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FOOD RETAILING

By JOHN GUERNSEY

INTRODUCTION

This report is one of a series of special trade studies prepared from data assembled in the first Nation-wide census of distribution. It brings together, in one bulletin, much of the available information on the operation of stores distributing foods.

This report was prepared under the general supervision of Robert J. McFall, chief statistician for distribution, and John Guernsey, in charge of retail distribution.

The total known sales of all food commodities during the year 1929 was \$13,221,000,000, exclusive only of the sale of meals. Of this total, commodities usually regarded as grocery items constitute 38.94 percent; fresh meats (including poultry and fish) constitute 20.19 percent; fruits and vegetables constitute 10.14 percent; dairy products (including eggs and milk) constitute 17.31 percent; and related commodities (delicatessen foods, confectionery and nuts, bottled beverages, fountain sales, ice cream, and tobacco products) constitute the remaining 13.42 percent. Details are presented in chapter III herein.

Although the major part of the retail food business is transacted in food stores, a substantial amount of food is sold in stores not usually associated with the food group. Primarily they include country general stores, department stores, general merchandise stores, feed-grocery stores, variety stores and the restaurant group.

Table 26 herein presents a detailed analysis of the sales of food in each of these kinds of stores. The aggregate figures are as follows:

FOOD SALES, BY COMMODITIES

COMMODITY	Sales (in thousands)	Percent to total
Total	\$13, 221, 103	100. 00
Bakery products (fresh)	614, 103	4. 64
Lard, cooking fats, etc.	307, 850	2. 33
Flour	358, 468	2. 71
Sugar	545, 032	4. 13
Canned goods and other groceries	3, 322, 407	25. 13
Fresh meats (including poultry)	2, 607, 146	18. 97
Fresh fish and other sea foods	101, 677	1. 22
Fruits and vegetables	1, 340, 423	10. 14
Butter and cheese	952, 222	7. 20
Milk and cream	828, 500	6. 27
Eggs	507, 701	3. 84
Delicatessen ready-to-serve foods	186, 384	1. 40
Confectionery and nuts	512, 274	3. 87
Bottled beverages	142, 501	1. 10
Fountain sales (including ice cream)	616, 317	4. 65
Cigars, cigarettes, and tobacco (food-group stores only)	317, 012	2. 40

Sale of Meals.—In addition to the food sales summarized above, the total known sale of meals is \$2,515,405,871, exclusive of meals in boarding houses and nonpublic eating places. Details are presented in chapter II herein and particularly in a table on page 23.

The scope of this report.—Foods sold at retail may be divided into two major classes; i. e., (1) foodstuffs, such as groceries and meats, sold primarily by food stores; (2) food in the form of meals, sold primarily by restaurants, hotel dining rooms and other eating places. However, many stores other than food stores sell food, including particularly general stores, department stores and feed stores with groceries. Delicatessen stores sell large quantities of prepared food as well

as other foodstuffs. Meals are sold by confectionery stores, department stores, filling stations, drug stores, cigar stores, news dealers and bakeries, to mention only a few, in addition to restaurants.

On the other hand, the sales of food stores include more than the sale of food. Other principal commodities sold by food stores are cigarettes, household supplies, stationery, light globes and other nonfood commodities, in addition to meals. Restaurants and other eating places sell many related commodities in addition to the sale of meals. Hence the aggregate of food-store sales, which is nearly \$11,000,000,000, is not a measure of the total sales of food, nor is the \$2,124,890,000 aggregate receipts of restaurants a measure of the sale of meals.

This report marshals the known facts concerning the retail sale of food, wherever sold, as disclosed by the first nation-wide census of retail distribution. It shows the approximate total consumption of foods of all kinds, through commercial channels, the extent of the market for principal foodstuffs, and also the market within the food field for other commodities than foods. It makes no attempt to estimate the consumption through noncommercial channels, such as that of food consumed by farmers and others at the place of production and informal occasional sales and barter which do not enter the field of business. Unless otherwise stated, all data are derived from the 1930 Census of Distribution, which fortunately is based upon the year 1929, since conditions in the more recent years have been so abnormal. Although the dollars of sales were lower in the years immediately following 1929, there is no reason to believe that the ratios or relationships between the component branches of the food industry differ materially year by year from those disclosed herein, although the proportions of food sales to total retail sales does vary somewhat.

Chapter I of this report describes the various kinds of food stores and their operation, their relative volume of sales, their cost of doing business, and the nature of the commodities sold. Chapter II presents and discusses similar data for restaurants and other eating places.

Chapter III analyzes the sales in more detail by commodities. It describes the various related commodities sold by food stores and restaurants in addition to food, and the relative sales importance of each.

Chapter IV is of particular interest to manufacturers and wholesalers of food products. It enumerates the number and geographic location of the retail outlets through which food distribution may be promoted, either by direct contact with independent proprietors, by contact with chain store buyers, or by selling to wholesalers. It describes the considerable variation in the average expense ratio, between the several kinds of retailers who can and do sell foods, and emphasizes the effect of the retailer's expense ratio on his average marking rate, and on his attitude toward the sale of food.

Its purpose is to outline the extent of the market nationally and in each of the geographic divisions of the country, for many of the more important food commodities.

An appendix to this report gives definitions of the various kinds of stores in the food and restaurant groups and other stores mentioned in this report as selling food, taken from the United States Summary of Retail Distribution but arranged alphabetically.

Chapter I.—FOOD STORES AND THEIR OPERATION

(For restaurant section see p. 22)

Description of the business.—Food stores described in this report are stores selling food to the consumer, at retail, as their principal activity. They may and usually do sell other commodities than food but in lesser amount. Other stores sell food, but unless food is their principal commodity they are not classified as food stores.

Number of food stores.—There are 18 kinds of stores which are included in the food group. Of these by far the greatest in number are *grocery stores* (without fresh meats) of which there are 191,876. There are 115,549 combination stores (groceries and meats) of which 91,888 are grocery stores with meats, and 23,661 are meat markets with groceries. The next most important classification in order of stores but not in the order of sales is that of *confectionary stores* of which there are 60,607 in addition to 2,658 specialized candy stores or nut stores.

Meat markets (without groceries) number 43,788. There are 22,904 *fruit and vegetable markets*, many of which are operated as stands in general food markets or public markets.

The kinds of business in the food group are shown in the following summary of food stores:

KIND OF BUSINESS ¹	Number of stores	KIND OF BUSINESS ¹	Number of stores
Total.....	481,891	Delicatessen stores.....	11,168
Grocery stores (without meats).....	191,876	Fish markets—sea foods.....	6,077
Combination stores:		Dairy products stores (including ice cream).....	4,488
Grocery stores (with meats).....	91,888	Milk dealers.....	3,990
Meat markets (with groceries).....	23,661	Egg and poultry dealers.....	3,258
Confectionery stores.....	60,607	Candy stores—nut stores.....	2,658
Meat markets (without groceries).....	43,788	Coffee, tea, spice dealers.....	1,286
Fruit and vegetable markets.....	22,904	Farm products stores.....	674
Bakeries—bakery food stores (except man- ufacturing bakeries).....	11,003	General food stores (miscellaneous).....	686
		Bottled water and beverage dealers.....	621
		Caterers.....	110

¹ Definitions of the several kinds-of-business designations referred to in the food group (ch. 1) and the restaurant group (ch. 2) may be found in the appendix (pp. 90-92).

In addition to these stores of the food group there are four kinds of stores in other groups which are large distributors of food. Country general stores all sell food, and there are 104,089 such stores. There are 460 department stores with food departments, 2,182 general merchandise stores selling food and 7,127 feed-grocery stores. The total sales of food stores in 1929 were about \$11,000,000,000. There are many other stores which sell food in relatively small amounts, but whose aggregate sales approximate \$2,080,000,000. These are described later in this report.

Sales of food stores.—In the order of relative sales, combination stores lead with total sales of \$3,903,662,000. *Grocery stores* (without fresh meats) show total sales of \$3,449,129,000, and *meat markets* are next in order with sales of \$1,253,259,000.

The 18 kinds of business in the food group are as follows:

KIND OF BUSINESS ¹	Total net sales (1929) ²	Percent of total sales of food group
Total, food group only.....	\$ 810,966,922,407	100.0
Combination stores.....	3,903,662,067	35.6
Grocery stores with meats.....	3,025,304,722	27.6
Meat markets with groceries.....	878,357,345	8.0
Grocery stores (without meats).....	3,449,129,144	31.4
Meat markets (without groceries).....	1,253,259,544	11.4
Milk dealers.....	690,496,509	6.3
Confectionery stores (candy and fountain).....	536,636,045	4.9
Fruit stores and vegetable markets.....	308,379,359	2.8
Delicatessen stores.....	194,820,089	1.8
Bakeries and caterers.....	201,092,782	1.8
Bakeries.....	193,563,093	1.7
Caterers.....	7,529,689	0.1
Dairy products stores.....	165,965,016	1.5
Fish markets—sea foods.....	83,698,479	0.8
Egg and poultry dealers.....	70,858,063	0.7
Coffee, tea, spice dealers.....	44,938,342	0.4
Candy stores—nut stores.....	34,913,329	0.3
Bottled water and beverage dealers.....	11,533,231	0.1
Farm-products stores.....	8,942,183	0.1
General food stores (miscellaneous).....	8,598,165	0.1

¹ Definitions of the several kinds-of-business designations referred to in the food group (ch. 1) and the restaurant group (ch. 2) may be found in the appendix (pp. 90-92).

² Includes food and nonfood sales. For food sales of these and other stores see table 26.

³ *Subsequent volume of sales.*—The Progressive Grocer, trade paper in the food field, estimates that independent grocers, combination and general store food and grocery sales in 1932 totaled \$4,609,000,000 as compared with \$0,581,000,000 in 1929. Food and grocery sales in 1932 of meat markets, fruit and vegetable stores, bakeries, confectionery, and other independent retail food stores are estimated at an additional \$1,813,000,000 compared with \$2,675,000,000 in 1929. The estimated total of food and grocery sales of all retail independent food stores in 1932 (sum of above) is \$6,422,000,000 compared with \$9,256,000,000 in 1929.

Chain grocery and combination store sales of 1932 are estimated by the Progressive Grocer as \$2,303,000,000 as compared with \$2,920,000,000 in 1929. Chain meat, bakery, confectionery, dairy, and miscellaneous chain sales account for an additional food and grocery volume in 1932 of \$467,000,000 as compared with \$625,000,000 in 1929. Total food and grocery sales of chain stores in 1932 were \$2,770,000,000 as compared with \$3,554,000,000 in 1929.

The estimated total of both chain and independent food and grocery sales in 1932 is \$9,192,000,000 compared with \$12,810,000,000 in 1929. The Department of Labor retail food price average index of 1932 was 84.8 percent lower than the average for 1929.

Combination stores, consisting of grocery stores selling fresh meats or meat markets selling a substantial proportion of groceries, report the largest volume of sales of any kind of business in the food group, even though they do not lead in the number of stores operated. There is some difference between combination stores which have developed from grocery stores, and combination stores which have developed from meat markets. The census report shows that the former are able to operate at slightly lower expense rate, and the proportion of meats and groceries in each is still influenced to some extent by the nature of the primary food field out of which they developed. However, for the purpose of this report and to avoid meaningless confusion they are frequently combined under the general description of combination stores.

Since grocery stores, combination stores, and meat markets constitute the principal food-store classifications, special attention is given in this report to these three outstanding kinds of business. Sections in less detail are devoted to dairy-products stores, fruits and vegetable markets, bakeries, and delicatessen stores.

In addition to the 18 kinds of stores listed in the food group (p. 4) the four other kinds of business in which large quantities of food are regularly sold, are treated herein in almost as much detail as if they were component parts of the food group. They are general stores, feed stores which sell groceries, general merchandise stores with food departments, and department stores with food departments. According to the best information available, the total food sales of these four kinds of stores alone is \$1,797,500,000. This does not include the sale of meals which would add another \$30,000,000.

Operating expenses of food stores.—Food stores, as a group, operate at an average expense rate of \$19.50 per \$100 of sales. This average, however, is not representative of the expense rate of two kinds of stores which make up the bulk of the food group, namely: Combination stores and grocery stores. The average operating ratio of combination stores is \$16.10 per \$100 of sales and that of grocery stores is \$17.36. Meat markets (without groceries) operate at an average expense ratio of \$19.61. The average for the group is affected by the higher expense of such stores as fruit and vegetable markets, confectionery stores, bakeries, and fish markets, and the high operating expense of milk dealers who constitute an important factor in the food field. However, the food group average of \$19.50 is about 25 percent lower than the average for all retail stores outside of the food group, which is \$26.34 per \$100 of sales.

In comparison with the food-group average of \$19.50, the expense ratio for country general stores is \$13.59; feed-grocery stores, \$12.13; general merchandise stores with food departments, \$16.17; and department stores with food departments, \$28.19. These latter four ratios are averages covering all kinds of commodities sold by such stores, and not merely the expenses of food departments. This subject is discussed more fully in later paragraphs.

Grocery stores and combination stores operate at almost the lowest expense ratio of all retail businesses. Food, shelter, and clothing constitute the three basic necessities. As a commercial commodity, food has many advantages over all other commodities in that it is in constant, predictable demand, its turnover rate is rapid, the whims of style or fashion are negligible or take place over a considerable period of time, and the public is educated to buy food with less customer-service than it demands with any other class of commodity. In a period when even such low-expense commodities as feed and farm supplies are requiring more and more servicing, better display, and more competitive selling, grocery stores are tending toward a further curtailment of service costs by attracting more consumers to the minimum-service or self-service stores, and teaching them that they can buy foods satisfactorily on the cash-and-carry basis. The nature of grocery commodities, particularly packaged items, lends itself to the self-service method of selling. The same is not true of most other commodities, either because of the nature of the goods, the danger of indiscriminate open display, the element of size and fitting, or the lack of technical knowledge of the goods on the part of the public, which must be supplied by salespeople.

In buying food, the public knows what it wants, influenced by satisfactory experience or by persuasive advertising, and actually there is little salesmanship required or exercised in the retailing of food, other than the promotional value of display. Whether real salesmanship would increase the consumption of specialties or improve the demand for highly seasonal foods in season is beside the point, in view of the fact that comparatively few grocery stores are so organized as to develop the selling capacity of their employees in any event. Sales effort in grocery stores is largely confined to advertising and display, except in the few so-called "quality stores" which provide full customer-service, necessarily at somewhat higher prices. Manufacturers cannot look to food retailers for salesmanship. Specialties must sell on their appearance and merits alone, or by actuating the consumer in advance by effective advertising.

The habit of stopping at a food store on the way home from a shopping trip, and carrying the purchases or having them delivered informally at a small extra cost to the purchaser, is becoming widespread and its convenience accounts to a large extent for the growth of the cash-carry grocery store and its resulting lower operating expenses. It is also an important consideration in planned marketing of food products.

Employees and wages.—Table 2 shows in detail, so it is unnecessary to discuss it here at length, that the stores of the food group in 1929 employed an average of 569,632 full-time employees, 153,775 part-time employees and the services of 468,301 active proprietor-owners. The total amount paid out in wages that year was \$767,207,000 to which must be added the wage value of proprietors' services in order to arrive at wage cost. Proprietors' services for this purpose are computed at the rate of wage paid, in the same kind of business, to the average full-time employee. It is the measure not of the proprietor's value to the business but of the clerk-value of his time.

In addition to any amounts withdrawn by proprietor-owners for their own use, the food stores of the country paid out in wages an average of \$14,753,988 per week, as shown below.

PAY ROLL AND WAGE COST, FOOD STORES

KIND OF BUSINESS	Total annual pay roll	Wage cost (percent to sales)
Total.....	¹ \$790,628,267	11.88
Combination stores.....	254,263,477	10.00
Grocery stores with meats.....	192,604,127	9.78
Meat markets with groceries.....	61,759,350	10.74
Grocery stores (without meats).....	183,430,001	10.92
Meat markets (without groceries).....	84,893,203	12.00
Milk dealers.....	¹ 124,347,894	13.98
Confectionery stores (candy and fountain).....	41,358,924	13.52
Fruit stores and vegetable markets.....	20,583,348	15.62
Delicatessen stores.....	10,693,981	11.53
Bakeries and caterers.....	31,060,451	15.45
Bakeries.....	29,327,722	22.09
Caterers.....	1,732,729	24.36
Dairy products stores.....	13,582,048	11.52
Fish markets—sea foods.....	7,500,379	13.10
Egg and poultry dealers.....	3,919,756	10.64
Coffee, tea, spice dealers.....	7,437,642	19.24
Candy stores—nut stores.....	4,365,395	17.68
Bottled water and beverage dealers.....	2,598,401	29.11
Farm products stores.....	455,775	14.49
General food stores (miscellaneous).....	617,617	14.87
Average weekly pay roll.....	15,202,466	

¹ These figures include data for additional milk dealers whose sales are shown separately in table 1.

Expenses by size of city.—Analysis of expenses in towns, small cities, and the larger cities discloses several facts which have a bearing on operating as well as marketing problems. One is that the combination store is primarily a larger-city institution, the smaller places still using the separate grocery stores and separate meat markets to a much greater extent. Another is that both grocery stores and meat markets cost more to operate in places of less than 10,000 than they do in larger cities, whereas combination stores cost less. The exception to the general rule of decreasing expenses in the case of grocery stores and meat markets undoubtedly is influenced to a large extent by the fact that the place of these more or less specialized kind of stores is taken, in the small communities, by the general or so-called "country general stores". Cities of 10,000 to 30,000 population show the lowest average expense ratio for grocery stores as well as for meat markets.

It is a well-established principle in retail distribution that expense varies directly with the size of city, other factors being equal. This principle has been substantiated repeatedly throughout retail census reports. There is no reason to believe that it does not apply to food stores. The apparent explanation for the higher expenses in the smaller places is that the cash-carry principle is less popular proportionately, most of the stores in the smaller places continuing to provide a higher grade of selling service, telephone orders, charge accounts, and delivery. The same does not apply to the newer kind of combination stores. In this connection it is well to keep in mind that small-town stores are not synonymous with small-size stores, there being about the same proportion of \$10,000-per-year stores or \$50,000-per-year stores in the smaller towns as in the larger cities.

The following comparison of operating ratios shows that combination stores bear out the principle that expense varies directly with the size of city, whereas grocery stores and meat markets in the smaller places entirely offset by increased service the expense advantage which otherwise would be theirs.

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FOOD RETAILING

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COMPARISON OF OPERATING EXPENSES BY SIZE OF CITY

KIND OF BUSINESS	OPERATING EXPENSES PER \$100 OF SALES			
	Average	Cities of more than 30,000	Cities of 10,000 to 30,000	Places of less than 10,000
Combination stores.....	\$16.10	\$16.63	\$15.62	\$15.37
Grocery stores (without meat).....	17.36	17.24	16.64	17.81
Meat markets (without groceries).....	19.61	19.73	18.96	19.60

Stocks on hand and turn-over.—The census reports show only the stock on hand at the end of the year 1929, and closing figures alone are not sufficient for the purpose of computing turn-over rates. The rate of stock turn, or turn-over, should indicate the number of times that a stock turned over during the year—the number of times that it came into stock as purchases and went out again as sales. To determine turn-over, therefore, it is necessary to put both factors on the same basis of *retail values* and to know the retail value of the *average* stock, not merely the cost value of the stock at the end of the year. The standard method for determining average stock is to add together the opening inventory for the year and the closing inventory at the end of each month (making 13 components) and dividing the sum by 13. This information is not available.

There is considerable value, however, in comparing the stock-sales ratios of the different kinds of food stores. Stock-sales ratio is merely an inadequate substitute for turnover figures, and is the ratio of cost stock at the end of the year to retail sales during the year. The ratio has no value or significance of itself, and becomes interesting only when it may be assumed that the closing stock is approximately the average stock (which is seldom true) and then only for limited comparison between stores in the same business field.

The following table compares sales, stocks, and stock-sales ratios for four kinds of food stores, subject to the limitations described above. For example, the average combination-store stock (at cost) is 5.7 percent of the year's sales, but in the larger cities it drops to 5.1 percent of sales.

KIND OF BUSINESS	Sales, year 1929	Stock at cost end of 1929	STOCK-SALES RATIOS, PERCENT			
			Average	Cities over 30,000	Cities 10,000-30,000	Places under 10,000
Combination stores.....	\$3,903,662,067	\$223,212,040	5.7	5.1	5.8	6.8
Grocery stores (no meats).....	3,449,129,144	261,019,370	7.6	6.8	7.5	8.8
Meat markets (including sea foods).....	1,336,958,023	26,105,330	1.9	1.6	2.1	2.9
Country general stores.....	2,670,744,006	646,265,480	21.2	19.5	22.0	21.1

SALES BY SIZE OF CITY

Grocery stores.—Of the nearly 200,000 grocery stores, 45 percent are located in cities of more than 30,000,¹ 11 percent in cities of 10,000 to 30,000,¹ and 44 percent in cities and places of less than 10,000¹ population. Sales, however, are not in the same proportion. The 45 percent of stores in the larger cities sell 52.8 percent of the total of all grocery stores; the 11 percent in cities of 10,000 to 30,000 sell 12.87 percent; and the 44 percent in places of less than 10,000 sell 34.33 percent. (For summary see table 3A.) These percentages vary greatly in the different States, as shown in detail in table 5. The same table also shows the proportion of grocery stores and their sales in each State in relation to the United States total.

Meat markets.—Of the nearly 50,000 meat markets, 63 percent are located in cities of more than 30,000; 8 percent in cities of 10,000 to 30,000; and 29 percent in cities and places of less than 10,000 population. Sales do not vary greatly from these same proportions. The 63 percent of stores in large cities do 67.43 percent of the business; the 8 percent in the smaller cities do 10.10 percent of the business; the 29 percent in places of less than 10,000 do 22.47 percent of the

¹ Proportion of population in each of these size-of-city groups is as follows: Cities of more than 30,000, 33.7 percent; 10,000 to 30,000, 8.9 percent; less than 10,000, 52.4 percent.

total business of meat markets. (For summary see table 3B.) Variations between States and the proportion of the total business done by markets in each State are shown in table 6.

Combination stores.—Cities of more than 30,000 population contain 52 percent of all the combination stores in the country and they do 54.78 percent of the total business of such stores; cities of 10,000 to 30,000 contain 14 percent of the stores and show 15.87 percent of the business; places of less than 10,000 contain 34 percent of the stores, whose sales aggregate 29.36 percent of the total business of all combination stores in the United States. (For summary see table 3C.) Table 7 shows the variations between States and the proportion of stores and sales in each State in relation to total stores and sales.

Dairy products stores and milk dealers.—As is to be expected in this kind of business, of which a substantial proportion represents milk dealers, 80.33 percent of the total business which can be classified by size of city is found to be in the larger cities of more than 30,000 population, handled by 65 percent of the dealers. Cities of 10,000 to 30,000 include 11 percent of the dealers and 8.38 percent of the sales; places of less than 10,000 contain 24 percent of the dealers, with 11.29 percent of the sales. Many dairy products stores and some milk dealers sell ice cream. Because of the nature of the business and the location of the premises, the field enumerators overlooked a number of the milk dealers, the omissions being caught in final review. Completed too late to be spread in detail throughout the published State reports, these additional milk-dealer sales totaled \$129,500,822 and are shown, by States, in table 8.

Fruit and vegetable markets.—About 80 percent of the fruit stores and vegetable markets are located in cities of more than 30,000 population and they do 77.92 percent of the total business; 7 percent are in cities of 10,000 to 30,000 population, with sales aggregating 10.37 percent of the United States total; 13 percent are in places of less than 10,000 and they do 11.71 percent of the total business. It is apparent that in this business the markets are substantially uniform in size in all three sizes of cities. Variations between States and the proportion of stores and sales in each State in relation to the United States totals are shown in detail in table 9.

Delicatessen stores.—Delicatessen stores are found mostly in the larger cities; 89 percent of them are in cities of more than 30,000 population and they do 89.58 percent of the business. Cities of 10,000 to 30,000 population contain 5 percent of the stores and show 5 percent of the sales; places of less than 10,000 contain 6 percent of the stores and they do 5.42 percent of the total business. Variations between States (some of which have no delicatessen stores at all) are shown in detail in table 10.

Bakeries (including caterers).—Of the 12,013 bakeries in the country, 57 percent are in cities of more than 30,000 population and they do 62.22 percent of the business; 10 percent are in cities of 10,000 to 30,000 population with 10.1 percent of the total sales; 33 percent are in places of less than 10,000 population and they do 27.68 percent of the total business. It should be understood that the retail census contains principally those so-called bakeries which are in fact bakery products stores, selling the products of manufacturing bakeries enumerated in the manufactures census, although the retail count also includes small bakeries of less than \$5,000 annual production (too small for the manufactures census) which sell their own products. A few caterers (110 in the entire country) are included in this classification. For details of the analysis by size of city and by States, see table 11.

ANALYSIS BY SIZE OF BUSINESS

Grocery stores.—More than one half of all grocery stores (without meats) do an annual business of less than \$10,000, although the total sales of the 100,496 stores in that category aggregate only 10.65 percent of all grocery stores (without meats). At the other extreme of size there are 3,002 large grocery stores whose combined sales also aggregate 10.65 percent of all grocery store sales, all of whom do more than \$50,000 per year and 60 percent of whom do more than \$100,000 each.

Average sales of the nearly 200,000 grocery stores show nearly \$18,000 per store, but they may be separated nearly equally into two groups—those doing less than \$10,000 each and averaging \$3,654 per store, and those doing more than \$10,000 each and averaging \$33,726 per store.

The summary follows.

GROCERY STORES (WITHOUT MEATS)

AMOUNT OF ANNUAL SALES	STORES		SALES		Average sales per store
	Number	Percent	Amount	Percent	
\$500,000 and over.....	22	0.01	\$19,724,000	0.57	\$896,545
\$300,000 to \$500,000.....	58	0.03	21,492,000	0.62	370,552
\$200,000 to \$300,000.....	139	0.07	32,563,000	0.94	234,266
\$100,000 to \$200,000.....	1,583	0.83	198,575,000	5.70	125,442
\$50,000 to \$100,000.....	15,196	7.92	984,550,000	28.55	64,790
\$30,000 to \$50,000.....	23,865	12.44	926,075,000	26.85	38,805
\$20,000 to \$30,000.....	18,290	9.53	445,933,000	12.93	24,381
\$10,000 to \$20,000.....	32,227	16.80	452,988,000	13.13	14,056
Total, upper group.....	91,380	47.63	3,081,006,000	89.35	33,726
Less than \$10,000 each.....	100,496	52.37	367,223,000	10.65	3,654
Total, all stores.....	191,876	100.00	3,449,129,000	100.00	17,976

Meat markets.—About one half of the meat markets do less than \$20,000 of business annually, this group averaging \$10,183 per market per year. The other half (48.69 percent), all of whom sell \$20,000 or more per year, average \$48,050 per store. There are 43,788 meat markets in all. The 21,321 which do \$20,000 or more of business annually account for 81.75 percent of the total business of all meat markets, while the 22,467 small markets account for only 18.25 percent.

The summary follows:

MEAT MARKETS

AMOUNT OF ANNUAL SALES	STORES		SALES		Average sales per store
	Number	Percent	Amount	Percent	
\$500,000 and over.....	38	0.09	\$26,534,000	2.12	\$698,263
\$300,000 to \$500,000.....	92	0.21	33,822,000	2.70	367,630
\$200,000 to \$300,000.....	193	0.44	45,869,000	3.66	237,663
\$100,000 to \$200,000.....	1,178	2.69	155,106,000	12.38	131,669
\$50,000 to \$100,000.....	4,309	9.84	285,483,000	22.78	66,253
\$30,000 to \$50,000.....	7,601	17.13	284,289,000	22.68	37,900
\$20,000 to \$30,000.....	8,010	18.29	193,375,000	15.43	24,142
Total, upper group.....	21,321	48.69	1,024,478,000	81.75	48,050
Less than \$20,000 each.....	22,467	51.31	228,782,000	18.25	10,183
Total, all stores.....	43,788	100.00	1,253,260,000	100.00	28,621

Fish markets.—In this kind of business, because it includes the innumerable fish stands in public markets, more than 60 percent of the places do less than \$10,000 of business annually, and average \$4,080 per year. The remaining 2,372 markets of more than \$10,000 annual volume average \$23,916 each. The average for all fish markets, regardless of size, is \$13,773 of sales per year.

