10	1,085	10.59	409	3.99
Net sales.....	\$137,305	100.00	\$102,291	74.50	\$8,374	6.10	\$3,262	2.38
Costume accessories stores (including jewelry, bags, and gloves)—								
Number of stores.....	239	100.00	181	75.73	23	9.62	9	3.77
Net sales.....	\$5,224	100.00	\$3,421	65.49	\$699	13.38	\$172	3.29
Umbrella shops (including parasols and canes)—								
Number of stores.....	74	100.00	61	82.44	3	4.05	3	4.05
Net sales.....	\$733	100.00	\$517	70.53	\$29	3.96	\$60	8.18

CREDIT SALES

thousands of dollars]

21 TO 30 PER CENT CREDIT		31 TO 40 PER CENT CREDIT		41 TO 50 PER CENT CREDIT		51 TO 60 PER CENT CREDIT		61 TO 70 PER CENT CREDIT		71 TO 80 PER CENT CREDIT		OVER 80 PER CENT CREDIT	
Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent
3,005 \$188,952	4.13 6.04	3,453 \$183,354	3.65 4.89	3,181 \$194,907	3.36 5.20	1,869 \$188,240	1.98 5.03	1,532 \$189,338	1.62 5.05	1,343 \$171,851	1.42 4.59	4,253 \$378,289	4.50 10.10
1,336 \$75,119	5.68 7.27	1,265 \$71,734	5.38 6.04	1,051 \$78,444	4.47 7.59	613 \$50,897	2.61 5.77	420 \$56,736	1.78 5.48	281 \$32,935	1.19 3.18	263 \$21,799	1.12 2.11
70 \$3,456	2.53 2.40	50 \$2,056	2.13 1.42	63 \$2,734	2.27 1.90	36 \$4,849	1.30 3.36	31 \$1,148	1.12 0.79	23 \$1,550	0.83 1.07	67 \$4,923	2.42 3.41
16 \$937	1.22 2.50	6 \$215	0.46 0.54	8 \$70	0.61 0.18	2 \$106	0.15 0.27	1 \$82	0.08 0.21	1 \$136	0.08 0.34	9 \$74	0.69 0.19
184 \$4,525	2.56 2.07	158 \$4,304	2.20 2.54	138 \$3,884	1.92 2.20	71 \$2,271	0.99 1.34	52 \$2,240	0.73 1.32	47 \$1,571	0.66 0.93	58 \$2,001	0.81 1.18
1,066 \$66,151	8.69 9.72	1,042 \$65,159	8.49 9.57	842 \$71,756	6.86 10.54	504 \$52,371	4.11 7.70	336 \$53,266	2.74 7.83	210 \$29,678	1.71 4.36	129 \$14,801	1.05 2.17
342 \$14,653	3.77 3.92	290 \$26,917	3.20 5.37	263 \$21,046	2.90 4.20	141 \$26,320	1.55 5.25	114 \$33,382	1.26 6.65	176 \$21,571	1.94 4.30	1,782 \$155,252	19.65 30.96
509 \$57,467	3.92 5.82	602 \$41,471	3.94 4.20	660 \$56,518	4.32 5.73	499 \$68,446	3.27 6.94	485 \$75,005	3.18 7.60	393 \$96,744	2.57 9.80	730 \$114,191	4.78 11.57
453 \$7,925	2.78 2.21	366 \$9,502	2.25 2.65	404 \$10,489	2.48 2.93	228 \$6,732	1.40 1.88	204 \$5,053	1.25 2.25	201 \$8,948	1.24 2.50	507 \$38,460	3.11 10.75
-----	-----	110.00 \$15	-----	-----	-----	-----	-----	-----	-----	-----	-----	110.00 \$59	-----
36 \$870	1.89 2.14	29 \$562	1.52 1.38	31 \$636	1.63 1.56	26 \$620	1.37 1.53	22 \$630	1.16 1.55	21 \$635	1.10 1.56	41 \$2,173	2.15 5.34
93 \$2,862	4.88 2.46	66 \$5,334	3.46 4.59	86 \$5,784	4.51 4.98	59 \$2,970	3.09 2.55	71 \$5,282	3.72 4.55	82 \$6,043	4.30 5.20	221 \$29,131	11.59 25.07
10 \$90	0.04 0.19	15 \$443	0.95 0.94	10 \$76	0.64 0.16	5 \$152	0.32 0.32	3 \$34	0.19 0.07	5 \$113	0.32 0.24	5 \$44	0.32 0.09
5 \$251	1.47 2.49	4 \$119	1.18 1.18	8 \$325	2.35 3.22	1 \$10	0.29 0.10	3 \$164	0.88 1.62	1 \$35	0.29 0.35	6 \$200	1.77 1.98
304 \$3,784	2.97 2.76	247 \$2,942	2.41 2.14	261 \$3,417	2.55 2.49	133 \$2,915	1.30 2.12	103 \$1,894	1.01 1.38	89 \$1,792	0.87 1.30	226 \$6,634	2.21 4.83
5 \$68	2.09 1.30	4 \$87	1.67 1.67	4 \$190	1.67 3.64	2 \$45	0.84 0.86	2 \$49	0.84 0.94	2 \$274	0.84 5.24	7 \$219	2.93 4.19
-----	-----	-----	-----	4 \$61	5.41 8.32	2 \$20	2.70 2.73	-----	-----	1 \$46	1.35 6.28	-----	-----

TABLE 3.—CREDIT

[Sales expressed in

KIND OF BUSINESS	TOTAL		ALL CASH		1 TO 10 PER CENT CREDIT		11 TO 20 PER CENT CREDIT	
	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent
Apparel group, total—Continued.								
Other apparel and furnishings stores—								
Number of stores	10,470	100.00	6,184	59.06	936	8.94	605	5.78
Net sales	\$173,993	100.00	\$79,826	45.88	\$11,704	6.76	\$6,616	3.80
Children's specialty shops—								
Number of stores	825	100.00	633	76.73	65	7.88	20	2.42
Net sales	\$19,547	100.00	\$15,588	79.75	\$1,215	6.22	\$307	1.57
Custom tailors—								
Number of stores	9,070	100.00	5,182	57.13	839	9.25	568	6.26
Net sales	\$138,571	100.00	\$57,829	41.73	\$10,038	7.24	\$0,017	4.34
Dressmakers—								
Number of stores	355	100.00	195	54.93	11	3.10	14	3.94
Net sales	\$10,384	100.00	\$1,942	18.70	\$145	1.40	\$190	1.83
Infants' wear shops—								
Number of stores	213	100.00	167	78.40	21	9.86	3	1.41
Net sales	\$4,325	100.00	\$3,301	76.32	\$366	8.46	\$102	2.36
Mail-order apparel houses—								
Number of houses	7	100.00	7	100.00				
Net sales	\$1,166	100.00	\$1,166	100.00				
Shoe stores—								
Number of stores	19,955	100.00	14,401	72.17	2,473	12.39	958	4.80
Net sales	\$92,491	100.00	\$47,521	68.52	\$62,343	9.00	\$31,955	4.61
Shoe stores, men's—								
Number of stores	1,144	100.00	1,018	88.99	42	3.67	16	1.40
Net sales	\$51,742	100.00	\$46,412	89.70	\$1,603	3.10	\$771	1.49
Shoe stores, women's—								
Number of stores	1,448	100.00	1,148	79.28	59	4.07	38	2.62
Net sales	\$118,898	100.00	\$82,214	69.15	\$5,585	4.70	\$5,111	4.30
Family shoe stores—men's, women's, and children's—								
Number of stores	17,363	100.00	12,235	70.46	2,372	13.66	904	5.21
Net sales	\$521,851	100.00	\$345,895	66.28	\$55,155	10.57	\$26,083	5.00
General merchandise group—total:								
Number of stores	45,345	100.00	29,080	64.13	4,937	10.89	2,706	5.97
Net sales	\$5,596,132	100.00	\$1,781,467	31.83	\$329,264	5.88	\$297,698	5.32
Department stores—								
Number of stores	3,820	100.00	1,574	41.20	202	5.29	370	9.69
Net sales	\$3,806,228	100.00	\$554,856	14.58	\$198,158	5.21	\$219,641	5.77
With food departments—								
Number of stores	438	100.00	97	22.15	30	6.85	42	9.59
Net sales	\$919,898	100.00	\$161,237	17.53	\$45,335	4.93	\$86,111	9.36
Without food departments—								
Number of stores	3,382	100.00	1,477	43.67	172	5.09	328	9.70
Net sales	\$2,886,330	100.00	\$393,619	13.64	\$152,823	5.29	\$133,530	4.63
Dry goods stores—								
Number of stores	20,442	100.00	12,773	62.48	2,856	13.97	1,306	6.39
Net sales	\$565,164	100.00	\$273,776	48.44	\$71,536	12.66	\$40,023	7.08
General merchandise stores—								
Number of stores	10,614	100.00	5,343	50.34	1,330	12.53	841	7.92
Net sales	\$442,167	100.00	\$190,490	43.08	\$49,464	11.18	\$35,390	8.00
With food departments—								
Number of stores	1,984	100.00	523	26.36	197	9.93	117	5.90
Net sales	\$121,656	100.00	\$24,764	20.36	\$12,578	10.34	\$6,520	5.36
Without food departments—								
Number of stores	8,630	100.00	4,820	55.85	1,133	13.13	724	8.39
Net sales	\$320,511	100.00	\$165,726	51.71	\$36,886	11.51	\$28,870	9.01
Variety, 5-and-10, and 10-a-dollar stores—								
Number of stores	10,469	100.00	9,390	89.69	549	5.25	189	1.81
Net sales	\$782,573	100.00	\$762,345	97.42	\$10,106	1.29	\$2,644	0.34

SALES—Continued

thousands of dollars]

21 TO 30 PER CENT CREDIT		31 TO 40 PER CENT CREDIT		41 TO 50 PER CENT CREDIT		51 TO 60 PER CENT CREDIT		61 TO 70 PER CENT CREDIT		71 TO 80 PER CENT CREDIT		OVER 80 PER CENT CREDIT	
Amount	Per cent	Amount	Per cent										
450	4.30	361	3.45	423	4.04	212	2.02	189	1.81	226	2.16	884	8.44
\$6,515	3.75	\$4,495	2.58	\$5,077	2.92	\$5,692	3.27	\$3,862	2.22	\$6,470	3.72	\$43,676	25.10
19	2.30	19	2.30	21	2.55	10	1.21	8	0.97	8	0.97	22	2.67
\$411	2.10	\$378	1.93	\$362	1.85	\$212	1.08	\$171	0.88	\$335	1.71	\$568	2.91
416	4.50	328	3.62	393	4.33	197	2.17	181	2.00	208	2.29	758	8.36
\$5,719	4.13	\$3,950	2.85	\$4,645	3.35	\$5,412	3.91	\$3,691	2.66	\$6,021	4.35	\$35,249	25.44
10	2.82	5	1.41	9	2.54	3	0.84	-----	-----	8	2.25	100	28.17
\$79	0.76	\$45	0.43	\$70	0.67	\$29	0.28	-----	-----	\$90	0.87	\$7,794	75.06
5	2.35	9	4.22	-----	-----	2	0.94	-----	-----	2	0.94	4	1.88
\$306	7.08	\$122	2.82	-----	-----	\$39	0.90	-----	-----	\$24	0.56	\$65	1.50
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
725	3.63	569	2.85	380	1.90	176	0.88	120	0.60	66	0.33	87	0.45
\$27,273	3.94	\$20,235	4.22	\$23,333	3.37	\$21,453	3.10	\$12,264	1.77	\$5,193	0.75	\$5,011	0.72
21	1.84	13	1.14	10	0.87	6	0.52	11	0.96	6	0.52	1	0.09
\$893	1.73	\$494	0.95	\$407	0.79	\$183	0.35	\$725	1.40	\$230	0.44	\$24	0.05
30	2.49	41	2.83	37	2.56	40	2.76	27	1.87	13	0.90	9	0.62
\$2,913	2.45	\$2,965	2.49	\$3,884	3.27	\$8,143	6.85	\$5,537	4.68	\$1,077	0.90	\$1,469	1.23
608	3.85	515	2.97	333	1.92	130	0.75	82	0.47	47	0.27	77	0.44
\$23,487	4.50	\$25,776	4.94	\$19,042	3.65	\$13,127	2.52	\$6,002	1.15	\$3,886	0.74	\$3,418	0.65
2,116	4.67	1,838	4.16	1,052	3.64	910	2.01	708	1.56	527	1.16	821	1.81
\$344,811	6.16	\$419,092	7.49	\$600,516	10.89	\$864,041	15.44	\$528,160	9.44	\$259,102	4.63	\$162,931	2.92
328	8.69	334	8.74	324	8.48	313	8.19	188	4.92	83	2.17	104	2.73
\$273,089	7.17	\$335,663	8.82	\$548,411	14.41	\$821,254	21.53	\$497,594	13.07	\$237,392	6.24	\$120,171	3.16
34	7.76	50	11.42	54	12.33	46	10.50	44	10.05	21	4.79	20	4.56
\$65,369	7.11	\$58,950	6.41	\$107,191	18.17	\$262,138	28.50	\$42,641	4.63	\$18,431	2.00	\$12,495	1.36
294	8.69	284	8.40	270	7.98	267	7.89	144	4.26	62	1.83	84	2.49
\$207,720	7.20	\$276,713	9.59	\$381,220	13.21	\$559,116	19.37	\$454,953	15.76	\$218,961	7.58	\$107,675	3.73
1,009	4.94	875	4.28	741	3.62	300	1.47	220	1.08	152	0.74	210	1.03
\$38,922	6.89	\$48,670	8.61	\$36,918	6.53	\$25,746	4.56	\$12,210	2.16	\$5,702	1.01	\$11,661	2.06
675	6.36	598	5.63	521	4.91	277	2.61	281	2.65	276	2.60	472	4.45
\$30,680	6.94	\$32,965	7.49	\$22,852	5.17	\$16,049	3.77	\$17,813	3.77	\$15,622	3.53	\$30,242	6.84
98	4.94	139	7.01	155	7.81	120	6.05	160	8.06	174	8.77	301	15.17
\$5,200	4.27	\$11,198	9.20	\$7,196	5.92	\$7,735	6.36	\$11,234	9.23	\$12,037	9.89	\$23,194	19.07
577	6.69	459	5.32	366	4.24	157	1.82	121	1.40	102	1.18	171	1.98
\$25,480	7.95	\$21,767	6.79	\$15,056	4.88	\$8,914	2.78	\$6,579	2.05	\$3,585	1.12	\$7,048	2.20
104	0.99	81	0.77	66	0.63	20	0.19	19	0.18	16	0.15	35	0.34
\$2,120	0.27	\$1,794	0.23	\$1,335	0.17	\$392	0.05	\$543	0.07	\$386	0.05	\$908	0.11

