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APPAREL RETAILING

(APPAREL, CLOTHING
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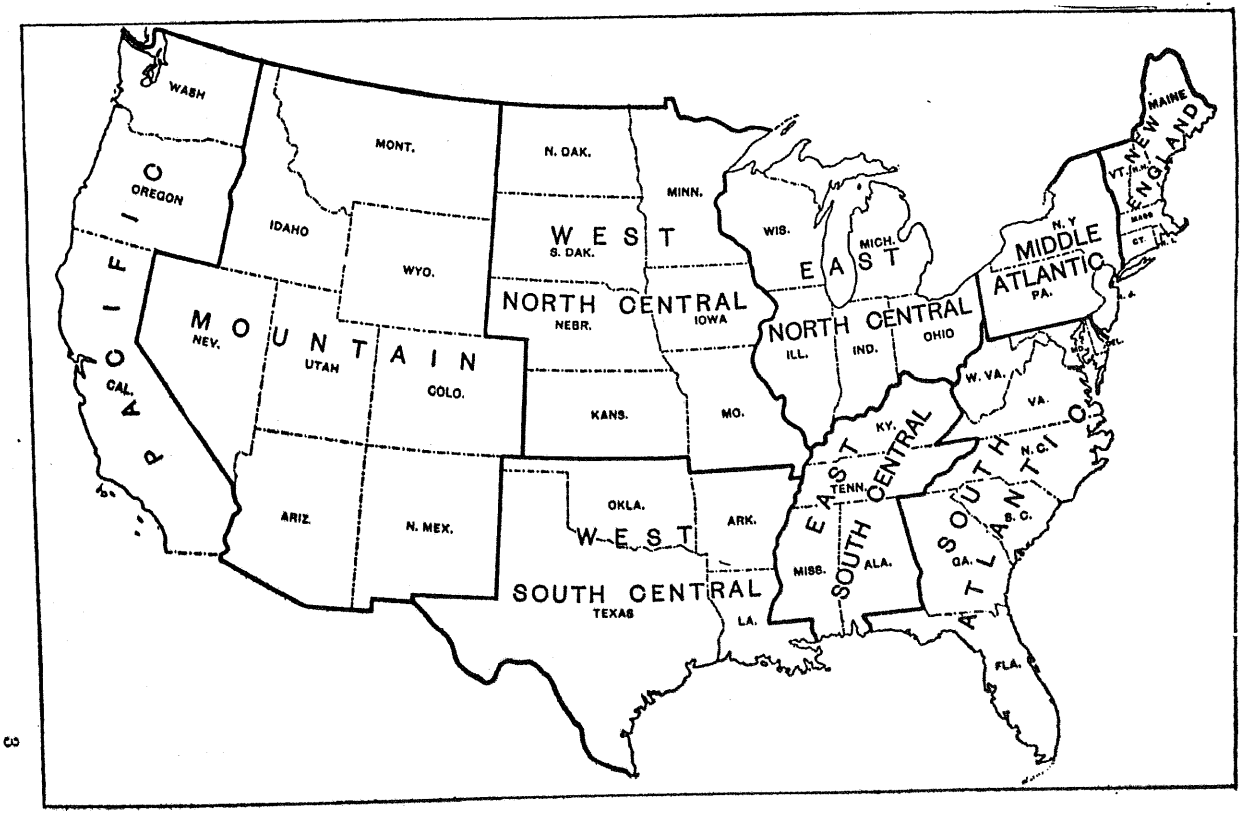
MAP OF THE UNITED STATES SHOWING GEOGRAPHIC DIVISIONS



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APPAREL RETAILING

By Charles F. Beach

INTRODUCTION

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

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

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

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

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

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

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

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 occassionally 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 unbrellas, 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.