The summary follows.

FISH MARKETS

AMOUNT OF ANNUAL SALES	STORES		SALES		Average sales per store
	Number	Percent	Amount	Percent	
\$300,000 and over.....	5	0.80	\$1,735,000	2.07	\$347,000
\$200,000 to \$300,000.....	9	.15	2,142,000	2.50	238,000
\$100,000 to \$200,000.....	72	1.19	9,650,000	11.54	134,111
\$50,000 to \$100,000.....	219	3.00	14,887,000	17.10	65,694
\$30,000 to \$50,000.....	342	5.03	12,669,000	15.14	37,044
\$20,000 to \$30,000.....	448	7.37	10,695,000	12.78	23,870
\$10,000 to \$20,000.....	1,277	21.02	17,302,000	20.67	13,549
Total, upper group.....	2,372	39.04	68,589,000	81.05	28,016
\$5,000 to \$10,000.....	1,416	23.30	9,854,000	11.77	6,959
Less than \$5,000 each.....	2,289	37.06	5,255,000	0.28	2,200
Total, all stores.....	6,077	100.00	83,698,000	100.00	13,773

Combination stores.—The average combination store does nearly twice as much business as that of the average grocery store and more than that of the average meat market. For the 115,549 combination stores, the average is \$33,784 of sales per year. Approximately one fourth of the stores do less than \$10,000 per year; 48 percent do less than \$20,000 per year, and 52 percent do more than \$20,000. The average annual sales of those doing less than \$20,000 is \$9,291 per year, while that of the stores doing more than \$20,000 is \$56,582 per year per store.

The summary follows.

COMBINATION STORES (GROCERIES AND MEATS)

91,888 grocery stores with meats..... \$3,025,305,000
23,661 meat markets with groceries..... 878,357,000

AMOUNT OF ANNUAL SALES	STORES		SALES		Average sales per store
	Number	Percent	Amount	Percent	
\$1,000,000 and over.....	45	0.04	\$83,021,000	2.12	\$1,844,011
\$500,000 to \$1,000,000.....	86	.07	58,198,000	1.49	676,721
\$300,000 to \$500,000.....	278	.24	103,700,000	2.66	373,022
\$200,000 to \$300,000.....	573	.50	133,971,000	3.43	233,806
\$100,000 to \$200,000.....	5,443	4.71	711,614,000	18.23	130,739
\$50,000 to \$100,000.....	16,216	14.03	1,111,542,000	28.48	68,546
\$30,000 to \$50,000.....	19,914	17.24	705,120,000	19.60	38,422
\$20,000 to \$30,000.....	17,280	14.96	418,903,000	10.73	24,232
Total, upper group.....	50,845	51.79	3,386,143,000	86.74	56,582
Less than \$20,000 each.....	55,704	48.21	517,519,000	13.26	0,201
Total, all stores.....	115,549	100.00	3,903,662,000	100.00	33,784

Combination stores may predominate in the sale of groceries, with meat secondary, or meat may dominate and groceries may be secondary. The census shows the two kinds separately in many tables. In the matter of size, the former average about \$33,000 while the latter average about \$37,000. Proportionately, there are many less very small stores in the latter classification. Only 18.32 percent of them do less than \$10,000 of business annually, whereas 28.05 percent of the former classification show sales of less than \$10,000. Otherwise, throughout the size-groups the proportions are about the same. In both kinds of stores the most numerous size-group is made up of those stores doing between \$10,000 and \$20,000 per year. For grocery-meat stores this group includes 21.84 percent of all stores and does 9.54 percent of the total business, while for meat-grocery stores the group includes 23.37 percent of the stores and does 9.21 percent of the total business.

POSITION INDEX OF THE VARIOUS FOOD STORES

Per capita sales are frequently misleading as an index of relative buying power of a community, because such a large part of a city's retail sales is made to the citizens of surrounding and nearby cities. The proportion of sales to the city's residents and to the residents of other places varies greatly between cities and even more between various kinds of business. If there is any proper use of per-capita sales as a guide it is in measuring food sales and filling-station sales. For all other kinds of merchandise it is varying misleading and meaningless.

A better index is the ratio of the sales of a given kind of store, or of a given commodity, to the total retail sales of the city or State. The percentage of this ratio, in a given State, to the ratio in the entire United States provides an index figure which expresses the relative position of that kind of store in that State. It is known as the *position index*.

POSITION INDEX

(Relative importance of the kind of store, in each State, in comparison with the importance of the store in the United States)

STATES	KIND OF BUSINESS						
	Grocery stores	Meat markets	Combination stores	Dairy products stores	Fruit and vegetable markets	Delicatessen stores	Bakeries
United States.....	7.02% =100	2.72% =100	7.05% =100	1.88% =100	0.63% =100	0.40% =100	0.42% =100
Alabama.....	80	28	108	19	30	25	81
Arizona.....	63	47	143	40	35	5	114
Arkansas.....	62	13	95	9	13	3	69
California.....	106	113	79	79	143	73	88
Colorado.....	74	53	134	55	60	28	83
Connecticut.....	138	93	126	141	75	123	69
Delaware.....	106	105	120	103	110	58	60
District of Columbia.....	58	82	140	174	203	320	67
Florida.....	103	60	145	53	65	30	62
Georgia.....	109	40	112	16	30	23	10
Idaho.....	106	97	70	17	8	3	62
Illinois.....	105	130	79	155	111	198	62
Indiana.....	79	71	151	78	44	88	64
Iowa.....	77	70	98	43	30	8	62
Kansas.....	52	39	142	28	17	3	76
Kentucky.....	78	54	141	44	35	53	86
Louisiana.....	103	67	72	19	121	13	107
Maine.....	114	35	142	40	113	3	119
Maryland.....	67	101	143	104	146	103	153
Massachusetts.....	110	67	154	122	117	85	153
Michigan.....	98	101	118	93	35	25	90
Minnesota.....	104	119	93	95	37	8	71
Mississippi.....	99	29	70	7	17	5	40
Missouri.....	45	34	148	78	41	35	69
Montana.....	118	105	66	15	11	3	74
Nobraska.....	55	66	104	34	10	10	95
Novada.....	104	113	82	21	17	None	76
New Hampshire.....	133	57	160	82	187	8	62
New Jersey.....	149	191	82	178	194	338	162
New Mexico.....	83	40	92	19	5	None	100
Now York.....	116	174	51	177	202	250	153
North Carolina.....	104	44	106	10	29	3	14
North Dakota.....	64	73	64	9	5	3	79
Ohio.....	87	94	135	95	86	78	136
Oklahoma.....	53	28	140	21	14	5	55
Oregon.....	141	154	56	59	54	25	86
Pennsylvania.....	118	94	105	127	144	103	114
Rhode Island.....	111	36	170	91	79	60	180
South Carolina.....	163	40	73	18	44	3	17
South Dakota.....	60	71	66	15	19	8	102
Tennessee.....	67	40	132	63	35	18	26
Texas.....	82	44	109	31	37	8	45
Utah.....	60	50	114	42	40	8	74
Vermont.....	112	37	108	66	135	8	79
Virginia.....	96	54	108	47	37	35	45
Washington.....	129	164	56	80	114	28	100
West Virginia.....	79	34	117	30	87	13	52
Wisconsin.....	106	142	75	128	81	40	67
Wyoming.....	93	61	92	24	5	55	100

For instance, the sales of combination stores in the United States constitute 7.95 percent of the total retail sales. In New York State the sales of combination stores constitute only 4.03 percent of the total retail sales in that State. Hence the position index of combination stores for New York is 51 (that is, 4.03 is 51 percent of 7.95). On the other hand, straight grocery stores and straight meat markets both show a higher percentage of sales in New York than in the country as a whole, so that the position index of grocery stores for New York is 116 and for meat markets 174. Likewise, the position index of dairy-products dealers is 177, fruit and vegetable markets 202, delicatessen stores 250, and bakeries 158, all considerably higher than the 100 which represents the United States average for each kind of business. It is obvious, therefore, that at the time of the census, combination stores had not developed in New York to the extent that they had in other parts of the country, and that the several specialized food stores were doing a correspondingly higher proportion of business—a business which in many other States was being done in combination stores.

This method of comparing the relative standing of various kinds of stores gives quite a different result from that which takes population into account, and the difference is more marked the further the business is removed from the sale of prime necessity or daily recurring purchase merchandise, such as food and gasoline. The table shown on the preceding page gives the relative position of each of seven kinds of food stores in each State.

SUMMARY OF SALES BY GEOGRAPHIC DIVISIONS

Tables 12 to 18 show the total sales of each of these same kinds of stores by States, with the States arranged in the order of sales. Below is a summary by geographic divisions, of the sales of the three principal kinds of stores.

GROCERIES (WITHOUT MEATS)

DIVISION	Stores	Sales	Percent
United States total.....	191, 876	\$3, 449, 129, 144	100. 00
New England.....	16, 124	310, 967, 786	9. 02
Middle Atlantic.....	56, 084	1, 081, 723, 107	31. 36
East North Central.....	31, 492	702, 992, 738	22. 12
West North Central.....	11, 967	245, 980, 449	7. 13
South Atlantic.....	25, 958	283, 210, 841	8. 21
East South Central.....	13, 001	121, 176, 366	3. 51
West South Central.....	17, 749	199, 085, 214	5. 77
Mountain.....	4, 411	91, 574, 541	2. 66
Pacific.....	15, 090	352, 418, 112	10. 22

MEAT MARKETS—INCLUDING FISH MARKETS

DIVISION	Stores	Sales	Percent
United States total.....	49, 865	\$1, 336, 958, 023	100. 00
New England.....	2, 765	67, 153, 945	5. 02
Middle Atlantic.....	19, 838	527, 751, 745	39. 48
East North Central.....	10, 502	337, 623, 992	25. 25
West North Central.....	3, 484	93, 909, 152	7. 03
South Atlantic.....	3, 044	66, 492, 936	4. 97
East South Central.....	1, 219	22, 840, 116	1. 71
West South Central.....	2, 619	41, 181, 954	3. 08
Mountain.....	826	27, 969, 312	2. 09
Pacific.....	4, 968	152, 034, 791	11. 37

COMBINATION STORES—GROCERIES AND MEATS

DIVISION	Stores	Sales	Percent
United States total.....	115,549	\$8,908,682,087	100.00
New England.....	11,400	444,030,596	11.39
Middle Atlantic.....	20,374	722,714,987	18.51
East North Central.....	28,485	909,683,781	24.84
West North Central.....	13,102	463,724,818	11.02
South Atlantic.....	15,936	400,725,806	10.27
East South Central.....	7,841	201,382,563	5.15
West South Central.....	10,048	323,816,987	8.30
Mountain.....	3,059	131,594,368	3.37
Pacific.....	5,304	255,379,161	6.54

CREDIT BUSINESS

Grocery stores.—Credit sales of grocery stores equal 15.1 percent of total sales, and 44.5 percent of the sales of stores which extend credit. More than 93,000 of the 170,595 grocery stores included in a detailed analysis according to degree of credit sales report that they sell entirely for cash. The balance report varying proportions of credit and cash sales. Of the \$3,164,066,000 included in the analysis, \$476,546,000 is credit business, which is 15.1 percent of the entire amount. But it is nearly one half of the total sales of the 77,535 stores which extend credit. In the case of combination stores, the percentage of credit business is considerably greater. For a detailed analysis see table 19A.

A breakdown of the same stores and sales according to States is contained in table 20. This table does not show for each State how much of the business of the cash-credit stores (those which extend credit and, of course, also do a certain proportion of their business for cash) is actual credit sales, but the basis for such a computation is contained in the various State reports of the retail census.

Meat markets (exclusive of fish markets).—The credit sales of those meat markets which extend credit is 43 percent of their total sales, practically identical with that of grocery stores (without meats). It amounts to 20.9 percent of the total sales of all meat markets included in the cash-credit analysis, including the 18,674 which report that they sell entirely for cash. For details, see table 19B. For a breakdown by States, see table 20B.

Fish markets.—The proportion of credit sales in this kind of business is practically identical with that found in meat markets. It amounts to 45.5 percent of the total sales of markets which extend credit, and 21.7 percent of the total sales of all fish markets, including the 3,439 shown in the analysis as markets which sell entirely for cash. For details see table 19C. For a breakdown by States, see table 20C.

Combination stores.—Combination stores, in spite of the fact that the expense analysis shows that they operate at the lowest expense of any of the four, do a larger proportion of credit business than do straight grocery stores, meat markets, or fish markets. Credit sales constitute more than one half (51.6 percent) of the sales of combination stores which extend credit and amount to 27.8 percent of the total sales of all combination stores, despite the fact that 37,652 of the 105,912 stores included in the cash-credit analysis report that they sell entirely for cash. See tables 19D and 20D.

Combination stores deserve special emphasis throughout this food report for the reason that, as they are now constituted, they are a new development in food retailing. Although many old-established independent grocery stores have sold fresh meats for years, it was not until the advent of the grocery chains that the present type of combination store was developed, making of the meat business a separate department which had to stand or fall on its own merits and therefore had to perfect its operating technic until it could justify its operation. Until very recently (1926-28) most chain combination stores were operated by the smaller chains and they are the organizations which should be credited with the real development of this particular kind of store.

The larger chains were unsuccessful at first in their attempts to emulate the example of the smaller chains, in that they could not make the meat departments profitable. They soon discovered, however, that by extending more authority to the meat manager and relieving him of some of the restrictions imposed on the grocery manager they were able not only to make the department

pay its way, but that the existence of the meat department increased the sales also of the grocery department. They also discovered that the combination store operates at a lower average expense than either the grocery store or the meat market. Since 1929 the growth of the combination store has been even more rapid, on the part of the large chains, than it was previously. It is now developing into a kind of food department store, with sections devoted to fruits and vegetables, dairy products, candies and nuts, household supplies and even cigarettes and boxed cigars, in addition to the prosaic groceries and meats.

Dairy products stores (including milk dealers).—Milk dealers are largely on a credit basis, while dairy products stores sell primarily for cash. In many cases, however, milk dealers also operate stores in which butter, cheese, and eggs are sold together with milk and ice cream. Not infrequently, such stores maintain a lunch counter and fountain.

Based upon an analysis of 9,487 stores and dealers who operate routes, doing a total business of \$885,290,000 (which includes the additional milk-dealer schedules referred to before), it would appear that credit sales constitute 75 percent of the business of dealers who extend credit. Taking into consideration also those dealers who report that they sell entirely for cash, and whose sales aggregate \$207,297,000, the proportion of credit sales to the entire sales of all dealers is 57.4 percent. For details, see table 19E. For an analysis by States see table 20E.

Fruit and vegetable markets.—Credit sales of fruit and vegetable markets constitute 30.1 percent of the total sales of those markets which extend credit. Adding also the sales of markets which sell entirely for cash, the total credit sales amount to 9.2 percent of the total sales of all fruit and vegetable markets. For details see table 19F. The analysis by States is shown in table 20F.

Delicatessen stores.—All but 5.2 percent of the total sales of delicatessen stores is cash business, and 7,029 stores out of a total of 9,037 analyzed, report that they sell entirely for cash. However, of the total sales of the remaining 2,008 stores which do extend credit, 23.2 percent is credit business. For details, see table 19G, and for the State analysis see table 20G.

Bakery products stores.—The great majority of these stores sell entirely for cash, but 2,106 of the 9,293 analyzed report that they also extend credit. Credit sales equal 30.4 percent of such stores' total sales, or 9.5 percent of the total sales of all bakery products stores, including those which sell entirely for cash. Details are shown in table 19H, and the analysis by States is shown in table 20H.

TYPES OF OPERATION

Grocery stores (without meats).—Of the 191,876 grocery stores, 139,440 are single-store independents, 2,805 are multi-unit independents, 9,754 are units of local chains, 9,044 are units of sectional chains, and 16,571 are units of national chains. There are 14,262 other miscellaneous types, such as leased departments, commissaries, and rolling stores. All of these miscellaneous classifications account for but 5.74 percent of total sales of grocery stores.

Single-store independents do 46.07 percent of the total business in this food-store classification; other independents, including the miscellaneous types, do 8.23 percent; chains do 45.70 percent. Local chains do 10.66 percent, sectional chains 10.48 percent and national chains 24.56 percent.

The chain proportion varies considerably in different sections of the country, and in different sizes of cities. For the United States as a whole, in the larger cities the chains do 51.32 percent; in cities of 10,000 to 30,000 they do 45.79 percent; in places of less than 10,000 population they do 37.02 percent of the total sales of grocery stores in all such places. This variation, however, is caused almost entirely by local and sectional chains. National chains do nearly one fourth of the total business throughout all sizes of cities, the proportions being 25.73 percent in the larger cities, 24.52 percent in the smaller cities and 22.76 percent in places of less than 10,000 population.

Geographically, the straight grocery chains are strongest in New England, with 67.16 percent of the total business of all grocery stores. They are weakest in the West South Central division (which consists of the States of Arkansas, Louisiana, Oklahoma, and Texas) where the proportion of chain business is 15.46 percent. The proportion of the total business of grocery stores which is done by the 3 types of chains in each of the 9 geographic divisions of the country is as follows:

PROPORTION OF GROCERY STORE BUSINESS DONE BY CHAINS

GEOGRAPHIC DIVISION	All chains	Local chains	Sectional chains	National chains
United States.....	45.70	10.66	10.48	24.56
New England.....	67.16	8.75	30.44	27.97
Middle Atlantic.....	51.52	10.37	8.90	26.25
East North Central.....	55.92	10.29	9.83	35.80
West North Central.....	22.05	3.92	7.97	11.06
South Atlantic.....	45.15	8.53	7.04	29.53
East South Central.....	28.92	5.75	1.59	21.58
West South Central.....	15.46	6.19	1.47	7.80
Mountain.....	31.21	6.00	9.80	14.51
Pacific.....	29.68	7.18	11.93	10.62

Table 21 shows further data as to number of stores and sales in each division, and the proportion of business in large cities, small cities, and in places of less than 10,000 population. A note of caution should be repeated here as to comparisons between these figures and those shown in the report on food chains. (Merchandising series report R. 70.) Both are correct and use identical data, but in the report on food chains, the organizations classified as straight grocery chains often operate some stores of a different classification, notably combination stores and separate meat markets. Some of them operate separate fruit stores. In the food chain report, each chain necessarily must be classified in its entirety as a grocery chain, a combination-store chain, a meat-market chain or whatever is the principal business of the chain, regardless of the fact that some stores of the chain do not agree with the classification of the chain as a whole. In this present report on food retailing, both chain and independent, each individual store is classified separately in accordance with the nature of the business it is conducting, regardless of the classification of the chain which may own it. The same notation applies to the next two sections herein, describing combination stores and meat markets.

Meat markets (including fish markets).—Of the 49,865 meat markets, 47,061 are independents, 2,405 are units of local chains, and 399 are units of sectional chains. There are no national chains of meat markets and the 399 sectional units are operated by only 10 chains. This is the situation as it existed in 1929, and is likely to be quite different at the time of the next census if the meat packers, who are now prohibited from operating retail stores, are permitted to enter the retail chain field. On the other hand, the growth of meat markets is quite as likely to take the form of combination stores, selling groceries, vegetables, dairy products, and bakery goods as well as fresh meats, in which case they would appear in another classification and not as meat markets.

Independents do 89.45 percent of the total business of meat markets; local chains do 8.15 percent and sectional chains do 2.40 percent. The only sections of the country in which the independent proportions is lower than 90 percent are the Pacific coast with 84.50 percent, and the East North Central (Chicago) division with 84.73 percent. The proportions of stores and sales in each division are shown in detail in table 22 and the variations are not sufficient or significant enough to warrant separate summary here.

It is significant, however, that the chains do a larger proportion of the total meat-market business in cities of 10,000 to 30,000 than they do in larger cities or in smaller places. The proportion in that size of city is 14.51 percent, in comparison with 12.10 percent in cities of more than 30,000 population and 4.14 percent in places of less than 10,000 population.

Combination stores.—Of the 115,549 combination stores, 88,157 are single-store independents; 3,680 are multi-unit independents; 6,192 are units of local chains; 2,669 are units of sectional chains and 3,388 are units of national chains. There are 6,463 miscellaneous types, similar to the miscellaneous grocery store types described above, but they do only 4.63 percent of the total business of all combination stores.

Single-store independents do 57.35 percent of the total business; multi-unit independents and the miscellaneous types together do 10.43 percent; the 3 types of chains do 32.22 percent. Local chains account for 8.80 percent, sectional chains 5.62 percent, and national chains 17.80 percent.

The chain proportion of the total business varies considerably in different sections of the country, but nearly as much as the variations in other kinds of

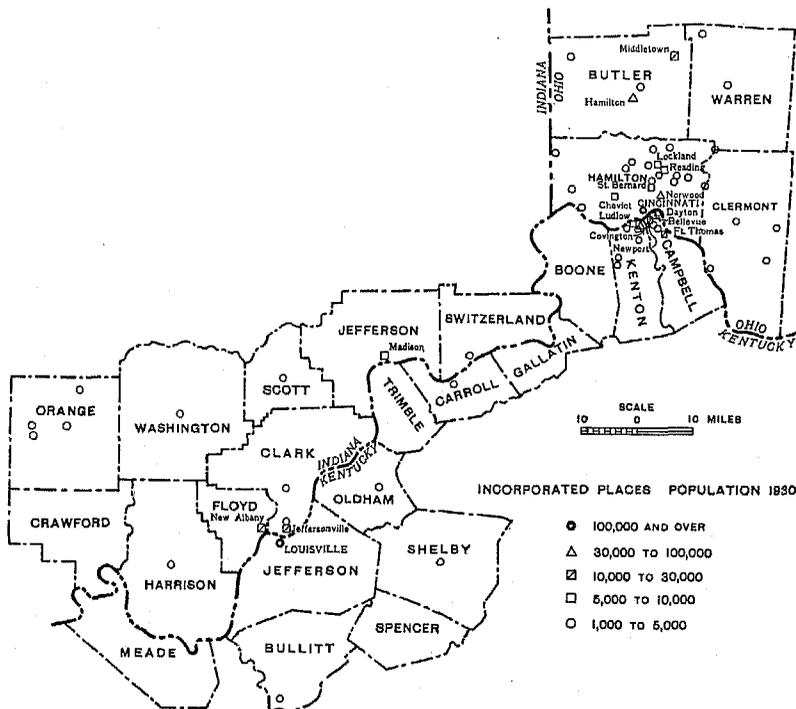
business. The extreme range is 44.67 percent in the Pacific Coast States and 21.47 percent in the West North Central division (the States of Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas). The Middle Atlantic (New York City) division is nearly identical in proportion with the Pacific coast, showing a chain ratio of 43.95 percent. The nine divisions compare as follows:

PROPORTION OF COMBINATION-STORE BUSINESS DONE BY CHAINS

GEOGRAPHIC DIVISION	All chains	Local chains	Sectional chains	National chains
United States.....	32.22	8.80	58.2	17.80
New England.....	20.71	8.89	7.04	13.78
Middle Atlantic.....	43.95	13.51	13.30	17.14
East North Central.....	29.31	5.02	1.17	22.52
West North Central.....	21.47	5.32	3.04	13.11
South Atlantic.....	30.79	6.95	5.77	18.07
East South Central.....	34.08	7.05	2.15	24.88
West South Central.....	26.78	12.08	1.43	13.27
Mountain.....	25.54	4.48	11.82	9.24
Pacific.....	44.67	15.94	7.54	21.19

Table 23 shows further data as to the number of stores and sales in each division, and the proportion of business in large cities, small cities, and in places of less than 10,000 population. The same note of caution as to comparisons should be emphasized here that is mentioned in an earlier paragraph on grocery stores. The 8,388 units of national chains shown in the combination-store classification are all units of national chains, and they are all combination stores, but they are not all units of combination-store chains. Other national chains, such as grocery chains, may operate combination stores and they would be included. Conversely, many of the stores owned and operated by combination-store chains are not

CINCINNATI-LOUISVILLE AREA



combination stores, and in the present analysis they fall into other-kind-of-business classifications. In the chain-store report (Retail Distribution by Food Chains, No. R-70, of the merchandising series of the retail census) the analysis is by kinds of chains, and necessarily all of the stores of a chain are included in that chain's figures. There is no discrepancy between the two sets of data. A grocery chain is a grocery chain as long as a majority of its business is the operation of grocery stores, even though it may and often does operate some other kinds of stores. When it changes the character of its stores to the extent that a majority of its business is the operation of combination stores, it becomes a combination-store chain. However, each of its units is classified according to the kind of business of that particular unit and is so shown in all city, county, and State reports, and in this present report. It is only in the merchandising series of chain reports that the chain is classified as a whole, according to its predominating business.

CHAINS AND INDEPENDENTS COMPARED IN THE CINCINNATI-LOUISVILLE AREA

In order to make a comprehensive study of the facts concerning the actual operation of chain grocery stores in comparison with independent grocery stores, it was decided to select two central cities and the entire area between them and handle the combined area as a unit. Cincinnati and Louisville were selected as the two cities, combination stores were selected as the classification to be studied, and every combination store in both cities and in the entire area between and surrounding them was included, regardless of size or type of operation. There were 2,521 combination grocery-meat stores included.

The total sales of these 2,521 stores in 1929 was \$88,882,757. Of the total, 614 were chain stores and 1,907 were independent stores, in the proportion of 24 and 76, respectively. Of the total sales, the 614 chain stores did an aggregate business of \$37,078,343 and the 1,907 independent stores did a total of \$51,804,414, in the proportion of 42 and 58, respectively. The proportions are not far from those which exist for the entire country.

All of the figures produced in this comparative study are contained in tables 24 and 25 herein. Outstanding conclusions are as follows:

Conclusions.—The 1,907 independent combination stores operate at a slightly lower average expense ratio than do the 614 chain combination stores. Independent-store expenses are lower in each of the five size-classes except one, and that one is the very small stores of less than \$10,000 annual volume.

Independent-store expenses include the wage value of proprietors' services, at the same rate as that paid the average full-time employee, regardless of whether the amount is withdrawn by the proprietor or not.

Chain-store expenses do not include the expenses of the central administrative and buying organization, nor any warehouse costs. They are strictly the expenses reported as store operating expenses.

Chain-store rent averages \$2.30 per \$100 of sales, and independent-store rent averages \$2.31. In both instances, rent is expressed in terms of sales in leased premises. Thirty-five million of the 37 million of chain store sales is in leased premises, whereas 28 million of the 51 million of independent-store sales is in leased premises.

Wage cost in chain stores averages \$8.14 per \$100 of sales, all of which is pay roll. Wage cost in independent stores averages \$9.12 per \$100 of sales, of which 57 percent is paid to employees and 43 percent is the computed wage value of the services of active proprietors, working themselves in place of clerks.

Total reported expense of chain stores averages \$14.36 per \$100 of sales. Total reported expense of independent stores, plus the arbitrary adjustment for the value of proprietors' services which is used consistently in all Retail Census reports, as described above, averages \$14.80 per \$100 of sales.

For all stores of more than \$100,000 annual volume the expense ratios are: Chain stores 16.09 percent, independent stores 15.59 percent.

For all stores of \$60,000 to \$100,000 annual volume, the expense ratios are: Chain stores 13.86 percent, independent stores 13.30 percent.

For all stores of \$25,000 to \$60,000 annual volume, the expense ratios are: Chain stores 14.18 percent, independent stores 12.69 percent.

For all stores of \$10,000 to \$25,000 annual volume, the expense ratios are: Chain stores 16.31 percent, independent stores 14.47 percent.