TABLE 4.—STORES AND SALES

[Sales expressed in

KIND OF BUSINESS	ANNUAL NET SALES EXCEEDING \$1,000,000		ANNUAL SALES FROM \$500,000 TO \$999,999		ANNUAL SALES FROM \$300,000 TO \$499,999		ANNUAL SALES FROM \$200,000 TO \$299,999	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
Apparel group, total.....	211	\$470,807	382	\$262,097	680	\$255,584	1,106	\$264,728
Per cent of stores and sales.....	0.19	11.10	0.33	6.18	0.60	6.03	0.97	6.24
Men's and boys' clothing and furnishings.....	48	\$87,745	108	\$72,296	209	\$79,548	316	\$75,403
Per cent of stores and sales.....	0.17	7.36	0.38	6.06	0.74	6.67	1.12	6.32
Family clothing stores, men's, women's, and children's.....	47	\$124,731	46	\$31,614	78	\$29,604	121	\$29,224
Per cent of stores and sales.....	0.45	22.58	0.44	5.72	0.74	5.36	1.15	5.29
Women's ready-to-wear specialty stores.....	95	\$227,064	150	\$105,719	204	\$75,867	342	\$82,920
Per cent of stores and sales.....	0.52	20.88	0.82	9.72	1.12	6.97	1.87	7.62
Women's accessories stores.....	6	\$11,848	17	\$11,882	40	\$14,537	93	\$21,692
Per cent of stores and sales.....	0.03	3.02	0.09	3.03	0.20	3.70	0.47	5.52
Other apparel and furnishings stores.....	2	\$2,803	9	\$6,625	27	\$10,195	42	\$9,867
Per cent of stores and sales.....	0.02	1.38	0.07	3.27	0.21	5.03	0.33	4.87
Shoe stores.....	13	\$16,676	52	\$33,961	122	\$45,833	192	\$45,622
Per cent of stores and sales.....	0.05	2.07	0.21	4.21	0.50	5.68	0.79	5.66
Other stores selling apparel and clothing, total.....	650	\$3,486,719	825	\$572,539	1,383	\$520,366	2,048	\$495,331
Per cent of stores and sales.....	0.43	38.68	0.52	6.35	0.87	5.77	1.29	5.49
General stores.....	13	\$15,739	88	\$59,351	280	\$103,615	501	\$119,157
Per cent of stores and sales.....	0.01	0.61	0.08	2.31	0.27	4.03	0.48	4.04
Department stores.....	804	\$3,366,569	441	\$312,514	615	\$232,392	789	\$192,610
Per cent of stores and sales.....	14.31	77.39	10.45	7.19	14.57	5.34	18.69	4.43
Dry goods stores.....	3	\$4,175	54	\$36,724	102	\$38,042	160	\$37,876
Per cent of stores and sales.....	0.01	0.63	0.21	5.54	0.40	5.74	0.63	5.71
General merchandise stores.....	8	\$14,325	25	\$16,391	51	\$19,529	72	\$17,170
Per cent of stores and sales.....	0.06	2.72	0.20	3.11	0.40	3.71	0.56	3.26
Variety, 5-and-10, and 10-and-dollar stores.....	58	\$85,911	217	\$147,559	335	\$126,788	626	\$128,518
Per cent of stores and sales.....	0.48	9.50	1.79	16.32	2.77	14.02	4.35	14.21

CLASSIFIED BY SIZE OF BUSINESS

thousands of dollars]

ANNUAL SALES FROM \$100,000 TO \$199,999		ANNUAL SALES FROM \$50,000 TO \$99,999		ANNUAL SALES FROM \$30,000 TO \$49,999		ANNUAL SALES FROM \$20,000 TO \$29,999		ANNUAL SALES FROM \$10,000 TO \$19,999		ANNUAL SALES FROM \$5,000 TO \$9,999		ANNUAL SALES OF LESS THAN \$5,000	
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
4,553	\$615,151	12,622	\$858,204	16,634	\$637,545	15,025	\$365,505	23,308	\$335,106	16,499	\$117,861	23,286	\$58,245
3.98	14.51	11.04	20.24	14.55	15.03	13.15	8.62	20.39	7.90	14.43	2.78	20.37	1.37
1,260	\$170,309	3,769	\$254,958	5,536	\$211,627	4,839	\$118,234	6,314	\$92,222	3,169	\$23,162	2,629	\$7,240
4.47	14.28	13.37	21.38	19.63	17.74	17.16	9.91	22.39	7.73	11.24	1.94	9.33	0.61
487	\$65,346	1,658	\$111,787	2,026	\$78,319	1,588	\$38,589	2,179	\$31,330	1,231	\$8,875	1,060	\$2,925
4.61	11.83	15.71	20.24	19.20	14.18	15.05	6.99	20.65	5.67	11.67	1.61	10.33	0.53
1,298	\$177,334	2,667	\$183,657	2,788	\$107,225	2,264	\$55,303	3,458	\$49,848	2,228	\$16,033	2,759	\$6,631
7.11	16.31	14.61	16.89	15.28	9.86	12.40	5.09	18.94	4.58	12.21	1.47	15.12	0.61
302	\$52,246	1,083	\$73,807	1,677	\$63,663	1,862	\$44,690	3,919	\$55,076	3,799	\$26,842	7,063	\$16,342
1.96	13.31	5.42	18.80	8.40	16.21	9.32	11.38	19.62	14.03	19.02	6.84	35.47	4.16
186	\$24,107	547	\$37,284	861	\$32,793	912	\$21,962	2,163	\$30,045	2,695	\$18,765	5,618	\$14,281
1.99	11.31	4.14	17.77	6.50	15.61	6.85	10.41	16.38	14.33	20.68	9.07	43.43	6.95
930	\$125,809	2,898	\$196,712	3,746	\$143,918	3,560	\$86,727	5,275	\$76,585	3,364	\$24,154	4,107	\$10,826
3.83	15.59	11.95	24.38	15.44	17.84	14.68	10.75	21.75	9.49	13.87	2.99	16.93	1.34
6,596	\$907,960	14,858	\$1,011,115	20,364	\$772,657	20,232	\$487,690	35,245	\$498,949	25,841	\$184,102	30,647	\$77,176
4.15	10.07	9.36	11.22	12.83	8.57	12.75	5.41	22.21	5.54	16.28	2.04	19.31	0.86
2,505	\$333,754	8,463	\$566,228	13,442	\$507,872	13,807	\$331,783	24,667	\$347,864	18,258	\$129,700	22,065	\$55,672
2.41	12.98	8.13	22.03	12.91	19.76	13.28	12.90	23.70	13.53	17.54	5.05	21.19	2.16
1,684	\$241,036	49	\$3,662	15	\$590	12	\$307	11	\$178	1	\$9	-----	-----
39.90	5.54	1.16	0.09	0.36	0.01	0.28	0.01	0.26	-----	0.02	-----	-----	-----
820	\$84,665	1,925	\$128,329	3,154	\$119,503	3,361	\$81,235	6,014	\$85,214	4,774	\$34,036	5,283	\$13,405
2.44	12.76	7.56	19.35	12.39	18.02	13.21	12.25	23.63	12.85	18.76	5.13	20.76	2.02
440	\$59,299	2,890	\$202,260	2,652	\$102,067	1,963	\$48,039	2,455	\$35,700	1,220	\$8,947	1,079	\$2,922
3.42	11.26	22.48	38.41	20.63	19.38	15.27	9.12	19.10	6.78	9.49	1.70	8.39	0.55
1,347	\$189,206	1,531	\$110,636	1,101	\$42,625	1,089	\$26,326	2,098	\$29,993	1,588	\$11,413	2,220	\$5,177
11.12	20.93	12.64	12.24	9.09	4.72	8.99	2.91	17.33	3.32	13.11	1.26	18.33	0.57

TABLE 75.—STORES AND SALES, BY TYPES OF OPERATION AND BY SIZE OF CITY
WOMEN'S READY-TO-WEAR SPECIALTY STORES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