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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	114,296	$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	2,390	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	1,146,260	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	1,666	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
United States, total	38.7	77.80
NEW ENGLAND:		
Maine	13.3	35.75
New Hampshire	23.3	39.06
Vermont		
Massachusetts	65.6	87.06
Rhode Island	61.4	89.65
Connecticut	47.4	76.12
MIDDLE ATLANTIC:		
New York	72.9	91.99
New Jersey	52.2	80.58
Pennsylvania	41.2	72.89
EAST NORTH CENTRAL:		
Ohio	49.9	79.68
Indiana	35.6	67.09
Illinois	57.4	85.46
Michigan	52.7	82.76
Wisconsin	33.4	68.68
WEST NORTH CENTRAL:		
Minnesota	32.7	70.38
Iowa	19.0	43.88
Missouri	38.4	81.38
North Dakota		
South Dakota	4.8	23.32
Nebraska	21.0	54.82
Kansas	15.8	35.73
SOUTH ATLANTIC:		
Delaware	44.7	84.16
Maryland	53.5	88.27
District of Columbia	100.0	100.00
SOUTH ATLANTIC—Continued.		
Virginia	20.8	66.24
West Virginia	11.4	42.15
North Carolina	13.3	55.94
South Carolina	6.5	35.94
Georgia	17.6	75.04
Florida	28.2	61.07
EAST SOUTH CENTRAL:		
Kentucky	17.3	66.96
Tennessee	24.2	76.21
Alabama	14.9	69.16
Mississippi	4.0	29.52
WEST NORTH CENTRAL:		
Arkansas	6.1	29.57
Louisiana	26.9	76.27
Oklahoma	15.0	54.28
Texas	24.7	70.93
MOUNTAIN:		
Montana	7.4	24.84
Idaho		
Wyoming		
Colorado	35.8	73.68
New Mexico		
Arizona	18.5	52.63
Utah	35.5	76.57
Nevada		
PACIFIC:		
Washington	41.5	75.46
Oregon	31.6	62.53
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	75.88
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	13,209,503	4,175,941,504	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	Per cent 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	6.85
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	88	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	08	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
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
			District of Columbia	91	1.02
West Virginia	196	2.19	New Hampshire	90	1.01
Louisiana	159	1.78	Delaware	90	1.01
Virginia	151	1.69	Connecticut	89	1.00
Missouri	149	1.67	Maryland	89	1.00
Michigan	146	1.63	Rhode Island	88	0.99
New York	139	1.56	Texas	85	0.95
North Carolina	137	1.53			
Alabama	137	1.53	Arkansas	81	0.91
			New Jersey	74	0.83
Utah	136	1.52	Nevada	73	0.82
Tennessee	131	1.47	Mississippi	71	0.80
Maine	130	1.46	Illinois	71	0.79
Georgia	129	1.45	Arizona	70	0.78
Florida	126	1.41	New Mexico	70	0.78
Vermont	125	1.26	Kansas	69	0.77
South Carolina	112	1.25			
Kentucky	109	1.22	Iowa	65	0.73
			Washington	57	0.64
Nebraska	109	1.22	Wyoming	56	0.63
Ohio	105	1.18	Wisconsin	54	0.61
Minnesota	104	1.17	Oregon	45	0.50
Indiana	100	1.12	Montana	39	0.44
Colorado	100	1.12	North Dakota	25	0.28
California	98	1.10	South Dakota	23	0.26
Massachusetts	96	1.07	Idaho	19	0.21
Oklahoma	96	1.07			

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
			Washington	86	2.10
New York	139	3.38	Maryland	84	2.05
District of Columbia	126	3.06	Idaho	84	2.03
Maine	126	3.05	Vermont	84	2.03
Delaware	126	3.04	Kansas	83	2.02
Illinois	117	2.84	Louisiana	82	2.00
Michigan	109	2.65	South Dakota	79	1.93
Connecticut	109	2.65			
Iowa	107	2.61	Tennessee	75	1.83
			Oklahoma	75	1.82
Pennsylvania	105	2.55	Florida	75	1.81
Ohio	105	2.54	Colorado	73	1.77
New Hampshire	100	2.44	Missouri	70	1.70
Virginia	99	2.40	Texas	69	1.68
Massachusetts	98	2.39	Nevada	67	1.64
Indiana	97	2.36	Nebraska	67	1.64
New Jersey	94	2.28			
California	92	2.23	North Carolina	67	1.63
			South Carolina	65	1.57
Kentucky	92	2.23	Georgia	63	1.54
Wyoming	92	2.22	Arizona	63	1.52
Wisconsin	91	2.21	North Dakota	61	1.49
West Virginia	90	2.19	Alabama	57	1.39
Montana	88	2.15	New Mexico	52	1.27
Oregon	88	2.14	Mississippi	45	1.10
Rhode Island	88	2.14	Arkansas	43	1.04
Minnesota	88	2.14			

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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
	Per cent	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*	*Per cent*
Stores with annual sales of:												
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	OTHER APPAREL AND FURNISHINGS STORES
Blouse shops.	Children's specialty shops.
Corset and lingerie shops.	Infants' wear shops.
Furriers—fur shops.	Custom tailors.
Hosiery shops.	Dressmakers.
Knit goods shops.	Mail-order apparel houses.
Millinery shops (includes leased departments).	
Costume accessory stores.	
Umbrella shops.	

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	14,380,110	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.

Proportion of Cash and Credit, by Kinds of Business

(Sales expressed in thousands)