For all stores of less than \$10,000 annual volume, the expense ratios are: Chain stores 24.83 percent, independent stores 25.79 percent. In this size-class there are only 8 chain and 410 independent stores. The number of stores in each classification, and more detail as to pay rolls and rent, are contained in table 24.

Comparisons by size of business and size of city.—Combining chain and independent stores for the purpose of a more comprehensive comparison of costs on the basis of size of store, and on the basis of size of city, some outstanding conclusions are as follows:

On the basis of the 2,521 stores analyzed, the stores of \$25,000 to \$60,000 annual volume show the lowest expense ratio (13.24 percent) and those of \$60,000 to \$100,000 annual volume show the next lowest ratio (13.70 percent). Expenses increase in both directions from these two size-classes. Stores of \$10,000 to \$25,000 show an average ratio of 14.55 percent while those of less than \$10,000 show the very high ratio of 25.76 percent. In the other direction, stores of \$100,000 to \$250,000 show an average expense ratio of 15.19 percent, while those of more than \$250,000 average 18.86 percent. In the tables supporting these conclusions (p. 79) the two latter classifications are combined into one labelled "more than \$100,000" in order to avoid revelations when the figures are broken down into cities and types, but the separate ratios are as stated above.

Among independent stores the lowest ratio is found in stores of \$25,000 to \$60,000 annual volume, while among chain stores the lowest ratio is in the classification from \$60,000 to \$100,000. In both types, however, the ratio increases in either direction from these central classifications.

All cities and towns within the area were classified in five size-of-city groups in an effort to measure the relation between expense and size of city. With the exception of one classification, that of places between 5,000 and 10,000 in population with only 85 stores in all, there is a noticeable substantiation of the fundamental principle which the retail census has established and proved, that expenses increase directly with the size of city, other conditions being equal, and are seldom offset by the increase in sales which is supposed to result from the increased traffic in larger cities. Retail census data repeatedly prove that in the smaller cities and towns less of the consumer's dollar is paid to retailers as operating expense. To what extent this saving is offset by a higher cost for goods (which is not operating expense) is not revealed by the data available to the Census Bureau.

In comparison with the average expense ratio for the 2,521 stores of 14.20 percent, the average for the largest cities is 14.59 percent and for the places of less than 5,000 population 13.22 percent. The five classifications are as follows:

EXPENSE RATIOS COMPARED BY SIZE OF CITY—COMBINATION STORES

SIZE OF CITY (population)	Number of stores	Total sales	EXPENSES—PERCENT OF SALES		
			Total	Wage cost	Rent
All cities and places.....	2,521	\$98,982,757	14.20	8.71	2.31
Cities (2) of more than 100,000.....	1,526	57,490,369	14.59	8.74	2.40
Cities (3) of 30,000 to 100,000.....	311	12,800,512	13.61	8.58	1.80
Cities (5) of 10,000 to 30,000.....	244	6,079,230	13.46	8.07	2.08
Cities (8) of 5,000 to 10,000.....	85	3,039,349	13.91	8.09	2.04
Places (all) of less than 5,000 in 25 counties.....	355	8,483,267	13.22	8.46	1.99

The above is a brief summary of table 24 to which reference should be made for further details, and for a comparison of expenses by size-of-business classifications. The figures for cities of more than 100,000 population represent the combined figures for Louisville (307,745) and Cincinnati (451,160). The remaining classifications represent the combined figures for all of the several cities and towns of the sizes indicated, in the following counties:

Kentucky.—Bullitt, Boone, Campbell, Carroll, Gallatin, Jefferson, Kenton, Meade, Oldham, Shelby, Spencer, and Trimble.

Indiana.—Clark, Crawford, Floyd, Harrison, Jefferson, Orange, Scott, Switzerland, and Washington.

Ohio.—Butler, Clermont, Hamilton, and Warren.

Turnover and profit margins by commodities.—Since the Bureau of the Census gathers no data on turnover rates or profit margins, it may be pertinent at this point to include here a table prepared by the Bureau of Foreign and Domestic Commerce in connection with a detailed study of 26 grocery and combination stores in Louisville (both chain and independent) and presented in a series of reports published as part III of the Louisville grocery survey.

The table which follows brings together for ready comparison the more important data for a number of leading grocery commodity groups. These data include the rate of annual turnover and the percent of gross margin, operating expense and net profit in terms of sales of each commodity. The figures are averages of the results of the 26 stores which were studied for a year and analyzed minutely in the Louisville grocery survey² of the Bureau of Foreign and Domestic Commerce.

COMMODITY GROUP	Turnover (times)	PERCENT OF COMMODITY GROUP SALES		
		Gross margin	Operating expense	Net profit
Fresh fruits.....	62.9	35.3	16.2	19.1
Fresh vegetables.....	78.1	35.8	17.5	18.3
Fresh meats.....	97.2	29.7	15.6	14.1
Smoked meats.....	77.4	30.8	20.9	9.9
Fish and poultry.....	44.3	23.7	18.6	5.1
Dairy products.....	114.0	18.2	11.3	6.9
Canned goods.....	4.9	26.9	26.1	0.8
Cereals.....	10.0	24.5	23.5	1.0
Coffee.....	20.2	19.4	0.6	9.8
Flour.....	17.5	17.0	9.3	7.7
Jams and preserves.....	5.2	28.3	23.2	5.1
Salad dressing.....	8.5	26.0	16.7	9.3
Sugar.....	34.7	22.4	12.9	9.5
Tobacco.....	17.2	23.7	18.4	5.3

FOOD SALES BY OTHER THAN FOOD STORES

Country general stores.—A kind of store not strictly a part of the food group, but an important distributor of food at retail, is the country general store, also called the general store. Since it has been mentioned heretofore in this outline, it might be well to describe such stores further.

These 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 stores handle foods which constitute an important part of their sales.

Under this heading there are three related kinds of stores. 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 kind of store, falling under this general heading, is the grocery store selling dry goods and notions. These stores also may carry fresh meats and still retain the classification of country general stores. Quite common in the smaller towns and rural areas, they are found occasionally in the small cities and on the outskirts of the larger cities.

As nearly as it can be determined, slightly more than one half of such stores' sales represents food. There are 104,089 country general stores, of which 2,512 are within the corporate limits of cities of more than 10,000 population. In all, they employ 107,023 full-time employees and 30,931 part-timers. The annual pay roll is \$115,511,168. There are 121,366 active proprietors, the wage value of whose services, at the same rate as that paid to full-time employees, is approximately equal to the entire amount paid to employees. The wage cost is therefore double the actual pay roll, and totals \$234,400,000 or \$9.12 per \$100 of sales. About 40 percent of the sales are in leased premises, for which rent averages \$1.47 per \$100 of sales in such leased premises. Total operating expense, including wage cost and rent, averages \$13.59 per \$100 of sales. (See table 3D for summary by size of city.)

In retail census reports, country general stores are shown in three classifications. One is groceries and apparel. There are 5,426 such stores, with total sales of \$111,074,663. Their total expense averages \$14.74 in comparison with \$13.59 for all general stores. Wage cost is \$9.92 and rent is \$1.78. This may be considered a specialized kind of general store, most likely to be found in the larger towns. Another specialized kind is the grocery-dry goods classification, and most such stores also sell apparel and accessories, and often clothing and furnish-

² Merchandising Characteristics of Grocery Store Commodities, part A (10 cents); General Findings and Specific Results (10 cents); part B, Perishables (10 cents); and part C, Dry Groceries (15 cents), are obtainable from the Superintendent of Documents, Government Printing Office, Washington, D. C.

ings. There are 40,159 such stores, with total sales of \$713,226,435. Their rent and wage costs are identical with those of the grocery-apparel stores described above, although their total operating expense ratio is slightly lower, averaging \$14.53, compared with the average for all country general stores of \$13.59.

By far the largest and most representative kind of country general store is that classified as carrying groceries and general merchandise. Such stores report total sales of \$1,746,442,908 with an average expense ratio of \$13.13. Rent averages \$1.31 for each \$100 of sales in leased premises. Only 39 percent of all sales of such stores are in leased premises. Wage cost averages \$8.74. This is the only kind of country general store in which the employees outnumber proprietors. These stores sell more food in proportion to total sales than is sold by either of the other classifications under the country general group. As nearly as it can be computed from the limited commodity data available, groceries average 42.4 percent of their total sales, and fresh meats (including sea foods) average 12.2 percent. The grocery percentage includes fruits and vegetables, eggs and dairy products.

COMMODITY	COUNTRY GENERAL STORE		
	With groceries and dry goods	With groceries, clothing, and apparel	With groceries and general merchandise
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Groceries ¹	60.3	51.0	42.4
Meats and fish.....	7.0	10.5	12.2
Dry goods and notions.....	20.4	1.2	7.6
Men's clothing and furnishings.....	1.5	18.8	7.4
Women's apparel and accessories.....	2.7	9.0	4.0
Shoes.....	4.6	5.2	4.4
All other merchandise ²	8.5	4.3	22.0

¹ Includes also bakery goods, confectionery, fruits, vegetables, ice, milk, and bottled beverages.

² Hardware, furniture, drugs, toiletries, smokes, feed, coal, and gasoline.

Feed stores with groceries.—Feed stores have been shown throughout the retail census reports in two classifications; i.e., those which also sell groceries and those which do not. The former are of particular interest in any study of food retailing.

Straight feed stores (without groceries) operate at the lowest expense ratio of all stores, averaging only \$10.82 per \$100 of sales. Feed stores with groceries naturally incur a higher expense. Their average expense is \$12.13 per \$100 of sales. Of this total, \$8.21 is wage cost. Nearly 60 percent of the sales are in leased premises, for which the rent averages \$1.48 per \$100 of sales in such leased premises.

About 60 percent of such stores' sales represents food and therefore only a fair proportion of employees and pay roll can be considered as applicable to the retailing of food. The 7,127 stores report 8,163 full-time employees, 2,657 part-timers, and 8,306 active proprietors. The total pay roll reported is \$8,633,743, only about 5 percent of which is paid to part-timers. No stock figures would be applicable, as there are no data available to show how much was food and how much was other merchandise.

General merchandise stores with food.—The difference between general merchandise stores with foods, and country general stores, is primarily that of location and emphasis. General merchandise stores usually are located in small cities and in neighborhood districts of larger cities, whereas 98 percent of all country general stores are located in places of less than 10,000 population and along the highways in the open country. General merchandise stores emphasize the sale of food, with other merchandise secondary. The expenses of general merchandise stores average \$16.17 per \$100 of sales in comparison with \$13.59 in country general stores. The difference is accounted for by the well-established principle that expenses vary directly with the size of city and that the greater the proportion of food sold the lower the expense, other factors being equal.

Department stores with food departments.—Department stores sell a large quantity of food, but food sales constitute such a small part of their total sales that the effect on their total expenses is relatively little.

Of the 4,190 department stores in the country, only 460 have food departments. These 460 stores do a total business of \$939,411,294 of which only \$74,305,830 is the sale of food. Nothing in the available data indicate what part of the \$28.22 of average expense per \$100 of total sales would apply to the sale of food alone, but it is reasonable to assume that it would approximate that of food stores in the same size of city. If so, it would average \$16.63 to \$17.24 per \$100 of food sales, on the basis that most department stores are in cities of more than 30,000 population.

Because of the small proportion of food sales, there is no significance or value to be derived from a discussion of the number of employees in department stores, or pay rolls, wage cost and other operating expenses. Nor is there any other kind of business in which food is a considerable proportion of total sales, other than those described in preceding paragraphs, to justify inclusion in this section of the report.

Chapter II.—RESTAURANTS AND THEIR OPERATION

Description of the business.—Restaurants described in this report are eating places of various kinds selling meals as their principal activity. They may and usually do sell commodities in the nature of related merchandise, such as candies, bakery products, bottled milk, smokes, and delicatessen foods, but in lesser amount than their sale of meals. Other places than restaurants sell meals, but unless meals constitute the principal source of income they are not classified as eating places.

Number of eating places.—There are eight kinds of businesses which are included in the restaurant group, although technically the term "restaurant" should be used only in description of the full-service eating place where meals are served at tables, with waiter service. Although such full-service restaurants do nearly one half of the total business of the restaurant or eating-place group, they constitute only one fourth of the number of eating places.

Lunch rooms constitute 43 percent of the established eating places of the country. There are 57,612 lunch rooms, meaning those eating places in which the customer may choose between table service and counter service. Wherever there is both counter service and table service, the place is classified as a lunch room.

Service restaurants constitute the second largest group, numbering 36,214. Lunch counters are third with 17,119 places of business. There are 10,393 soft-drink stands (in which meals as such are a negligible factor), 7,764 refreshment stands (meals about 10 percent of total sales), 3,124 cafeterias (self-serve restaurants), 1,906 fountain-lunches (in which meals average nearly 50 percent), and 161 businesses selling box lunches. Box lunches usually are delivered daily over prescribed routes, like milk or newspapers, in office buildings and industrial plants.

Restaurant sales.—Service restaurants report total sales of \$988,473,000 or nearly one half of the total sales of the entire eating-place group. Next in order are lunch rooms with total sales of \$541,701,000 and cafeterias with total sales of \$272,739,000. Lunch counters come fourth with total sales of \$162,180,000. Other classifications of the food group are shown in the table below. Automats (mechanical service cafeterias) are classed as cafeterias, and sandwich shops are classed as lunch counters.

SUMMARY OF RESTAURANT GROUP

RESTAURANTS ¹ AND EATING PLACES	Number of establishments	All sales (in thousands)	Meals only (in thousands)
United States, total.....	134,293	\$2,124,890	² \$1,796,137
Restaurants (full-service).....	36,214	988,473	896,225
Lunch rooms.....	57,612	541,701	462,459
Cafeterias.....	3,124	272,739	252,848
Lunch counters.....	17,119	162,180	141,422
Fountain-lunches.....	1,906	64,565	32,048
Refreshment stands.....	7,764	46,005	³ 4,300
Soft-drink stands.....	10,393	42,892	³ 500
Box lunches.....	161	6,335	6,335

¹ Definitions of the several kinds-of-business designations referred to in the food group (ch. 1) and the restaurant group (ch. 2) may be found in the appendix (pp. 90-92).

² Exclusive of hotel dining rooms, clubs, dining cars, etc., and exclusive of meals sold in retail stores other than restaurants. Total of all known sales of meals, \$2,515,495,871.

³ Estimated.

Receipts from the sale of meals.—Of the \$2,124,890,000 of total sales of the eating-place group, shown above, the sale of meals alone totals \$1,796,137,000, or 84 percent. The remaining 16 percent of sales is made up of various commodities, largely foodstuffs, bakery goods, tobacco products and the like.

As nearly as it can be determined, the total receipts from the sale of meals everywhere, except boarding houses and nonpublic eating places, aggregated close to \$2,500,000,000 in 1929, and therefore the meals sold through restaurants and the other regular eating places enumerated in the table above constitute approximately 72 percent of the total receipts from meals.

According to the hotels census, meals sold in hotel dining rooms totaled about \$358,301,000. It is a reasonable estimate that club dining rooms, dining cars, and other noncensus eating places sold an additional \$150,000,000 of meals. These amounts added to the reported or closely estimated receipts from the sale of meals in department stores, food stores, variety stores, drug stores, and cigar stores with fountains, and other less important vendors of meals, bring the total to \$2,515,495,871 as shown below.

TOTAL KNOWN RETAIL SALE OF MEALS IN THE UNITED STATES—IN ALL KINDS OF BUSINESS

Total United States.....	\$2, 515, 495, 871
ALL KINDS OF BUSINESS SELLING AT LEAST \$150,000 PER YEAR OF MEALS	
Restaurants with table service.....	896, 224, 581
Lunch rooms.....	462, 459, 110
Cafeterias.....	252, 848, 139
Lunch counters.....	141, 421, 545
Confectionery stores (including candy stores).....	84, 619, 529
Fountain-lunches.....	32, 047, 779
Department stores.....	27, 459, 032
Delicatessen stores.....	23, 757, 571
Grocery stores.....	16, 277, 519
Bakeries.....	11, 974, 155
Combination stores.....	9, 378, 915
Variety stores.....	9, 014, 902
Caterers.....	7, 529, 689
Box lunches.....	6, 334, 934
Cigar stores.....	5, 127, 860
Filling stations.....	3, 895, 844
Drug stores.....	4, 500, 000
Refreshment stands.....	1 4, 300, 000
News dealers.....	1, 952, 945
General stores.....	1 1, 650, 000
Meat markets and fish markets.....	514, 178
Coffee dealers.....	697, 415
Dairy products stores.....	651, 492
Soft drink stands.....	1 500, 000
General merchandise stores.....	449, 620
Women's exchanges.....	289, 778
Women's ready-to-wear stores.....	217, 180
Fruit stores and vegetable markets.....	179, 990
All other kinds of business selling meals.....	921, 169
	2, 007, 194, 871
Hotel dining rooms.....	358, 301, 000
Clubs, dining cars, other noncensus eating places.....	1 150, 000, 000
	2, 515, 495, 871

Operating expenses of eating places.—Every eating-place classification in this group is a high-expense business and the average ratio for the group exceeds 40 percent. The raw foods cost 50 to 60 cents per dollar of sales, but about 25 cents more is required to convert these foods into the form in which they are served as meals. There is no sharp line of demarcation between the cost of preparation and the cost of serving. Both are included as expense, so that the ratio averages more than 40 percent whereas the "selling" or serving expense is more nearly 15 percent. Even in restaurants with a high quality of table service the serving expense is low because of the custom of tipping or the giving of gratuities to waiters, which results in shifting that expense from the restaurant to the consumer.

¹ Estimated.

The highest expense in the restaurant group is that of soft-drink stands, due to the fact that they manufacture on the premises a large proportion of their products. In contrast, refreshment stands sell a majority of their beverages bottled and the expense rate is \$10 less per \$100 of sales than in the case of the soft-drink stands. Of course, in both cases a large part of the so-called operating expense is in reality the cost of preparing the commodities which they sell, and if it were possible to distinguish between strictly selling and operating expenses, and processing expenses, the latter properly would be added to cost of goods. Through the restaurant group, however, no such separation is possible, nor is it a practice in the trade to attempt such segregation. The lowest classification in point of expense is that of box lunches, which is 31.47 percent per \$100 of sales.

COMPARISON OF SALES, EMPLOYMENT, AND EXPENSES

RESTAURANT GROUP	Number of stores	Net sales (1929)	Total number of employees	Total payroll reported
Total.....	184,293	\$2,124,890,455	477,776	\$396,075,991
Restaurants, cafeterias, and lunch rooms:				
Cafeterias.....	3,124	272,738,813	61,159	57,887,721
Lunch rooms.....	57,612	541,701,516	108,781	82,232,028
Restaurants with table service.....	36,214	988,472,912	246,745	208,579,748
Lunch counters, refreshment stands, etc.:				
Box lunches.....	161	6,334,934	1,331	1,277,603
Refreshment stands.....	7,764	46,004,898	8,440	5,014,465
Fountain lunches.....	1,906	64,564,735	14,427	12,207,013
Lunch counters.....	17,119	162,180,671	31,832	25,018,462
Soft drink stands.....	10,393	42,891,927	5,061	3,858,351

RESTAURANT GROUP	Proprietors and firm members (not on pay roll)	Value of proprietors' services at same rate as that paid full-time employees	Rent, per \$100 of sales in leased premises	Total operating expenses ¹ (per \$100 of sales)
Total.....	148,948	\$122,981,755	\$7.36	\$40.04
Restaurants, cafeterias, and lunch rooms:				
Cafeterias.....	1,002	1,041,216	6.86	38.97
Lunch rooms.....	64,855	49,734,754	7.61	39.04
Restaurants with table service.....	42,990	37,137,505	6.93	40.50
Lunch counters, refreshment stands, etc.:				
Box lunches.....	170	148,206	1.60	31.47
Refreshment stands.....	8,003	6,399,416	13.14	41.79
Fountain lunches.....	1,658	1,475,237	8.24	38.60
Lunch counters.....	18,446	15,668,405	7.06	39.09
Soft drink stands.....	10,825	10,476,836	14.91	51.75

¹ Includes pay roll, rents, and all other reported expenses, exclusive of cost of food.

Employment and wages.—Restaurants employ 477,776 men and women, of which about 55 percent are men and 45 percent are women. On the other hand, 82 percent of the 148,948 proprietors are men. These proprietors are not included in the count of employees.

Part-time employees aggregate 57,782 of the 477,776.

According to table 3-A of the United States Summary, the peak of employment in the restaurant group occurs in the summer months. The table, which may be found on page 54 of the United States Summary, illustrates how the peak in one kind of business often complements the low point in another kind, thereby helping to provide the means by which part-time employees may shift from one kind of business to another and avoid a certain amount of otherwise idle time.

The total pay roll for employees (exclusive of compensation of proprietors) is \$396,075,000, of which \$14,445,000 is paid to part-time employees. After allowing a wage compensation for proprietors based upon the average wage paid to the average full-time employee in the same kind of business, the wage cost in the restaurant group is \$24.43 per \$100 of sales.

Various kinds of eating places compared.—Of the eight kinds of business included in the restaurant group, by far the largest in point of sales is the restaurant which provides table service. The aggregate sales of such restaurants is \$988,-

473,000, which is slightly more than 2 percent of the total retail business of the country and nearly 40 percent of total meals sold in the country. It is nearly one half of the total sales of the restaurant group.

The next largest classification is lunch rooms, whose sales total \$541,701,000. Lunch rooms combine table service and counter service.

Cafeterias constitute the third classification, the aggregate sales of which are \$272,739,000. Cafeterias are self-service restaurants with tables but not with table service. However, there is a growing practice in cafeteria circles to serve the evening meal at tables with waiter service in place of cafeteria service. In contrast to this, the practice is also growing in full-service restaurants of providing cafeteria service for breakfast.

The next largest kind of restaurant business in point of sales is lunch counters, whose aggregate sales are \$162,181,000. Lunch counters differ from lunch rooms in that they provide no table service, whereas lunch rooms provide an option of table service or counter service.

The next in order are fountain lunches, with total sales of \$64,565,000;¹ refreshment stands, with total sales of \$46,005,000; and soft-drink stands, with total sales of \$42,892,000.

There is a wide difference between the eight kinds of eating places, as to the relative importance of their receipts from the sale of meals and their receipts from other activities, especially from the sale of commodities in which there is no conversion in the process of sale—no change from the form in which the commodities are bought. Examples of the latter are bottled beverages, smokes, confectionery, and nuts. Since the process of conversion adds considerably to the operating expense, affecting the expense ratio and many other considerations, it is evident that the restaurant group cannot be regarded as a single classification, but must be divided according to the nature of the several kinds of business which constitute it.

A discussion of the various kinds of eating places with particular reference to their characteristic differences is contained in the Retail Census Report on Restaurant Chains (Distribution No. R-77) to which reference should be made.

¹ Not to be confused with fountain sales in drug stores, etc.

Chapter III.—FOOD SALES, BY COMMODITIES

There is considerable difference between the sales of food commodities and the sales of food stores. Although the total sales of all stores in the food group constitute \$10,966,923,000,¹ the sales of foods themselves, exclusive of fountain sales, meals, and tobacco products, aggregate approximately \$12,323,400,000.² Although the total sales of the restaurant group amount to \$2,124,890,000, the total known receipts from the sale of meals (exclusive of incidental sales of tobacco products, candy, bakery goods, etc.) aggregate \$2,516,900,000.

The sale of those food commodities which are usually sold through grocery stores (as distinct from prepared delicatessen foods, confectionery, nuts, bottled beverages, fountain sales, ice cream, and tobacco products) total \$11,446,916,000 as shown by the table below. These items may be grouped into four major classes, as follows: Groceries (and bakery goods); meat, poultry, and fish; fruits and vegetables; eggs and dairy products (includes milk).

The sales of *groceries and bakery goods* aggregate \$5,148,780,000, which is 44.98 percent of the total of these four commodity groups and 41.78 percent of the total food sales (exclusive of meals and fountain). Sales by States are shown in the table below.

The sales of *meats, poultry, and fish* aggregate \$2,668,823,000, which is 23.31 percent of the commodities mentioned above and 21.66 percent of total food sales. Sales by States are shown below.

The sales of *fruits and vegetables* aggregate \$1,340,423,000, which is 11.71 percent of the food items mentioned above and 10.88 percent of total food sales. Sales by States are shown in the table below.

The sales of *eggs and dairy products* aggregate \$2,288,890,000, which is 20 percent of the food items mentioned above and 18.57 percent of total food sales. Sales by States are shown in the table below.

Sales of principal food commodities by States.—The following table shows by States the sales of the four groups of principal commodities referred to above:

¹ This includes the additional milk-dealer sales referred to in table 8.

² Commodity sales figures necessarily contain a degree of estimation or approximation, varying in the several kinds of business, and expressed in terms of commodity coverage. The percent of coverage indicates the proportion of total sales which is included in those reports which contain commodity data in detail. See census booklet entitled: "How to Use Commodity Sales Data" (Distribution R-176) or similar chapter in the final bound volumes of the Fifteenth Decennial Census (Retail Distribution) for a further explanation of this subject.

SALES OF PRINCIPAL FOOD COMMODITIES, BY STATES EXCLUSIVE OF DELI-CATESSEN GOODS, CONFECTIONERY, NUTS, BOTTLED BEVERAGES, FOUNTAIN SALES, ICE CREAM, AND TOBACCO PRODUCTS

[Sales in thousands of dollars]

DIVISION AND STATE	Total sales of principal food commodities	Groceries and bakery goods	Meats, poultry, and fish	Fruits and vegetables	Eggs and dairy products
United States total.....	\$11,446,915	\$5,148,780	\$2,868,823	\$1,340,423	\$2,288,890
NEW ENGLAND.....	936,260	407,072	241,968	111,189	176,031
Connecticut.....	184,045	75,227	51,294	18,046	40,078
Maine.....	80,559	42,506	17,081	8,596	11,477
Massachusetts.....	501,243	207,022	133,385	63,754	97,081
New Hampshire.....	51,986	24,789	11,433	7,283	8,531
Rhode Island.....	79,074	36,700	20,846	8,889	12,549
Vermont.....	38,763	20,738	7,329	4,371	6,314
MIDDLE ATLANTIC.....	3,043,249	1,104,776	775,770	360,457	793,245
New Jersey.....	504,783	181,013	132,806	60,494	130,475
New York.....	1,606,640	520,083	432,092	205,812	448,653
Pennsylvania.....	931,821	403,680	210,872	103,151	214,117
EAST NORTH CENTRAL.....	2,560,496	1,084,798	612,721	295,600	567,377
Illinois.....	819,048	306,033	197,524	99,830	216,780
Indiana.....	280,036	140,942	68,097	27,088	48,909
Michigan.....	498,842	231,077	116,834	53,663	97,868
Ohio.....	660,158	283,305	153,175	79,174	189,603
Wisconsin.....	301,814	123,441	77,091	36,445	64,837
WEST NORTH CENTRAL.....	1,118,340	543,559	260,110	136,175	173,496
Iowa.....	201,230	97,534	44,557	25,755	35,383
Kansas.....	157,232	81,384	33,259	21,037	20,951
Minnesota.....	231,074	106,042	54,079	28,136	42,217
Missouri.....	311,904	149,985	77,436	32,628	51,045
Nebraska.....	114,953	56,853	27,210	14,091	15,898
North Dakota.....	49,922	26,489	11,421	6,404	6,608
South Dakota.....	51,935	26,672	12,148	6,624	7,492
SOUTH ATLANTIC.....	1,084,157	567,130	220,986	130,001	166,041
Delaware.....	24,466	9,578	6,710	2,641	5,528
District of Columbia.....	75,764	27,298	21,092	7,771	19,033
Florida.....	122,240	57,822	24,036	10,608	20,774
Georgia.....	154,704	89,313	30,973	18,849	18,568
Maryland.....	160,600	71,903	39,649	10,368	32,781
North Carolina.....	178,101	103,212	31,722	20,036	21,131
South Carolina.....	88,090	53,702	13,658	10,296	11,125
Virginia.....	151,673	87,132	28,697	17,641	18,203
West Virginia.....	129,928	70,170	24,039	10,791	13,928
EAST SOUTH CENTRAL.....	583,472	330,559	110,298	59,438	83,178
Alabama.....	142,588	79,404	27,213	15,802	20,170
Kentucky.....	163,735	82,051	34,581	14,700	22,133
Mississippi.....	127,353	77,163	20,788	12,529	16,869
Tennessee.....	149,746	81,936	27,416	16,407	23,986
WEST SOUTH CENTRAL.....	843,096	486,850	166,215	92,319	107,712
Arkansas.....	115,917	68,562	21,053	12,212	14,060
Louisiana.....	120,074	65,856	21,718	14,405	18,098
Oklahoma.....	165,034	89,133	34,609	20,623	21,310
Texas.....	441,421	263,294	78,805	45,074	54,249
MOUNTAIN.....	350,239	179,607	78,324	38,044	53,264
Arizona.....	42,516	20,950	10,275	3,955	7,336
Colorado.....	101,793	49,322	22,218	15,236	15,017
Idaho.....	37,557	19,278	8,796	3,840	5,843
Montana.....	57,448	30,163	14,017	5,541	7,727
Nevada.....	12,540	6,303	3,237	1,292	1,738
New Mexico.....	32,039	18,890	5,775	2,825	4,549
Utah.....	40,691	21,502	9,046	2,385	7,759
Wyoming.....	25,655	13,199	5,961	3,000	3,495
PACIFIC.....	927,606	444,429	211,431	108,200	163,546
California.....	643,025	309,099	145,227	78,153	110,544
Oregon.....	103,084	51,005	24,377	10,019	17,683
Washington.....	181,497	84,328	41,827	20,023	35,319

Sales of all food commodities.—The total known sales of all food commodities is \$13,221,000,000, exclusive only of the sale of meals. Of this total, commodities usually regarded as grocery items constitute 38.94 percent, fresh meats (including poultry and fish) constitute 20.19 percent, fruits and vegetables constitute 10.14 percent, dairy products (including eggs and milk) constitute 17.31 percent, and related commodities (delicatessen foods, confectionery and nuts, bottled beverages, fountain sales, ice cream, and tobacco products) constitute the remaining 13.42 percent.