SIZE OF CITY	TOTAL				SINGLE-STORE INDEPENDENTS				2-STORE AND 3-STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS			
	Stores	Net sales	Per cent of total— all places	Per cent of total— all types	Stores	Net sales	Per cent of total— all places	Per cent of total— by types	Stores	Net sales	Per cent of total— all places	Per cent of total— by type
United States, total.....	18,253	\$1,087,600,723	100.00	100.00	13,848	\$633,741,966	100.00	58.27	2,118	174,069,233	100.00	16.00
Cities over 30,000.....	10,869	894,142,722	82.21	100.00	7,787	490,107,307	77.34	54.82	1,390	148,219,044	85.15	16.68
Cities 10,000 to 30,000.....	2,926	114,150,036	10.60	100.00	2,146	79,250,201	12.51	69.42	420	18,201,188	10.46	15.94
Places under 10,000.....	4,458	79,298,965	7.29	100.00	3,915	64,324,458	10.15	81.12	308	7,649,031	4.39	9.65
New England.....	1,509	92,410,604	100.00	100.00	1,150	54,648,029	100.00	59.14	184	17,542,488	100.00	18.98
Cities over 30,000.....	933	76,937,058	83.26	100.00	684	42,399,209	77.59	55.11	112	15,510,871	88.42	20.16
Cities 10,000 to 30,000.....	309	10,608,323	11.48	100.00	242	8,242,685	15.08	77.70	40	4,179,742	8.44	13.95
Places under 10,000.....	267	4,865,223	5.26	100.00	224	4,006,135	7.33	82.34	32	551,875	3.14	11.35
Middle Atlantic.....	6,182	381,548,890	100.00	100.00	4,834	233,389,773	100.00	61.71	718	52,310,938	100.00	13.71
Cities over 30,000.....	4,566	338,824,397	88.80	100.00	3,481	199,616,480	85.53	58.91	559	46,602,137	89.20	13.77
Cities 10,000 to 30,000.....	795	28,541,456	7.48	100.00	626	22,127,066	9.48	77.53	100	4,004,600	7.77	14.24
Places under 10,000.....	821	14,183,037	3.72	100.00	727	11,646,227	4.99	82.11	59	1,584,201	3.03	11.17
East North Central.....	3,503	245,675,679	100.00	100.00	2,446	134,180,529	100.00	54.62	420	42,969,374	100.00	17.49
Cities over 30,000.....	2,347	212,078,847	86.32	100.00	1,538	110,176,451	82.11	51.95	307	38,683,540	90.03	18.24
Cities 10,000 to 30,000.....	513	21,569,081	8.78	100.00	339	13,553,166	10.10	62.84	74	3,536,525	8.23	16.40
Places under 10,000.....	643	12,027,751	4.90	100.00	569	10,450,912	7.79	86.89	39	749,309	1.74	6.23
West North Central.....	1,619	87,994,271	100.00	100.00	1,199	48,373,780	100.00	54.97	170	12,354,500	100.00	14.04
Cities over 30,000.....	553	58,512,430	66.50	100.00	383	29,488,468	60.96	50.40	62	7,984,862	64.63	13.65
Cities 10,000 to 30,000.....	318	16,864,434	19.16	100.00	191	9,271,409	19.17	54.98	63	2,730,696	22.10	16.19
Places under 10,000.....	748	12,617,401	14.34	100.00	625	9,613,903	19.87	76.20	55	1,638,942	13.27	12.90
South Atlantic.....	1,577	78,131,245	100.00	100.00	1,203	47,061,753	100.00	60.24	172	11,965,088	100.00	15.31
Cities over 30,000.....	774	57,675,821	73.82	100.00	540	32,792,022	69.68	56.86	78	8,371,533	69.97	14.51
Cities 10,000 to 30,000.....	283	10,619,259	13.59	100.00	207	6,742,978	14.33	63.50	54	2,515,224	21.02	23.69
Places under 10,000.....	520	9,836,165	12.59	100.00	456	7,526,753	15.99	76.52	41	1,078,331	9.01	10.90
East South Central.....	608	31,584,409	100.00	100.00	466	19,223,681	100.00	60.87	65	4,563,510	100.00	14.45
Cities over 30,000.....	200	22,366,047	70.81	100.00	112	11,952,407	62.18	53.44	29	3,353,807	73.49	15.00
Cities 10,000 to 30,000.....	130	4,487,774	14.21	100.00	103	3,560,753	18.21	78.01	14	480,773	10.54	10.71
Places under 10,000.....	278	4,730,588	14.98	100.00	251	3,770,521	19.61	79.70	22	728,930	15.97	16.41
West South Central.....	1,068	50,805,239	100.00	100.00	830	28,467,708	100.00	56.03	105	7,994,551	100.00	15.74
Cities over 30,000.....	293	32,828,288	64.62	100.00	170	14,651,426	51.47	44.03	44	5,803,636	72.59	17.68
Cities 10,000 to 30,000.....	235	9,071,610	17.85	100.00	173	6,273,952	22.03	69.16	37	1,677,664	20.99	18.50
Places under 10,000.....	540	8,905,341	17.53	100.00	487	7,542,330	26.50	84.70	24	513,251	6.42	5.76
Mountain.....	509	21,360,234	100.00	100.00	411	16,570,023	100.00	77.57	45	2,294,655	100.00	10.74
Cities over 30,000.....	114	10,842,962	50.76	100.00	70	8,129,864	49.06	74.98	18	1,400,928	61.05	12.92
Cities 10,000 to 30,000.....	102	4,864,571	22.77	100.00	76	3,723,021	22.47	76.54	10	545,858	23.79	11.22
Places under 10,000.....	293	5,652,701	26.47	100.00	259	4,717,138	28.47	83.45	17	347,869	15.16	6.16
Pacific.....	1,678	98,090,152	100.00	100.00	1,309	51,826,690	100.00	52.84	239	22,074,129	100.00	22.50
Cities over 30,000.....	1,089	84,076,866	85.71	100.00	803	40,960,980	79.03	48.72	182	20,447,730	92.63	24.32
Cities 10,000 to 30,000.....	241	7,532,528	7.68	100.00	189	5,815,171	11.22	77.20	38	1,170,076	5.30	15.53
Places under 10,000.....	348	6,480,758	6.61	100.00	317	5,050,539	9.75	77.93	19	466,323	2.07	7.04

SIZE OF CITY	LOCAL CHAINS				SECTIONAL CHAINS				NATIONAL CHAINS				OTHER TYPES OF OPERATION			
	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types
United States, total	692	\$44,333,556	100.00	4.08	632	\$110,045,823	100.00	10.12	590	\$92,580,516	100.00	8.50	373	\$32,829,629	100.00	3.03
Cities over 30,000	481	35,880,247	80.93	4.01	453	102,015,524	92.70	11.41	525	89,325,411	96.48	9.99	233	28,535,189	86.92	3.19
Cities 10,000 to 30,000	106	5,624,558	12.69	4.93	104	4,482,270	4.07	3.93	54	3,029,245	3.27	2.65	96	3,571,604	10.88	3.13
Places under 10,000	105	2,828,751	6.38	8.57	75	3,548,029	3.23	4.47	11	225,860	0.25	0.28	44	722,836	2.20	0.91
New England	39	8,532,337	100.00	9.23	66	4,994,935	100.00	5.41	58	6,274,320	100.00	6.79	12	418,495	100.00	0.45
Cities over 30,000	26	8,042,205	94.25	10.45	52	4,631,560	92.73	6.02	51	6,000,761	95.64	7.80	8	352,452	84.22	0.46
Cities 10,000 to 30,000	8	374,735	4.39	3.53	8	171,559	3.43	1.62	7	273,559	4.36	2.58	4	66,043	15.78	0.62
Places under 10,000	5	115,397	1.35	2.27	6	191,816	3.84	3.94								
Middle Atlantic	239	11,573,852	100.00	3.03	155	48,215,693	100.00	12.64	167	27,920,935	100.00	7.32	69	8,137,699	100.00	2.13
Cities over 30,000	199	10,252,649	88.53	3.03	123	47,060,091	97.60	13.89	156	27,519,844	98.56	8.12	48	7,713,196	94.78	2.28
Cities 10,000 to 30,000	18	706,710	6.11	2.48	24	858,405	1.78	3.01	10	400,563	1.44	1.40	17	384,112	4.72	1.34
Places under 10,000	22	614,493	5.31	4.33	8	297,197	0.62	2.10	1	528			4	40,391	0.50	0.29
East North Central	207	11,413,805	100.00	4.65	197	28,854,202	100.00	11.74	111	19,833,412	100.00	8.07	122	8,424,357	100.00	3.43
Cities over 30,000	166	9,693,540	84.93	4.57	170	27,940,493	96.83	13.17	85	18,362,566	92.58	8.66	81	7,222,257	85.73	3.41
Cities 10,000 to 30,000	25	1,295,109	11.35	6.00	22	761,804	2.64	3.53	19	1,320,246	6.70	6.16	34	1,093,231	12.98	5.07
Places under 10,000	16	425,156	3.72	3.53	5	151,905	0.53	1.26	7	141,600	0.72	1.18	7	108,699	1.29	0.91
West North Central	52	3,573,608	100.00	4.06	79	8,063,449	100.00	9.16	50	10,940,802	100.00	12.44	69	4,688,132	100.00	5.33
Cities over 30,000	15	1,690,638	47.31	2.89	37	6,164,934	76.46	10.54	43	10,547,808	96.41	18.02	13	2,635,726	56.22	4.50
Cities 10,000 to 30,000	18	1,454,745	40.71	8.03	23	1,351,878	16.76	8.02	4	309,262	2.83	1.83	29	1,746,444	37.25	10.35
Places under 10,000	19	428,225	11.98	3.39	19	546,637	6.78	4.33	3	83,732	0.76	0.66	27	305,962	6.53	2.43
South Atlantic	25	1,182,970	100.00	1.51	40	2,917,259	100.00	3.73	98	10,038,422	100.00	12.85	39	4,965,753	100.00	6.36
Cities over 30,000	8	538,780	45.54	0.93	20	1,442,049	49.43	2.50	94	9,693,141	96.56	16.81	35	4,838,266	97.43	8.39
Cities 10,000 to 30,000	8	340,913	28.82	3.21	8	575,551	19.73	5.42	4	345,281	3.44	3.25	2	99,312	2.00	0.93
Places under 10,000	9	303,277	25.64	3.08	12	899,659	30.84	9.15					2	28,175	0.67	0.29
East South Central	9	365,288	100.00	1.16	13	999,050	100.00	3.16	40	4,918,953	100.00	15.57	15	1,513,927	100.00	4.79
Cities over 30,000	1	(x)	(x)	(x)	11	956,371	95.73	4.28	36	4,720,155	95.96	21.10	11	1,371,039	90.66	6.13
Cities 10,000 to 30,000	4	(x)	(x)	(x)	2	42,679	4.27	0.95	4	198,798	4.04	4.43	3	(x)	(x)	(x)
Places under 10,000	4	153,236	41.95	3.24									1	(x)	(x)	(x)
West South Central	46	2,526,107	100.00	4.97	21	2,380,858	100.00	4.69	43	7,328,319	100.00	14.42	23	2,107,696	100.00	4.15
Cities over 30,000	11	1,056,362	41.82	3.22	15	2,258,934	94.88	6.88	37	7,155,783	97.65	21.80	16	1,902,147	90.25	5.79
Cities 10,000 to 30,000	14	875,587	34.66	9.65					6	172,536	2.35	1.90	5	71,871	3.41	1.79
Places under 10,000	21	594,158	23.52	6.67	6	121,924	5.12	1.37					2	133,678	6.34	1.50
Mountain	7	173,710	100.00	0.84	34	1,468,107	100.00	6.87	5	402,992	100.00	1.89	7	445,747	100.00	2.09
Cities over 30,000	1	(x)	(x)	(x)	9	501,707	34.17	4.63	5	402,992	100.00	3.72	5	389,722	87.43	3.59
Cities 10,000 to 30,000	2	(x)	(x)	(x)	13	489,567	33.35	10.07					1	(x)	(x)	(x)
Places under 10,000	4	83,001	46.45	1.47	12	476,833	32.48	8.43					1	(x)	(x)	(x)
Pacific	68	4,986,879	100.00	5.08	27	12,152,270	100.00	12.39	18	4,922,361	100.00	5.02	17	2,127,823	100.00	2.17
Cities over 30,000	54	4,576,026	91.76	5.44	16	11,059,385	91.01	13.15	18	4,922,361	100.00	5.86	16	2,110,384	99.18	2.51
Cities 10,000 to 30,000	9	299,015	6.00	3.97	4	230,827	1.90	3.07					1	17,439	0.82	0.23
Places under 10,000	5	111,838	2.24	1.73	7	862,058	7.09	13.30								