Kind of business	Total				All cash				Cash and credit			
	Stores		Sales		Stores		Sales		Stores		Sales	
	Number	Per cent	Amount	Per cent	Number	Per cent	Amount	Per cent	Number	Per cent	Amount	Per cent
Apparel group, total	94,575	100.00	$3,746,492	100.00	59,814	63.25	$1,790,088	47.78	34,761	36.75	$1,956,404	52.22
Men's and boys' clothing and furnishings stores—												
Men's and boys' clothing	2,771	100.00	144,143	100.00	2,148	77.52	109,692	76.10	623	22.48	34,451	23.90
Men's and boys' hat and cap stores	1,307	100.00	39,485	100.00	1,201	91.89	35,134	88.98	106	8.11	4,351	11.02
Men's furnishings	7,174	100.00	169,407	100.00	5,353	74.62	124,474	73.48	1,821	25.38	44,933	26.52
Men's clothing and furnishings	12,270	100.00	680,610	100.00	5,086	41.45	193,016	28.36	7,184	58.55	487,594	71.64
Clothing stores—												
Family clothing stores	9,071	100.00	501,517	100.00	4,466	49.23	153,690	30.64	4,605	50.77	347,827	69.36
Women's ready-to-wear specialty shops	15,270	100.00	986,931	100.00	9,070	59.40	379,837	38.49	6,200	40.60	607,094	61.51
Women's accessories stores—												
Blouse shops	10	100.00	275	100.00	8	80.00	201	73.09	2	20.00	74	26.91
Corsets and lingerie shops	1,904	100.00	40,674	100.00	1,564	82.14	32,073	78.86	340	17.86	8,601	21.14
Furriers—fur shops	1,907	100.00	116,209	100.00	993	52.07	50,776	43.69	914	47.93	65,433	56.31
Hosiery shops	1,572	100.00	47,407	100.00	1,431	91.03	43,618	92.01	141	8.97	3,789	7.99
Knit goods shops	340	100.00	10,088	100.00	283	83.24	7,001	69.40	57	16.76	3,087	30.60
Millinery stores	10,241	100.00	137,305	100.00	7,384	72.10	102,291	74.50	2,857	27.90	35,014	25.50
Costume accessories stores	239	100.00	5,224	100.00	181	75.73	3,421	65.49	58	24.27	1,803	34.51
Umbrella shops	74	100.00	733	100.00	61	82.44	517	70.53	13	17.56	216	29.47
Other apparel and furnishings stores—												
Children's specialty shops	825	100.00	19,547	100.00	633	76.73	15,588	79.75	192	23.27	3,959	20.25
Custom tailors	9,070	100.00	138,571	100.00	5,182	57.13	57,829	41.73	3,888	42.87	80,742	58.27
Dressmakers	355	100.00	10,384	100.00	195	54.93	1,942	18.70	160	45.07	8,442	81.30
Infants' wear shops	213	100.00	4,325	100.00	167	78.40	3,301	76.32	46	21.60	1,024	23.68
Mail-order apparel houses	7	100.00	1,166	100.00	7	100.00	1,166	100.00	----------	----------	----------	----------
Shoe stores—												
Men's	1,144	100.00	51,742	100.00	1,018	88.99	46,412	89.70	126	11.01	5,330	10.30
Women's	1,448	100.00	118,898	100.00	1,148	79.28	82,214	69.15	300	20.72	36,684	30.85
Family shoe stores	17,363	100.00	521,851	100.00	12,235	70.46	345,895	66.28	5,128	29.54	175,956	33.72

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	59,814	$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	146,665,000	25,882,000
21 to 30 per cent credit	3,905	188,952,000	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	66,268,000	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	378,289,000	37,829,000	340,460,000
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	32,935,000	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	17,496,000	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	5,769,000	4,720,000
51 to 60 per cent credit	228	6,732,000	3,029,000	3,703,000
61 to 70 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	29.87

[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 [1]	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	$8,305,061

[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)	Payroll 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	641,385,596	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	19,783,037	0.31
Women's exchanges	100	3,573,085	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
Mail-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 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	174,158,000	323,436,000
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	11,586,000	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	1,335,000	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	198,358	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	6,912	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	369,964	57.58	34,658	5.39
East North Central	1,698,764	660,950	38.91	958,296	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	253,079	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	29,510	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	60,867	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	41,503	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	163,136	56.31	12,607	4.36
Mountain	194,062	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	982	5.05
Montana	28,414	12,850	45.23	14,538	51.16	1,026	3.61
Nevada	5,722	2,628	45.94	2,929	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	503	4.38
Pacific	627,407	242,434	38.64	360,297	57.43	24,676	3.93
California	479,251	180,103	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	3,585,283	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

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

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

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	19,026,962	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	41,515,154	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	8,462,411	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	45,914	0.03
Coats, suits, and dresses	216,103	0.13
Hosiery, women's and misses'	1,413,027	0.88
Jewelry, costume	794,650	0.49
Lingerie, corsets, underwear, etc	847,550	0.52
Millinery	155,199,343	95.92
Other apparel	923,194	0.57
Other merchandise and service (including leather goods, trimmings, toiletries)	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	6,730,218	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
Total dry-goods store sales, all commodities	$641,385,596
Estimated sales of apparel (51.41 per cent of total sales)	329,827,521
Custom tailoring for men	168,646
Men's and boys' suits	4,834,929
Men's and boys' overcoats	1,227,655
Hats and caps	2,234,367
Men's and boys' furnishings	23,503,700
Men's and boys' work clothing	6,306,847
Other clothing, men's and boys'	3,571,412
Custom tailoring and dressmaking for women	1,683,752
Millinery	16,299,738
Estimated sales of apparel, etc.—Continued.	
Women's and misses' coats, suits, and dresses	$103,593,777
Underwear, negligees, corsets, etc.	45,201,418
Women's and misses' hosiery	44,205,206
Other apparel, women's and misses'	26,575,067
Children's wear	12,560,427
Infants' wear	10,500,311
Men's, boys', and youths' shoes	6,530,938
Women's, misses', and children's shoes	19,262,428
Rubber and other footwear (including infants' shoes)	1,566,903