Although the major part of the retail food business is transacted in food stores, a substantial amount of food is sold in stores not usually associated with the food group. Primarily they include country general stores, department stores, general merchandise stores, feed-grocery stores, variety stores, and the restaurant group.

Table 26 presents a detailed analysis of the sales of food in each of these kinds of stores. The aggregate figures are as follows:³

FOOD SALES, BY COMMODITIES ¹

COMMODITY	Sales (in thousands)	Percent to total
Total.....	\$13,221,103	100.00
Bakery products (fresh).....	614,103	4.64
Lard, cooking fats, etc.....	307,856	2.33
Flour.....	358,468	2.71
Sugar.....	545,932	4.13
Canned goods and other groceries.....	3,322,497	25.13
Fresh meats (including poultry).....	2,507,146	18.97
Fresh fish and other seafoods.....	101,677	1.22
Fruits and vegetables.....	1,340,423	10.14
Butter and cheese.....	952,222	7.20
Milk and cream.....	828,590	6.27
Eggs.....	507,701	3.84
Delicatessen ready-to-serve foods.....	186,384	1.40
Confectionery and nuts.....	512,274	3.87
Bottled beverages.....	142,501	1.10
Fountain sales (including ice cream).....	616,317	4.65
Cigars, cigarettes, and tobacco (food-group stores only).....	317,012	2.40

¹ For sale by kinds of stores see table on pp. 82-85.

Bakery products (fresh).—Of the total known sales of bakery products at retail (\$614,103,000) the four largest distributors are bakery goods stores, 27 percent; combination grocery stores, 27 percent; grocery stores (without meat), 23 percent; and country general stores, 10 percent. Confectionery stores sell nearly 4 percent of the total sales of bakery products and delicatessens sell more than 2 percent. No other kind of business sells as much as 2 percent. A detailed list of the stores through which bakery products are sold, with the proportion which each distributes, may be found in table 26.

Lard, cooking fats, etc.—A determined attempt was made to ascertain the total sales at retail of lard and cooking fats and the channels through which these products reach the public. It is felt, however, that the resulting figures are incomplete. Any commodity such as this, which is widely sold, and which of itself does not constitute a sufficiently important proportion of the total business of the stores to cause them to maintain accurate records of its sale is always difficult of separate enumeration because in so many cases the stores simply do not have the information. It may be safely assumed that lard and other shortenings of the same type are sold in larger quantities than the figures obtainable would indicate, but the best it can do under the circumstances is to report the facts which the stores are able to provide. These facts indicate that the total known sales of lard, cooking fats, etc., aggregate \$307,856,000. Of this amount, 42 percent is sold in grocery stores (without meats), 29 percent in combination grocery stores, about 19 percent in country general stores, and about 5 percent in meat markets. Other known retailers of this commodity are shown in table 26.

Flour.—The total known sales of flour at retail are \$358,468,000, which does not include, of course, the very large sale of flour to bakeries, caterers, restaurants of all kinds, hotels, boarding houses, hospitals, and public institutions.

³ A detailed analysis of the nature of the sales of the kinds of business referred to above is contained in a series of tables nos. 27 to 39, inclusive.

Thirty-eight percent of the flour sold to home consumers is sold by grocery stores (without meats), 28 percent by combination grocery stores, 20 percent by general stores, and about 10 percent by feed stores. Other kinds of stores reporting the sale of flour are shown in table 26.

Sugar.—The same qualification referred to in the preceding paragraph applies to sugar. The total known sales at retail (that is, primarily to home consumers) is \$545,932,000, and the principal distributors are identical with those referred to in the preceding paragraph. Grocery stores (without meats) sell 41 percent of this amount, combination grocery stores 36 percent, country general stores 19 percent, and feed stores 2 percent.

Canned goods and other groceries.—This is an omnibus classification which is supposed to contain, in the case of each individual store reporting sales by commodities, the total of their food sales after segregating the specific commodities for which a separate accounting was requested. It is inevitable in dealing with so many hundreds of thousands of reporting stores that this particular classification will have in it a certain proportion of the specific commodities which were supposed to have been separately reported. The utmost care was taken by the Bureau to avoid this situation, and in tabulating the returns in every store which reported its food sales under this heading without separate figures for the other commodities was separately classified and the total of such lump sum was distributed over the other commodities in the proportion indicated by those returns in which the full list of commodities was reported. Thereby, the Bureau avoided, as far as it was possible to do so, the common mistake of under-reporting specific items which so often results in a mechanical tabulation of returns where the opportunity is provided for lumping many commodities in a single "all other" classification.

As far as it was possible to do so, therefore, the Bureau has made this classification mean exactly what it says—all grocery commodities (principally canned goods) except those specifically mentioned on the printed forms on which each store's returns were received. These specific commodities are as follows, the "all other" being whatever else is sold in grocery stores:

1. Bakery products, fresh. (Biscuits and crackers to be reported as "groceries" item.)
2. Beverages, bottled.
3. Confectionery and nuts.
4. Delicatessen and ready-to-serve foods (not canned or bottled).
5. Fish and other sea foods, fresh.
6. Fruits and vegetables, fresh.
7. Groceries:
 - a. Butter and cheese.
 - b. Eggs.
 - c. Lard, lard substitutes, and cooking fats and oils.
 - d. Flour.
 - e. Sugar.
 - f. Canned goods and other groceries.
8. Meats (including poultry).
9. Milk and cream, fluid.
10. Soda-fountain sales and ice cream.
11. Sales of non-food products:
 - a. Cigars, cigarettes, and tobacco.
 - b. Hardware.
 - c. Household supplies (general line).
 - d. Stationery and school supplies.
 - e. All other sales of non-food products.
12. Total sales, all commodities.
13. Receipts from sale of meals. (Report sales of confectionery, cigars, etc., above and not here.)

Total known sales of canned goods and other groceries as described above are \$3,322,497,000. Of this amount grocery stores (without meats) sell 43½ percent, combination grocery stores sell about 33 percent, country general stores are estimated to sell 17¼ percent, and no other kind of store sells as much as 2 percent of the total.

Fresh meats (including poultry).—Of the total known sales of \$2,507,146,000 meat markets (without groceries) sell about 46 percent; combination meat-grocery stores sell about 38 percent; country general stores sell about 10½ percent and egg and poultry dealers sell 2¼ percent. Grocery stores which do not sell meats often sell poultry. It is relatively a small item in those kinds of stores but the aggregate of such sales is more than \$48,000,000 and is nearly 2 percent of the total known sales of meats and poultry in the United States.

Fresh fish and other sea foods.—This classification is not included in the meat classification referred to above, and it is not a particularly important commodity item in most food stores. Its total known sales at retail are \$161,676,000 of which 46 percent is sold in strictly fish markets. Meat markets (without groceries) sell about 13 percent of the known total, combination grocery stores sell 24 percent, grocery stores (without meats) sell more than 6½ percent, and country general stores sell nearly 6 percent.

Fruits and vegetables.—No data are available to show separately the sales of fruits and the sales of vegetables, but these two important commodities together account for more than 10 percent of the total food sales of the country. The aggregate is \$1,340,423,000, of which one third is sold in combination grocery

stores, almost another one third in grocery stores (without meats), only 21.2 percent in fruit stores and vegetable markets, and 10 percent in country general stores. Practically all food stores sell a certain proportion of fruits and vegetables, but those mentioned above are the principal distributors. Table 26 contains a list of the various kinds of stores which sell this commodity and the proportion sold by each.

Butter and cheese.—According to the best data which the census could gather the retail sales of butter and cheese exceeded the retail sales of fluid milk and cream. The total is \$952,222,000, of which 37½ percent is sold by grocery stores (without meats); 32 percent by combination grocery stores; 13 percent by general stores; only 7 percent by dairy products stores; and 3.7 percent by milk dealers. Delicatessen stores sell 1.6 percent of the total sales of butter and cheese sold at retail in the country. These commodities, like so many others in the food field, are also distributed in large amounts through other than retail channels, to hotels, restaurants, clubs, hospitals, institutions, etc.

Milk and cream.—The total known sales of milk and cream through food stores and retail milk dealers are \$828,590,000, of which more than three fourths is sold by milk dealers directly to consumers, usually in the form of daily deliveries of bottled milk and cream. Straight grocery stores sell about 8 percent of the total; combination stores about 6.7 percent and general stores about 2.4 percent, milk being a relatively unimportant item in country general stores. Dairy products stores, which are found mostly in the medium and larger cities, are retail distributors of bottled milk, ice cream, butter, cheese, and eggs and their sales of milk account for 4¼ percent of the total known sales of milk through all kinds of retail distributors.

Eggs.—The total sales of eggs at retail aggregate \$507,701,000, of which straight grocery stores sell 38 percent; combination grocery stores sell 31 percent; country general stores 14 percent; dairy products stores nearly 7 percent; egg and poultry dealers only 2.1 percent; and milk dealers 1.3 percent. Meat markets (without groceries) sell more than 2 percent of the total known egg sales of the country and feed stores sell a little more than 1 percent.

Delicatessen foods.—This commodity classification covers prepared foods of various kinds peculiar to delicatessen stores, such as salads, fancy cheeses, cooked meats, and relishes and pickles. The known sales of this class of commodity aggregate \$186,384,000. More than 44 percent is sold in delicatessen stores but an even greater quantity (dollars of sales) is sold in other kinds of food stores. Straight grocery stores sell nearly 18 percent of the total sales of such foods, combination stores sell 12 percent, country general stores sell 6 percent, meat markets sell 3 percent, lunch counters 3 percent and refreshment stands 3 percent. Nearly every kind of business in the food and restaurant groups sells a small proportion of delicatessen foods as is shown in detail in table 26.

Confectionery and nuts.—This is another type of commodity which is sold in many kinds of stores, but in only a few it is an item of sufficient importance that its sale is recorded separately from other commodities. In producing the national sales figures, used in this report, it has been necessary in many cases to estimate the sale of confectionery and nuts, based upon an accurate reporting of them in a limited proportion of the stores in each classification. As nearly as it can be determined the total sales aggregate \$512,274,000. The two commodity types were reported together in all cases so that there is no basis for a breakdown between candy ("confectionery") and nuts.

Confectionery stores sell about 38 percent of the total known sales of candy, and candy and nut stores sell about 6.3 percent. Drug stores sell 10 percent. The next largest distributors are variety stores, which sell more than 9 percent of the total; straight grocery stores sell 8.4 percent; combination grocery stores 8.5 percent; country general stores 2.8 percent and department stores 2.7 percent. Restaurants, cafeterias, lunch rooms and other eating places as a group sell about 8.5 percent, and cigar stores sell 2.1 percent. A list of all known distributors and the proportion which each sells of the total is shown in table 26.

Bottled beverages.—The total known sales of bottled beverages approximate \$143,000,000, of which 22 percent is sold by grocery stores; 18 percent by combination stores; 17 percent by refreshment stands; about 8 percent by dealers in bottled beverages (usually delivered directly to the homes of consumers); about 6½ percent by country general stores and the balance by restaurants, lunch counters, drug stores, news stands, and variety stores. This commodity is so widely distributed that it is shown as an item in practically every classification in the food and restaurant groups, the detail of which is reported in table 26.

Fountain sales (including ice cream).—The known total of fountain sales, including ice cream, are \$616,300,000, of which about 40 percent is sold in drug stores and more than 30 percent in confectionery stores. Fountain lunches sell less than 3 percent of the total. This classification is a relatively insignificant item in all food stores. Department stores sell more than 2 percent of the total, variety stores more than 9 percent, and cigar stores about 1½ percent. The restaurant group as a whole accounts for 9.2 percent of the total.

Cigars, cigarettes, and other tobacco products.—At the time of the census the present wide-spread sale of cigarettes, particularly in grocery stores, did not exist to any such extent as to be a factor of great importance in food stores. However, food stores and restaurants as a group appear to have sold approximately \$317,012,000 of cigars, cigarettes, and tobaccos. This is exclusive of the sale of these products through other kinds of stores, estimated to amount to an additional \$579,000,000.

In the food group the combination stores sold 26.7 percent of the \$317,012,000; grocery stores without meats sold 15.1 percent; confectionery stores 5.7 percent. As nearly as can be estimated with the limited data available regarding country general stores, such stores sold about \$77,122,000 of these commodities, or 24.3 percent of the \$317,012,000.

The restaurant group of eating places sold 26.7 percent of the total, of which full-service restaurants and lunch rooms were the largest distributors, each with sales approximating \$33,000,000.

The total retail sales of tobacco products are unknown, but on the basis of those reported to the census, they aggregate \$891,663,000. Since these commodities are sold in many kinds of stores in which they are so small a factor as to be unrecorded as separate commodities, being included only as miscellaneous merchandise, it is probable that the total sales exceed \$1,000,000,000 through retail channels alone.

What the various stores sell.—Separate tables have been prepared which bring together on a national basis the aggregate sales of the various commodities, under each of the kinds of business included in the food group of stores.

These totals have been built up by computing the sales of the same items, State by State, and adding the figures for the 48 States and the District of Columbia to produce national totals.

In the absence of sufficiently comprehensive commodity analyses in any State, the breakdown for that same kind of business in an adjacent State has been applied to the known total sales to produce as nearly as possible an estimate of its known sales by commodities.

The individual State reports in each case indicate the commodity coverage, which is the proportion of total sales in that State (and in that kind of business) which are used for the basis of the commodity breakdown. (See explanation in full in the United States Summary on Retail Distribution, p. 158.) Approximations are necessary for the reason that many food stores, especially the smaller ones, were unable to report their sales by individual commodities. The Bureau is reluctant to use any process of estimates or approximated figures and that practice is restricted to the special series of trade reports, of which this is one. In the more formal State reports and in the United States summary the figures are reported without interpretation and without approximations. To do so, it is necessary to express commodity sales in percentages and then to show the degree of commodity coverage, or the proportion of the total sales in that particular classification from which the percentage has been obtained. It is left to the user to determine to what extent he desires to consider these percentages equally applicable to that proportion of sales which was not reported in detail.

In the absence of any better data for these sales coverages, the Bureau has used the percentages shown in the State reports. Tables 27 to 39, inclusive, result from such application of percentages and are presented as the best approximation which can be made from the data available, but with the reservation that any better data which may become available in future through reliable trade channels, or otherwise, should be given due weight in any careful study of food distribution.

CENSUS OF DISTRIBUTION

SALES BY KIND OF BUSINESS

KINDS OF BUSINESS	Sales (in thousands)	Percent to total
Total.....	\$13, 221, 103	100. 00
Grocery stores without meats.....	3, 333, 314	25. 21
Combination stores.....	3, 783, 057	28. 61
Grocery stores with meat.....	2, 913, 972	22. 04
Meat markets with groceries.....	869, 085	6. 57
Meat markets (without groceries).....	1, 252, 968	9. 48
Fruit and vegetable markets.....	305, 125	2. 33
Milk dealers.....	690, 142	5. 22
Dairy products stores.....	165, 514	1. 25
Egg and poultry dealers.....	70, 479	. 53
Fish markets.....	89, 231	. 68
Bakery goods stores (and small bakeries).....	181, 589	1. 37
Delicatessen stores.....	170, 217	1. 29
Coffee, tea, and spice dealers.....	44, 933	. 34
Confectionery stores.....	443, 901	3. 40
Candy stores—nut stores.....	35, 039	. 26
Bottled beverage dealers.....	11, 533	. 09
General stores.....	11, 022, 154	12. 27
Groceries with apparel.....	69, 077	. 53
Groceries with dry goods.....	402, 839	3. 73
Groceries with general merchandise.....	974, 415	7. 37
Department stores.....	74, 306	. 57
General merchandise stores.....	73, 613	. 56
Food stores with groceries.....	111, 261	. 84
Variety stores.....	110, 469	. 83
Feed stores (flour, feed, grain).....	19, 098	. 14
Coal and feed stores.....	3, 471	. 03
Restaurants with table service.....	85, 776	. 65
Cafeterias.....	17, 223	. 13
Lunch rooms.....	64, 440	. 49
Fountain lunches.....	31, 609	. 24
Lunch counters.....	17, 840	. 13
Refreshment stands.....	43, 245	. 33
Soft-drink stands.....	2, 545	. 02
Drug stores.....	302, 641	2. 29
Cigar stores.....	20, 935	. 16
News stands.....	4, 448	. 03
All other stores known to sell food.....	36, 885	. 28

¹ Includes sales to the amount of \$34,322,000 which cannot be distributed between the 3 subclassifications of General Stores.

Restaurant sales.—Because of the scarcity of dependable information on which to base a detailed study of commodities sold by restaurants, the Bureau contents itself in this report with a statement of the sale of meals in all kinds of retail stores, the proportion of meals sold in restaurants to the total sales of all commodities in restaurants and a brief section (ch. 2) discussing the restaurant business as such. No attempt has been made to show the nature of the commodities sold by the restaurant group other than food commodities, which are as follows:

Bakery products.....	\$18, 195, 405
Delicatessen stands.....	17, 861, 348
Confectionery and nuts.....	42, 227, 178
Bottled beverages.....	43, 193, 270
Fountain sales (including ice cream).....	56, 611, 026
Tobacco products.....	84, 888, 540
Total.....	262, 976, 767

The difference between the sales of restaurants and the aggregate of their sales of meals and the food items referred to above is the extent of their sale of commodities unrelated to the food field. The aggregate of these unrelated commodities is about \$65,800,000 and no data are available on a national basis to further analyze this relatively small factor in restaurant sales.

LIBRARY

Chapter IV.—BUYER CONTACTS

For certain kinds of food products, especially grocery specialties, the number of possible buyer contacts is as great as the total of all stores which sell food. Their number and location are shown in this report, and in still greater detail in the State reports and the final volume on retail distribution. But in most instances the smaller grocery stores, and practically all stores other than food stores which sell food, buy their merchandise through wholesalers and the practical method of selling them is through such wholesalers.

For the purpose of this analysis, the three principal kinds of food stores will serve to show how buying is distributed throughout the country, and the approximate proportion of the business available in each geographic division and in a number of principal cities. Location herein refers to the place where the buying is done, rather than the place where the merchandise is sold.

Grocery stores.—There are 155,290 possible contacts with grocery stores (without meats) and 5,250 wholesale grocers. The grocery store contacts include 153,702 single-store independents, 1,275 principal stores of the 2-store and 3-store independents, and the buying offices of the 313 chains. The wholesaler contacts are those shown in the wholesale census, to which reference should be made for more detail.

GROCERY STORES—WITHOUT MEATS

[Sales in thousands]

DIVISION AND CITY	SINGLE-STORE INDEPENDENTS		2- AND 3-STORE INDEPENDENTS		CHAIN STORES (BUYING OFFICES)		Total buyers' contacts (except wholesale contacts)	WHOLESALE MERCHANTS	
	Stores	Sales	Contacts	Sales	Contacts	Sales		Contacts	Sales
United States total..	153,702	\$1,786,988	1,275	\$39,041	313	\$490,946	155,290	5,250	\$2,779,204
NEW ENGLAND.....	10,396	97,650	82	2,020	28	152,529	10,506	283	120,294
MIDDLE ATLANTIC.....	42,283	506,537	309	8,114	65	159,654	42,657	872	475,591
EAST NORTH CENTRAL.....	22,517	322,676	199	6,201	54	51,013	22,770	667	453,525
WEST NORTH CENTRAL.....	10,518	182,655	86	3,124	33	18,030	10,637	472	355,158
SOUTH ATLANTIC.....	22,650	147,306	159	3,653	45	33,795	22,854	1,104	375,181
WEST SOUTH CENTRAL.....	11,956	85,537	75	1,178	21	34,881	12,052	680	241,726
EAST SOUTH CENTRAL.....	16,938	100,837	107	3,381	18	12,105	17,063	825	378,210
WEST SOUTH CENTRAL.....	9,915	57,918	40	2,305	13	8,741	3,977	208	119,002
MOUNTAIN.....	3,915	57,918	40	2,305	13	8,741	3,977	208	119,002
PACIFIC.....	12,529	227,850	209	0,065	36	20,198	12,774	230	260,517
New York.....	9,796	174,766	100	3,109	26	36,374	9,922	268	157,885
Chicago.....	3,364	44,988	40	1,159	9	4,301	3,413	76	96,760
Philadelphia.....	3,639	31,678	26	505	8	2,177	3,673	80	55,227
Detroit.....	948	14,631	7	368	1	23,663	956	36	16,424
Los Angeles.....	1,563	26,138	37	1,642	5	2,311	1,605	45	51,487
Cleveland.....	765	8,702	11	229	4	1,278	780	23	24,694
St. Louis.....	620	7,748	6	197	---	---	823	40	35,727
Baltimore.....	662	4,667	4	297	---	---	666	35	25,141
Boston.....	917	9,763	8	433	3	15,471	928	43	26,197
Pittsburgh.....	1,211	12,632	10	310	3	1,066	1,224	60	30,893
San Francisco.....	1,396	26,336	22	1,297	3	6,372	1,421	48	52,576
Milwaukee.....	1,084	17,967	8	357	---	---	1,092	28	25,129
Buffalo.....	1,208	16,429	11	387	2	11,082	1,221	22	12,813
District of Columbia.....	223	2,656	1	27	---	---	224	14	6,841
New Orleans.....	1,560	13,149	5	55	---	---	1,565	24	15,494
Seattle.....	795	15,284	17	438	---	---	812	23	26,844
Denver.....	284	2,438	2	46	---	---	286	11	18,936
Atlanta.....	244	1,443	4	74	2	16,486	250	17	6,583
Dallas.....	178	1,224	---	---	---	---	178	10	11,843
Bridgeport, Conn.....	298	2,237	4	74	3	0,327	305	---	---
Somerville, Mass.....	81	676	---	---	2	104,103	83	---	---
Springfield, Mass.....	128	1,082	---	---	3	4,667	131	---	---
Jersey City, N. J.....	471	5,929	3	22	2	35,551	476	---	---
Schenectady, N. Y.....	237	2,820	---	---	2	6,428	239	---	---
Akron, Ohio.....	178	3,423	2	45	1	5,045	181	---	---
Birmingham, Ala.....	116	660	1	27	1	11,929	118	---	---
Chattanooga, Tenn.....	164	1,880	---	---	3	16,852	167	---	---
Houston, Tex.....	222	2,031	1	17	3	2,677	226	---	---
San Antonio.....	455	3,911	5	139	1	3,078	461	---	---

The various State reports of the retail census contain data (table 4 in each report) showing the number of each kind of retail store of each given size (annual sales), by means of which it is possible to eliminate from the table on the preceding page all stores of less than \$10,000 of annual volume, or \$20,000 or any of 10 size limits.

Meat markets.—There are 47,061 independent markets and 246 chain contacts, as well as 3,446 wholesale meat dealers. It is improbable that any producer or advertiser would seek to contact all of these meat buyers directly, since wholesalers and the many branches of packing houses supply most meat markets with their fresh meats and many of them with all of the other commodities sold. The following table is merely a summary by geographic divisions, which may be supplemented by much detailed data in the various State reports of the retail census to which reference should be made.

MEAT MARKETS (INCLUDING FISH MARKETS)

[Sales in thousands]

DIVISION	INDEPENDENTS		CHAIN STORES (BUYING OFFICES)		Total buyers' contacts (except wholesale contacts)	WHOLESALE MERCHANTS (MEATS)	
	Stores	Sales	Contacts	Sales		Contacts	Sales
United States total.....	47,061	\$1,195,841	246	\$141,118	47,307	3,446	\$862,342
New England.....	2,648	60,686	8	5,090	2,656	452	145,770
Middle Atlantic.....	18,874	479,681	68	49,172	18,942	884	312,320
East North Central.....	9,628	286,068	88	57,798	9,716	590	174,575
West North Central.....	3,303	89,098	9	1,919	3,402	140	32,579
South Atlantic.....	3,576	63,051	10	1,148	3,586	619	61,969
East South Central.....	1,197	21,766	3	798	1,200	101	19,582
West South Central.....	2,607	40,796	2	171	2,609	242	25,784
Mountain.....	747	26,248	4	1,405	751	78	13,666
Pacific.....	4,391	128,407	54	23,619	4,445	340	85,097

¹ Of this number, 234 are strictly meat-market chains with sales of \$139,577,000.