TABLE 5.—STORES AND SALES, BY TYPES OF OPERATION AND BY SIZE OF CITY—Continued

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

SIZE OF CITY	TOTAL				SINGLE-STORE INDEPENDENTS				2-STORE AND 3-STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS			
	Stores	Net sales	Per cent of total— all places	Per cent of total— all types	Stores	Net sales	Per cent of total— all places	Per cent of total— by types	Stores	Net sales	Per cent of total— all places	Per cent of total— by types
United States total.....	28,197	\$1,192,722,773	100.00	100.00	22,588	\$793,750,038	100.00	66.55	2,525	\$135,349,154	100.00	11.35
Cities over 30,000.....	16,593	855,806,487	71.75	100.00	12,083	497,479,027	62.67	58.13	1,849	109,541,319	80.93	12.80
Cities 10,000 to 30,000.....	4,005	151,775,457	12.73	100.00	3,466	127,962,605	16.12	84.31	324	15,042,628	11.11	9.91
Places under 10,000.....	7,599	185,140,829	15.52	100.00	7,039	168,308,406	21.21	80.91	352	10,765,207	7.96	5.82
New England.....	2,415	93,248,856	100.00	100.00	1,923	60,975,278	100.00	65.39	225	12,901,144	100.00	18.84
Cities over 30,000.....	1,404	65,839,963	70.61	100.00	1,011	36,339,630	59.60	55.19	161	10,964,375	84.99	16.65
Cities 10,000 to 30,000.....	453	14,442,336	15.49	100.00	385	12,476,782	20.46	86.39	40	1,236,760	9.59	8.56
Places under 10,000.....	558	12,966,557	13.90	100.00	527	12,158,866	19.94	93.77	24	700,009	5.42	5.40
Middle Atlantic.....	9,095	391,165,842	100.00	100.00	7,055	236,090,963	100.00	60.36	831	47,726,354	100.00	12.20
Cities over 30,000.....	6,565	323,766,325	82.77	100.00	4,749	176,032,877	74.56	54.37	683	43,148,700	90.41	13.33
Cities 10,000 to 30,000.....	1,134	37,354,451	9.55	100.00	1,002	32,536,754	13.78	87.10	81	2,832,543	5.93	7.58
Places under 10,000.....	1,396	30,045,066	7.68	100.00	1,304	27,521,332	11.66	91.60	67	1,745,111	3.66	5.81
East North Central.....	6,494	294,040,512	100.00	100.00	5,082	183,721,258	100.00	62.48	610	29,726,205	100.00	10.11
Cities over 30,000.....	3,935	218,853,819	74.43	100.00	2,764	118,030,036	64.25	53.93	471	23,987,344	80.69	10.96
Cities 10,000 to 30,000.....	824	33,358,515	11.34	100.00	715	28,024,794	15.25	84.01	67	3,638,145	12.24	10.91
Places under 10,000.....	1,735	41,848,178	14.23	100.00	1,603	37,666,428	20.50	90.01	72	2,100,716	7.07	5.02
West North Central.....	2,797	105,120,922	100.00	100.00	2,383	80,133,323	100.00	76.23	191	9,258,857	100.00	8.81
Cities over 30,000.....	929	46,917,760	44.63	100.00	697	29,466,254	36.77	62.80	81	4,532,936	48.96	9.66
Cities 10,000 to 30,000.....	416	19,731,232	18.77	100.00	338	15,824,179	19.75	80.20	48	2,602,590	28.11	13.19
Places under 10,000.....	1,452	38,471,930	36.60	100.00	1,348	34,842,858	43.48	90.57	62	2,123,331	22.93	5.62
South Atlantic.....	2,177	84,655,570	100.00	100.00	1,811	69,152,769	100.00	81.69	214	8,551,657	100.00	10.10
Cities over 30,000.....	1,231	57,937,287	68.44	100.00	951	44,988,917	65.06	77.65	158	6,573,956	76.88	11.35
Cities 10,000 to 30,000.....	358	13,071,485	15.44	100.00	311	11,325,497	16.38	86.64	33	1,445,504	16.90	11.06
Places under 10,000.....	588	13,646,798	16.12	100.00	549	12,838,355	18.56	94.08	23	532,197	6.22	3.90
East South Central.....	837	36,734,324	100.00	100.00	710	30,527,361	100.00	83.10	49	3,058,257	100.00	8.33
Cities over 30,000.....	362	22,351,426	60.85	100.00	261	17,073,676	55.93	76.39	33	2,353,538	76.96	10.53
Cities 10,000 to 30,000.....	162	5,961,148	16.23	100.00	145	5,252,843	17.21	88.12	12	584,878	19.12	9.81
Places under 10,000.....	313	8,421,750	22.92	100.00	304	8,200,842	26.86	97.35	4	119,841	3.92	1.42
West South Central.....	1,380	62,665,265	100.00	100.00	1,166	48,909,186	100.00	78.05	107	6,081,118	100.00	9.70
Cities over 30,000.....	602	39,824,029	63.55	100.00	455	28,939,162	59.17	72.67	63	4,512,805	74.21	11.33
Cities 10,000 to 30,000.....	231	9,460,906	15.10	100.00	195	7,604,506	15.55	80.35	17	775,477	12.75	8.20
Places under 10,000.....	547	13,380,330	21.35	100.00	516	12,365,518	25.28	92.42	27	792,836	13.04	5.92
Mountain.....	761	28,622,035	100.00	100.00	654	23,635,750	100.00	82.59	57	2,955,521	100.00	10.33
Cities over 30,000.....	207	10,457,782	36.54	100.00	176	8,369,872	35.41	80.05	18	1,019,687	34.50	9.75
Cities 10,000 to 30,000.....	130	6,107,717	21.34	100.00	116	5,103,429	21.59	83.56	8	616,267	20.85	10.09
Places under 10,000.....	424	12,056,536	42.12	100.00	362	10,165,449	43.00	84.32	31	1,319,567	44.65	10.94
Pacific.....	2,241	96,469,447	100.00	100.00	1,804	60,601,145	100.00	62.82	241	15,090,041	100.00	15.64
Cities over 30,000.....	1,366	70,161,052	72.73	100.00	1,027	38,521,659	63.56	54.90	181	12,447,978	82.49	17.74
Cities 10,000 to 30,000.....	289	12,004,711	12.44	100.00	251	9,530,869	15.73	79.39	18	1,310,464	8.68	10.92
Places under 10,000.....	586	14,303,684	14.83	100.00	526	12,548,721	20.71	87.73	42	1,331,599	8.88	9.31

SIZE OF CITY	LOCAL CHAINS				SECTIONAL CHAINS				NATIONAL CHAINS				OTHER TYPES OF OPERATION			
	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types
United States, total.....	1,076	\$100,747,737	100.00	8.45	1,022	\$78,140,197	100.00	6.55	718	\$73,732,213	100.00	6.18	268	\$11,003,434	100.00	0.92
Cities over 30,000.....	872	92,426,570	91.74	10.80	871	72,914,006	93.31	8.52	700	73,316,368	99.44	8.57	218	10,129,197	92.05	1.18
Cities 10,000 to 30,000.....	91	4,474,063	4.44	2.95	103	3,885,710	4.97	2.56	14	262,184	0.36	0.17	7	148,267	1.35	0.10
Places under 10,000.....	113	3,847,104	3.82	2.08	48	1,340,481	1.72	0.72	4	153,661	0.20	0.08	43	725,970	6.60	0.39
New England.....	57	3,819,719	100.00	4.09	112	9,045,327	100.00	9.70	75	4,333,508	100.00	4.65	23	2,173,880	100.00	2.33
Cities over 30,000.....	42	3,331,178	87.21	5.06	97	8,751,711	96.75	13.29	73	4,316,310	99.60	6.56	20	2,136,759	98.29	3.25
Cities 10,000 to 30,000.....	10	400,570	10.04	2.82	15	293,616	3.25	2.03	1	1,481	0.04	0.01	2	27,121	1.25	0.19
Places under 10,000.....	5	81,965	2.15	0.63	—	—	—	—	1	15,717	0.36	0.12	1	10,000	0.46	0.08
Middle Atlantic.....	463	56,191,793	100.00	14.30	352	25,385,376	100.00	6.49	258	22,574,378	100.00	5.77	136	3,196,978	100.00	0.82
Cities over 30,000.....	423	54,813,267	97.55	16.93	326	24,448,021	96.31	7.55	255	22,453,722	99.47	6.93	129	2,869,738	89.76	0.89
Cities 10,000 to 30,000.....	29	1,073,886	1.91	2.88	20	816,285	3.22	2.19	1	23,707	0.10	0.06	1	71,276	2.23	0.19
Places under 10,000.....	11	304,640	0.54	1.02	6	121,070	0.47	0.40	2	96,949	0.43	0.32	6	255,964	8.01	0.85
East North Central.....	295	23,702,388	100.00	8.08	281	26,774,160	100.00	9.11	179	26,907,288	100.00	9.15	47	3,149,213	100.00	1.07
Cities over 30,000.....	244	21,461,425	90.32	9.81	239	25,497,119	95.23	11.65	175	26,758,316	99.45	12.23	42	3,099,579	98.42	1.42
Cities 10,000 to 30,000.....	18	918,731	3.87	2.70	18	628,034	2.35	1.88	3	107,977	0.40	0.32	3	40,834	1.30	0.12
Places under 10,000.....	33	1,382,232	5.81	3.30	24	649,007	2.42	1.55	1	40,995	0.15	0.10	2	8,800	0.28	0.02
West North Central.....	89	4,226,442	100.00	4.02	60	3,431,104	100.00	3.26	69	7,741,313	100.00	7.37	5	323,878	100.00	0.31
Cities over 30,000.....	35	1,708,254	42.55	3.83	51	3,178,220	92.63	6.78	63	7,675,918	99.16	16.36	2	266,178	80.69	0.57
Cities 10,000 to 30,000.....	15	986,184	23.33	5.00	9	292,884	7.37	1.28	6	65,395	0.84	0.33	—	—	—	—
Places under 10,000.....	39	1,442,004	34.12	3.75	—	—	—	—	—	—	—	—	3	63,700	19.31	0.16
South Atlantic.....	21	770,936	100.00	0.91	66	2,595,010	100.00	3.07	44	2,363,027	100.00	2.79	21	1,222,171	100.00	1.44
Cities over 30,000.....	17	665,286	86.30	1.15	50	2,328,143	89.72	4.02	43	2,314,134	98.02	4.00	12	1,064,851	87.13	1.83
Cities 10,000 to 30,000.....	1	(X)	(X)	(X)	11	213,237	8.22	1.63	1	46,893	1.98	0.36	1	9,036	0.74	0.07
Places under 10,000.....	3	(X)	(X)	(X)	5	53,630	2.06	0.39	—	—	—	—	8	148,284	12.13	1.09
East South Central.....	17	854,051	100.00	2.33	20	583,833	100.00	1.59	26	1,101,067	100.00	3.00	15	609,155	100.00	1.65
Cities over 30,000.....	13	728,062	85.29	3.26	18	556,278	95.28	2.49	26	1,101,067	100.00	4.93	11	537,905	88.30	2.40
Cities 10,000 to 30,000.....	3	(X)	(X)	(X)	2	27,555	4.72	0.40	—	—	—	—	—	—	—	—
Places under 10,000.....	1	(X)	(X)	(X)	—	—	—	—	—	—	—	—	4	71,250	11.70	0.85
West South Central.....	14	1,444,853	100.00	2.31	64	4,602,281	100.00	7.34	29	1,627,827	100.00	2.60	—	—	—	—
Cities over 30,000.....	12	1,257,904	87.06	3.10	43	3,486,331	75.75	8.75	29	1,627,827	100.00	4.09	—	—	—	—
Cities 10,000 to 30,000.....	2	186,949	12.94	1.97	17	803,074	19.43	9.45	—	—	—	—	—	—	—	—
Places under 10,000.....	—	—	—	—	4	221,976	4.82	1.60	—	—	—	—	—	—	—	—
Mountain.....	14	575,711	100.00	2.01	15	911,938	100.00	3.19	4	407,722	100.00	1.42	17	132,303	100.00	0.46
Cities over 30,000.....	4	134,144	23.30	1.28	5	509,935	55.92	4.88	3	400,277	98.17	3.83	1	23,867	18.03	0.23
Cities 10,000 to 30,000.....	2	235,058	40.83	3.85	3	145,518	15.96	2.38	1	7,445	1.83	0.12	—	—	—	—
Places under 10,000.....	8	206,509	35.87	1.71	7	256,485	28.12	2.13	—	—	—	—	16	108,526	81.97	0.90
Pacific.....	106	9,101,244	100.00	9.43	52	4,811,168	100.00	4.19	34	6,676,083	100.00	6.92	4	189,766	100.00	0.20
Cities over 30,000.....	82	8,236,050	90.49	11.74	42	4,158,248	86.43	5.93	33	(X)	(X)	(X)	1	(X)	(X)	(X)
Cities 10,000 to 30,000.....	11	539,489	5.93	4.49	8	(X)	(X)	(X)	1	(X)	(X)	(X)	—	—	—	—
Places under 10,000.....	13	325,705	3.58	2.28	2	(X)	(X)	(X)	—	—	—	—	3	(X)	(X)	(X)