APPROXIMATE SALES OF APPAREL IN GENERAL MERCHANDISE STORES

COMMODITY LINES	Sales
Total sales, general merchandise stores, all commodities	$503,291,904
Estimated sales of apparel (47.62 per cent of total sales)	239,671,673
Custom tailoring for men	1,214,216
Men's and boys' suits	20,641,104
Men's and boys' overcoats	7,238,012
Men's and boys' hats and caps	5,677,559
Men's and boys' furnishings	26,529,800
Men's and boys' work clothing	18,095,924
Other clothing, men's and boys'	8,553,506
Custom tailoring and dressmaking for women	570,158
Millinery	9,372,701
Women's and misses' coats, suits, and dresses	34,994,665
Estimated sales of apparel, etc.—Continued.	
Underwear, negligees, corsets, etc.	$14,339,096
Women's and misses' hosiery	17,308,044
Other apparel, women's and misses'	14,183,322
Children's wear	6,558,380
Infants' wear	4,260,016
Furs and fur goods	480,658
Men's, boys', and youths' shoes	23,368,023
Women's, misses', and children's shoes	22,797,309
Rubber and other footwear (including infants' shoes)	3,489,180

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

COMMODITY LINES	Sales
Total variety store sales, all commodities	$904,147,495
Estimated sales of apparel (27.41 per cent of total sales)	247,849,408
Men's and boys' suits	981,674
Men's and boys' hats and caps	1,199,725
Men's and boys' furnishings	37,332,976
Men's and boys' work clothing	9,708,097
Other clothing, men's and boys'	3,302,892
Millinery	12,463,571
Women's and misses' coats, suits, and dresses	6,623,304
Estimated sales of apparel, etc.—Continued.	
Underwear, negligees, corsets, etc.	$45,561,447
Women's and misses' hosiery	50,869,662
Other apparel, women's and misses'	36,896,394
Children's wear	8,043,194
Infants' wear	20,594,758
Men's, boys', and youths' shoes	2,137,555
Women's, misses' and children's shoes	4,067,469
Rubber and other footwear (including infants' shoes)	7,994,690

APPROXIMATE SALES OF APPAREL BY MAIL-ORDER GENERAL MERCHANDISE HOUSES

COMMODITY LINES	Sales
Total mail-order general merchandise house sales, all commodities	$447,023,641
Estimated sales of apparel (35.28 per cent of total sales)	157,679,687
Custom tailoring for men	227,926
Men's and boys' suits	9,252,267
Men's and boys' overcoats	1,324,958
Men's and boys' hats and caps	1,017,622
Men's and boys' furnishings	15,479,937
Men's and boys' work clothing	9,978,746
Other clothing, men's and boys'	8,267,660
Millinery	4,442,564
Women's coats, suits, and dresses	25,344,919
Estimated sales of apparel, etc.—Continued.	
Underwear, negligees, corsets, etc.	$17,506,804
Women's and misses' hosiery	11,071,805
Other apparel, women's and misses'	4,728,251
Children's wear	8,681,575
Infants' wear	4,889,587
Men's, boys', and youths' shoes	12,172,176
Women's, misses', and children's shoes	18,789,359
Rubber and other footwear(including infants' shoes)	4,503,531

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 gage 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	**114,296**	**$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	6,360	268,745,322	76.90
Connecticut	2,214	75,768,162	1.79	8	1,462	57,678,235	76.12
Maine	992	26,830,594	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	576	26,991,889	89.65
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	61,804,451	67.09
Michigan	4,645	191,163,857	4.51	15	3,036	158,213,227	82.76
Ohio	6,407	250,031,427	5.90	23	4,051	199,222,579	79.68
Wisconsin	2,963	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	29,223,919	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	18,859,638	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	88.27
North Carolina	1,259	38,546,525	0.91	8	519	21,662,144	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	87,402,754	66.30
Alabama	773	29,837,926	0.71	3	362	20,637,076	69.16
Kentucky	1,232	42,833,106	1.01	4	555	28,681,465	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	33,662,473	76.21
WEST SOUTH CENTRAL	5,538	212,466,589	5.01	21	2,224	138,060,508	64.98
Arkansas	587	16,538,900	0.39	2	86	4,890,854	29.57
Louisiana	957	36,921,940	0.87	3	572	28,160,101	76.27
Oklahoma	1,136	46,707,611	1.10	3	309	25,353,889	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	4,073,394	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	1	63	3,281,243	24.84
Nevada	97	2,748,896	0.06				
New Mexico	156	4,262,816	0.10				
Utah	348	14,240,707	0.34	2	190	10,904,245	76.57
Wyoming	214	5,354,797	0.13				
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	62.53
Washington	1,423	49,930,396	1.18	5	856	37,676,203	75.46