COMBINATION STORES—GROCERIES AND MEATS

[Sales in thousands]

DIVISION AND CITY	SINGLE-STORE INDEPENDENTS		2- AND 3-STORE INDEPENDENTS		CHAIN STORES (BUYING OFFICES)		Total buyers' contacts (except wholesale contacts) ¹
	Stores	Sales	Contacts	Sales	Contacts	Sales	
United States total.....	94,620	\$2,421,599	1,672	\$101,671	475	\$2,381,827	96,767
NEW ENGLAND.....	9,585	284,274	195	12,850	68	471,560	9,848
MIDDLE ATLANTIC.....	15,355	373,237	236	14,480	27	42,487	15,618
EAST NORTH CENTRAL.....	23,038	635,682	382	22,653	123	54,397	24,138
WEST NORTH CENTRAL.....	11,223	325,480	210	12,180	55	37,402	11,488
SOUTH ATLANTIC.....	13,680	257,443	225	8,965	59	41,770	13,904
EAST SOUTH CENTRAL.....	6,497	124,242	86	3,864	31	19,013	6,614
WEST SOUTH CENTRAL.....	8,403	203,498	188	15,275	53	295,456	8,644
MOUNTAIN.....	2,544	87,146	72	4,928	21	37,792	2,637
PACIFIC.....	3,700	126,397	78	6,776	38	1,381,944	3,816
New York.....	586	24,601	17	3,073	10	1,124,000	613
Chicago.....	1,973	54,560	20	3,265	14	101,047	2,013
Philadelphia.....	1,335	22,654	14	352	9	156,301	1,358
Detroit.....	1,589	36,783	21	1,302	9	5,503	1,619
Los Angeles.....	683	18,235	15	1,264	8	21,431	706
Cleveland.....	843	15,466	8	938	5	22,844	860
St. Louis.....	1,493	38,706	35	1,633	7	3,030	1,535
Baltimore.....	1,593	29,119	17	557	3	6,386	1,613
Boston.....	470	14,034	10	2,365	3	12,077	483
Pittsburgh.....	505	17,801	17	1,539	8	34,880	530
San Francisco.....	106	6,762	3	134	2	3,815	111
Milwaukee.....	420	11,647	10	515	4	1,875	434
Buffalo.....	406	9,140	2	47	4	15,332	412
District of Columbia.....	773	19,561	5	334			778
New Orleans.....	263	3,252	2	13			265
Seattle.....	135	5,001	4	172	4	5,560	143
Denver.....	398	11,216	12	1,111	6	11,021	416
Atlanta.....	501	9,378	4	52	3	1,065	503
Dallas.....	452	8,419	8	457	6	4,761	466
Lynn.....	123	3,445	1	19	1	6,334	125
Providence.....	305	9,400	7	182	3	8,886	405
Newark.....	144	3,591	2	75	1	12,599	147
Cincinnati.....	452	14,231	0	233	4	286,908	402
Indianapolis.....	707	16,024	13	422	4	8,751	724
Kansas City, Mo.....	817	20,418	21	1,003	11	7,615	849
Minneapolis.....	125	4,701	5	1,254	1	10,909	131
Norfolk, Va.....	299	3,691	4	45	1	15,102	304
Miami.....	181	5,799	9	561	3	8,356	193
Tampa.....	143	3,328	2	51	4	4,215	149
Memphis.....	477	10,633	7	269	4	23,832	483
Houston.....	515	9,373	8	3,401	3	6,844	536
Tulsa.....	191	6,021	7	449	4	7,090	232
Salt Lake City.....	92	3,835	1	88	4	3,241	97
Oakland.....	61	2,418			1	172,775	62
Portland, Oreg.....	104	7,633	3	152	5	76,400	202

¹ For number of wholesalers see separate tables for grocery stores and for meat markets, pp. 33 and 34, respectively.

Combination stores.—There are 96,767 possible buyer contacts with combination stores (groceries and meats) of which 94,620 are with single-store independents, 1,672 with multi-unit independents and 475 with chains. No wholesaler contacts are shown, as they can be found listed either under grocery wholesalers or meat wholesalers. As in the case of grocery stores and meat markets, it is improbable that many, if any, producers of food products or advertisers would seek to reach all of these potential buyers direct, and it should be realized that many of the independents buy through cooperative groups or one of the several forms of so-called voluntary chains. The following table provides a summary of the available contacts with a general idea of the proportion of the business to be found in each of the geographic divisions of the country. For details, reference should be made to the several State reports of the retail census, which also show in table 4 of each such report an analysis of the stores by size of business.

CENSUS OF DISTRIBUTION

TABLE 1.—SUMMARY OF FOOD GROUP

KIND OF BUSINESS ¹	Stores	Net sales (1920) ² (in thousands)	Percent of total sales of food group
United States total.....	481, 891	\$10, 966, 923	100. 0
Combination stores.....	115, 549	3, 903, 662	35. 6
Grocery stores (with meats).....	91, 888	3, 025, 305	27. 6
Meat market (with groceries).....	23, 661	878, 357	8. 0
Grocery stores (without meats).....	191, 876	3, 449, 129	31. 4
Meat markets.....	43, 788	1, 253, 260	11. 4
Milk dealers (as shown in State reports).....	3, 990	560, 997	5. 1
Milk dealers (additional).....	(?)	129, 500	1. 2
Confectionery stores.....	60, 607	536, 636	4. 9
Fruit stores and vegetable markets.....	22, 004	208, 380	2. 8
Delicatessen stores.....	11, 166	194, 820	1. 8
Bakery goods stores (including small bakeries).....	11, 903	193, 563	1. 7
Dairy products stores.....	4, 488	165, 965	1. 5
Fish markets.....	6, 077	83, 699	0. 8
Egg and poultry dealers.....	3, 268	70, 858	0. 7
Coffee, tea, and spice dealers.....	1, 236	44, 938	0. 4
Candy stores—nut stores.....	2, 658	34, 913	0. 3
Bottled beverage dealers.....	621	11, 533	0. 1
Farm products stores.....	974	8, 942	0. 1
General food stores.....	686	8, 598	0. 1
Caterers.....	110	7, 530	0. 1

¹ Includes food and nonfood sales. For food sales of these and other stores see table 26.

² Number of dealers not available, although the sales are included.

TABLE 2.—EMPLOYMENT AND WAGES, FOOD GROUP ¹

FOOD GROUP	Proprietors and firm members (not on pay roll)		NUMBER OF EMPLOYEES		Total pay roll reported	Value of proprietors' services at same rate as that paid full-time employees	Total wage cost (including proprietors' services)	Wage cost per \$100 of sales
	Full time	Part time	Full time	Part time				
Total.....	468, 301	566, 632	153, 775	8767, 207, 382	\$635, 128, 190	\$1, 302, 335, 672	\$11. 88	
Combination stores.....	113, 286	193, 726	52, 005	254, 263, 477	135, 915, 203	390, 178, 680	10. 00	
Grocery stores (with meats).....	87, 420	148, 810	40, 700	192, 504, 127	103, 316, 608	295, 820, 735	9. 78	
Meat markets (with groceries).....	25, 866	44, 907	11, 305	61, 759, 350	32, 598, 595	94, 357, 945	10. 74	
Grocery stores (without meats).....	171, 991	143, 413	54, 484	183, 430, 001	193, 264, 894	376, 703, 895	10. 92	
Meat markets.....	45, 248	55, 318	12, 841	84, 898, 268	95, 663, 416	150, 551, 684	12. 01	
Milk dealers ¹	4, 033	52, 676	900	101, 027, 019	6, 685, 871	107, 585, 777	15. 63	
Confectionery stores.....	65, 714	42, 620	14, 599	41, 358, 924	58, 088, 869	99, 447, 793	15. 63	
Fruit stores and vegetable markets.....	25, 100	10, 368	5, 898	20, 585, 348	27, 534, 934	48, 168, 282	15. 62	
Delicatessen stores.....	12, 184	9, 658	2, 154	19, 695, 981	11, 800, 102	22, 559, 087	11. 56	
Bakeries.....	11, 698	24, 571	3, 577	29, 327, 722	13, 424, 099	42, 752, 724	22. 00	
Dairy products stores.....	3, 879	9, 332	1, 595	13, 582, 043	5, 533, 012	19, 115, 060	11. 62	
Fish markets—sea foods.....	6, 671	6, 202	1, 846	7, 500, 379	7, 646, 391	15, 147, 270	13. 10	
Egg and poultry dealers.....	3, 513	2, 573	1, 012	3, 319, 756	4, 035, 066	7, 541, 935	10. 44	
Coffee, tea, spices.....	834	4, 914	323	7, 427, 642	1, 207, 059	8, 644, 701	10. 24	
Candy stores—nut stores.....	1, 882	4, 143	938	4, 365, 395	1, 806, 232	6, 171, 627	17. 08	
Bottled waters and beverages.....	559	1, 842	190	2, 458, 401	759, 085	3, 357, 456	20. 11	
Farm products stores.....	1, 023	1, 455	307	455, 775	839, 054	1, 295, 720	14. 40	
General food stores.....	686	633	210	617, 617	680, 541	1, 278, 162	14. 87	
Caterers.....	84	1, 180	707	1, 732, 720	102, 054	1, 834, 780	24. 37	

¹ This table does not include data for additional milk dealers whose sales are shown separately in table 1.

TABLE 3.—STORMS, SALES, EXPENSES, AND STOCK, COMPARED BY SIZE OF CITY
A.—GROCERY STORES (WITHOUT MEATS)

	Total	Cities over 30,000 population	Cities 10,000 to 30,000 population	Places under 10,000 population
Number of stores.....	191, 876	86, 392	21, 464	84, 020
Proprietors.....	171, 991	71, 086	18, 711	82, 194
Employees:				
Full time.....	143, 413	76, 271	19, 392	47, 750
Part time.....	54, 484	25, 940	7, 500	21, 088
Pay roll:				
Total.....	\$183, 439, 001	\$108, 101, 707	\$24, 171, 573	\$56, 165, 721
Percent to sales.....	5. 32	5. 06	5. 44	4. 74
Part time.....	\$11, 818, 024	\$6, 042, 130	\$1, 506, 780	\$4, 179, 114
Value of proprietors' services.....	\$193, 264, 894	\$81, 978, 024	\$21, 779, 604	\$89, 609, 266
Total wage cost.....	\$376, 703, 895	\$185, 077, 731	\$46, 951, 177	\$145, 674, 987
Percent to sales.....	10. 92	10. 16	10. 95	12. 30
All other expense (including rent).....	\$221, 958, 309	\$128, 917, 837	\$27, 907, 083	\$65, 133, 389
Total operating expenses (percent to sales).....	17. 36	17. 24	16. 64	17. 81
Net sales.....	\$3, 449, 129, 144	\$1, 821, 244, 729	\$443, 960, 395	\$1, 183, 924, 020
Percent to United States total.....	7. 02	3. 71	0. 90	2. 41
Rental cost in leased premises:				
Number of stores.....	109, 900			
Rent.....	\$77, 892, 614			
Net sales.....	\$2, 742, 462, 395			
Rent (in percent to sales).....	2. 84			
Stock.....	\$261, 019, 370	\$124, 186, 630	\$32, 084, 530	\$104, 147, 910

B.—MEAT MARKETS (WITHOUT GROCERIES, INCLUDING FISH MARKETS)

Number of stores.....	49, 865	31, 583	4, 029	14, 253
Proprietors.....	51, 819	31, 410	4, 146	16, 293
Employees:				
Full time.....	61, 520	39, 653	7, 126	14, 741
Part time.....	14, 687	8, 722	1, 545	4, 420
Pay roll:				
Total.....	\$92, 308, 647	\$63, 436, 067	\$10, 213, 703	\$18, 748, 877
Percent to sales.....	6. 91	7. 04	7. 57	6. 24
Part time.....	\$3, 830, 381	\$2, 447, 039	\$397, 297	\$986, 045
Value of proprietors' services.....	\$73, 300, 307	\$47, 097, 607	\$5, 711, 810	\$19, 590, 890
Total wage cost.....	\$105, 698, 954	\$111, 433, 674	\$15, 925, 513	\$38, 339, 767
Percent to sales.....	12. 39	12. 38	11. 30	12. 76
All other expense (including rent).....	\$96, 520, 886	\$66, 398, 478	\$9, 071, 409	\$20, 450, 930
Total operating expenses (percent to sales).....	19. 61	19. 73	18. 99	19. 56
Net sales.....	\$1, 336, 958, 023	\$901, 476, 457	\$134, 071, 603	\$300, 509, 963
Percent to United States total.....	2. 72	1. 84	0. 27	0. 61
Rental cost in leased premises:				
Number of stores.....	37, 967			
Rent.....	\$32, 720, 808			
Net sales.....	\$1, 020, 250, 190			
Rent (in percent to sales).....	3. 21			
Stock.....	\$20, 105, 330	\$14, 504, 510	\$2, 801, 500	\$8, 799, 320

C.—COMBINATION STORES (MEATS AND GROCERIES)

Number of stores.....	115, 549	59, 493	16, 633	39, 423
Proprietors.....	113, 286	54, 655	16, 758	41, 878
Employees:				
Full time.....	193, 736	109, 858	30, 736	53, 132
Part time.....	52, 005	27, 672	8, 249	16, 084
Pay roll:				
Total.....	\$254, 263, 477	\$149, 505, 293	\$39, 114, 142	\$65, 644, 042
Percent to sales.....	6. 51	6. 90	6. 31	5. 73
Part time.....	\$12, 145, 279	\$6, 833, 785	\$1, 881, 537	\$3, 429, 957
Value of proprietors' services.....	\$135, 915, 203	\$66, 537, 982	\$20, 293, 938	\$49, 033, 283
Total wage cost.....	\$399, 178, 680	\$216, 093, 275	\$59, 408, 080	\$114, 677, 325
Percent to sales.....	10. 00	10. 11	9. 59	10. 01
All other expense (including rent).....	\$238, 350, 675	\$139, 507, 323	\$37, 373, 413	\$61, 469, 939
Total operating expenses (percent to sales).....	16. 10	18. 03	15. 62	15. 37
Net sales.....	\$3, 903, 662, 067	\$2, 138, 236, 415	\$619, 439, 896	\$1, 145, 085, 786
Percent to United States total.....	7. 95	4. 35	1. 26	2. 34
Rental cost in leased premises:				
Number of stores.....	72, 370			
Rent.....	\$65, 258, 374			
Net sales.....	\$2, 843, 851, 970			
Rent (in percent to sales).....	2. 29			
Stock.....	\$223, 212, 040	\$109, 937, 800	\$36, 135, 760	\$77, 138, 480

TABLE 3.—STORES, SALES, EXPENSES, AND STOCK, COMPARED BY SIZE OF CITY—Continued

D.—COUNTRY GENERAL STORES (FOODS AND GENERAL MERCHANDISE, OF WHICH FOODS AVERAGE 50-80 PERCENT)

	Total	Cities over 30,000 popula- tion	Cities 10,000 to 30,000 population	Places under 10,000 popula- tion
Number of stores.....	104,089	5,426	40,159	58,504
Proprietors.....	121,366	6,200	46,264	68,902
Employees:				
Full time.....	107,023	4,532	29,350	73,141
Part time.....	30,931	1,600	10,062	19,269
Pay roll:				
Total.....	\$115,511,168	\$4,919,272	\$20,095,406	\$81,496,490
Percent to sales.....	4.49	4.43	4.08	4.07
Part time.....	\$5,821,373	\$301,523	\$1,814,084	\$3,705,766
Value of proprietors' services.....	\$118,895,492	\$6,098,961	\$41,673,959	\$71,122,572
Total wage cost.....	\$234,406,660	\$11,018,233	\$70,769,365	\$152,619,062
Percent to sales.....	0.12	0.92	0.92	8.74
All other expense (including rent).....	\$114,975,359	\$5,348,623	\$32,860,758	\$76,765,078
Total operating expenses (percent to sales).....	13.59	14.74	14.53	13.13
Net sales.....	\$2,570,744,006	\$111,074,663	\$713,226,435	\$1,746,442,908
Percent to United States total.....	5.23	0.23	1.45	3.55
Rental cost in leased premises:				
Number of stores.....	31,815	1,899	12,947	16,000
Rent.....	\$14,974,848	\$859,379	\$5,301,303	\$8,814,100
Net sales.....	\$1,020,742,911	\$48,313,005	\$299,175,071	\$673,254,235
Rent (in percent to sales).....	1.47	1.78	1.77	1.31
Stock.....	\$546,265,481	\$21,680,240	\$156,423,761	\$368,161,480

TABLE 4.—STORES, SALES, EXPENSES, AND STOCK OF OTHER KINDS OF STORES SELLING FOODS

	Department stores with food	General mer- chandise stores with food	Feed stores with groceries
Number of stores.....	400	2,182	7,127
Proprietors.....	184	2,150	8,300
Employees:			
Full time.....	107,354	8,472	8,163
Part time.....	10,650	1,254	2,657
Pay roll:			
Total.....	\$139,292,780	\$10,804,835	\$8,033,743
Percent to sales.....	14.83	7.75	4.21
Part time.....	\$3,835,895	\$289,205	\$472,502
Value of proprietors' services.....	\$228,527	\$2,606,069	\$8,206,084
Total wage cost.....	\$139,521,307	\$13,411,604	\$10,830,827
Percent to sales.....	14.85	9.62	8.21
All other expense (including rent).....	\$125,320,432	\$9,126,044	\$8,060,307
Total operating expenses (percent to sales).....	28.19	16.17	12.13
Net sales.....	\$939,411,294	\$139,404,484	\$205,235,703
Percent to United States total.....	1.91	0.28	0.42
Rental cost in leased premises:			
Number of stores.....	313	1,003	3,358
Rent.....	\$20,522,285	\$1,273,108	\$1,703,812
Net sales.....	\$659,181,822	\$62,967,518	\$119,168,805
Rent (in percent to sales).....	3.11	2.02	1.48
Stock.....	\$136,575,930	\$24,959,850	\$19,064,510

TABLE 5.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—GROCERY STORES (WITHOUT MEATS)

DIVISIONS AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
United States total.....	191,876	\$3,449,129,144	100.00	86,392	\$1,821,244,739	52.80	21,464	\$443,960,395	12.87	84,920	\$1,183,924,020	34.33
NEW ENGLAND.....	16,124	310,967,736	9.02	9,054	169,516,374	54.51	2,974	57,827,305	18.60	4,096	83,623,907	26.89
Connecticut.....	3,797	74,254,885	2.15	2,170	37,880,374	51.01	667	13,850,397	18.25	960	22,824,114	30.74
Maine.....	1,367	24,573,035	0.72	2,221	3,933,098	16.01	232	4,726,466	19.24	914	15,911,440	64.75
Massachusetts.....	8,012	158,034,870	4.58	5,416	107,636,932	68.11	1,326	23,697,216	16.26	1,270	24,700,722	15.63
New Hampshire.....	1,788	17,297,118	0.50	5,201	3,734,925	21.63	226	5,415,683	31.36	361	8,116,510	47.01
Rhode Island.....	1,632	24,825,416	0.72	1,046	16,329,237	65.78	417	6,266,292	25.25	160	2,226,877	8.97
Vermont.....	1,528	12,012,462	0.35				106	2,108,218	18.05	422	9,844,244	81.95
MIDDLE ATLANTIC.....	56,064	1,081,723,107	31.36	34,541	709,013,300	65.55	6,695	127,469,325	11.78	14,848	245,240,482	22.67
New Jersey.....	9,792	192,432,646	5.57	5,509	111,831,369	58.11	1,337	26,430,291	13.74	2,891	64,170,956	28.15
New York.....	25,342	574,849,167	16.67	15,092	439,043,069	76.37	2,089	46,745,046	7.96	4,271	90,061,052	15.67
Pennsylvania.....	20,950	314,441,294	9.12	9,979	158,138,832	50.29	3,289	55,293,988	17.59	7,686	101,008,474	32.12
EAST NORTH CENTRAL.....	31,492	702,992,738	20.12	16,792	449,458,100	58.91	3,244	84,922,334	11.13	11,526	228,612,304	29.96
Illinois.....	10,178	274,634,595	7.96	6,513	156,424,968	68.08	739	22,845,367	8.32	2,866	63,156,233	23.00
Indiana.....	3,396	67,548,992	1.96	1,027	18,976,719	28.48	423	10,409,593	15.41	1,916	31,144,243	46.11
Michigan.....	5,791	153,903,995	4.46	3,237	62,576,567	41.34	504	14,595,747	9.43	1,900	42,884,651	27.86
Ohio.....	8,166	174,971,071	5.07	3,753	88,960,263	50.89	1,023	23,705,248	12.98	3,356	63,276,473	36.16
Wisconsin.....	3,991	91,994,035	2.67	2,072	49,336,065	33.06	400	14,456,416	15.72	1,429	28,147,604	30.62
WEST NORTH CENTRAL.....	11,967	246,980,449	7.13	4,047	79,507,010	32.32	1,549	39,801,392	16.18	6,371	126,678,117	51.50
Iowa.....	2,161	52,878,534	1.53	1,558	11,966,997	22.63	438	17,031,741	32.36	1,165	28,971,786	54.81
Kansas.....	1,295	27,224,834	0.78	1,138	2,542,000	9.34	322	7,637,667	28.06	1,085	17,044,261	62.00
Minnesota.....	3,576	76,998,267	2.23	2,067	44,121,037	57.30	264	7,176,960	9.35	1,050	29,700,240	33.38
Missouri.....	3,235	46,836,592	1.35	1,047	13,358,353	33.51	238	4,195,462	0.15	1,050	20,231,772	57.34
Nebraska.....	881	21,818,288	0.63	1,204	4,477,935	20.52	120	3,199,513	14.67	557	14,540,840	64.81
North Dakota.....	394	10,488,397	0.31				88	2,880,717	27.57	306	4,556,580	72.43
South Dakota.....	465	10,739,537	0.31	33	1,040,077	9.69	89	2,798,932	25.78	313	6,936,528	64.33

CENSUS OF DISTRIBUTION

TABLE 5.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—GROCERY STORES (WITHOUT MEATS)—CON.

DIVISIONS AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
SOUTH ATLANTIC.	25,958	\$253,210,841	8.21	5,925	\$103,301,228	36.47	2,249	\$37,829,089	13.86	17,784	\$142,080,524	50.17
Delaware.....	403	7,707,530	.22	161	4,517,596	58.61				242	3,189,934	41.39
District of Columbia.....	479	13,680,460	.40	479	13,680,460	100.00						
Florida.....	2,843	36,416,957	1.06	908	12,439,841	34.16				1,604	17,801,597	48.88
Georgia.....	6,053	48,779,644	1.48	1,029	14,389,590	29.50				4,544	27,218,358	55.80
Maryland.....	2,148	29,707,036	.85	1,085	17,663,689	60.48				95	9,875,680	33.81
North Carolina.....	4,904	47,915,675	1.39	787	13,101,085	27.34				3,712	28,731,206	59.96
South Carolina.....	3,705	34,317,484	1.00	414	7,171,627	20.90				2,945	21,368,514	62.27
Virginia.....	3,591	40,317,001	1.17	763	15,012,961	37.24				2,462	19,516,181	48.40
West Virginia.....	1,832	24,868,994	.72	299	5,324,379	21.41				1,307	14,380,064	57.82
EAST SOUTH CENTRAL.	13,001	121,176,356	3.51	1,977	31,531,665	26.02	1,371	18,086,655	14.93	9,653	71,548,036	59.05
Alabama.....	3,534	29,775,168	.86	501	7,581,631	25.46	398	5,136,192	17.25	2,635	17,087,295	57.29
Arkansas.....	3,083	32,226,218	.93	452	9,549,748	29.63	269	4,536,828	14.08	2,862	18,139,642	56.29
Kentucky.....	3,459	28,671,689	.83	216	2,860,783	9.97	575	6,739,561	23.51	2,668	19,071,345	66.52
Mississippi.....	2,925	30,503,281	.89	808	11,539,453	37.83	139	1,684,074	5.52	1,958	17,279,754	56.65
Tennessee.....	17,749	199,085,214	5.77	4,274	51,133,371	25.68	1,530	20,088,504	10.10	11,945	127,853,399	64.22
WEST SOUTH CENTRAL.	2,414	35,595,521	.52	208	1,810,937	10.09	213	2,303,960	12.83	1,993	13,840,624	77.08
Arkansas.....	4,885	34,395,794	1.00	1,808	19,526,764	56.44	297	2,118,972	6.12	2,780	12,981,088	37.44
Louisiana.....	2,152	29,291,574	.85	1,125	2,047,624	9.04	296	3,975,052	13.57	1,791	22,698,899	77.39
Oklahoma.....	8,298	117,242,325	3.40	2,133	27,149,046	23.16	784	11,700,520	9.98	5,381	78,392,758	66.86
Texas.....	4,411	91,574,541	2.66	1,036	22,781,134	24.88	534	17,080,946	18.62	2,841	51,742,461	56.50
MOUNTAIN.	559	8,792,025	.26	1,108	2,115,351	24.06				451	6,676,674	75.94
Arizona.....	1,226	24,309,081	.70	537	12,204,946	50.21	75	2,086,492	8.58	614	10,017,643	41.21
Colorado.....	395	12,591,201	.37	37	1,787,654	14.20	58	1,787,654	14.20	337	10,303,547	85.80
Idaho.....	736	20,172,950	.58	119	3,284,893	16.13	215	7,671,226	38.03	402	9,246,831	45.84
Montana.....	117	3,673,225	.10				32	1,240,733	33.78	85	2,408,492	66.22
Nevada.....	678	6,982,999	.20				101	2,408,282	34.49	577	4,574,717	65.51
New Mexico.....	477	8,317,504	.24	272	5,205,944	62.59	9	213,358	2.57	196	2,898,202	34.84
Utah.....	223	6,735,556	.20				44	1,643,201	24.40	179	5,092,355	75.60
Wyoming.....												
PACIFIC.	15,040	352,418,112	10.22	8,816	205,002,347	58.17	1,318	40,894,915	11.60	4,956	106,530,850	30.23
California.....	10,337	238,410,817	6.91	6,461	152,779,597	64.08	772	22,266,062	9.34	3,104	63,365,198	26.58
Oregon.....	1,877	45,191,959	1.31	789	17,305,621	38.29	191	6,105,163	13.51	897	21,781,175	48.20
Washington.....	2,876	68,815,336	2.00	1,566	34,917,129	50.74	355	12,493,690	18.16	955	21,404,517	31.10

TABLE 6.—NUMBER OF STORES AND SALES, BY STATES—(AND IN 3 SIZE-OF-CITY GROUPS)—MEAT MARKETS INCLUDING FISH MARKETS

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
United States total.....	49,865	\$1,336,958,023	100.00	31,583	\$801,476,457	87.43	4,029	\$134,971,608	10.10	14,263	\$390,509,958	22.47
NEW ENGLAND.....	2,765	67,153,945	5.02	1,782	48,815,850	65.40	341	9,616,730	14.32	642	13,621,385	20.28
Connecticut.....	723	10,321,919	1.45	440	11,155,653	97.73	100	2,771,672	14.34	183	5,395,594	27.98
Maine.....	166	2,961,383	2.22	20	11,448,040	33.14	36	1,235,672	42.41	107	1,257,177	42.45
Massachusetts.....	1,488	37,367,162	2.79	1,189	29,729,091	79.53	124	3,837,862	10.27	175	3,803,309	10.18
New Hampshire.....	114	2,794,765	2.1	10	2,453,719	18.23	22	835,249	29.89	76	1,505,797	53.88
Rhode Island.....	181	3,162,100	2.3	114	2,133,041	67.67	53	772,370	24.50	14	246,689	7.83
Vermont.....	93	1,556,613	1.12	11	1,556,613	100.00	6	143,814	9.24	87	1,412,799	90.76
MIDDLE ATLANTIC.....	19,858	527,751,745	39.48	15,427	410,987,809	77.88	1,232	41,016,754	7.77	3,179	75,747,182	14.35
New Jersey.....	3,314	95,617,770	7.15	2,154	61,664,851	64.48	237	12,324,861	12.89	813	21,628,058	22.62
New York.....	11,697	334,721,236	25.04	10,101	286,100,314	85.48	465	18,281,601	5.46	1,128	30,339,321	9.06
Pennsylvania.....	4,827	97,412,739	7.26	3,172	63,222,844	64.90	417	10,410,262	10.69	1,288	23,779,803	24.41
EAST NORTH CENTRAL.....	10,502	337,623,992	25.25	7,033	237,252,304	70.27	830	36,053,819	10.69	2,650	64,287,869	19.04
Illinois.....	3,955	131,913,896	9.87	3,098	107,224,822	81.28	202	8,838,489	6.72	655	15,880,515	12.00
Indiana.....	741	23,660,622	1.77	339	12,075,248	51.04	111	4,853,980	20.43	291	6,751,394	28.53
Michigan.....	1,814	61,008,492	4.56	1,237	43,123,077	70.69	141	3,776,265	9.47	436	12,104,150	19.84
Ohio.....	2,570	73,208,860	5.47	1,661	49,046,449	67.00	231	9,235,911	12.64	678	14,906,500	20.36
Wisconsin.....	1,422	47,837,122	3.58	1,098	25,782,008	53.90	154	7,389,204	15.38	570	14,695,310	30.72
WEST NORTH CENTRAL.....	3,484	93,909,152	7.03	1,074	36,386,321	38.75	280	11,340,886	12.07	2,121	46,182,245	49.18
Iowa.....	722	18,535,472	1.38	142	4,498,896	24.27	80	1,264,439	17.61	464	10,771,727	58.62
Kansas.....	311	7,878,162	0.89	32	1,730,897	22.05	80	2,591,838	21.13	230	4,476,412	56.52
Minnesota.....	1,109	34,221,078	2.56	473	18,166,987	53.03	57	2,732,832	7.98	579	13,321,705	38.93
Missouri.....	500	13,494,761	1.01	352	9,330,005	69.18	36	1,217,222	9.02	180	2,941,474	21.80
Nebraska.....	303	10,204,155	0.76	62	2,029,547	19.80	26	406,254	4.02	305	7,178,354	70.35
North Dakota.....	192	4,068,847	0.35	19	824,787	20.26	19	824,787	100.00	173	3,744,060	80.19
South Dakota.....	191	4,906,647	0.37	12	618,129	12.60	9	840,065	13.61	170	3,748,453	76.39