APPAREL RETAILING

TABLE 5.—STORES AND SALES, BY TYPES OF OPERATION AND BY SIZE OF CITY—Continued

FAMILY CLOTHING STORES—MEN'S, WOMEN'S, AND CHILDREN'S

SIZE OF CITY	TOTAL				SINGLE-STORE INDEPENDENTS				2-STORE AND 3-STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS			
	Stores	Net sales	Per cent of total— all places	Per cent of total— all types	Stores	Net sales	Per cent of total— all places	Per cent of total— by types	Stores	Net sales	Per cent of total— all places	Per cent of total— by types
United States, total	10,551	\$552,353,340	100.00	100.00	7,934	\$313,516,693	100.00	56.76	926	\$81,191,003	100.00	14.70
Cities over 30,000	5,411	389,105,461	70.46	100.00	3,852	106,977,523	62.83	50.62	511	62,680,863	77.20	16.11
Cities 10,000 to 30,000	1,546	62,640,348	11.34	100.00	1,000	35,601,920	11.35	56.84	148	7,865,739	9.69	12.56
Places under 10,000	3,594	100,547,528	18.20	100.00	3,082	80,937,250	25.82	80.49	267	10,644,401	13.11	10.59
New England	925	41,477,689	100.00	100.00	729	27,154,433	100.00	65.47	100	9,003,712	100.00	21.71
Cities over 30,000	516	28,530,824	68.81	100.00	402	17,316,779	63.77	60.68	58	7,284,901	80.91	25.53
Cities 10,000 to 30,000	217	8,165,726	19.69	100.00	157	5,814,409	21.41	71.21	27	1,135,517	12.61	13.91
Places under 10,000	192	4,772,139	11.51	100.00	170	4,023,245	14.82	84.31	15	683,294	6.48	12.22
Middle Atlantic	3,213	165,967,705	100.00	100.00	2,588	93,334,045	100.00	56.24	228	17,272,636	100.00	10.41
Cities over 30,000	2,098	131,258,343	80.89	100.00	1,693	71,390,395	76.50	53.18	135	13,642,983	78.99	10.16
Cities 10,000 to 30,000	375	13,921,248	8.39	100.00	247	6,831,618	7.32	40.07	33	1,945,275	11.26	13.97
Places under 10,000	740	17,788,114	10.72	100.00	648	15,106,032	16.18	84.92	60	1,684,378	9.75	9.47
East North Central	1,846	103,060,307	100.00	100.00	1,257	59,100,279	100.00	57.35	159	15,900,508	100.00	15.52
Cities over 30,000	1,077	77,860,856	75.56	100.00	667	41,430,977	70.10	53.21	112	13,504,675	84.45	17.34
Cities 10,000 to 30,000	267	10,974,064	10.65	100.00	151	5,801,110	9.82	52.86	21	1,110,192	6.94	10.12
Places under 10,000	502	14,216,447	13.79	100.00	439	11,868,192	20.08	83.48	26	1,375,761	8.61	9.67
West North Central	828	57,429,623	100.00	100.00	643	29,974,641	100.00	52.19	74	13,512,614	100.00	23.53
Cities over 30,000	307	40,945,939	71.30	100.00	16	16,470,734	54.95	40.23	44	12,055,857	89.22	29.44
Cities 10,000 to 30,000	118	4,717,516	8.21	100.00	82	3,300,833	11.04	70.16	9	302,423	2.68	7.68
Places under 10,000	403	10,766,178	20.49	100.00	367	10,194,074	34.01	86.64	21	1,094,334	8.10	9.30
South Atlantic	1,537	60,705,173	100.00	100.00	1,117	36,801,865	100.00	60.62	128	7,410,079	100.00	12.22
Cities over 30,000	259	30,132,961	49.64	100.00	406	16,010,162	45.95	56.12	55	4,268,763	57.54	14.17
Cities 10,000 to 30,000	598	10,745,734	17.70	100.00	161	5,464,728	14.85	50.85	20	1,334,787	17.99	12.42
Places under 10,000	680	19,827,478	32.66	100.00	550	14,426,975	39.20	72.76	53	1,815,529	24.47	9.16
East South Central	679	27,086,934	100.00	100.00	503	17,004,967	100.00	60.76	60	3,753,653	100.00	13.41
Cities over 30,000	247	15,283,147	54.61	100.00	156	7,614,396	44.78	49.82	28	2,595,832	69.16	16.99
Cities 10,000 to 30,000	125	4,718,516	16.86	100.00	76	2,615,067	14.79	53.30	15	646,471	17.22	13.70
Places under 10,000	307	7,085,271	25.53	100.00	271	6,875,504	40.43	86.10	17	511,350	13.62	6.40
West South Central	835	40,216,516	100.00	100.00	602	24,125,985	100.00	59.99	89	5,866,280	100.00	14.59
Cities over 30,000	242	19,730,902	49.06	100.00	137	9,765,586	40.48	49.49	27	2,463,478	41.99	12.40
Cities 10,000 to 30,000	110	4,757,257	11.83	100.00	74	3,007,758	12.47	63.22	14	650,229	11.09	13.67
Places under 10,000	483	15,728,357	39.11	100.00	391	11,352,641	47.05	72.18	48	2,752,553	46.92	17.50
Mountain	293	13,220,272	100.00	100.00	197	9,967,144	100.00	75.36	25	1,485,967	100.00	11.24
Cities over 30,000	61	6,876,833	51.99	100.00	45	4,075,878	46.91	67.99	7	676,666	45.54	9.84
Cities 10,000 to 30,000	151	1,107,683	8.38	100.00	18	817,891	8.21	73.34	1	124,919	8.41	11.28
Places under 10,000	266	5,241,756	39.63	100.00	134	4,473,875	44.88	85.35	17	684,402	46.05	13.06
Pacific	450	42,282,661	100.00	100.00	298	16,053,334	100.00	37.97	63	6,886,554	100.00	16.29
Cities over 30,000	265	35,527,959	84.02	100.00	152	11,397,116	70.99	32.08	45	6,187,828	89.85	17.42
Cities 10,000 to 30,000	54	3,532,604	8.36	100.00	34	2,039,506	12.71	57.73	3	555,926	8.07	15.74
Places under 10,000	131	3,222,098	7.62	100.00	112	2,616,712	16.30	81.21	8	142,800	2.08	4.43

SIZE OF CITY	LOCAL CHAINS				SECTIONAL CHAINS				NATIONAL CHAINS				OTHER TYPES OF OPERATION			
	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types	Stores	Net sales	Per cent of total—all places	Per cent of total—by types
United States total.....	443	\$42,455,815	100.00	7.69	509	\$64,079,238	100.00	11.60	633	\$44,204,045	100.00	8.00	106	\$6,906,546	100.00	1.25
Cities over 30,000.....	224	31,664,929	74.58	8.13	321	56,131,907	87.60	14.42	435	36,464,123	82.49	9.37	63	5,246,119	75.96	1.35
Cities 10,000 to 30,000.....	90	5,808,659	13.68	9.27	128	6,221,341	9.71	9.93	176	7,018,676	15.58	11.20	4	124,013	1.80	0.20
Places under 10,000.....	129	4,982,227	11.74	4.96	60	1,725,990	2.69	1.72	22	721,246	1.63	0.71	34	1,536,414	22.24	1.53
New England.....	19	1,202,882	100.00	2.90	43	2,574,576	100.00	6.21	29	1,437,419	100.00	3.46	5	104,667	100.00	0.25
Cities over 30,000.....	12	822,235	68.35	2.88	28	2,018,829	78.41	7.07	14	1,030,313	71.68	3.61	2	66,767	63.79	0.23
Cities 10,000 to 30,000.....	5	367,219	30.53	4.50	12	468,191	18.19	5.73	13	342,490	23.88	4.19	3	37,900	36.21	0.46
Places under 10,000.....	2	13,428	1.12	0.28	3	87,556	3.40	1.83	2	64,616	4.49	1.36				
Middle Atlantic.....	57	5,919,841	100.00	3.57	154	34,280,946	100.00	20.65	129	11,568,564	100.00	6.97	57	3,591,673	100.00	2.16
Cities over 30,000.....	36	4,957,039	83.74	3.69	95	31,111,234	90.76	23.17	89	9,887,224	85.47	7.37	50	3,263,474	90.86	2.43
Cities 10,000 to 30,000.....	8	704,701	11.90	5.06	52	2,956,247	8.62	21.24	35	1,483,401	12.82	10.66				
Places under 10,000.....	13	258,101	4.36	1.45	7	213,465	0.62	1.20	5	197,939	1.71	1.11	7	328,199	9.14	1.85
East North Central.....	117	7,668,958	100.00	7.44	130	8,350,045	100.00	8.10	172	11,631,365	100.00	11.28	11	319,212	100.00	0.31
Cities over 30,000.....	63	5,543,426	72.28	7.12	102	7,313,636	87.59	9.39	127	9,914,785	85.24	12.73	6	162,477	50.90	0.21
Cities 10,000 to 30,000.....	24	1,358,508	17.72	12.38	26	964,896	11.55	8.79	44	1,653,245	14.21	15.07	1	86,113	26.98	0.78
Places under 10,000.....	30	767,024	10.00	5.40	2	71,513	0.86	0.50	1	63,335	0.55	0.45	4	70,622	22.12	0.50
West North Central.....	13	1,523,793	100.00	2.65	38	8,457,569	100.00	14.73	50	3,275,505	100.00	5.70	10	685,501	100.00	1.20
Cities over 30,000.....	5	1,069,033	70.16	2.61	24	7,992,032	94.50	19.52	34	2,782,444	84.96	6.80	6	575,339	83.93	1.40
Cities 10,000 to 30,000.....	5	284,826	18.69	6.04	8	299,382	3.54	6.35	14	461,052	14.08	9.77				
Places under 10,000.....	3	169,934	11.15	1.44	6	166,155	1.96	1.41	2	31,509	0.96	0.27	4	110,162	16.07	0.94
South Atlantic.....	78	4,118,949	100.00	6.79	67	4,085,990	100.00	6.73	135	7,495,517	100.00	12.35	12	784,173	100.00	1.29
Cities over 30,000.....	25	1,136,283	27.59	3.77	29	2,639,561	64.60	8.76	82	5,159,440	68.83	17.12	1	18,452	2.35	0.06
Cities 10,000 to 30,000.....	13	943,359	22.90	8.78	19	927,228	22.69	8.63	46	2,075,632	27.69	19.32				
Places under 10,000.....	40	2,039,307	49.51	10.29	19	519,201	12.71	2.62	7	280,445	3.48	1.31	11	765,721	97.65	3.86
East South Central.....	26	1,180,528	100.00	4.22	42	3,099,344	100.00	11.03	44	2,754,241	100.00	9.84	4	194,201	100.00	0.69
Cities over 30,000.....	10	584,986	49.55	3.83	24	2,352,277	75.90	15.39	24	2,128,009	77.26	13.92	1	7,647	3.94	0.05
Cities 10,000 to 30,000.....	11	442,852	37.51	9.39	9	517,068	16.68	10.96	14	597,058	21.68	12.65				
Places under 10,000.....	5	152,690	12.94	1.91	9	229,999	7.42	2.88	2	29,174	1.06	0.37	3	186,554	96.06	2.34
West South Central.....	61	3,986,124	100.00	9.91	23	2,354,132	100.00	5.85	58	3,839,015	100.00	9.55	2	45,000	100.00	0.11
Cities over 30,000.....	21	2,155,409	54.07	10.92	9	1,898,352	80.64	9.62	48	3,448,077	89.82	17.48				
Cities 10,000 to 30,000.....	11	661,252	16.59	13.90	2	88,329	3.75	1.86	9	349,689	9.11	7.35				
Places under 10,000.....	29	1,169,463	29.34	7.44	12	367,451	15.61	2.34	1	41,249	1.07	0.26	2	45,000	100.00	0.28
Mountain.....	2	225,138	100.00	1.70	2	106,538	100.00	0.80	9	394,002	100.00	2.98	3	1,047,463	100.00	7.92
Cities over 30,000.....	1	(x)	(x)	(x)	1	(x)	(x)	(x)	6	304,920	77.39	4.44	1	(x)	(x)	(x)
Cities 10,000 to 30,000.....	1	(x)	(x)	(x)					1	(x)	(x)	(x)				
Places under 10,000.....					1	(x)	(x)	(x)	2	(x)	(x)	(x)	2	(x)	(x)	(x)
Pacific.....	70	16,629,602	100.00	39.33	10	770,098	100.00	1.82	7	1,808,417	100.00	4.27	2	134,656	100.00	0.32
Cities over 30,000.....	51	15,280,150	91.88	43.01	9	734,448	95.37	2.07	7	1,808,417	100.00	5.09	1	120,000	89.12	0.33
Cities 10,000 to 30,000.....	12	937,172	5.64	26.53												
Places under 10,000.....	7	412,280	2.48	12.80	1	35,650	4.63	1.11					1	14,656	10.88	0.45