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	12,617,338	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	1,984	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	15,234,446	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	13,051,085	33.43	712	12,041,237	30.84
Minnesota	11	255	8,665,812	10.79	899	15,111,886	18.83
Missouri	11	198	7,272,487	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	20,160,661	15.30	1,304	24,256,571	18.40
Alabama	11	193	5,516,759	18.49	218	3,684,091	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	$1,192,722,773	100.00	16,593	$855,806,487	71.75
NEW ENGLAND	2,415	93,248,856	7.82	1,396	65,557,007	70.30
Connecticut	531	20,345,864	1.71	328	14,688,022	72.19
Maine	304	9,389,575	0.79	53	2,588,363	27.57
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	826	33,465,029	79.60
New York	5,198	252,632,434	21.18	4,268	227,599,917	90.09
Pennsylvania	2,726	96,490,559	8.09	1,471	62,701,379	64.98
EAST NORTH CENTRAL	6,494	294,040,512	24.65	3,935	218,833,819	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	761	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	3,505,364	0.29			
South Dakota	155	4,916,681	0.41	11	765,768	15.57
SOUTH ATLANTIC	2,177	84,655,570	7.10	1,231	57,937,287	68.44
Delaware	68	3,184,949	0.27	43	2,597,681	81.56
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	6,828,611	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
South Carolina	118	4,704,436	0.40	46	1,937,288	41.18
Virginia	368	14,364,061	1.20	184	9,237,740	64.31
West Virginia	246	9,791,434	0.82	73	4,739,143	48.40
EAST SOUTH CENTRAL	837	36,734,324	3.08	362	22,351,426	60.85
Alabama	192	7,312,258	0.61	110	5,032,882	68.83
Kentucky	282	13,052,366	1.10	108	7,973,664	61.09
Mississippi	120	4,551,949	0.38	15	996,176	21.88
Tennessee	243	11,817,751	0.99	129	8,348,704	70.64
WEST SOUTH CENTRAL	1,380	62,665,265	5.25	602	39,824,029	63.55
Arkansas	124	4,284,990	0.36	22	1,116,568	26.06
Louisiana	225	9,583,021	0.80	150	7,559,337	78.88
Oklahoma	287	14,491,948	1.21	78	7,383,450	50.95
Texas	744	34,305,306	2.88	352	23,764,674	69.27
MOUNTAIN	761	28,622,035	2.40	207	10,457,782	36.54
Arizona	70	3,003,757	0.25	20	1,298,559	43.23
Colorado	232	8,218,069	0.69	117	4,916,481	59.83
Idaho	93	3,336,784	0.28			
Montana	143	5,224,996	0.44	19	1,175,915	22.51
Nevada	29	870,591	0.07			
New Mexico	34	1,516,018	0.13			
Utah	94	4,146,504	0.35	51	3,066,827	73.96
Wyoming	66	2,305,316	0.19			
PACIFIC	2,241	96,469,447	8.09	1,366	70,161,052	72.73
California	1,630	71,620,996	6.00	1,062	55,283,172	77.19
Oregon	214	8,814,060	0.74	80	4,338,186	49.22
Washington	397	16,034,391	1.35	224	10,539,694	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	4,406,091	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	12.53	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	40.91
Minnesota	72	3,284,353	14.56	278	7,297,378	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	16.12
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	776,488	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	13,380,330	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	27.24
Texas	107	3,955,979	11.53	285	6,584,653	19.20
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	931,495	22.47
Wyoming	22	959,977	41.64	44	1,345,339	58.36
PACIFIC	289	12,004,711	12.44	586	14,303,684	14.83
California	169	6,713,290	9.37	399	9,624,534	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	90.68
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	33,678,019	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	40,945,939	71.30
Iowa	166	7,037,370	1.27	41	3,416,470	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	4,641,491	67.58
North Dakota	22	661,285	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	9,193,923	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	9,825,160	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	5,092,832	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	6,876,833	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	2,115,449	70.69
Wyoming	18	651,956	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

[1] For number of cities see apparel group table.