TABLE 6.—NUMBER OF STORES AND SALES, BY STATES—(AND IN 3 SIZE-OF-CITY GROUPS)—MEAT MARKETS INCLUDING FISH MARKETS—

Continued

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
SOUTH ATLANTIC	3,644	\$66,492,956	4.97	1,805	\$43,838,474	65.93	394	\$7,831,229	11.78	1,445	\$14,823,253	22.29
Delaware.....	109	2,968,831	.22	77	2,470,797	83.22				32	498,084	16.78
District of Columbia.....	208	7,526,828	.56	205	7,526,828	100.00						
Florida.....	582	8,182,659	.61	204	3,188,149	39.20	91	1,870,631	23.10	287	3,779,879	37.50
Georgia.....	519	6,985,251	.52	133	3,350,724	47.97	78	1,476,226	21.03	308	2,158,301	30.90
Maryland.....	820	16,978,321	1.27	684	14,246,662	83.91	19	514,978	3.03	117	2,216,681	13.06
North Carolina.....	452	7,807,865	.57	131	3,367,964	43.14	48	1,643,246	19.76	247	2,896,655	36.29
South Carolina.....	309	3,285,741	.24	51	1,184,546	34.51	45	944,735	28.90	213	1,182,457	17.59
Virginia.....	504	8,867,132	.66	279	6,466,964	72.83	70	840,622	9.48	155	1,582,365	17.59
West Virginia.....	141	3,967,058	.30	38	2,025,838	52.58	17	643,890	16.22	86	1,297,690	31.29
EAST SOUTH CENTRAL	1,219	22,840,116	1.71	419	12,541,783	54.91	183	4,039,168	17.69	617	6,259,165	27.40
Alabama.....	318	3,982,287	.30	98	2,268,791	56.65	48	870,361	14.32	175	1,156,135	29.09
Kentucky.....	269	8,377,151	.64	142	4,841,864	56.45	40	1,994,137	22.90	117	1,771,129	20.65
Mississippi.....	288	3,288,739	.24	30	683,779	19.45	89	1,178,801	36.17	182	1,446,219	44.38
Tennessee.....	304	7,021,879	.53	149	4,810,319	68.50	12	325,869	4.64	143	1,885,691	26.95
WEST SOUTH CENTRAL	2,619	41,181,954	3.08	888	17,529,473	42.37	300	4,215,177	10.23	1,531	19,487,334	47.29
Arkansas.....	146	1,825,648	.13	11	182,284	10.65	18	245,475	14.39	117	1,378,189	74.93
Louisiana.....	873	8,680,056	.65	479	5,584,023	64.38	34	418,280	4.76	392	2,691,754	30.98
Oklahoma.....	223	6,067,191	.45	38	1,967,133	32.48	29	1,841,285	22.14	159	2,748,767	45.38
Texas.....	1,373	24,724,759	1.85	363	9,796,028	39.61	119	2,215,137	8.96	593	12,718,594	51.43
MOUNTAIN	836	27,963,312	2.09	248	7,664,677	28.48	95	4,688,879	16.75	488	16,248,759	54.77
Arizona.....	51	2,514,840	.19	9	324,924	12.62	12	538,477	8.32	42	1,690,956	76.38
Colorado.....	250	6,713,553	.30	175	4,674,499	69.62	16	570,284	12.71	63	1,468,770	22.06
Idaho.....	180	4,486,753	.33	9	789,452	11.33	32	1,867,446	27.23	114	3,969,856	87.29
Montana.....	182	6,967,714	.52	9	789,452	11.33	9	4,979,006	29.42	28	4,289,189	61.44
Nevada.....	87	1,844,319	.12	10	202,204	10.95	16	702,904	38.15	28	1,129,319	61.58
New Mexico.....	51	1,920,405	.10	30	1,906,871	72.28	12	146,326	6.45	25	618,201	46.52
Utah.....	17	2,738,240	.20	8	1,906,871	72.28	12	146,326	6.45	25	618,201	46.52
Wyoming.....	48	1,733,145	.13				8	342,095	19.74	40	1,391,050	80.25
PACIFIC	4,968	152,034,731	11.37	2,642	91,059,556	60.59	426	16,140,466	10.60	1,600	44,823,729	29.49
California.....	3,493	98,967,253	7.49	2,243	62,881,186	63.45	294	8,676,191	8.77	936	27,402,889	27.69
Oregon.....	589	19,076,940	1.43	256	9,549,071	50.06	53	1,791,200	9.07	271	7,758,839	40.87
Washington.....	916	33,991,538	2.54	474	18,629,309	54.81	109	5,735,045	16.87	333	9,637,294	28.32

TABLE 7.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—COMBINATION STORES—GROCERIES AND MEATS

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
United States total.....	115,549	\$3,903,683,067	100.00	59,493	\$2,183,236,415	54.78	16,693	\$619,439,866	15.37	39,493	\$1,145,985,786	29.36
NEW ENGLAND	11,400	444,620,595	11.39	5,386	255,872,579	57.55	2,286	91,011,351	20.47	2,728	97,755,665	21.98
Connecticut.....	2,130	77,220,515	1.98	1,131	40,555,913	52.53	384	12,438,341	16.11	665	24,235,261	31.38
Maine.....	6,900	24,665,311	6.45	4,196	7,985,543	32.04	238	9,223,056	26.61	554	17,456,062	50.35
Massachusetts.....	6,090	251,770,770	6.45	4,080	169,883,345	67.48	1,076	45,485,610	18.07	934	36,301,815	14.45
New Hampshire.....	1,626	23,353,520	0.60	241	8,586,925	36.72	189	8,177,343	34.97	196	6,619,552	28.31
Rhode Island.....	1,167	44,503,755	1.14	736	28,860,853	64.85	303	11,214,166	25.20	123	4,430,735	9.95
Vermont.....	347	13,084,475	0.33	91	4,462,835	34.10	91	4,462,835	34.10	255	8,621,640	65.90
MIDDLE ATLANTIC	20,374	722,714,987	18.51	9,859	361,841,061	50.07	3,592	126,940,015	17.37	6,863	233,824,911	32.36
New Jersey.....	3,629	121,298,382	3.08	1,604	46,297,842	38.43	673	24,030,502	19.97	1,352	49,970,238	41.54
New York.....	7,007	285,095,699	7.30	4,006	169,421,657	59.43	503	37,639,670	13.20	2,098	78,035,872	27.37
Pennsylvania.....	9,738	317,319,705	8.13	4,289	146,121,562	46.05	2,016	65,278,843	20.37	3,433	109,919,301	33.38
EAST NORTH CENTRAL	28,485	969,683,781	24.84	16,957	604,705,846	62.36	3,816	139,259,873	14.36	7,712	225,718,062	23.28
Illinois.....	7,071	234,058,437	6.00	3,525	131,246,239	56.08	1,014	37,411,244	15.98	2,292	63,400,054	27.94
Indiana.....	5,249	147,053,050	3.77	2,901	86,630,442	58.91	1,893	23,687,069	16.14	1,455	33,155,339	22.85
Michigan.....	5,514	208,562,573	5.34	3,608	137,506,236	65.93	590	27,499,726	13.10	1,316	43,256,031	20.88
Ohio.....	8,712	306,524,968	7.85	5,690	212,537,090	69.34	1,010	35,231,446	11.49	2,012	58,736,352	19.17
Wisconsin.....	1,939	78,484,753	1.88	1,333	36,755,839	30.06	309	12,450,388	16.94	637	24,248,526	33.00
WEST NORTH CENTRAL	13,102	453,724,818	11.62	6,486	234,081,338	51.58	1,830	73,656,784	15.93	4,776	147,433,193	32.50
Iowa.....	2,114	75,626,195	1.94	891	33,471,733	44.26	353	13,636,987	18.03	870	28,317,435	37.71
Kansas.....	2,498	83,709,656	2.14	880	28,019,824	33.47	599	21,870,892	26.38	1,010	33,815,650	40.40
Minnesota.....	1,106	52,363,642	1.34	487	29,240,360	55.84	181	7,319,743	13.98	438	13,803,539	30.18
Missouri.....	5,352	170,068,066	4.36	3,583	116,831,234	68.70	320	14,654,863	8.62	1,459	33,892,959	22.68
Nebraska.....	1,243	46,483,963	1.19	582	24,623,407	52.97	136	5,240,681	11.29	525	16,013,875	35.74
North Dakota.....	1,392	12,000,262	0.31	73	4,478,844	37.29	133	4,478,844	37.29	239	7,530,408	62.71
South Dakota.....	397	13,428,434	0.34	73	1,825,280	13.59	108	3,043,684	22.66	216	6,359,460	48.85

CENSUS OF DISTRIBUTION

TABLE 7.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—COMBINATION STORES—GROCERIES AND MEATS—Continued

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
SOUTH ATLANTIC.....	15,936	\$400,725,809	10.27	7,689	\$219,404,414	54.75	1,663	\$52,425,309	13.08	6,584	\$128,896,023	32.17
Delaware.....	414	10,662,809	0.27	295	7,192,729	67.46				119	3,470,140	32.54
District of Columbia.....	1,081	36,022,741	1.00	1,031	39,022,741	100.00						
Florida.....	1,967	58,272,858	1.49	1,886	57,324,306	46.89	269	9,300,869	15.98	842	21,638,683	37.13
Georgia.....	2,591	56,762,604	1.45	1,112	32,920,878	58.06	239	6,345,747	11.18	1,240	17,495,979	30.82
Maryland.....	2,817	70,170,160	1.80	1,996	46,915,170	66.86	71	2,499,358	3.56	1,750	20,755,622	29.58
North Carolina.....	2,324	55,081,214	1.41	1,734	23,765,888	43.15	333	9,295,198	16.87	1,257	22,020,180	39.98
South Carolina.....	2,997	17,435,789	0.45	82	2,613,939	14.99	147	5,251,253	30.12	1,768	9,571,587	54.89
Virginia.....	2,254	51,793,020	1.33	1,132	25,900,177	50.01	297	8,842,488	17.07	825	17,080,957	32.92
West Virginia.....	1,541	41,522,951	1.07	1,451	13,748,586	33.11	307	10,881,460	26.21	783	16,892,905	40.68
EAST SOUTH CENTRAL.....	7,841	201,862,563	5.16	3,508	111,731,970	55.48	977	30,700,274	15.25	3,356	63,950,319	29.27
Alabama.....	1,857	49,193,807	1.16	858	24,128,907	53.39	294	9,011,022	19.94	735	12,053,898	26.67
Arkansas.....	2,636	59,065,294	1.68	1,149	36,012,311	61.84	595	8,339,628	12.70	1,182	21,313,355	32.46
Kentucky.....	2,883	67,097,356	1.79	1,416	3,014,078	15.05	222	3,020,370	37.32	1,360	10,552,102	37.03
Mississippi.....	2,460	61,929,106	1.73	1,455	47,976,074	77.16	186	4,728,068	7.01	849	14,720,964	21.83
WEST SOUTH CENTRAL.....	10,048	323,816,987	8.30	4,460	156,274,910	48.26	1,590	51,888,103	16.02	4,068	115,653,974	35.72
Texas.....	1,288	31,301,257	0.80	255	8,706,868	28.11	210	5,511,026	27.16	773	12,992,812	44.70
Oklahoma.....	1,204	27,175,309	0.70	616	14,399,207	52.00	164	3,515,613	16.61	466	8,260,489	30.40
Louisiana.....	2,681	58,370,743	2.27	916	28,854,121	50.60	560	18,214,598	20.61	1,245	41,302,024	46.74
Texas.....	4,845	176,969,678	4.53	2,715	104,224,714	58.89	546	20,645,964	11.67	1,584	52,089,000	29.44
MOUNTAIN.....	3,059	131,594,368	3.37	1,054	44,413,399	33.75	365	20,248,594	15.39	1,640	66,932,375	50.86
Arizona.....	1,521	22,531,308	0.58	1,201	9,421,446	41.81	321	2,828,594	15.39	1,331	13,109,812	58.19
Colorado.....	1,231	49,645,004	1.27	621	22,926,306	46.18	101	6,104,457	12.30	500	20,614,841	41.52
Idaho.....	293	9,443,981	0.24				49	2,130,500	22.56	184	7,313,481	77.44
Montana.....	262	12,724,711	0.38	41	2,528,068	19.87	70	4,202,840	33.03	151	5,993,773	47.10
Nevada.....	43	3,295,615	0.08				13	1,197,465	36.34	30	2,098,150	63.66
New Mexico.....	222	8,594,785	0.46				51	2,899,725	33.74	171	5,695,060	66.26
Utah.....	374	17,804,973	0.45	191	9,557,549	53.57	20	1,026,773	5.77	163	7,240,651	40.68
Wyoming.....	162	7,563,391	0.19				61	2,686,834	35.57	101	4,866,557	64.43
PACIFIC.....	5,304	255,379,161	6.54	3,044	149,980,389	58.72	584	34,702,503	13.59	1,676	70,716,260	27.69
California.....	4,007	201,087,935	5.15	2,361	119,566,469	59.42	437	25,269,888	12.79	1,289	55,797,868	27.75
Oregon.....	434	20,432,509	0.52	238	10,354,937	50.68	66	4,455,982	21.81	130	5,621,500	27.51
Washington.....	803	33,838,717	0.87	445	20,038,952	59.18	81	4,522,953	13.36	277	9,296,802	27.46

TABLE 8.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—DAIRY PRODUCTS DEALERS
 [Includes milk dealers, dairy products stores, and egg and poultry dealers]

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION			Additional milk dealer sales (not classified by size of city)
	Stores ¹	Sales	Percent of United States sales	Stores ¹	Sales	Percent of State sales	Stores ¹	Sales	Percent of State sales	Stores ¹	Sales	Percent of State sales	
United States total.....	11,736	\$927,319,648	100.00	7,588	\$640,900,581	80.33	1,345	\$66,872,510	8.38	2,808	\$90,045,785	11.39	\$129,500,832
NEW ENGLAND.....													
Connecticut.....	1,160	80,451,116	8.70	702	42,491,855	74.73	222	9,041,178	15.50	236	6,808,922	11.77	22,119,161
Maine.....	195	20,088,814	2.24	132	9,363,007	74.51	24	1,405,281	11.14	39	1,808,992	14.35	8,080,744
Massachusetts.....	63	2,293,903	2.25	12	1,244,815	61.01	17	297,478	13.27	34	598,890	26.72	51,820
New Hampshire.....	717	47,243,944	5.11	467	27,464,083	77.21	134	4,987,602	14.04	116	3,112,759	8.75	11,673,902
Rhode Island.....	56	2,860,404	3.11	23	1,410,262	61.70	15	523,955	25.15	18	148,963	7.15	177,214
Vermont.....	92	5,458,039	5.59	68	2,806,780	71.61	16	941,504	24.01	8	171,864	4.38	1,535,881
	37	1,906,912	.20				19	578,398	40.12	21	1,027,514	53.88	
MIDDLE ATLANTIC.....													
New Jersey.....	5,201	388,455,735	41.99	3,879	307,196,014	84.00	483	22,708,431	6.24	889	35,691,101	9.76	22,844,289
New York.....	619	61,868,045	6.69	343	30,249,558	70.38	100	5,463,453	9.87	176	10,689,654	19.25	6,502,380
Pennsylvania.....	3,115	235,630,384	25.49	2,668	207,705,888	90.36	143	11,070,540	4.81	304	11,096,067	4.83	5,757,892
	1,407	90,957,306	9.81	868	60,178,471	74.87	190	6,299,458	7.79	409	13,935,380	17.34	10,534,017
EAST NORTH CENTRAL.....													
Illinois.....	2,076	246,711,649	26.69	1,118	164,191,250	81.65	280	16,408,703	8.16	678	20,480,429	10.19	45,631,267
Indiana.....	492	108,587,732	11.75	270	76,588,024	87.96	51	3,894,353	4.41	171	6,631,863	7.63	21,627,792
Michigan.....	297	17,970,415	1.94	138	8,583,024	61.45	39	2,014,137	4.50	120	3,340,120	24.05	4,083,114
Ohio.....	313	38,834,035	4.20	155	22,334,882	80.04	50	2,914,794	10.33	108	2,446,560	8.83	11,137,799
Wisconsin.....	784	51,407,955	5.56	489	36,800,194	77.54	103	4,419,983	9.37	182	6,171,670	13.09	4,256,168
	190	29,911,512	3.24	56	20,208,466	79.85	37	3,223,436	12.70	97	1,890,216	7.45	4,526,394
WEST NORTH CENTRAL.....													
Iowa.....	587	50,793,813	5.49	272	29,591,649	73.17	97	4,311,989	10.66	218	6,541,201	16.17	10,349,012
Kansas.....	182	7,879,580	0.81	7	736,246	52.79	42	1,227,681	23.26	59	1,264,291	26.95	2,601,302
Minnesota.....	79	3,988,465	4.43	17	366,184	36.33	19	726,006	32.39	43	1,149,466	51.28	1,746,809
Missouri.....	63	12,064,120	1.29	30	9,413,744	85.53	18	749,421	6.81	35	843,262	7.06	1,957,693
Nebraska.....	198	21,217,595	2.29	145	16,037,835	82.51	10	790,903	4.07	43	2,607,585	13.42	1,781,212
North Dakota.....	45	3,592,101	0.65	8	786,985	51.16	10	457,960	30.92	22	265,113	17.92	2,112,647
South Dakota.....	5	437,781	0.05				3	360,521	82.35	2	77,260	17.65	149,349
	15	714,171	.08	1	230,598	40.83				14	334,224	17.65	

¹ This includes the additional milk dealer sales shown in last column, but the number of additional dealers is not available.
² This amount is included in the United States total column, but is not included in the 3 size-of-city columns. It was obtained by direct solicitation after the State reports were tabulated.

It was obtained by direct solicitation after the State reports were tabulated.

CENSUS OF DISTRIBUTION

TABLE 8.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—DAIRY PRODUCTS DEALERS—Continued

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION			Additional milk dealer classified by size of city
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	
	SOUTH ATLANTIC	835	\$54,987,416	5.73	541	\$40,008,008	85.11	74	\$2,359,377	5.02	221	\$4,637,536	
Delaware.....	27	1,993,228	.22	21	1,972,246	98.65				6	20,982	1.55	198,731
District of Columbia.....	71	11,094,310	1.19	71	10,875,579	100.00							2,183,031
Florida.....	122	5,058,494	.44	74	1,574,506	54.76	20	550,704	13.15	23	750,253	20.09	840,644
Georgia.....	65	1,918,265	.21	32	1,770,085	71.46	5	177,749	10.93	28	189,787	17.61	1,233,703
Maryland.....	322	22,754,452	2.45	258	19,558,054	90.88	4	177,785	.83	60	1,784,960	8.29	1,699,700
North Carolina.....	66	3,314,683	.36	17	762,335	46.07	16	222,237	13.43	33	670,331	40.50	473,300
South Carolina.....	32	1,021,190	.11	5	291,953	53.49	10	117,488	21.53	17	136,359	24.98	1,108,143
Virginia.....	57	5,365,013	.68	30	3,453,654	81.13	6	298,891	6.08	21	544,318	12.79	328,183
West Virginia.....	74	2,521,781	.27	33	744,595	33.94	13	914,463	41.69	28	534,549	24.37	3,601,868
EAST SOUTH CENTRAL	225	13,761,470	1.43	100	6,196,444	60.99	39	2,370,064	23.33	86	1,563,094	15.85	750,202
Alabama.....	38	1,845,128	.14	22	1,384,801	35.15	10	504,986	46.12	6	205,048	18.73	319,221
Kentucky.....	110	4,885,680	.49	53	2,175,226	48.23	14	1,362,555	30.17	43	975,648	21.60	153,193
Mississippi.....	29	994,553	.07	1	2,500	.54	12	391,044	84.76	16	67,816	14.70	2,399,232
Tennessee.....	48	6,486,139	.70	24	3,630,826	88.84	3	111,479	2.73	21	344,582	8.43	3,773,013
WEST SOUTH CENTRAL	505	17,427,897	1.89	310	9,454,990	69.25	72	1,460,735	10.70	123	2,737,189	20.05	3,197,330
Arkansas.....	21	653,633	.08	6	266,267	58.35	8	30,521	6.69	7	159,519	34.96	490,055
Louisiana.....	197	1,727,155	.19	170	1,086,344	83.75	9	119,129	9.19	9	91,627	7.06	977,040
Oklahoma.....	68	3,218,875	.35	19	869,153	38.77	17	452,063	20.16	32	920,614	41.07	2,170,588
Texas.....	219	11,828,234	1.28	106	7,233,221	74.90	38	859,022	8.89	107	1,565,493	16.21	1,083,687
MOUNTAIN	290	10,588,754	1.14	124	4,220,319	44.50	29	1,323,313	13.92	105	3,952,485	41.58	83,000
Arizona.....	15	1,831,509	.20	2	168,192	9.62	7	286,647	4.02	45	1,500,317	90.38	144,623
Colorado.....	155	4,811,852	.52	103	3,328,458	69.17	5	363,189	36.22	14	268,600	73.83	1,577
Idaho.....	15	586,452	.06	8	314,069	56.23	7	114,069	36.34	16	115,556	36.97	824,487
Montana.....	19	713,154	.08	3	253,730	35.58	1	383,348	90.13	2	42,653	43.66	12,139,090
Nevada.....	3	203,063	.02	0			8			14	259,735	33.07	8,603,951
New Mexico.....	10	433,383	.04	1			1			10	331,279	70.94	5,472,718
Utah.....	30	1,562,161	.17	16	478,939	64.93	3	135,701	23.06	10	7,543,908	14.50	8,603,951
Wyoming.....	13	466,980	.05	10			3			250	7,543,908	14.50	2,904,868
PACIFIC	885	64,171,798	6.94	537	37,685,109	72.48	99	6,803,751	18.07	250	7,543,908	14.50	8,603,951
California.....	657	47,652,301	5.15	412	28,587,505	73.26	69	4,961,887	12.72	176	5,472,718	14.02	8,603,951
Oregon.....	91	5,001,873	.54	26	2,407,914	54.75	12	801,635	18.23	53	1,188,343	27.09	2,904,868
Washington.....	138	11,517,624	1.25	99	6,689,690	77.67	18	1,040,229	12.08	21	882,847	10.25	

TABLE 9.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—FRUIT AND VEGETABLE MARKETS

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
United States total.....	22,904	\$308,379,869	100.00	18,236	\$240,279,894	77.92	1,739	\$81,972,741	10.37	2,929	\$39,128,924	11.71
NEW ENGLAND.....												
Connecticut.....	1,843	29,145,393	8.48	1,164	15,850,570	58.71	302	5,894,324	22.20	377	4,990,499	19.09
Maine.....	280	3,628,778	1.18	143	2,093,778	57.70	37	737,269	21.97	70	737,739	20.33
Massachusetts.....	133	2,178,807	0.71	33	2,599,038	20.12	31	270,013	20.16	67	1,039,751	47.72
New Hampshire.....	1,176	15,264,493	4.95	869	10,697,482	70.08	170	3,223,923	21.13	137	1,341,049	8.79
Rhode Island.....	166	2,184,279	0.71	31	10,530,353	27.98	17	174,654	53.17	43	820,112	37.55
Vermont.....	62	1,604,454	.52	86	1,400,918	37.32	13	177,636	20.75	6	30,900	1.93
		1,284,582	.41					265,634	20.52	49	1,020,948	79.48
MIDDLE ATLANTIC.....												
New Jersey.....	10,852	146,914,419	47.64	9,047	119,735,193	81.50	642	11,181,625	7.60	1,163	16,017,601	10.90
New York.....	1,441	23,435,425	7.28	944	14,620,235	65.17	179	3,196,757	14.25	318	6,185,433	26.58
Pennsylvania.....	6,610	89,910,934	29.15	6,129	80,727,204	89.73	163	4,032,679	4.51	313	5,181,031	5.71
	2,801	34,568,060	11.21	1,974	24,387,754	70.55	295	3,912,189	11.32	532	6,268,117	18.13
EAST NORTH CENTRAL.....												
Illinois.....	3,522	56,127,073	18.20	2,927	45,683,406	81.39	280	6,087,649	10.85	315	4,358,018	7.76
Indiana.....	1,348	25,037,758	8.41	1,148	22,848,175	88.09	93	1,720,244	6.83	107	1,369,337	5.28
Michigan.....	287	3,437,549	1.11	190	2,542,623	73.97	45	686,720	19.98	22	208,206	6.05
Ohio.....	323	4,948,949	1.61	228	3,494,131	70.60	32	593,943	12.00	63	860,875	17.40
Wisconsin.....	1,400	15,430,291	5.01	1,232	12,481,333	80.84	76	1,648,912	10.68	92	1,309,046	8.48
	1,104	6,363,528	2.06	1,129	4,317,144	67.84	34	1,437,830	22.60	31	608,554	9.56
WEST NORTH CENTRAL.....												
Iowa.....	680	9,934,801	3.22	510	7,307,910	74.16	63	1,301,821	13.10	77	2,985,100	12.74
Kansas.....	152	1,868,190	0.60	126	1,197,625	64.45	13	190,151	10.23	13	470,414	25.32
Minnesota.....	46	799,128	.26	11	202,005	25.28	17	310,412	38.84	13	286,711	35.85
Missouri.....	102	2,624,708	.87	73	2,074,686	86.56	11	244,923	10.10	18	105,144	4.34
Nebraska.....	305	3,517,427	1.24	275	3,399,271	96.43	10	335,594	8.79	20	182,632	4.78
North Dakota.....	29	699,446	.22	23	561,373	83.86	4	104,073	15.54	1	4,000	0.60
South Dakota.....	3	39,891	.02	4	56,991	95.16	4	56,991	95.16	1	2,900	4.84
	13	306,106	.10	2	33,000	10.78	4	59,747	19.52	7	213,359	69.70

TABLE 9.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—FRUIT AND VEGETABLE MARKETS—CON.