TABLE 6A.—APPROXIMATE SALES OF MEN'S WEAR, BY STATES

STATES	Total of men's and boys' clothing	Per cent	Men's and boys' suits	Men's and boys' overcoats
United States, total.....	\$2,814,940,412	100.00	\$781,039,055	\$251,154,951
NEW ENGLAND.....	198,357,610	7.06	55,649,355	19,890,876
Connecticut.....	40,849,784	1.45	10,544,092	4,261,851
Maine.....	16,560,212	0.59	4,108,329	1,954,296
Massachusetts.....	108,898,824	3.87	31,749,281	10,577,339
New Hampshire.....	8,655,467	0.31	2,703,655	895,897
Rhode Island.....	16,481,553	0.59	4,807,636	1,387,238
Vermont.....	6,911,770	0.25	1,736,362	814,205
MIDDLE ATLANTIC.....	763,169,312	27.11	207,872,432	81,619,075
New Jersey.....	86,555,767	3.07	25,063,303	7,726,612
New York.....	438,753,371	15.59	120,430,190	52,572,405
Pennsylvania.....	237,859,974	8.45	62,378,939	21,320,058
EAST NORTH CENTRAL.....	660,950,179	23.48	182,493,437	65,081,992
Illinois.....	249,289,551	8.86	67,178,287	22,860,649
Indiana.....	64,777,342	2.30	19,792,311	5,376,925
Michigan.....	124,946,323	4.44	32,046,385	16,208,900
Ohio.....	165,805,548	5.89	45,660,652	15,427,694
Wisconsin.....	56,131,415	1.99	17,215,301	5,207,824
WEST NORTH CENTRAL.....	275,959,203	9.81	77,352,990	25,189,116
Iowa.....	51,044,438	1.81	14,322,332	5,461,846
Kansas.....	31,484,237	1.12	8,926,052	2,604,888
Minnesota.....	62,112,124	2.21	16,563,125	4,534,633
Missouri.....	83,881,228	2.98	23,133,249	7,697,273
Nebraska.....	25,567,189	0.91	7,841,892	3,088,394
North Dakota.....	10,181,660	0.36	2,806,652	783,010
South Dakota.....	11,688,327	0.42	4,099,688	1,119,072
SOUTH ATLANTIC.....	247,118,942	8.77	74,025,261	17,053,145
Delaware.....	5,042,464	0.18	1,163,697	684,330
District of Columbia.....	21,885,635	0.78	6,155,077	1,716,004
Florida.....	22,736,609	0.81	7,047,395	1,247,088
Georgia.....	37,404,251	1.33	11,910,361	2,399,457
Maryland.....	36,008,106	1.28	10,961,057	2,934,203
North Carolina.....	41,226,690	1.46	10,176,235	2,148,979
South Carolina.....	16,733,142	0.59	5,354,367	1,161,305
Virginia.....	34,980,553	1.24	11,210,657	2,909,125
West Virginia.....	31,101,492	1.10	10,046,425	1,852,654
EAST SOUTH CENTRAL.....	133,444,964	4.73	40,996,832	9,042,378
Alabama.....	33,817,865	1.20	10,658,913	2,284,831
Kentucky.....	35,603,737	1.26	10,548,983	3,448,445
Mississippi.....	22,520,206	0.80	6,796,538	925,731
Tennessee.....	41,503,156	1.47	12,992,448	2,383,371
WEST SOUTH CENTRAL.....	210,858,610	7.49	60,232,807	12,657,351
Arkansas.....	25,062,678	0.89	8,639,261	1,106,376
Louisiana.....	32,431,808	1.15	10,524,965	1,782,397
Oklahoma.....	39,416,612	1.40	9,755,612	3,017,473
Texas.....	113,947,512	4.05	31,312,969	6,151,105
MOUNTAIN.....	82,647,623	2.94	19,845,517	6,169,732
Arizona.....	9,860,269	0.35	1,649,395	814,369
Colorado.....	25,645,697	0.91	6,752,186	2,045,604
Idaho.....	8,728,493	0.31	2,058,345	762,878
Montana.....	12,850,293	0.46	2,785,108	1,067,655
Nevada.....	2,628,280	0.09	796,646	147,014
New Mexico.....	6,111,288	0.22	1,584,015	407,500
Utah.....	11,522,688	0.41	2,680,710	598,565
Wyoming.....	5,300,645	0.19	1,539,112	320,147
PACIFIC.....	242,433,969	8.61	62,370,374	14,451,286
California.....	180,102,751	6.40	45,940,366	9,628,103
Oregon.....	22,420,173	0.80	5,519,351	1,977,609
Washington.....	39,911,045	1.41	11,110,657	2,845,674

TABLE 6A.—APPROXIMATE SALES OF MEN'S WEAR, BY STATES—Continued

STATES	Men's and boys' furnishings	Men's and boys' hats and caps	Men's and boys' shoes	Other men's clothing and furnishings (including men's custom tailoring)
United States, total.....	\$770, 025, 483	\$166, 487, 621	\$439, 732, 255	\$406, 501, 047
NEW ENGLAND.....	57, 834, 470	11, 617, 859	24, 988, 003	28, 377, 047
Connecticut.....	11, 677, 666	1, 781, 656	5, 026, 988	7, 557, 531
Maine.....	4, 450, 759	1, 128, 441	2, 605, 809	2, 312, 578
Massachusetts.....	32, 701, 077	6, 822, 124	11, 991, 851	14, 967, 152
New Hampshire.....	2, 195, 451	341, 546	1, 474, 300	1, 044, 618
Rhode Island.....	5, 356, 014	1, 035, 172	2, 451, 990	1, 443, 453
Vermont.....	1, 363, 503	508, 920	1, 437, 065	1, 051, 715
MIDDLE ATLANTIC.....	217, 646, 571	47, 070, 678	117, 320, 225	91, 640, 331
New Jersey.....	25, 908, 590	5, 636, 786	13, 770, 494	8, 449, 982
New York.....	123, 344, 822	28, 232, 600	69, 762, 590	44, 410, 964
Pennsylvania.....	68, 393, 159	13, 201, 292	33, 787, 141	38, 779, 385
EAST NORTH CENTRAL.....	176, 010, 113	36, 788, 899	97, 969, 148	102, 906, 590
Illinois.....	65, 633, 638	12, 845, 238	37, 167, 614	43, 604, 125
Indiana.....	17, 900, 321	3, 949, 126	9, 432, 324	8, 326, 335
Michigan.....	33, 708, 614	6, 537, 464	18, 494, 499	17, 350, 461
Ohio.....	45, 410, 723	9, 807, 161	24, 056, 484	25, 442, 833
Wisconsin.....	13, 356, 817	3, 649, 910	8, 818, 227	7, 882, 836
WEST NORTH CENTRAL.....	69, 804, 412	17, 229, 645	46, 331, 698	40, 051, 342
Iowa.....	12, 584, 436	2, 788, 365	9, 889, 125	5, 998, 834
Kansas.....	8, 581, 145	1, 916, 620	4, 931, 398	4, 524, 134
Minnesota.....	16, 950, 911	3, 430, 079	10, 012, 428	10, 620, 948
Missouri.....	21, 201, 035	6, 210, 161	12, 659, 823	13, 079, 687
Nebraska.....	5, 857, 170	1, 633, 762	4, 516, 742	3, 129, 229
North Dakota.....	2, 371, 886	593, 343	2, 169, 106	1, 297, 663
South Dakota.....	2, 257, 829	657, 315	2, 153, 076	1, 401, 347
SOUTH ATLANTIC.....	61, 786, 121	13, 923, 456	43, 397, 843	36, 933, 116
Delaware.....	1, 598, 689	489, 621	733, 088	373, 039
District of Columbia.....	6, 499, 951	1, 457, 627	2, 662, 348	3, 394, 628
Florida.....	6, 741, 998	1, 270, 408	4, 131, 793	2, 297, 927
Georgia.....	8, 656, 245	1, 659, 581	7, 374, 699	5, 403, 908
Maryland.....	9, 989, 781	1, 964, 260	4, 700, 560	5, 458, 245
North Carolina.....	9, 271, 247	2, 421, 827	8, 743, 048	8, 465, 354
South Carolina.....	3, 453, 944	999, 510	3, 610, 919	2, 153, 107
Virginia.....	8, 545, 505	2, 051, 740	5, 685, 122	4, 578, 404
West Virginia.....	7, 028, 761	1, 608, 882	5, 756, 266	4, 808, 504
EAST SOUTH CENTRAL.....	31, 025, 968	7, 851, 270	29, 504, 936	15, 023, 530
Alabama.....	7, 831, 220	1, 810, 329	7, 996, 216	3, 236, 356
Kentucky.....	8, 607, 203	2, 458, 640	6, 218, 942	4, 321, 524
Mississippi.....	5, 095, 407	1, 343, 803	5, 842, 566	2, 516, 161
Tennessee.....	9, 492, 138	2, 238, 498	9, 447, 212	4, 949, 489
WEST SOUTH CENTRAL.....	52, 999, 391	14, 095, 689	35, 569, 691	35, 303, 681
Arkansas.....	5, 103, 035	1, 433, 535	5, 367, 378	3, 413, 093
Louisiana.....	8, 482, 879	2, 396, 078	5, 446, 656	3, 798, 833
Oklahoma.....	10, 399, 562	2, 504, 625	7, 326, 596	5, 812, 744
Texas.....	29, 013, 915	7, 761, 451	17, 429, 061	22, 279, 011
MOUNTAIN.....	23, 562, 443	4, 770, 553	14, 400, 838	13, 898, 540
Arizona.....	3, 469, 701	614, 245	1, 633, 762	1, 678, 797
Colorado.....	7, 388, 811	1, 513, 954	3, 805, 612	4, 139, 530
Idaho.....	1, 909, 809	625, 455	1, 668, 664	1, 703, 342
Montana.....	3, 394, 899	608, 444	2, 525, 910	2, 470, 367
Nevada.....	750, 483	174, 008	395, 884	364, 215
New Mexico.....	1, 714, 799	321, 277	1, 180, 755	902, 942
Utah.....	3, 408, 921	624, 758	2, 373, 486	1, 836, 248
Wyoming.....	1, 525, 110	290, 412	816, 765	803, 099
PACIFIC.....	79, 355, 994	13, 139, 572	30, 249, 873	42, 666, 870
California.....	62, 308, 632	9, 069, 266	20, 270, 247	32, 862, 137
Oregon.....	5, 742, 728	1, 408, 950	3, 593, 921	4, 177, 714
Washington.....	11, 304, 634	2, 637, 366	6, 385, 705	5, 627, 019

TABLE 6B.—APPROXIMATE SALES OF WOMEN'S READY-TO-WEAR AND ACCESSORIES, BY STATES

STATES	Women's apparel and accessories (except commodities shown in other apparel table, 6-C)	Per cent	Women's and misses' coats, suits and dresses	Millinery	Underwear, negligees, corsets, etc.
United States, total.....	\$4,190,418,448	100.00	\$1,655,572,033	\$349,157,400	\$461,934,581
New England.....	346,821,968	8.28	133,341,807	27,412,394	42,487,730
Connecticut.....	62,674,292	1.50	25,243,612	5,099,248	7,410,529
Maine.....	23,466,505	0.56	10,262,867	1,638,395	2,739,252
Massachusetts.....	211,877,346	5.06	79,575,116	16,542,743	20,311,380
New Hampshire.....	12,153,238	0.29	4,185,200	1,272,633	1,694,794
Rhode Island.....	28,957,755	0.69	11,471,951	2,037,332	3,558,565
Vermont.....	7,692,832	0.18	2,603,001	822,043	773,200
Middle Atlantic.....	1,219,245,418	29.10	511,346,644	98,807,817	130,161,907
New Jersey.....	134,328,672	3.21	49,523,447	9,967,183	17,343,693
New York.....	714,953,132	17.06	318,770,166	59,412,013	67,179,547
Pennsylvania.....	369,963,614	8.83	143,053,031	29,518,621	45,638,667
East North Central.....	958,296,740	22.88	369,857,985	78,962,847	106,678,640
Illinois.....	348,843,048	8.33	130,194,902	26,322,889	42,387,581
Indiana.....	92,652,376	2.21	35,788,972	7,681,367	9,727,574
Michigan.....	172,152,013	4.11	67,646,507	14,048,268	18,107,457
Ohio.....	253,078,854	6.04	101,883,404	21,685,057	28,815,021
Wisconsin.....	91,570,449	2.19	34,344,200	9,225,266	7,641,007
West North Central.....	383,301,238	9.15	148,635,980	34,113,060	40,574,692
Iowa.....	67,819,817	1.62	25,622,993	6,082,244	6,595,644
Kansas.....	41,923,139	1.00	16,360,551	3,640,676	3,730,667
Minnesota.....	81,749,122	1.95	31,458,952	7,085,150	8,070,652
Missouri.....	134,013,954	3.20	51,585,836	12,274,910	16,970,970
Nebraska.....	32,627,562	0.78	13,437,682	2,997,219	3,199,819
North Dakota.....	12,053,635	0.29	4,713,220	902,787	915,654
South Dakota.....	13,114,009	0.31	5,456,755	1,130,074	1,091,226
South Atlantic.....	359,696,731	8.58	141,829,680	32,824,176	34,589,081
Delaware.....	7,242,306	0.17	2,335,188	557,932	818,082
District of Columbia.....	41,312,330	0.99	17,113,723	3,472,747	4,467,970
Florida.....	38,004,419	0.91	15,416,548	3,202,411	3,478,320
Georgia.....	51,276,340	1.22	18,302,036	4,894,795	5,499,604
Maryland.....	56,027,813	1.34	22,988,531	4,704,322	6,083,679
North Carolina.....	52,300,845	1.25	18,322,417	5,453,004	4,352,097
South Carolina.....	23,658,806	0.56	9,541,478	2,713,042	2,112,442
Virginia.....	50,324,889	1.20	20,705,196	4,706,425	4,612,180
West Virginia.....	39,549,483	0.94	17,103,663	3,060,398	3,174,747
East South Central.....	174,847,303	4.16	69,819,263	13,732,622	10,761,622
Alabama.....	44,617,968	1.06	17,633,295	3,727,800	4,789,237
Kentucky.....	44,109,980	1.05	17,740,635	3,665,104	4,382,445
Mississippi.....	30,650,874	0.73	12,425,642	2,165,045	2,779,032
Tennessee.....	55,468,381	1.32	22,019,691	4,174,673	4,810,908
West South Central.....	285,232,986	6.80	106,156,191	25,144,208	32,906,573
Arkansas.....	27,826,191	0.66	12,654,752	2,172,442	2,900,074
Louisiana.....	40,226,025	0.96	14,177,098	3,468,153	3,945,283
Oklahoma.....	54,044,776	1.29	20,202,351	4,709,166	4,738,978
Texas.....	163,135,994	3.89	59,221,990	14,794,507	21,262,238
Mountain.....	192,679,446	4.59	74,878,257	14,794,507	11,698,523
Arizona.....	12,697,334	0.30	4,810,648	999,649	1,986,268
Colorado.....	34,807,998	0.83	14,048,005	2,674,645	3,401,642
Idaho.....	9,738,856	0.23	4,147,712	658,890	953,519
Montana.....	14,637,766	0.35	6,087,389	756,502	1,825,236
Nevada.....	2,928,563	0.07	1,360,163	262,242	311,200
New Mexico.....	5,109,876	0.12	2,207,771	402,942	506,805
Utah.....	17,174,820	0.41	7,010,555	1,177,930	2,091,519
Wyoming.....	5,684,233	0.14	2,706,014	337,056	622,244
Pacific.....	360,296,618	8.60	132,206,217	30,900,300	46,075,833
California.....	280,686,966	6.70	106,505,098	23,747,100	35,079,479
Oregon.....	30,953,967	0.74	11,026,079	2,520,401	3,509,693
Washington.....	48,655,655	1.16	14,674,440	4,632,869	6,886,401