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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**	**$62,610,693**	**11.34**	**3,594**	**$100,547,528**	**18.20**
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	30.28	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	18.89	14	296,618	13.11
Washington	7	320,767	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**	**$1,087,600,723**	**100.00**	**10,869**	**$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	1,242,119	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	89.61
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	9,490,738	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	635,669	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	1,669,424	82.10
District of Columbia	102	14,865,700	1.36	102	14,865,700	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 1.—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	2,926	$114,159,036	10.50	4,458	$79,298,965	7.29
NEW ENGLAND	309	10,608,323	11.48	267	4,865,223	5.26
Connecticut	82	3,708,416	18.48	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	18.71	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	75	3,169,058	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	7.57	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	10.76
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	7,234,144	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	36	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	160,187,213	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	111,328,038	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	34,895,499	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	86.79
Wisconsin	610	9,692,797	2.47	317	7,492,150	77.30
WEST NORTH CENTRAL	2,000	28,329,299	7.21	697	20,691,529	73.04
Iowa	419	4,389,950	1.12	89	2,533,660	57.71
Kansas	279	2,445,800	0.62	57	1,262,885	51.64
Minnesota	390	7,922,196	2.02	179	6,317,732	79.75
Missouri	547	9,470,652	2.41	311	8,394,446	88.64
Nebraska	175	2,396,638	0.61	49	1,655,486	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	536,626	88.69
District of Columbia	125	4,349,671	1.11	125	4,349,671	100.00
Florida	193	2,310,322	0.59	105	1,777,681	76.94
Georgia	212	3,363,038	0.86	94	2,688,613	79.95
Maryland	227	3,952,485	1.01	184	3,742,472	94.69
North Carolina	201	2,174,661	0.55	82	1,552,346	71.38
South Carolina	82	772,563	0.20	21	305,364	39.53
Virginia	160	2,972,520	0.76	85	2,386,628	80.29
West Virginia	128	1,469,917	0.37	48	868,858	59.11
EAST SOUTH CENTRAL	479	7,046,707	1.79	199	5,829,417	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	256,090	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	2,246,941	79.67
Texas	387	8,222,868	2.10	190	6,903,871	83.96
MOUNTAIN	370	5,365,347	1.37	138	3,046,473	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	29,318,349	93.52
California	1,020	24,808,293	6.32	864	23,528,880	94.84
Oregon	128	1,937,773	0.49	63	1,551,922	80.09
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	89	341,217	19.64
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	76.69	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	443,980	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	240,688	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	128,896	5.44	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	578,911	7.04	148	740,086	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	78.21	21	102,794	9.72
Nevada	11	303,631	96.62	3	10,632	3.38
New Mexico	4	28,738	36.69	14	49,583	63.31
Utah	5	103,667	10.76	29	144,285	14.98
Wyoming	13	159,189	87.65	7	22,429	12.35
PACIFIC	141	1,346,535	4.30	134	684,885	2.18
California	84	867,690	3.50	72	411,723	1.66
Oregon	27	204,742	10.57	38	181,109	9.34
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	15,886	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	5,239
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	1,796	3,096	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	1,989	418
Places under 10,000 population	2,091	2,275	1,653	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	2,868	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	2,360
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 to-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	$18,073,649	$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	533,066,746	31.89
47,645,779	10.18	2,410,020	18,884,667	66,530,446	14.22	63,041,783	27.69
34,094,986	7.20	2,338,837	33,133,659	67,228,645	14.20	50,104,276	24.78
123,363,453	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	19,753,250	26.28
12,370,013	6.68	693,886	11,757,150	24,127,163	13.03	19,335,312	23.48
65,086,231	11.78	1,945,299	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	8,519,449	13.60	8,618,720	27.36
7,283,352	7.24	452,010	4,294,997	11,578,349	11.52	9,782,807	21.24
134,581,843	12.37	4,286,997	20,349,297	154,931,140	14.25	161,526,931	29.10
116,956,453	13.08	3,370,703	12,699,402	129,655,855	14.50	137,804,724	29.91
11,626,885	10.18	492,147	3,024,120	14,651,005	12.83	15,013,122	25.98
5,998,505	7.56	424,147	4,625,775	10,624,280	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	1,671,951	15,630,817	65,572,293	18.72	64,326,779	37.09
3,201,897	13.36	235,393	1,720,568	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	66,420,235	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	4,059,140	34.96	1,831,675	50.74
82,217,787	10.19	4,332,979	28,418,024	110,635,811	13.71	126,455,093	29.39
67,207,183	10.72	3,296,424	17,446,532	84,653,715	13.51	104,851,179	30.23
9,703,249	9.56	621,031	4,075,428	13,778,677	13.58	13,560,164	26.95
5,307,355	6.76	415,524	6,896,064	12,203,419	15.53	8,043,750	35.77
115,511,168	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	1,109,605	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
111,982,157	4.46	5,675,499	116,524,447	228,506,604	9.10	111,459,452	13.54
818,930,246	12.71	27,324,971	49,547,592	868,477,838	13.48	858,912,672	26.81
658,699,707	13.69	18,736,431	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
81,990,418	8.84	5,293,539	22,359,177	104,349,595	11.25	88,843,182	20.82
620,990,182	14.28	17,053,136	1,771,298	622,761,480	14.32	611,075,124	28.36
557,651,263	14.74	14,022,833	621,013	558,272,276	14.75	548,402,826	29.24
40,575,662	11.91	1,804,346	468,864	41,044,526	12.05	41,462,158	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	26,967,698	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	86,461,849	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	12.50	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	$462,316	44.73	$106,067	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	$169,407	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	3.63
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	$40,674	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	$116,209	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
3,905	4.13	3,453	3.65	3,181	3.36	1,869	1.98	1,532	1.62	1,343	1.42	4,253	4.50
$188,952	5.04	$183,354	4.89	$194,907	5.20	$188,240	5.03	$189,338	5.05	$171,851	4.59	$378,289	10.10
1,336	5.68	1,265	5.38	1,051	4.47	613	2.61	420	1.78	281	1.19	263	1.12
$75,119	7.27	$71,734	6.94	$78,444	7.59	$59,597	5.77	$56,736	5.48	$32,935	3.18	$21,799	2.11
70	2.53	59	2.13	63	2.27	36	1.30	31	1.12	23	0.83	67	2.42
$3,456	2.40	$2,056	1.42	$2,734	1.90	$4,849	3.36	$1,148	0.79	$1,550	1.07	$4,923	3.41
16	1.22	6	0.46	8	0.61	2	0.15	1	0.08	1	0.08	9	0.69
$987	2.50	$215	0.54	$70	0.18	$106	0.27	$82	0.21	$136	0.34	$74	0.19
184	2.56	158	2.20	138	1.92	71	0.99	52	0.73	47	0.66	58	0.81