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
SOUTH ATLANTIC	1,587	\$16,678,395	5.41	1,186	\$12,879,288	77.22	145	\$1,720,490	10.32	246	\$2,078,619	12.46
Delaware.....	50	2,712,095	.83	44	2,674,379	54.71				6	37,687	5.29
District of Columbia.....	86	2,516,863	.82	195	2,516,863	100.00						
Florida.....	290	2,050,307	.66	174	1,850,593	55.63						
Georgia.....	670	5,230,146	1.80	7	884,592	16.91	48	171,132	29.68	73	488,942	21.89
Illinois.....	1,000	5,715,172	2.00	640	5,594,131	40.31	10	351,009	6.14	32	268,044	19.22
Michigan.....	670	5,715,172	1.80	640	5,594,131	40.31	10	351,009	6.14	32	268,044	19.22
North Carolina.....	94	1,195,512	.39	20	594,033	44.71	24	175,283	14.71	30	488,599	40.62
South Carolina.....	87	850,220	.28	40	552,185	63.80	25	133,730	15.61	18	188,346	20.86
Tennessee.....	152	1,377,709	.45	115	1,024,029	74.33	19	226,389	16.43	18	197,291	9.24
Virginia.....	94	1,024,100	.33	35	422,574	41.30	12	247,885	24.18	49	353,141	34.52
EAST SOUTH CENTRAL	381	4,186,159	1.36	295	2,663,405	63.62	59	799,519	19.10	87	723,235	17.23
Alabama.....	67	1,015,460	.33	43	773,688	76.19	13	177,396	17.47	10	64,366	6.34
Kentucky.....	158	1,319,467	.43	115	799,870	60.82	12	260,548	19.75	31	289,049	19.63
Mississippi.....	52	439,704	.14	2	9,475	2.16	26	233,280	53.05	24	196,949	44.79
Tennessee.....	104	1,411,528	.46	75	1,080,362	76.54	7	128,295	9.09	22	202,871	14.37
WEST SOUTH CENTRAL	1,988	9,327,231	3.02	1,611	7,329,718	78.59	89	733,355	7.86	188	1,264,158	13.55
Arkansas.....	37	348,130	.11	7	57,600	16.54	15	55,555	15.96	15	234,975	67.50
Louisiana.....	1,163	3,617,183	1.17	1,083	3,428,516	94.79	9	26,200	0.72	71	162,467	4.49
Oklahoma.....	50	749,875	.24	26	410,571	54.75	12	201,364	26.88	12	197,940	18.40
Texas.....	698	4,612,043	1.50	495	3,483,081	74.44	53	450,236	9.76	90	738,776	15.80
MOUNTAIN	182	3,058,472	.99	98	2,186,692	69.86	16	239,823	7.84	68	682,047	22.30
Arizona.....	32	442,289	.14	15	261,769	59.18				17	180,580	40.82
Colorado.....	78	1,761,187	.57	58	1,479,292	83.99	6	107,609	6.11	17	174,286	9.90
Idaho.....	9	187,409	.03				3	19,414	22.21	7	67,995	77.79
Montana.....	8	162,355	.05	5	109,373	67.37						
Nevada.....	3	56,397	.02				1	62,982	62.63	2	30,777	54.57
New Mexico.....	6	38,334	.01				2	26,620	45.43	4	18,008	46.98
Utah.....	43	484,351	.16	20	286,178	59.09	1	1,872	53.02	22	196,301	40.62
Wyoming.....	3	26,150	.01				1	12,000	45.89	2	14,150	54.11
PACIFIC	1,989	36,007,323	11.68	1,448	27,133,001	75.36	143	4,124,135	11.45	408	4,749,587	13.19
California.....	1,612	29,017,278	9.41	1,162	22,480,148	77.50	117	2,492,932	8.59	333	4,035,158	13.91
Oregon.....	136	1,541,230	.50	89	1,094,202	67.10	5	85,695	5.56	42	421,339	27.34
Washington.....	251	5,448,809	1.77	197	3,610,251	66.26	21	1,545,508	28.36	33	293,050	5.38

TABLE 10.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—DELICATESSEN STORES

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
		\$194,820,089	100.00	9,865	\$174,509,911	89.53	573	\$9,747,293	5.00	728	\$10,569,915	5.42
United States total.....	11,166											
NEW ENGLAND.....	657	11,725,350	6.02	557	9,878,815	84.27	58	1,166,426	9.95	52	673,109	5.78
Connecticut.....	228	3,738,415	1.92	174	2,807,551	75.10	20	477,271	12.77	34	455,403	12.13
Maine.....	7	34,807	.02	1	11,450	32.90	1	3,300	3.75	1	29,057	63.37
Massachusetts.....	390	7,073,540	3.63	351	6,353,517	89.82	29	533,468	7.54	10	189,555	2.64
New Hampshire.....	5	64,269	.03	2	45,369	73.25	1	3,000	7.18	2	10,901	16.97
Rhode Island.....	35	773,954	.40	29	657,932	85.01	6	153,222	14.89	1		
Vermont.....	2	38,356	.02				1	33,365	86.97			
MIDDLE ATLANTIC.....	5,776	111,993,515	57.18	5,005	99,339,266	88.28	270	5,327,087	4.78	501	7,727,212	6.94
New Jersey.....	1,383	24,792,820	12.73	971	17,934,212	72.31	151	2,999,228	12.10	261	4,043,472	16.31
New York.....	3,254	71,005,577	36.45	3,022	60,384,765	85.35	38	1,876,084	2.65	144	2,842,020	4.00
Pennsylvania.....	1,139	15,594,718	8.00	1,012	14,304,281	91.72	31	448,767	2.88	66	841,720	5.40
EAST NORTH CENTRAL.....	3,138	44,239,927	22.71	2,897	41,164,109	93.05	146	1,846,377	4.17	95	1,229,441	2.78
Illinois.....	2,955	29,317,162	15.06	2,101	27,654,388	94.33	105	1,040,152	3.55	47	622,622	2.12
Indiana.....	130	1,817,077	.84	111	1,779,740	87.00	10	179,260	9.48	9	63,977	3.52
Michigan.....	40	1,221,055	.64	34	1,171,808	97.70	5	39,434	1.77	1	11,720	.53
Ohio.....	50	2,083,088	1.04	455	4,062,077	89.55	18	412,714	4.60	33	488,277	5.45
Wisconsin.....	141	1,918,688	.98	128	1,694,066	88.29	10	181,817	9.46	5	42,845	2.23
WEST NORTH CENTRAL.....	238	2,997,436	1.54	213	2,658,921	88.71	16	65,913	6.27	9	150,902	5.02
Iowa.....	20	245,027	.14	13	172,795	65.20	5	50,131	18.91	2	42,100	15.89
Kansas.....	20	63,256	.03	4	50,150	79.32	1	4,680	7.40	2	8,400	13.28
Minnesota.....	22	353,360	.18	18	311,218	88.07	1	15,142	4.29	1	27,000	7.64
Missouri.....	171	1,983,908	1.02	159	1,805,339	91.00	7	105,560	5.32	5	73,102	3.68
Nebraska.....	15	246,340	.12	15	246,340	100.00						
South Dakota.....	4	85,475	.04	2	73,075	85.49						
							2	12,400	14.51			

CENSUS OF DISTRIBUTION

TABLE 10.—NUMBER OF STORES AND SALES (AND IN 3 SIZE-OF-CITY GROUPS)—DELICATESSEN STORES—Continued

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 20,000 POPULATION			CITIES 10,000-20,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
SOUTH ATLANTIC	617	\$9,459,956	4.85	580	\$9,025,864	95.41	23	\$292,012	3.09	14	\$142,080	1.50
Delaware.....	13	239,273	1.2	13	239,273	100.00						
District of Columbia.....	278	4,290,772	2.30	278	4,290,772	100.00						
Florida.....	32	600,203	.31	29	486,480	81.05	2	54,346	0.5	8	59,371	0.90
Georgia.....	27	550,516	.29	25	541,916	98.50	1	8,203	1.56			
Maryland.....	187	2,597,897	1.31	182	2,502,297	98.60	4	8,203	0.32	4	27,395	1.08
North Carolina.....	10	83,428	.04	5	25,068	30.05	4	45,800	54.37	1	13,000	15.38
South Carolina.....	3	62,255	.03	3	60,835	97.67	1	1,450	2.33			
Virginia.....	52	860,909	.44	41	665,344	77.29	10	153,251	17.80	1	42,314	4.91
West Virginia.....	15	234,573	.12	12	213,873	91.14	3	20,800	8.86			
EAST SOUTH CENTRAL	137	2,355,891	1.21	118	2,126,922	90.40	4	86,250	4.09	15	123,719	5.51
Alabama.....	31	558,382	.29	29	541,582	96.99	2	16,800	3.01			
Kentucky.....	79	1,251,501	.64	63	1,072,332	85.68	4	96,250	7.69	12	82,919	6.63
Mississippi.....	5	103,563	.05	4	73,563	71.03				1	30,000	28.97
Tennessee.....	22	442,445	.23	22	442,445	100.00						
WEST SOUTH CENTRAL	63	1,013,070	.52	42	888,240	87.68	13	38,178	3.77	8	86,652	8.55
Arkansas.....	4	44,655	.01	4	44,655	100.00	2	14,046	95.88	2	604	4.12
Louisiana.....	11	226,905	.12	9	199,732	84.83						
Oklahoma.....	16	416,145	.09	5	111,264	95.80	1	4,876	4.20	2	36,653	15.47
Texas.....	42	645,985	.38	28	577,244	89.36	10	19,256	2.98	4	49,485	7.66
MOUNTAIN	42	881,240	.45	30	592,105	67.19	10	278,849	31.64	2	10,286	1.17
Arizona.....	5	49,628	.03	4	47,808	96.33				1	1,820	3.67
Colorado.....	27	497,241	.26	24	431,564	90.82	3	45,977	9.18			
Idaho.....	2	8,176	.01	1	8,176	100.00	1	8,852	24.81			
Montana.....	2	35,672	.02	1	26,820	73.19						
Nevada.....												
New Mexico.....												
Utah.....	1	65,913	.03	1	65,913	100.00						
Wyoming.....	6	224,610	.11				5	216,144	96.23	1	8,466	3.77
PACIFIC	488	10,755,704	5.52	423	9,832,669	91.41	33	514,291	4.78	32	408,814	3.81
California.....	422	9,440,171	4.85	371	8,713,884	92.31	23	356,033	3.77	28	370,254	3.92
Oregon.....	25	456,782	.23	19	336,366	73.64	4	85,416	18.70	2	35,000	7.66
Washington.....	41	858,751	.44	33	782,419	91.11	6	72,772	8.43	2	3,500	.41

FOOD RETAILING

TABLE 11.—NUMBER OF STORES AND SALES, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—BAKERIES—CATERERS

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
United States total.....	12, 013	\$201, 092, 792	100. 00	6, 351	\$125, 110, 137	62. 22	1, 167	\$50, 315, 570	10. 10	3, 995	\$55, 667, 075	27. 68
NEW ENGLAND.....												
Connecticut.....	1, 441	20, 928, 060	10. 11	1, 020	14, 768, 833	72. 65	216	3, 156, 129	15. 53	205	2, 403, 095	11. 82
Maine.....	170	2, 194, 846	1. 09	110	1, 235, 404	56. 43	15	455, 096	20. 73	45	501, 346	22. 84
Massachusetts.....	109	1, 523, 629	6. 72	37	487, 807	32. 02	24	425, 320	27. 92	48	610, 493	40. 06
New Hampshire.....	913	13, 514, 926	6. 72	734	11, 412, 353	84. 44	117	1, 525, 213	11. 29	62	577, 360	4. 27
Rhode Island.....	43	471, 708	2. 32	12	99, 091	21. 01	14	200, 563	43. 79	17	166, 054	35. 20
Vermont.....	179	2, 120, 754	1. 05	127	1, 631, 178	72. 20	44	527, 728	24. 88	8	61, 848	2. 92
	27	502, 197	. 25				2	16, 200	3. 23	25	485, 997	96. 77
MIDDLE ATLANTIC.....												
New Jersey.....	3, 044	77, 500, 307	38. 39	2, 796	59, 451, 854	77. 01	348	5, 952, 089	7. 75	800	11, 766, 454	15. 24
New York.....	1, 951	19, 540, 226	6. 24	400	6, 738, 135	33. 69	103	1, 864, 577	14. 86	248	3, 946, 524	21. 45
Pennsylvania.....	1, 061	46, 474, 695	23. 11	1, 502	40, 630, 120	87. 21	113	1, 942, 969	4. 18	246	4, 001, 576	8. 61
	1, 232	18, 176, 196	9. 04	734	12, 183, 599	67. 03	132	2, 174, 543	11. 96	306	3, 818, 054	21. 01
EAST NORTH CENTRAL.....												
Illinois.....	2, 370	41, 080, 688	20. 43	1, 232	25, 175, 845	61. 28	227	3, 306, 903	8. 05	911	12, 597, 940	30. 67
Indiana.....	622	9, 377, 250	4. 66	271	5, 000, 651	53. 45	53	518, 257	5. 72	248	3, 528, 362	37. 63
Michigan.....	253	3, 270, 369	1. 63	121	1, 960, 533	60. 46	22	166, 424	7. 53	110	1, 373, 422	42. 00
Ohio.....	452	8, 417, 500	4. 19	213	5, 000, 588	61. 66	51	767, 664	9. 50	388	2, 427, 468	28. 84
Wisconsin.....	852	16, 533, 989	8. 22	564	12, 262, 384	74. 19	72	1, 895, 362	6. 39	215	2, 210, 823	33. 42
	291	3, 461, 540	1. 73	113	1, 037, 659	23. 80	28	383, 986	11. 09	150	2, 067, 885	32. 11
WEST NORTH CENTRAL.....												
Iowa.....	1, 227	16, 324, 126	8. 12	331	4, 109, 010	25. 17	95	2, 153, 810	13. 10	801	10, 061, 306	61. 64
Kansas.....	194	2, 556, 967	1. 27	28	327, 887	12. 82	28	571, 278	22. 34	158	1, 684, 092	64. 84
Minnesota.....	180	2, 351, 878	1. 17	25	256, 246	10. 90	20	350, 499	14. 90	135	1, 745, 133	74. 20
Missouri.....	225	3, 107, 395	1. 55	86	1, 238, 245	39. 85	17	201, 572	6. 49	130	1, 687, 570	53. 69
Nebraska.....	340	3, 147, 351	2. 05	164	2, 133, 842	51. 45	9	281, 832	6. 80	159	1, 731, 677	54. 60
North Dakota.....	182	2, 282, 561	1. 14	28	152, 980	6. 70	7	103, 064	4. 52	146	2, 020, 487	88. 78
South Dakota.....	39	773, 110	. 38	8	323, 065	41. 78	32	323, 065	41. 78	32	436, 105	58. 22
	57	1, 104, 864	. 55				6	322, 532	29. 19	61	782, 332	70. 81

CENSUS OF DISTRIBUTION

TABLE 11.—NUMBER OF STORES AND IN 3 SIZE-OF-CITY GROUPS, BY STATES (AND IN 3 SIZE-OF-CITY GROUPS)—BAKERIES—CATERERS—Continued

DIVISION AND STATE	UNITED STATES TOTAL			CITIES OVER 30,000 POPULATION			CITIES 10,000-30,000 POPULATION			PLACES UNDER 10,000 POPULATION		
	Stores	Sales	Percent of United States sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales	Stores	Sales	Percent of State sales
SOUTH ATLANTIC	682	\$9,828,870	4.89	484	\$6,495,980	66.08	55	\$892,450	8.98	193	\$2,450,440	24.98
Delaware.....	25	257,027	.13	20	227,873	88.66				5	29,154	11.34
District of Columbia.....	65	948,756	4.7	65	948,756	100.00						
Florida.....	146	318,443	.66	59	402,318	30.51	21	282,842	21.45	66	633,283	48.04
Georgia.....	32	534,011	2.6	11	130,043	24.35	4	200,008	37.45	17	208,961	38.20
Maryland.....	225	4,113,361	20.5	197	3,691,504	89.75	4	16,205	.39	26	405,652	9.86
North Carolina.....	31	376,463	.19	6	64,966	17.26	13	182,255	40.44	12	150,262	42.30
South Carolina.....	23	196,911	.10	12	53,394	26.71				11	146,517	73.29
Tennessee.....	78	1,110,537	.55	47	737,185	67.26	8	87,371	7.86	23	276,381	24.88
Virginia.....	57	870,051	.48	17	229,942	23.70	7	143,889	14.83	33	596,280	61.47
EAST SOUTH CENTRAL	301	5,365,680	2.87	147	2,310,263	48.78	46	1,375,065	25.04	108	1,479,701	27.58
Alabama.....	72	1,812,140	9.0	37	1,000,223	55.92	15	431,042	24.32	21	220,895	12.19
Kentucky.....	143	2,127,524	1.06	87	1,294,163	56.74	10	451,050	21.24	21	408,373	22.02
Mississippi.....	40	694,687	.35	2	274,897	2.14	11	257,007	34.23	27	441,683	63.63
Tennessee.....	46	731,333	.36	22	328,080	44.86	1	55,000	7.52	23	348,248	47.02
WEST SOUTH CENTRAL	682	9,030,950	4.49	203	2,088,456	23.12	57	848,548	9.40	422	6,083,946	67.48
Arkansas.....	67	1,183,147	.59	10	197,698	16.71	12	159,968	13.27	45	828,481	70.02
Louisiana.....	166	2,120,668	1.05	73	824,811	38.89	9	168,437	7.94	84	1,127,420	53.17
Oklahoma.....	117	1,861,064	.93	27	276,879	14.88	6	75,459	4.05	84	1,508,726	81.07
Texas.....	332	3,866,071	1.92	93	789,068	20.41	30	447,684	11.58	209	2,629,319	68.01
MOUNTAIN	321	5,472,383	2.72	75	1,132,019	21.60	28	617,197	11.28	218	3,673,187	67.12
Arizona.....	29	961,687	.48	4	40,300	5.13				25	912,387	94.87
Colorado.....	111	1,636,116	.81	55	937,758	57.32	8	195,121	11.92	48	508,237	30.76
Idaho.....	24	436,595	.22							19	280,518	65.54
Montana.....	44	747,876	.37	2	10,000	1.34	9	146,078	33.46	33	590,106	80.12
Nevada.....	7	163,728	.08							7	163,728	100.00
New Mexico.....	32	493,905	.25	30	493,905	100.00				28	380,587	77.06
Utah.....	51	609,330	.30	14	184,961	30.66	4	113,318	22.94	37	418,369	69.34
Wyoming.....	23	429,145	.21				2	24,000	5.59	21	405,145	94.41
PACIFIC	1,045	16,461,619	8.18	613	9,327,757	56.86	95	1,992,839	12.11	337	5,141,023	31.28
California.....	726	11,609,742	5.77	492	6,788,018	58.21	63	1,036,505	8.93	231	3,815,219	32.86
Oregon.....	96	1,642,320	.82	37	613,962	37.38	12	374,844	22.83	47	638,514	39.79
Washington.....	223	3,209,557	1.59	144	1,955,777	60.94	20	581,490	18.12	59	672,290	20.94

TABLE 12.—SALES OF GROCERY STORES (WITHOUT MEATS) COMPARED BY STATES

STATE (in order of sales)	Grocery-store sales in order of size	Cumula- tive per- cent of United States total	STATE (in order of sales)	Grocery-store sales in order of size	Cumula- tive per- cent of United States total
United States total.....	\$3,449,129,144	100.00	Tennessee.....	\$30,503,281	87.77
New York.....	574,849,167	16.67	Alabama.....	29,775,168	88.63
Pennsylvania.....	314,441,294	25.78	Oklahoma.....	29,291,574	89.48
Illinois.....	274,034,595	33.74	Maryland.....	29,207,096	90.33
California.....	238,410,817	40.60	Mississippi.....	28,671,689	91.16
New Jersey.....	192,432,646	46.24	Kansas.....	27,224,834	91.95
Ohio.....	174,971,071	51.31	West Virginia.....	24,868,994	92.67
Massachusetts.....	158,034,870	55.89	Rhode Island.....	24,825,410	93.39
Michigan.....	153,903,095	60.35	Maine.....	24,573,035	94.10
Texas.....	117,242,325	63.75	Colorado.....	24,309,081	94.81
Wisconsin.....	91,934,085	66.42	Nebraska.....	21,818,288	95.44
Minnesota.....	76,998,267	68.65	Montana.....	20,172,950	96.03
Connecticut.....	74,254,885	70.80	Arkansas.....	17,955,521	96.55
Washington.....	68,815,336	72.80	New Hampshire.....	17,267,118	97.05
Indiana.....	67,548,992	74.75	District of Columbia.....	13,680,460	97.44
Iowa.....	52,878,534	70.29	Idaho.....	12,591,201	97.81
Georgia.....	48,779,044	77.70	Vermont.....	12,012,462	98.16
North Carolina.....	47,915,675	79.09	South Dakota.....	10,739,537	98.47
Missouri.....	45,835,592	80.42	North Dakota.....	10,485,397	98.77
Oregon.....	45,191,959	81.73	Arizona.....	8,792,025	99.03
Virginia.....	40,317,001	82.90	Utah.....	8,317,504	99.27
Florida.....	36,410,957	83.95	Delaware.....	7,707,530	99.49
Louisiana.....	34,595,794	84.96	New Mexico.....	6,982,999	99.69
South Carolina.....	34,317,484	85.95	Wyoming.....	6,735,556	99.89
Kentucky.....	32,226,218	86.89	Nevada.....	3,673,225	100.00

TABLE 13.—SALES OF MEAT MARKETS, INCLUDING FISH MARKETS, COMPARED BY STATES

STATE (in order of sales)	Meat-market sales in order of size	Cumula- tive per- cent of United States total	STATE (in order of sales)	Meat-market sales in order of size	Cumula- tive per- cent of United States total
United States total.....	\$1,336,858,023	100.00	North Carolina.....	\$7,807,865	92.91
New York.....	334,721,236	25.04	District of Columbia.....	7,520,828	93.48
Illinois.....	131,913,896	34.90	Tennessee.....	7,021,879	94.00
California.....	98,967,263	42.31	Georgia.....	6,985,251	94.52
Pennsylvania.....	97,412,739	49.59	Montana.....	6,967,714	95.05
New Jersey.....	95,617,770	56.74	Colorado.....	6,713,853	95.55
Ohio.....	73,208,860	62.22	Oklahoma.....	6,057,191	96.00
Michigan.....	61,003,492	66.73	South Dakota.....	4,906,647	96.37
Wisconsin.....	47,837,122	70.36	North Dakota.....	4,008,847	96.72
Massachusetts.....	37,367,162	73.15	Idaho.....	4,480,793	97.05
Minnesota.....	34,221,078	75.71	Alabama.....	3,982,287	97.35
Washington.....	33,991,588	78.26	West Virginia.....	3,967,088	97.65
Texas.....	24,729,759	80.11	Mississippi.....	3,288,799	97.89
Indiana.....	23,660,622	81.88	South Carolina.....	3,258,741	98.13
Connecticut.....	19,321,919	83.32	Rhode Island.....	3,152,100	98.37
Oregon.....	19,075,040	84.75	Delaware.....	2,968,881	98.59
Iowa.....	18,535,472	86.13	Maine.....	2,961,386	98.81
Maryland.....	16,978,521	87.40	New Hampshire.....	2,794,765	99.02
Missouri.....	13,494,761	88.41	Utah.....	2,638,240	99.22
Nebraska.....	10,204,155	89.18	Arizona.....	2,514,840	99.41
Virginia.....	8,867,152	89.84	Wyoming.....	1,733,148	99.54
Louisiana.....	8,089,086	90.49	Arkansas.....	1,705,948	99.67
Kentucky.....	8,577,151	91.13	Nevada.....	1,594,319	99.78
Florida.....	8,132,659	91.74	Vermont.....	1,556,613	99.90
Kansas.....	7,878,192	92.33	New Mexico.....	1,320,405	100.00

CENSUS OF DISTRIBUTION

TABLE 14.—SALES OF COMBINATION STORES (GROCERIES AND MEATS) COMPARED BY STATES

STATE (in order of sales)	Combination- store sales in order of size	Cumula- tive per- cent of United States total	STATE (in order of sales)	Combination- store sales in order of size	Cumula- tive per- cent of United States total
United States total.....	\$3,908,682,067	100.00	Colorado.....	\$49,645,604	85.67
Pennsylvania.....	317,319,700	8.13	Nebraska.....	46,488,963	86.87
Ohio.....	306,524,968	15.98	Alabama.....	45,193,807	88.02
New York.....	285,090,699	23.28	Rhode Island.....	44,505,755	80.16
Massachusetts.....	251,770,770	29.73	West Virginia.....	41,522,051	90.23
Illinois.....	234,058,437	35.73	District of Columbia.....	39,022,741	91.23
Michigan.....	203,562,573	41.07	Maine.....	34,665,261	92.11
California.....	201,087,935	46.22	Washington.....	33,868,717	92.98
Texas.....	176,969,678	50.76	Arkansas.....	31,301,257	93.78
Missouri.....	170,098,666	55.11	Louisiana.....	27,175,309	94.48
Indiana.....	147,053,060	58.88	New Hampshire.....	23,383,820	95.08
New Jersey.....	120,208,582	61.96	Mississippi.....	23,097,356	95.67
Oklahoma.....	98,370,743	64.23	Arizona.....	22,531,308	96.25
Kansas.....	83,709,666	66.37	Oregon.....	20,432,509	96.77
Connecticut.....	77,229,515	68.35	Utah.....	17,804,973	97.23
Iowa.....	75,626,195	70.29	South Carolina.....	17,436,789	97.67
Wisconsin.....	73,484,763	72.17	South Dakota.....	13,428,434	98.02
Maryland.....	70,170,100	73.97	Vermont.....	13,084,475	98.35
Tennessee.....	67,426,106	75.69	Montana.....	12,724,711	98.68
Kentucky.....	65,665,294	77.38	North Dakota.....	12,009,262	98.90
Florida.....	58,272,858	78.87	Delaware.....	10,662,869	99.26
Georgia.....	50,762,004	80.32	Idaho.....	9,443,981	99.50
North Carolina.....	55,081,214	81.73	New Mexico.....	8,594,785	99.72
Minnesota.....	62,368,642	83.08	Wyoming.....	7,563,391	99.92
Virginia.....	51,793,620	84.40	Nevada.....	3,295,615	100.00

TABLE 15.—SALES OF FRUIT STORES AND VEGETABLE MARKETS COMPARED BY STATES

STATE (in order of sales)	Sales of fruit stores and vegetable markets in order of size	Cumula- tive per- cent of United States total	STATE (in order of sales)	Sales of fruit stores and vegetable markets in order of size	Cumula- tive per- cent of United States total
United States total.....	\$808,379,369	100.00	Oregon.....	\$1,541,236	94.78
New York.....	89,910,934	29.16	Tennessee.....	1,411,528	95.24
Pennsylvania.....	34,568,060	40.37	Virginia.....	1,377,709	95.68
California.....	29,017,278	49.78	Kentucky.....	1,319,467	96.11
Illinois.....	25,937,756	58.19	Vermont.....	1,284,682	96.53
New Jersey.....	22,435,425	65.46	Georgia.....	1,239,146	96.93
Ohio.....	15,439,291	70.47	North Carolina.....	1,193,812	97.32
Massachusetts.....	15,264,483	75.42	West Virginia.....	1,023,100	97.65
Wisconsin.....	6,363,528	77.48	Alabama.....	1,015,460	97.98
Washington.....	5,715,175	79.34	South Carolina.....	850,220	98.28
Maryland.....	5,448,809	81.10	Kansas.....	799,123	98.61
Michigan.....	4,612,043	84.20	Oklahoma.....	749,875	98.76
Texas.....	3,817,427	85.44	Delaware.....	712,066	98.89
Missouri.....	3,628,778	89.61	Nebraska.....	669,440	99.29
Connecticut.....	3,617,183	87.79	Utah.....	484,851	99.30
Louisiana.....	3,437,549	85.00	Arizona.....	442,289	99.60
Indiana.....	2,516,863	89.72	Mississippi.....	439,704	99.76
District of Columbia.....	2,424,703	90.50	Arkansas.....	343,130	99.90
New Hampshire.....	2,184,279	91.21	South Dakota.....	306,100	99.88
Maine.....	2,050,307	92.60	Montana.....	162,855	99.91
Florida.....	1,858,190	93.19	Idaho.....	87,409	99.94
Iowa.....	1,761,187	93.78	North Dakota.....	59,891	99.96
Colorado.....	1,604,454	94.28	Nevada.....	50,397	99.98
Rhode Island.....			New Mexico.....	38,334	99.99
			Wyoming.....	26,150	100.00