TABLE 6B.—APPROXIMATE SALES OF WOMEN'S READY-TO-WEAR AND ACCESSORIES, BY STATES—Continued

STATES	Women's and misses' hosiery	Furs and fur goods	Women's and misses' shoes	Other women's apparel and accessories, including women's custom tailoring
United States, total.....	\$462,308,480	\$191,131,004	\$748,870,768	\$321,444,022
New England.....	40,807,170	20,827,622	54,791,109	27,154,086
Connecticut.....	6,085,248	3,780,462	10,481,712	4,573,491
Maine.....	2,843,772	970,886	3,764,264	1,247,069
Massachusetts.....	25,698,445	13,982,996	32,371,345	17,395,321
New Hampshire.....	1,880,840	150,265	2,168,202	801,284
Rhode Island.....	3,318,727	1,643,400	4,461,739	2,466,041
Vermont.....	980,138	299,633	1,543,847	670,880
Middle Atlantic.....	128,591,453	70,927,773	191,497,477	87,822,347
New Jersey.....	17,306,510	5,158,052	26,361,964	8,667,823
New York.....	71,240,457	48,428,896	97,806,270	52,115,783
Pennsylvania.....	40,044,486	17,340,825	67,329,243	27,038,741
East North Central.....	108,398,630	50,475,129	172,168,157	71,770,352
Illinois.....	37,603,644	21,894,876	61,508,654	28,930,502
Indiana.....	10,852,024	4,048,872	17,332,603	7,220,964
Michigan.....	18,304,734	9,881,725	31,602,511	12,560,811
Ohio.....	29,146,434	9,203,936	44,911,359	17,433,643
Wisconsin.....	12,486,794	5,445,720	16,803,030	5,624,432
West North Central.....	41,404,951	15,246,498	77,460,406	25,865,702
Iowa.....	7,067,293	2,516,584	15,464,046	4,471,043
Kansas.....	5,026,029	742,762	8,233,566	4,188,888
Minnesota.....	8,670,887	4,746,261	16,863,909	4,863,311
Missouri.....	14,684,116	5,273,929	24,211,622	9,012,571
Nebraska.....	3,336,420	1,304,524	6,561,508	1,800,390
North Dakota.....	1,399,971	287,458	2,983,036	881,509
South Dakota.....	1,250,235	375,010	3,162,719	647,990
South Atlantic.....	40,001,808	8,628,844	70,354,319	31,468,823
Delaware.....	1,116,758	115,787	1,432,342	867,117
District of Columbia.....	4,264,830	2,698,444	6,488,093	2,816,523
Florida.....	5,047,287	57,829	7,924,352	2,877,672
Georgia.....	6,013,919	574,369	11,341,749	4,645,968
Maryland.....	6,370,998	2,043,783	10,099,047	3,737,453
North Carolina.....	5,713,108	733,426	10,901,986	6,824,847
South Carolina.....	2,213,953	45,243	4,525,290	2,507,358
Virginia.....	5,261,435	1,472,467	9,615,137	3,891,549
West Virginia.....	3,999,520	887,496	8,026,323	3,297,336
East South Central.....	20,436,512	2,799,320	39,820,902	11,477,062
Alabama.....	4,980,773	427,804	9,979,140	3,079,919
Kentucky.....	5,339,205	1,039,332	8,890,070	3,053,189
Mississippi.....	3,543,000	262,562	7,533,485	1,942,208
Tennessee.....	6,573,534	1,069,622	13,418,207	3,401,746
West South Central.....	30,678,214	5,046,031	56,640,501	28,661,118
Arkansas.....	2,564,035	497,465	5,489,055	1,588,368
Louisiana.....	4,915,719	531,793	8,658,958	4,529,021
Oklahoma.....	6,216,494	1,709,901	10,791,612	5,676,274
Texas.....	16,981,966	2,306,872	31,700,966	16,867,465
Mountain.....	12,590,538	3,185,833	18,544,298	7,112,141
Arizona.....	1,514,357	64,691	2,314,663	1,007,058
Colorado.....	3,814,251	1,536,332	6,998,989	2,434,134
Idaho.....	1,566,729	73,618	1,706,583	631,805
Montana.....	1,744,842	956,486	2,489,902	677,409
Nevada.....	365,269	45,799	490,319	93,481
New Mexico.....	668,198	13,073	1,060,638	280,449
Utah.....	2,371,580	326,505	2,441,205	1,755,526
Wyoming.....	545,312	169,329	1,041,999	282,279
Pacific.....	39,404,354	13,993,954	67,603,509	30,112,391
California.....	28,929,437	10,697,887	51,640,881	23,486,514
Oregon.....	4,312,697	1,270,208	6,069,374	2,245,255
Washington.....	6,162,220	2,025,859	9,893,254	4,380,622

TABLE 6C.—APPROXIMATE SALES OF OTHER APPAREL AND ACCESSORIES, BY STATES

STATES	Other apparel and accessories	Per cent	Children's wear	Infants' wear	Rubber and other footwear (including infants' shoes)
United States total.....	\$341,377,284	100.00	\$137,628,635	\$127,341,985	\$76,408,644
NEW ENGLAND.....	27,874,699	8.17	10,870,808	11,165,056	5,838,835
Connecticut.....	5,063,118	1.48	1,502,688	2,289,888	1,270,542
Maine.....	1,838,645	0.54	498,399	832,369	507,877
Massachusetts.....	16,758,607	4.91	7,437,160	6,647,222	2,674,225
New Hampshire.....	1,070,471	0.32	385,103	197,691	487,677
Rhode Island.....	2,052,155	0.60	681,895	1,003,596	366,664
Vermont.....	1,091,703	0.32	365,563	194,290	531,850
MIDDLE ATLANTIC.....	110,589,673	32.40	51,281,879	41,648,559	17,659,235
New Jersey.....	12,745,142	3.74	5,786,673	5,165,431	1,703,038
New York.....	63,186,812	18.51	30,431,803	23,857,927	8,897,082
Pennsylvania.....	34,657,719	10.15	15,063,403	12,625,201	6,969,115
EAST NORTH CENTRAL.....	79,518,495	23.29	25,104,923	33,262,247	21,151,325
Illinois.....	30,058,455	8.80	9,502,038	13,285,046	7,271,321
Indiana.....	7,704,813	2.26	1,505,713	3,262,708	2,936,392
Michigan.....	13,905,126	4.07	4,285,606	5,660,113	3,969,407
Ohio.....	20,816,952	5.95	7,450,215	8,665,012	4,201,725
Wisconsin.....	7,533,149	2.21	2,361,301	2,389,368	2,782,480
WEST NORTH CENTRAL.....	29,510,069	8.64	9,923,476	10,400,616	9,185,977
Iowa.....	5,246,876	1.54	1,514,894	1,457,904	2,274,078
Kansas.....	2,947,844	0.86	922,730	1,051,723	973,391
Minnesota.....	7,139,916	2.09	2,045,216	2,319,185	2,775,515
Missouri.....	9,687,904	2.84	3,846,219	4,171,387	1,670,298
Nebraska.....	2,672,349	0.78	1,090,783	885,037	696,529
North Dakota.....	877,985	0.26	246,217	288,087	343,681
South Dakota.....	937,195	0.27	257,417	227,293	452,485
SOUTH ATLANTIC.....	26,232,126	7.68	10,269,827	8,832,736	7,129,593
Delaware.....	686,921	0.20	203,048	333,208	150,665
District of Columbia.....	2,517,636	0.74	1,047,868	1,278,701	191,087
Florida.....	1,933,479	0.56	571,583	959,132	402,764
Georgia.....	4,641,727	1.36	2,063,211	1,238,780	1,339,736
Maryland.....	3,764,165	1.10	1,396,664	1,486,907	880,594
North Carolina.....	4,186,669	1.23	1,567,028	1,107,238	1,512,403
South Carolina.....	2,152,302	0.63	925,752	247,730	978,820
Virginia.....	3,538,264	1.04	1,528,120	1,169,820	840,324
West Virginia.....	2,810,963	0.82	966,553	1,011,220	833,190
EAST SOUTH CENTRAL.....	13,003,563	3.81	5,112,671	3,405,632	4,485,260
Alabama.....	2,711,573	0.80	1,146,039	587,222	978,312
Kentucky.....	3,760,022	1.10	1,363,224	1,204,790	1,192,008
Mississippi.....	2,015,879	0.59	554,284	507,372	954,223
Tennessee.....	4,516,089	1.32	2,049,124	1,106,248	1,360,717
WEST SOUTH CENTRAL.....	21,238,696	6.22	9,840,951	5,982,428	5,415,317
Arkansas.....	2,024,165	0.59	493,014	600,157	930,994
Louisiana.....	3,211,583	0.94	1,843,561	593,627	774,395
Oklahoma.....	3,396,164	1.00	1,359,740	894,015	1,142,409
Texas.....	12,606,784	3.69	6,144,636	3,894,629	2,567,519
MOUNTAIN.....	8,733,593	2.56	3,651,875	2,997,538	2,084,180
Arizona.....	1,592,697	0.47	756,176	569,473	267,048
Colorado.....	2,536,858	0.74	1,020,131	1,127,644	389,083
Idaho.....	931,850	0.29	510,801	104,057	366,992
Montana.....	1,026,025	0.30	236,646	358,267	431,112
Nevada.....	164,518	0.05	49,501	57,294	57,723
New Mexico.....	495,047	0.14	173,491	112,921	208,635
Utah.....	1,433,568	0.42	671,834	544,707	217,027
Wyoming.....	503,030	0.15	232,295	123,175	146,560
PACIFIC.....	24,076,350	7.23	11,870,225	9,647,173	3,458,952
California.....	18,460,849	5.41	8,968,410	7,587,504	1,904,935
Oregon.....	2,168,155	0.63	762,314	735,400	669,441
Washington.....	4,047,346	1.19	1,838,501	1,324,269	884,576

TABLE 7A.—APPROXIMATE SALES OF MEN'S CLOTHING AND FURNISHINGS, BY KINDS OF BUSINESS

KIND OF STORE	CUSTOM TAILORING FOR MEN		MEN'S AND BOYS' SUITS		MEN'S AND BOYS' OVERCOATS	
	Sales	Per cent	Sales	Per cent	Sales	Per cent
Total, all stores.....	\$167,344,860	100.00	\$781,039,055	100.00	\$251,154,951	100.00
Family clothing stores.....	4,755,983	2.84	96,619,601	12.37	41,030,697	16.34
Men's and boys' clothing stores.....	3,988,867	2.38	129,764,776	16.61	37,529,835	14.94
Men's and boys' clothing and furnishings stores.....	11,699,287	6.99	314,160,904	40.22	116,580,338	46.41
Men's and boys' furnishings stores.....					619,241	0.25
Men's and boys' hat stores.....					56,410	0.02
Children's specialty shops.....					200,636	0.08
Custom tailors.....	143,072,173	85.50	3,513,240	0.45	1,572,169	0.62
General stores.....			69,960,317	8.95	8,222,069	3.28
Groceries with apparel.....			9,227,497	1.18	3,366,039	1.34
Groceries with dry goods.....			4,792,441	0.61	1,323,139	0.53
Groceries with general merchandise.....			55,940,379	7.16	3,532,892	1.41
Department stores.....	2,217,762	1.33	130,026,872	16.65	35,179,208	14.01
Department stores with food departments.....	447,271	0.27	28,048,745	3.59	7,275,952	2.90
Department stores without food departments.....	1,770,491	1.06	101,978,127	13.06	27,903,256	11.11
General merchandise stores.....	1,214,216	0.72	20,641,104	2.65	7,238,012	2.89
General merchandise stores with food departments.....	240,653	0.14	1,301,680	0.17	616,967	0.25
General merchandise stores without food departments.....	973,563	0.58	19,339,424	2.48	6,621,045	2.64
Dry-goods stores.....	168,646	0.10	4,834,929	0.62	1,227,655	0.49
Mail-order houses.....	227,926	0.14	9,252,267	1.18	1,324,958	0.53
Variety stores.....			981,674	0.13		
Army and Navy goods stores.....			525,870	0.07	239,820	0.09
All other stores.....			134,901	0.02	133,903	0.05