$4,525	2.67	$4,304	2.54	$3,884	2.29	$2,271	1.34	$2,240	1.32	$1,571	0.93	$2,001	1.18
1,066	8.69	1,042	8.49	842	6.86	504	4.11	336	2.74	210	1.71	129	1.05
$66,151	9.72	$65,159	9.57	$71,756	10.54	$52,371	7.70	$53,266	7.83	$29,678	4.36	$14,801	2.17
342	3.77	290	3.20	263	2.90	141	1.55	114	1.26	176	1.94	1,782	19.65
$14,653	2.92	$26,917	5.37	$21,046	4.20	$26,320	5.25	$33,382	6.65	$21,571	4.30	$155,252	30.96
599	3.92	602	3.94	660	4.32	499	3.27	485	3.18	393	2.57	730	4.78
$57,467	5.82	$41,471	4.20	$56,518	5.73	$68,446	6.94	$75,005	7.60	$96,744	9.80	$114,191	11.57
453	2.78	366	2.25	404	2.48	228	1.40	204	1.25	201	1.24	507	3.11
$7,925	2.21	$9,502	2.65	$10,489	2.93	$6,732	1.88	$8,053	2.25	$8,948	2.50	$38,460	10.75
----	----	1	10.00	----	----	----	----	----	----	----	----	1	10.00
----	----	$15	5.46	----	----	----	----	----	----	----	----	$59	21.45
36	1.89	29	1.52	31	1.63	26	1.37	22	1.16	21	1.10	41	2.15
$870	2.14	$562	1.38	$636	1.56	$620	1.53	$630	1.55	$635	1.56	$2,173	5.34
93	4.88	66	3.46	86	4.51	59	3.09	71	3.72	82	4.30	221	11.59
$2,862	2.46	$5,334	4.59	$5,784	4.98	$2,970	2.55	$5,282	4.55	$6,043	5.20	$29,131	25.07
10	0.64	15	0.95	10	0.64	5	0.32	3	0.19	5	0.32	5	0.32
$90	0.19	$443	0.94	$76	0.16	$152	0.32	$34	0.07	$113	0.24	$44	0.09
5	1.47	4	1.18	8	2.35	1	0.29	3	0.88	1	0.29	6	1.77
$251	2.49	$119	1.18	$325	3.22	$10	0.10	$164	1.62	$35	0.35	$200	1.98
304	2.97	247	2.41	261	2.55	133	1.30	103	1.01	89	0.87	226	2.21
$3,784	2.76	$2,942	2.14	$3,417	2.49	$2,915	2.12	$1,894	1.38	$1,792	1.30	$6,634	4.83
5	2.09	4	1.67	4	1.67	2	0.84	2	0.84	2	0.84	7	2.93
$68	1.30	$87	1.67	$190	3.64	$45	0.86	$49	0.94	$274	5.24	$219	4.19
----	----	----	----	4	5.41	2	2.70	----	----	1	1.35	----	----
----	----	----	----	$61	8.32	$20	2.73	----	----	$46	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	$11,764	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	$6,017	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	$692,491	100.00	$474,521	68.52	$62,343	9.00	$31,965	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 to-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	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amount	Per cent	Amoun	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	4.59	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
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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	$29,235	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
36	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	4.66	$1,077	0.90	$1,469	1.23
668	3.85	515	2.97	333	1.92	130	0.75	82	0.47	47	0.27	77	0.44
$23,467	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	1,888	4.16	1,652	3.64	910	2.01	708	1.56	527	1.16	821	1.81
$344,811	6.16	$419,092	7.49	$609,516	10.89	$864,041	15.44	$528,160	9.44	$259,102	4.63	$162,981	2.92
328	8.59	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	21.58	$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	$167,191	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	7.46	$22,852	5.17	$16,649	3.77	$17,813	4.03	$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	$15,656	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	$470,867	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 furnishing 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	686	$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	4.64
Department stores	604	$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 to-a-dollar stores	58	$85,911	217	$147,559	335	$126,788	526	$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	16,489	$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	1,090	$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
392	$52,246	1,083	$73,807	1,677	$63,663	1,862	$44,690	3,919	$55,076	3,799	$26,842	7,083	$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	2,698	$18,795	5,618	$14,281
1.39	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	$6	------	-------
39.90	5.54	1.16	0.09	0.36	0.01	0.28	0.01	0.26	-------	0.02	-------	-------	-------
620	$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 15.—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	490,167,307	77.34	54.82	1,390	148,219,044	85.15	16.58
Cities 10,000 to 30,000	2,926	114,159,036	10.50	100.00	2,146	79,250,201	12.51	69.42	420	18,201,158	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	1,479,742	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	46,662,137	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	4,064,600	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	58,512,436	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	53	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	12.99
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	10.96
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	3,500,753	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	15.41
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	44.63	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	76	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	456,323	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	3.57	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	94.26	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	2.37	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	88.58	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	1,329,246	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	108,869	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	8.63	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	0.57	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	90.56	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	0.79
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	178,710	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	90.91	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	13.84
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	218,833,819	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	80,133,328	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	34,842,895	43.48	90.57	62	2,123,331	22.93	5.52
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	97.38	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	80.38	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	23,638,750	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	80.03	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	38,521,559	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	9,530,865	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	8.83	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	406,576	10.64	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	14.36	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	23,762,388	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	2.76	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	329,878	100.00	0.31
Cities over 30,000	35	1,798,254	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	252,884	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	2,316,134	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	854,651	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	728,962	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	0.46								
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	3.16	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	893,974	19.43	9.45								
Places under 10,000					4	221,976	4.82	1.66								
Mountain	14	575,711	100.00	2.01	15	911,938	100.00	3.19	4	407,722	100.00	1.42	17	132,393	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	9,161,244	100.00	9.43	52	4,811,168	100.00	4.99	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)