KIND OF STORE	MEN'S AND BOYS' HATS AND CAPS		MEN'S AND BOYS' FURNISHINGS		MEN'S AND BOYS' WORK CLOTHING		OTHER CLOTHING, MEN'S AND BOYS'	
	Sales	Per cent	Sales	Per cent	Sales	Per cent	Sales	Per cent
Total, all stores.....	\$166,487,621	100.00	\$770,025,483	100.00	\$113,648,494	100.00	\$125,507,693	100.00
Family clothing stores.....	17,519,176	10.52	55,019,892	7.15	8,402,974	7.39	25,932,519	20.66
Men's and boys' clothing stores.....	1,195,036	0.72	187,762	0.02	83,580	0.07	3,585,283	2.86
Men's and boys' clothing and furnishings stores.....	51,020,164	31.01	180,145,385	23.40	18,994,789	16.71	26,969,619	21.49
Men's and boys' furnishings stores.....	18,325,084	11.01	176,553,889	22.93	6,397,835	5.63	5,572,258	4.44
Men's and boys' hat stores.....	39,335,915	23.63	3,868,470	0.50			363,772	0.29
Women's ready-to-wear stores.....			1,771,793	0.23				
Hosiery shops.....			679,511	0.09			84,234	0.07
Knit goods shops.....			983,311	0.13				
Children's specialty shops.....			102,136	0.01				
Custom tailors.....	297,779	0.18	3,837,212	0.50			701,429	0.56
General stores.....	10,772,440	6.46	40,602,865	5.27	3,968,408	3.49	6,475,337	5.16
Groceries with apparel.....	1,556,442	0.93	5,345,160	0.69	555,873	0.49	778,216	0.62
Groceries with dry goods.....	684,661	0.41	2,738,620	0.36			684,660	0.55
Groceries with general merchandise.....	8,531,337	5.12	32,519,085	4.22	3,412,535	3.00	5,012,461	3.99
Department stores.....	16,839,125	10.12	197,275,463	25.62	20,854,967	18.35	30,372,165	24.20
Department stores with food departments.....	3,407,975	2.05	47,725,454	6.20	3,741,548	3.29	8,647,080	6.89
Department stores without food departments.....	13,431,150	8.07	149,550,009	19.42	17,113,419	15.06	21,725,079	17.31
General merchandise stores.....	5,077,669	3.41	26,529,800	3.45	18,095,924	15.93	8,553,506	6.81
General merchandise stores with food departments.....	588,340	0.35	3,084,543	0.40	3,156,493	2.78	1,131,932	0.90
General merchandise stores without food departments.....	5,089,219	3.06	23,445,257	3.05	14,939,431	13.15	7,421,574	5.91
Dry-goods stores.....	2,234,367	1.34	23,503,700	3.05	6,306,847	5.55	3,571,412	2.84
Mail-order houses.....	1,017,022	0.61	15,479,937	2.01	9,978,746	8.78	8,267,660	6.59
Variety stores.....	1,199,725	0.72	37,332,976	4.85	9,708,097	8.54	3,302,892	2.63
Army and Navy goods stores.....	342,132	0.21	2,437,284	0.32	10,802,957	9.51	1,621,610	1.29
All other stores.....	102,497	0.06	249,566	0.03	53,370	0.05	133,907	0.11
Shoe stores.....			3,413,531	0.44				
Men's.....			1,233,670	0.16				
Family.....			2,179,861	0.28				

CENSUS OF DISTRIBUTION

TABLE 7B.—APPROXIMATE SALES OF WOMEN'S

KIND OF STORE	Custom tailoring and dressmaking for women		Millinery		Women's and misses' coats, suits, and dresses		Underwear, negligees, corsets, etc.	
	Sales	Per cent	Sales	Per cent	Sales	Per cent	Sales	Per cent
Total, all stores.....	\$47,075,727	100.00	\$349,157,400	100.00	\$1,655,572,033	100.00	\$461,934,591	100.00
Family clothing stores.....	3,130,983	6.65	12,043,999	3.45	149,929,836	9.06	19,626,962	4.25
Men's and boys' clothing and furnishings stores.....	-----	-----	-----	-----	-----	-----	-----	-----
Women's ready-to-wear stores.....	12,131,729	25.77	45,569,518	13.05	760,959,572	45.96	70,972,153	15.36
Millinery stores.....	-----	-----	155,199,343	44.45	-----	-----	847,550	0.18
Corset and lingerie shops.....	-----	-----	-----	-----	851,159	0.05	33,610,798	7.28
Hosiery shops.....	-----	-----	-----	-----	-----	-----	6,461,779	1.40
Knit goods shops.....	-----	-----	-----	-----	-----	-----	3,218,539	0.70
Furriers.....	-----	-----	521,052	0.15	2,506,113	0.15	-----	-----
Costume accessory stores.....	-----	-----	-----	-----	-----	-----	-----	-----
Children's specialty shops.....	-----	-----	-----	-----	697,531	0.04	524,071	0.11
Infants' wear shops.....	-----	-----	-----	-----	-----	-----	-----	-----
Custom tailors.....	9,931,884	21.10	-----	-----	637,173	0.04	-----	-----
Dressmakers.....	10,951,794	23.26	-----	-----	-----	-----	-----	-----
Shoe stores.....	-----	-----	-----	-----	-----	-----	-----	-----
Women's.....	-----	-----	-----	-----	-----	-----	-----	-----
Family.....	-----	-----	-----	-----	-----	-----	-----	-----
General stores.....	1,814,532	3.85	4,730,493	1.36	70,455,153	4.26	7,118,945	1.54
Groceries with apparel.....	109,953	0.23	633,697	0.18	7,280,130	0.44	667,063	0.14
Groceries with dry goods.....	-----	-----	684,660	0.20	13,693,255	0.83	1,369,324	0.30
Groceries with general merchandise.....	1,704,579	3.62	3,412,136	0.98	49,481,768	2.99	5,082,558	1.10
Department stores.....	6,730,215	14.30	87,626,767	25.10	498,331,112	30.10	196,728,079	42.58
Department stores with food departments.....	744,010	1.58	19,491,440	5.58	94,209,270	5.69	53,697,676	11.62
Department stores without food departments.....	5,986,205	12.72	68,135,327	19.52	404,121,842	24.41	143,030,403	30.96
General merchandise stores.....	570,158	1.21	9,372,701	2.68	34,994,665	2.11	14,339,096	3.11
General merchandise stores with food departments.....	46,332	0.10	466,811	0.13	2,506,513	0.15	1,186,872	0.26
General merchandise stores without food departments.....	523,826	1.11	8,905,890	2.55	32,488,152	1.96	13,152,224	2.85
Dry goods stores.....	1,683,752	3.58	16,299,738	4.67	103,593,777	6.26	45,201,418	9.79
Mail-order houses.....	-----	-----	4,442,564	1.27	25,344,919	1.53	17,506,804	3.79
Variety stores.....	-----	-----	12,463,571	3.57	6,623,304	0.40	45,561,447	9.86
Army and Navy goods stores.....	-----	-----	-----	-----	-----	-----	-----	-----
All other stores.....	130,677	0.28	887,654	0.25	647,719	0.04	216,950	0.05

APPAREL AND ACCESSORIES, BY KINDS OF BUSINESS

Women's and misses' hosiery		Other apparel, women's and misses'		Children's wear		Infants' wear		Furs and fur goods	
Sales	Per cent	Sales	Per cent	Sales	Per cent	Sales	Per cent	Sales	Per cent
\$462,308,630	100.00	\$274,368,295	100.00	\$137,626,635	100.00	\$127,341,985	100.00	\$191,131,004	100.00
16,300,086	3.55	27,159,485	9.90	15,835,388	11.51	2,015,397	1.58	7,205,810	3.77
1,701,561	0.37							121,606	0.06
48,180,244	10.42	42,204,305	15.38	12,605,668	9.16	2,486,705	1.95	41,515,154	21.72
1,413,027	0.31	923,194	0.34						
9,537,566	2.06	2,782,020	1.01	291,659	0.21	195,020	0.15		
45,402,006	9.82	1,544,922	0.56						
4,789,696	1.04	318,222	0.12	316,537	0.23	713,463	0.56		
123,658	0.03							93,291,780	48.81
327,014	0.07	246,064	0.09	14,036,252	10.20	4,979,859	3.91		
567,724	0.12			605,433	0.44	4,298,717	3.38		
42,000,371	9.09								
14,503,571	3.14								
27,496,800	5.95								
4,541,893	0.99	2,835,621	1.03	2,529,283	1.84			2,647,094	1.39
444,697	0.10	444,697	0.16	138,359	0.10			423,617	0.22
684,060	0.15	684,660	0.25	684,660	0.50			644,525	0.34
3,412,536	0.74	1,706,264	0.62	1,706,264	1.24			1,578,952	0.83
163,584,992	35.38	113,616,837	41.41	55,143,710	40.07	72,299,378	56.78	42,604,233	22.29
32,056,006	6.93	26,202,806	9.55	9,765,150	7.10	18,991,861	14.92	8,846,356	4.63
131,528,986	28.45	87,414,031	31.86	45,378,560	32.97	53,307,517	41.86	33,757,877	17.66
17,308,044	3.74	14,183,322	5.17	6,558,380	4.76	4,260,016	3.35	480,658	0.25
1,470,433	0.32	995,795	0.36	348,000	0.25	281,861	0.22	88,003	0.05
15,837,611	3.42	13,187,527	4.81	6,210,380	4.51	3,978,155	3.12	392,655	0.20
44,205,206	9.56	26,575,067	9.69	12,560,427	9.13	10,500,311	8.25	2,886,437	1.51
11,071,805	2.39	4,728,251	1.72	8,681,575	6.31	4,889,587	3.84		
50,968,662	11.02	36,869,394	13.44	8,043,194	5.84	20,594,758	16.17		
				262,215	0.19				
195,075	0.04	381,561	0.14	156,914	0.11	108,774	0.09	378,232	0.20

TABLE 7C.—APPROXIMATE SALES OF SHOES, BY KINDS OF BUSINESS

KIND OF STORE	MEN'S, BOYS', AND YOUTHS' SHOES		WOMEN'S, MISSES', AND CHILDREN'S SHOES		RUBBER AND OTHER FOOTWEAR (INCLUDING INFANTS' SHOES)	
	Sales	Per cent	Sales	Per cent	Sales	Per cent
Total, all stores.....	\$439,732,255	100.00	\$748,870,786	100.00	\$76,408,644	100.00
Family clothing stores.....	12,549,091	2.85	17,334,297	2.32	1,468,112	1.92
Men's and boys' clothing and furnishings stores.....	25,772,627	5.86	2,339,943	0.31	1,071,884	1.40
Men's and boys' furnishings stores.....	2,331,928	0.53			10,771	0.01
Women's ready-to-wear stores.....	138,103	0.03	15,440,174	2.06	65,034	0.09
Shoe stores.....	264,576,513	60.17	428,363,374	57.20	40,896,913	53.52
Men's.....	57,353,013	13.04	155,615	0.02	1,312,665	1.72
Women's.....	136,149	0.03	97,568,212	13.03	2,326,684	3.04
Family.....	207,087,351	47.10	330,639,547	44.15	37,257,564	48.76
General stores.....	41,611,717	9.46	67,375,198	9.00	6,440,871	8.43
Groceries with apparel.....	2,082,206	0.47	3,371,382	0.45	322,294	0.42
Groceries with dry goods.....	11,827,434	2.69	19,150,272	2.56	1,830,710	2.40
Groceries with general merchandise.....	27,702,077	6.30	44,853,544	5.99	4,287,867	5.61
Department stores.....	46,506,403	10.58	152,929,280	20.42	8,860,501	11.60
General merchandise stores.....	23,368,023	5.31	22,797,309	3.05	3,489,180	4.57
Dry-goods stores.....	6,530,938	1.49	19,262,428	2.57	1,566,903	2.05
Mail-order houses.....	12,172,176	2.77	18,789,359	2.51	4,503,531	5.90
Variety stores.....	2,137,555	0.49	4,067,469	0.54	7,994,690	10.46
Army and Navy goods stores.....	2,037,181	0.46	171,955	0.02	40,254	0.05

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