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	389,105,464	70.46	100.00	3,852	196,977,523	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	7,805,739	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	28,539,824	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	583,294	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	134,258,343	80.89	100.00	1,693	71,396,395	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	49.07	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	103,060,367	100.00	100.00	1,257	59,100,279	100.00	57.35	159	15,990,508	100.00	15.52
Cities over 30,000	1,077	77,869,856	75.56	100.00	667	41,430,977	70.10	53.21	112	13,504,575	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	194	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	3,309,833	11.04	70.16	9	362,423	2.68	7.68
Places under 10,000	403	11,766,168	20.49	100.00	367	10,194,074	34.01	86.64	21	1,094,334	8.10	9.30
South Atlantic	1,537	60,705,573	100.00	100.00	1,117	36,801,865	100.00	60.62	128	7,419,079	100.00	12.22
Cities over 30,000	598	30,132,661	49.64	100.00	406	16,910,162	45.95	56.12	55	4,268,763	57.54	14.17
Cities 10,000 to 30,000	259	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	19,827,178	32.66	100.00	550	14,426,975	39.20	72.76	53	1,815,529	24.47	9.16
East South Central	679	27,986,934	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	2,515,067	14.79	53.30	15	646,471	17.22	13.70
Places under 10,000	307	7,985,271	28.53	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	5,866,260	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	12.49
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	238	13,226,272	100.00	100.00	197	9,967,144	100.00	75.36	25	1,485,987	100.00	11.24
Cities over 30,000	61	6,876,833	51.99	100.00	45	4,675,878	46.91	67.99	7	676,666	45.54	9.84
Cities 10,000 to 30,000	21	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	156	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	8	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	10	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	68	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	15.88	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	23.83	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	2,782,944	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	260,445	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	11.08	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	1,387,288
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	438,753,571	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	32,646,385	16,208,900
Ohio	165,805,548	5.89	45,660,653	15,427,694
Wisconsin	56,131,415	1.99	17,215,801	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	7,597,273
Nebraska	25,567,189	0.91	7,341,892	3,088,394
North Dakota	10,181,660	0.36	2,966,652	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	5,354,357	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	40,996,882	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	3,617,473
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	2,628,250	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	326,147
PACIFIC	242,433,969	8.61	62,570,374	14,451,286
California	180,102,751	6.40	45,940,366	9,628,103
Oregon	22,420,173	0.80	5,519,351	1,977,509
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	32,791,077	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	102,606,590
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	5,998,334
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	3,394,809	606,444	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	9,093,266	20,270,247	32,862,137
Oregon	5,742,728	1,408,950	3,593,921	4,177,714
Washington	11,304,634	2,637,356	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**	**$461,934,591**
New England	346,821,968	8.28	133,341,807	27,412,394	42,487,780
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	26,311,380
New Hampshire	12,153,238	0.29	4,185,260	1,272,633	1,694,764
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	773,290
Middle Atlantic	1,219,245,418	29.10	511,346,644	98,897,817	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	148,635,989	34,113,060	40,574,632
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	557,032	818,082
District of Columbia	41,312,330	0.99	17,113,723	3,472,747	4,457,970
Florida	38,004,419	0.91	15,416,548	3,202,411	3,478,320
Georgia	51,276,340	1.22	18,302,936	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	4,352,057
South Carolina	23,658,806	0.56	9,541,478	2,713,042	2,112,442
Virginia	50,324,389	1.20	20,705,196	4,766,425	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	16,761,622
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	30,650,974	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	25,144,268	32,906,573
Arkansas	27,826,191	0.66	12,554,752	2,172,442	2,960,074
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	102,679,446	2.45	42,378,257	7,169,856	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	14,537,766	0.35	6,087,389	756,502	1,825,236
Nevada	2,928,563	0.07	1,360,163	262,242	311,290
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	30,900,360	46,075,833
California	280,686,996	6.70	106,505,698	23,747,100	35,679,479
Oregon	30,953,967	0.74	11,026,079	2,520,401	3,509,953
Washington	48,655,655	1.16	14,674,440	4,632,859	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	$462,308,630	$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	3,780,452	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	150,255	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	108,393,630	50,475,129	172,158,157	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	2,516,554	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	16,853,909	4,863,311
Missouri	14,684,116	5,273,929	24,211,622	9,012,571
Nebraska	3,336,420	1,304,524	6,551,508	1,800,390
North Dakota	1,369,971	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	4,648,968
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	56,640,591	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	16,867,455
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	250,449
Utah	2,371,580	326,505	2,441,205	1,755,526
Wyoming	545,312	169,329	1,041,999	262,279
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	**$341,377,264**	**100.00**	**$137,626,635**	**$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	1,793,038
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	9,502,088	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	3,959,407
Ohio	20,316,952	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	7,129,563
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	191,067
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	981,850	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	233,295	123,175	146,560
PACIFIC	24,676,350	7.23	11,570,225	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	763,314	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			622,600	0.08	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	3,366,038	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	51,629,164	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	5,572,288	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			103,136	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	8,647,086	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	5,677,559	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	1,017,622	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	2,487,284	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	133,967	0.11
Shoe stores			3,413,531	0.44				
Men's			1,233,670	0.16				
Family			2,179,861	0.28				

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	6,730,218	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	5,986,208	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, 390, 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		
								93, 291, 780	48. 81
123, 658	0. 03								
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, 660	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, 591	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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