TABLE 16.—SALES OF DELICATESSEN STORES COMPARED BY STATES

STATE (in order of sales)	Sales of delicatessen stores in order of size	Cumulative per cent of United States total	STATE (in order of sales)	Sales of delicatessen stores in order of size	Cumulative per cent of United States total
United States total.....	\$194, 820, 089	100.00	Colorado.....	\$497, 241	98.18
New York.....	71, 005, 877	36.45	Oregon.....	456, 782	98.42
Illinois.....	29, 317, 162	51.49	Tennessee.....	442, 445	98.05
New Jersey.....	24, 792, 920	64.22	Minnesota.....	353, 360	98.83
Pennsylvania.....	15, 594, 718	72.23	Iowa.....	265, 027	98.97
California.....	9, 440, 171	77.07	Nebraska.....	246, 340	99.09
Ohio.....	8, 968, 068	81.67	Delaware.....	239, 273	99.22
Massachusetts.....	7, 073, 640	85.30	Louisiana.....	236, 295	99.34
District of Columbia.....	4, 290, 772	87.50	West Virginia.....	234, 673	99.46
Connecticut.....	3, 738, 415	89.42	Wyoming.....	224, 010	99.58
Maryland.....	2, 537, 897	90.73	Oklahoma.....	116, 140	99.64
Michigan.....	2, 223, 052	91.87	Mississippi.....	103, 563	99.69
Missouri.....	1, 983, 998	92.88	South Dakota.....	86, 475	99.73
Wisconsin.....	1, 918, 068	93.87	North Carolina.....	83, 428	99.78
Indiana.....	1, 817, 977	94.80	Utah.....	65, 913	99.81
Kentucky.....	1, 251, 501	95.44	New Hampshire.....	64, 269	99.84
Virginia.....	860, 909	95.89	Kansas.....	63, 236	99.88
Washington.....	858, 751	96.33	South Carolina.....	62, 285	99.91
Rhode Island.....	773, 954	96.72	Arizona.....	49, 028	99.93
Texas.....	645, 985	97.05	Vermont.....	38, 365	99.95
Florida.....	600, 203	97.36	Montana.....	35, 672	99.97
Alabama.....	558, 382	97.65	Maine.....	34, 807	99.98
Georgia.....	550, 516	97.93	Arkansas.....	14, 660	99.99
			Idaho.....	8, 178	100.00

TABLE 17.—SALES OF BAKERIES AND CATERERS COMPARED BY STATES

STATE (in order of sales)	Sales of bakeries and caterers in order of size	Cumulative per cent of United States total	STATE (in order of sales)	Sales of bakeries and caterers in order of size	Cumulative per cent of United States total
United States total.....	\$201, 092, 782	100.00	Oregon.....	\$1, 642, 320	90.96
New York.....	46, 474, 965	23.11	Colorado.....	1, 636, 116	91.78
Pennsylvania.....	18, 176, 196	32.15	Maine.....	1, 523, 629	92.53
Ohio.....	16, 533, 999	40.37	Florida.....	1, 318, 443	93.19
Massachusetts.....	13, 514, 926	47.09	Arkansas.....	1, 183, 147	93.78
New Jersey.....	12, 549, 236	53.33	Virginia.....	1, 110, 837	94.33
California.....	11, 609, 742	59.11	South Dakota.....	1, 104, 864	94.88
Illinois.....	9, 377, 250	63.76	West Virginia.....	970, 061	95.36
Michigan.....	8, 417, 600	67.95	Arizona.....	961, 687	95.84
Missouri.....	4, 147, 351	70.01	District of Columbia.....	948, 756	96.31
Maryland.....	4, 113, 361	72.06	North Dakota.....	773, 110	96.70
Texas.....	3, 866, 071	73.98	Montana.....	747, 876	97.05
Wisconsin.....	3, 481, 640	75.71	Tennessee.....	731, 338	97.43
Indiana.....	3, 270, 890	77.34	Mississippi.....	694, 687	97.78
Washington.....	3, 209, 557	78.93	Utah.....	603, 330	98.08
Minnesota.....	3, 107, 395	80.48	Georgia.....	594, 011	98.34
Iowa.....	2, 556, 967	81.75	Vermont.....	502, 197	98.59
Kansas.....	2, 351, 878	82.92	New Mexico.....	493, 905	98.84
Nebraska.....	2, 232, 561	84.06	New Hampshire.....	471, 708	99.07
Connecticut.....	2, 194, 846	85.15	Idaho.....	430, 596	99.29
Kentucky.....	2, 127, 624	86.21	Wyoming.....	429, 145	99.50
Rhode Island.....	2, 120, 754	87.26	North Carolina.....	376, 463	99.69
Louisiana.....	2, 120, 668	88.32	Delaware.....	257, 027	99.82
Oklahoma.....	1, 861, 064	89.24	South Carolina.....	199, 911	99.92
Alabama.....	1, 812, 140	90.15	Nevada.....	163, 728	100.00

TABLE 18.—SALES OF DAIRY PRODUCTS STORES COMPARED BY STATES

STATE (in order of sales)	DAIRY PRODUCTS STORES AND MILK DEALERS		Milk dealer sales only (complete)	STATE (in order of sales)	DAIRY PRODUCTS STORES AND MILK DEALERS		Milk dealer sales only (complete)
	Sales	Cumulative percent of United States total			Sales	Cumulative percent of United States total	
United States total.....	\$927, 319, 648	100.00	\$990, 496, 569	Kentucky.....	\$4, 835, 050	05.13	\$3, 021, 588
New York.....	235, 030, 384	25.41	158, 504, 749	Colorado.....	4, 811, 852	05.05	2, 478, 482
Illinois.....	108, 887, 732	37.12	97, 408, 872	Kansas.....	3, 988, 405	06.08	2, 156, 430
Pennsylvania.....	90, 957, 306	46.03	74, 094, 387	Nebraska.....	3, 592, 101	06.47	3, 135, 100
New Jersey.....	61, 868, 046	53.60	49, 595, 973	North Carolina.....	3, 314, 033	06.82	2, 768, 557
Ohio.....	51, 407, 955	59.14	37, 475, 191	Oklahoma.....	3, 218, 875	07.17	2, 321, 773
California.....	47, 652, 301	64.28	29, 607, 151	New Hampshire.....	2, 800, 404	07.48	2, 193, 271
Massachusetts.....	47, 243, 044	69.38	30, 068, 552	West Virginia.....	2, 521, 781	07.76	1, 479, 689
Michigan.....	38, 834, 035	73.50	35, 111, 722	Maine.....	2, 293, 003	08.00	1, 562, 300
Wisconsin.....	29, 011, 512	76.79	24, 271, 394	Delaware.....	1, 959, 228	08.21	1, 829, 193
Maryland.....	22, 754, 452	79.24	16, 354, 689	Georgia.....	1, 918, 265	08.42	1, 570, 698
Missouri.....	21, 217, 595	81.53	16, 814, 789	Vermont.....	1, 906, 912	08.63	738, 538
Connecticut.....	20, 038, 814	83.76	15, 717, 286	Alabama.....	1, 845, 128	08.83	1, 068, 522
Indiana.....	17, 970, 415	85.70	13, 644, 656	Arizona.....	1, 831, 509	09.02	719, 058
Minnesota.....	12, 904, 120	87.10	11, 544, 412	Louisiana.....	1, 727, 155	09.21	1, 209, 376
Texas.....	11, 823, 234	88.87	8, 586, 327	Utah.....	1, 562, 161	09.38	1, 415, 077
Washington.....	11, 517, 024	89.62	6, 898, 775	South Carolina.....	1, 021, 190	09.49	829, 134
District of Co- lumbia.....	11, 034, 310	90.81	9, 051, 540	South Dakota.....	714, 171	09.56	481, 153
Iowa.....	7, 879, 680	91.66	5, 821, 998	Montana.....	713, 154	09.64	426, 858
Tennessee.....	6, 486, 139	92.30	3, 296, 539	Arkansas.....	653, 033	09.71	448, 806
Rhode Island.....	5, 458, 039	92.94	3, 247, 986	Mississippi.....	594, 553	09.78	480, 812
Virginia.....	5, 365, 013	93.52	4, 141, 547	Idaho.....	536, 452	09.83	362, 179
Florida.....	5, 058, 494	94.07	3, 404, 434	Wyoming.....	466, 080	09.88	270, 540
Oregon.....	5, 001, 873	94.61	2, 084, 465	North Dakota.....	437, 781	09.93	385, 721
				New Mexico.....	433, 583	09.98	342, 270
				Nevada.....	203, 063	100.00	8, 004

TABLE 19.—PROPORTION OF CASH AND CREDIT BUSINESS

A.—GROCERY STORES (WITHOUT MEATS)

CLASSIFICATION	Number of stores	Total sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All-cash stores.....	93, 060	\$2, 092, 371, 000	\$2, 092, 371, 000	-----
Up to 10 percent credit.....	13, 619	189, 063, 000	170, 610, 000	\$9, 453, 000
11 to 20 percent credit.....	9, 542	94, 346, 000	80, 194, 000	14, 152, 000
21 to 30 percent credit.....	7, 455	81, 298, 000	60, 974, 000	20, 324, 000
31 to 40 percent credit.....	7, 893	91, 887, 000	50, 727, 000	32, 160, 000
41 to 50 percent credit.....	12, 915	155, 754, 000	85, 665, 000	70, 089, 000
51 to 60 percent credit.....	6, 446	95, 407, 000	42, 933, 000	52, 474, 000
61 to 70 percent credit.....	7, 198	114, 489, 000	40, 071, 000	74, 418, 000
71 to 80 percent credit.....	7, 234	140, 201, 000	35, 050, 000	105, 151, 000
More than 80 percent credit.....	5, 233	109, 250, 000	10, 925, 000	98, 325, 000
Total analyzed.....	170, 595	3, 104, 066, 000	2, 687, 520, 000	470, 546, 000
Percent, ' sales.....		100.0	84.9	15.1-44.5

B.—MEAT MARKETS

CLASSIFICATION	Number of stores	Total sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All-cash stores.....	18, 674	\$489, 273, 000	\$489, 273, 000	-----
Up to 10 percent credit.....	4, 686	130, 817, 000	124, 276, 000	\$6, 541, 000
11 to 20 percent credit.....	2, 341	61, 607, 000	52, 366, 000	9, 241, 000
21 to 30 percent credit.....	2, 041	53, 758, 000	40, 318, 000	13, 440, 000
31 to 40 percent credit.....	2, 003	58, 484, 000	38, 015, 000	20, 469, 000
41 to 50 percent credit.....	2, 779	81, 610, 000	44, 885, 000	36, 725, 000
51 to 60 percent credit.....	1, 320	49, 318, 000	22, 193, 000	27, 125, 000
61 to 70 percent credit.....	1, 214	47, 187, 000	16, 515, 000	30, 672, 000
71 to 80 percent credit.....	1, 073	44, 726, 000	11, 181, 000	33, 545, 000
More than 80 percent credit.....	725	49, 571, 000	4, 957, 000	44, 614, 000
Total analyzed.....	36, 856	1, 066, 351, 000	843, 979, 000	222, 372, 000
Percent, ' sales.....		100.0	79.1	20.9-38.5

See footnote at end of table.

TABLE 19.—PROPORTION OF CASH AND CREDIT BUSINESS—Continued

C.—FISH MARKETS

CLASSIFICATION	Number of stores	Total sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All-cash stores.....	3,439	\$36,111,000	\$36,111,000	-----
Up to 10 percent credit.....	344	5,264,000	5,001,000	\$263,000
11 to 20 percent credit.....	202	2,594,000	2,205,000	389,000
21 to 30 percent credit.....	143	2,688,000	2,017,000	672,000
31 to 40 percent credit.....	161	3,804,000	2,531,000	1,363,000
41 to 50 percent credit.....	180	4,267,000	2,347,000	1,920,000
51 to 60 percent credit.....	100	2,973,000	1,338,000	1,635,000
61 to 70 percent credit.....	77	3,204,000	1,121,000	2,083,000
71 to 80 percent credit.....	70	3,354,000	838,000	2,516,000
More than 80 percent credit.....	89	4,530,000	453,000	4,077,000
Total analyzed.....	4,805	68,880,000	53,962,000	14,918,000
Percent, ¹ sales.....	-----	100.0	78.3	21.7-45.5

D.—COMBINATION STORES (GROCERIES AND MEATS)

All-cash stores.....	37,652	\$1,666,402,000	\$1,666,402,000	-----
Up to 10 percent credit.....	8,627	254,982,000	242,233,000	\$12,749,000
11 to 20 percent credit.....	4,905	108,424,000	92,191,000	16,263,000
21 to 30 percent credit.....	4,630	114,900,000	80,175,000	28,725,000
31 to 40 percent credit.....	5,615	141,068,000	91,694,000	49,374,000
41 to 50 percent credit.....	10,729	248,246,000	136,535,000	111,711,000
51 to 60 percent credit.....	6,748	189,524,000	85,286,000	104,238,000
61 to 70 percent credit.....	8,553	264,855,000	92,716,000	172,175,000
71 to 80 percent credit.....	10,328	384,463,000	83,616,000	250,847,000
More than 80 percent credit.....	8,125	285,102,000	28,510,000	256,592,000
Total analyzed.....	105,912	3,607,996,000	2,605,322,000	1,002,674,000
Percent, ¹ sales.....	-----	100.0	72.2	27.8-51.6

E.—EGG AND DAIRY PRODUCTS STORES (COMBINED)

All-cash stores.....	5,385	\$207,297,000	\$207,297,000	-----
Less than 10 percent credit.....	887	43,362,000	41,194,000	\$2,168,000
11 to 20 percent credit.....	347	19,084,000	16,221,000	2,863,000
21 to 30 percent credit.....	271	14,694,000	11,021,000	3,673,000
31 to 40 percent credit.....	248	20,356,000	13,231,000	7,125,000
41 to 50 percent credit.....	350	29,457,000	16,202,000	13,255,000
51 to 60 percent credit.....	213	16,329,000	7,348,000	8,981,000
61 to 70 percent credit.....	257	22,493,000	7,873,000	14,620,000
71 to 80 percent credit.....	300	33,522,000	8,380,000	25,142,000
More than 80 percent credit.....	1,211	478,696,000	47,870,000	430,826,000
Total analyzed.....	² 9,487	885,290,000	376,637,000	508,653,000
Percent, ¹ sales.....	-----	100.0	42.6	57.4-75.0

F.—FRUIT AND VEGETABLE MARKETS

All-cash stores.....	14,777	\$171,430,000	\$171,430,000	-----
Less than 10 percent credit.....	1,206	25,520,000	24,244,000	\$1,276,000
11 to 20 percent credit.....	685	9,997,000	8,497,000	1,500,000
21 to 30 percent credit.....	361	8,282,000	6,211,000	2,071,000
31 to 40 percent credit.....	286	6,418,000	4,172,000	2,246,000
41 to 50 percent credit.....	328	7,639,000	4,202,000	3,437,000
51 to 60 percent credit.....	156	5,790,000	2,605,000	3,185,000
61 to 70 percent credit.....	122	3,815,000	1,335,000	2,480,000
71 to 80 percent credit.....	90	3,833,000	958,000	2,875,000
More than 80 percent credit.....	94	4,060,000	406,000	3,654,000
Total analyzed.....	18,005	240,784,000	224,060,000	22,724,000
Percent, ¹ sales.....	-----	100.0	90.8	9.2-30.1

¹ The second percentage figure shown in last column, under each block total, is the proportion of credit business to total sales of all stores which extend credit.

² Number does not include the additional milk dealers added since the census closed, although their additional sales of \$129,500,822 are included in sales columns.

TABLE 19.—PROPORTION OF CASH AND CREDIT BUSINESS—Continued
G.—DELICATESSEN STORES

CLASSIFICATION	Number of stores	Total sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All-cash stores.....	7,020	\$120,698,000	\$120,698,000	-----
Less than 10 percent credit.....	797	14,419,000	13,698,000	\$721,000
11 to 20 percent credit.....	325	5,982,000	5,085,000	897,000
21 to 30 percent credit.....	238	4,141,000	3,106,000	1,035,000
31 to 40 percent credit.....	169	2,934,000	1,907,000	1,027,000
41 to 50 percent credit.....	216	3,215,000	1,768,000	1,447,000
51 to 60 percent credit.....	92	1,304,000	587,000	717,000
61 to 70 percent credit.....	71	1,380,000	483,000	897,000
71 to 80 percent credit.....	67	1,056,000	264,000	792,000
More than 80 percent credit.....	33	671,000	67,000	604,000
Total analyzed.....	9,037	155,800,000	147,663,000	8,137,000
Percent, ¹ sales.....	-----	100.00	94.8	5.2-23.2

H.—BAKERIES

CLASSIFICATION	Number of stores	Total sales, cash and credit	Approximate cash proportion	Approximate credit proportion
All-cash stores.....	7,187	\$108,052,000	\$108,052,000	-----
Less than 10 percent credit.....	828	18,394,000	17,474,000	\$920,000
11 to 20 percent credit.....	318	6,452,000	5,484,000	968,000
21 to 30 percent credit.....	216	4,016,000	3,687,000	1,229,000
31 to 40 percent credit.....	155	3,087,000	2,007,000	1,080,000
41 to 50 percent credit.....	211	4,342,000	2,383,000	1,959,000
51 to 60 percent credit.....	103	2,637,000	1,187,000	1,450,000
61 to 70 percent credit.....	96	2,201,000	802,000	1,489,000
71 to 80 percent credit.....	85	2,349,000	587,000	1,762,000
More than 80 percent credit.....	94	4,487,000	449,000	4,038,000
Total analyzed.....	9,293	157,007,000	142,117,000	14,890,000
Percent, ¹ sales.....	-----	100.00	90.5	9.5-30.4

¹ The second percentage figure shown in last column, under each block total, is the proportion of credit business to total sales of all stores which extend credit.

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES

A.—GROCERY STORES (WITHOUT MEATS)

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
United States total.....	170,695	\$3,164,066	93,060	\$2,092,371	77,635	\$1,071,695
NEW ENGLAND.....	14,277	294,120	9,811	236,947	4,466	57,173
Connecticut.....	3,327	69,682	2,411	58,150	916	11,532
Maine.....	1,277	23,895	781	18,660	496	5,235
Massachusetts.....	6,825	147,337	4,787	117,789	2,038	29,548
New Hampshire.....	782	16,867	544	13,785	218	3,062
Rhode Island.....	1,569	24,496	1,007	19,976	562	4,520
Vermont.....	517	11,853	281	8,607	236	3,246
MIDDLE ATLANTIC.....	48,802	988,018	31,461	745,982	17,341	242,036
New Jersey.....	8,296	177,544	5,340	137,331	2,956	40,213
New York.....	21,520	514,381	14,951	388,637	6,569	125,744
Pennsylvania.....	18,986	296,093	11,170	220,014	7,816	76,079
EAST NORTH CENTRAL.....	28,793	707,681	15,868	494,540	12,925	213,141
Illinois.....	9,432	257,458	6,181	204,887	3,251	52,571
Indiana.....	3,115	64,639	1,736	47,944	1,379	16,695
Michigan.....	5,408	147,139	3,037	103,652	2,371	43,487
Ohio.....	7,313	155,515	3,471	98,490	3,842	57,025
Wisconsin.....	3,525	82,930	1,443	39,567	2,082	43,363

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

A.—GROCERY STORES (WITHOUT MEATS)—Continued

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
WEST NORTH CENTRAL.....	10,448	\$221,910	4,267	\$99,131	6,181	\$122,779
Iowa.....	1,996	49,433	836	23,888	1,160	25,545
Kansas.....	1,212	25,304	508	12,713	704	12,591
Minnesota.....	2,964	67,765	816	21,836	2,148	45,929
Missouri.....	2,774	40,680	1,379	21,667	1,395	19,013
Nebraska.....	784	19,829	392	10,669	392	9,160
North Dakota.....	355	9,820	159	4,718	196	5,102
South Dakota.....	363	9,079	147	3,640	216	5,439
SOUTH ATLANTIC.....	23,753	267,957	11,539	172,930	12,214	95,027
Delaware.....	393	7,670	205	5,727	188	1,943
District of Columbia.....	461	13,475	360	11,646	101	1,829
Florida.....	2,622	33,541	1,377	23,765	1,245	9,776
Georgia.....	5,311	44,639	2,379	23,957	2,932	20,682
Maryland.....	1,928	27,859	1,019	10,869	909	7,990
North Carolina.....	4,611	45,796	1,813	24,426	2,798	21,370
South Carolina.....	3,475	32,021	1,928	18,856	1,547	13,165
Virginia.....	3,377	39,268	1,671	28,198	1,706	11,070
West Virginia.....	1,675	23,688	787	10,480	888	7,202
EAST SOUTH CENTRAL.....	12,167	114,785	5,468	61,910	6,699	52,875
Alabama.....	3,316	28,325	1,671	16,702	1,645	11,623
Kentucky.....	2,880	30,794	1,215	18,877	1,665	11,917
Mississippi.....	3,230	26,675	1,508	12,913	1,722	13,762
Tennessee.....	2,741	28,901	1,074	13,418	1,667	15,473
WEST SOUTH CENTRAL.....	15,880	180,068	7,511	92,000	8,369	88,068
Arkansas.....	2,244	16,162	1,039	7,077	1,205	9,085
Louisiana.....	4,276	30,882	2,029	14,833	2,247	16,049
Oklahoma.....	1,969	27,389	917	13,807	1,502	13,582
Texas.....	7,391	105,635	3,526	66,283	3,865	49,352
MOUNTAIN.....	3,827	81,305	1,665	42,117	2,162	39,188
Arizona.....	615	8,240	193	3,027	322	5,219
Colorado.....	1,079	20,957	529	13,831	550	7,126
Idaho.....	359	11,540	179	6,165	180	5,375
Montana.....	680	18,548	222	7,780	458	10,768
Nevada.....	94	3,505	38	1,195	56	2,310
New Mexico.....	566	5,948	220	2,877	346	3,071
Utah.....	373	7,139	192	3,903	181	3,236
Wyoming.....	181	5,422	92	3,359	89	2,063
PACIFIC.....	12,643	308,222	5,470	146,814	7,173	161,408
California.....	8,376	204,032	3,723	99,334	4,653	104,698
Oregon.....	1,658	41,402	815	22,067	843	19,335
Washington.....	2,614	62,788	932	25,413	1,682	37,375

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

B AND C.—MEAT MARKETS (INCLUDING FISH MARKETS)

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
United States total.....	41, 861	\$1, 135, 231	22, 113	\$525, 394	19, 548	\$609, 847
NEW ENGLAND.....	2, 208	56, 937	1, 142	25, 373	1, 124	31, 564
Connecticut.....	598	16, 353	344	8, 572	254	7, 781
Maine.....	149	2, 643	67	904	82	1, 084
Massachusetts.....	1, 146	30, 702	556	13, 330	590	17, 372
New Hampshire.....	116	2, 666	57	980	63	1, 710
Rhode Island.....	172	3, 034	97	1, 203	75	1, 831
Vermont.....	91	1, 504	21	324	70	1, 180
MIDDLE ATLANTIC.....	16, 020	436, 995	9, 864	228, 455	6, 156	208, 540
New Jersey.....	2, 571	77, 098	1, 113	28, 127	1, 458	48, 971
New York.....	9, 169	272, 662	6, 169	155, 205	3, 000	117, 397
Pennsylvania.....	4, 280	87, 295	2, 582	45, 123	1, 698	42, 172
EAST NORTH CENTRAL.....	9, 092	298, 370	4, 779	148, 545	4, 313	140, 825
Illinois.....	3, 664	121, 712	2, 457	77, 425	1, 207	44, 287
Indiana.....	600	20, 202	208	10, 207	392	9, 995
Michigan.....	1, 584	54, 927	675	21, 854	909	33, 073
Ohio.....	2, 031	60, 418	916	25, 491	1, 115	34, 927
Wisconsin.....	1, 213	41, 111	433	13, 478	780	27, 633
WEST NORTH CENTRAL.....	2, 975	79, 440	1, 008	26, 850	1, 967	52, 590
Iowa.....	660	16, 629	247	5, 711	413	10, 918
Kansas.....	282	7, 105	106	3, 265	176	3, 840
Minnesota.....	933	27, 834	218	6, 839	715	20, 995
Missouri.....	417	10, 700	208	5, 583	209	5, 120
Nebraska.....	354	9, 071	143	3, 516	206	5, 555
North Dakota.....	165	3, 949	34	847	131	3, 102
South Dakota.....	164	4, 143	47	1, 080	117	3, 064
SOUTH ATLANTIC.....	3, 200	59, 076	1, 764	24, 320	1, 436	35, 660
Delaware.....	106	2, 012	45	730	61	2, 182
District of Columbia.....	193	6, 800	104	2, 048	89	4, 752
Florida.....	496	7, 040	333	4, 107	163	2, 933
Georgia.....	430	5, 328	195	2, 440	235	3, 388
Maryland.....	659	14, 641	428	7, 187	231	7, 454
North Carolina.....	419	7, 474	184	2, 395	235	5, 079
South Carolina.....	287	3, 056	168	1, 412	119	1, 644
Virginia.....	484	8, 530	250	2, 072	234	5, 558
West Virginia.....	126	3, 695	57	1, 020	69	2, 666
EAST SOUTH CENTRAL.....	1, 123	21, 326	558	9, 949	565	11, 377
Alabama.....	304	3, 843	158	2, 271	146	1, 572
Kentucky.....	268	7, 934	160	4, 748	108	3, 186
Mississippi.....	271	3, 039	130	1, 346	141	1, 693
Tennessee.....	280	6, 510	110	1, 584	170	4, 926
WEST SOUTH CENTRAL.....	2, 258	35, 455	1, 103	15, 946	1, 155	19, 509
Arkansas.....	133	1, 584	72	759	61	825
Louisiana.....	734	7, 170	382	3, 372	352	3, 798
Oklahoma.....	204	5, 802	94	2, 465	110	3, 337
Texas.....	1, 187	20, 899	555	9, 350	632	11, 549
MOUNTAIN.....	705	24, 510	295	7, 757	410	16, 753
Arizona.....	46	2, 292	19	506	27	1, 696
Colorado.....	221	5, 890	135	3, 079	86	2, 811
Idaho.....	114	4, 429	38	1, 154	76	3, 275
Montana.....	152	6, 261	47	1, 781	105	4, 480
Nevada.....	30	1, 401	8	291	22	1, 140
New Mexico.....	40	1, 130	9	152	31	978
Utah.....	63	2, 028	29	581	34	1, 447
Wyoming.....	39	1, 079	10	153	29	926
PACIFIC.....	4, 022	122, 222	1, 600	38, 189	2, 422	84, 033
California.....	2, 768	79, 981	1, 172	26, 399	1, 596	53, 582
Oregon.....	478	14, 652	178	3, 146	300	11, 506
Washington.....	776	27, 589	250	8, 644	526	18, 945

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

D.—COMBINATION STORES (GROCERIES AND MEATS)

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
United States total.....	105,912	\$3,607,986	37,652	\$1,666,402	68,260	\$1,941,584
NEW ENGLAND.....	10,113	405,267	3,417	172,765	6,696	232,502
Connecticut.....	1,894	68,048	676	30,052	1,218	37,996
Maine.....	827	32,539	260	9,425	661	23,114
Massachusetts.....	5,210	227,420	1,886	107,352	3,324	119,568
New Hampshire.....	608	22,727	188	7,388	420	15,339
Rhode Island.....	1,134	41,507	312	14,434	822	27,163
Vermont.....	340	12,986	89	3,614	251	9,322
MIDDLE ATLANTIC.....	18,389	680,770	8,057	384,683	10,332	276,087
New Jersey.....	3,203	109,562	1,946	66,327	1,857	43,235
New York.....	6,326	200,986	3,337	161,471	2,989	99,515
Pennsylvania.....	8,860	290,222	3,374	156,885	5,486	133,337
EAST NORTH CENTRAL.....	26,335	897,037	8,040	358,658	18,295	538,979
Illinois.....	6,492	212,895	2,004	64,502	4,488	148,393
Indiana.....	4,899	138,309	1,357	51,173	3,542	87,136
Michigan.....	5,158	197,557	1,796	100,033	3,362	97,524
Ohio.....	8,084	283,404	2,417	120,922	5,667	162,542
Wisconsin.....	1,702	65,412	466	22,028	1,236	43,384
WEST NORTH CENTRAL.....	11,889	428,279	3,064	158,432	8,225	269,847
Iowa.....	1,950	70,840	554	22,277	1,396	48,563
Kansas.....	2,384	79,776	661	27,632	1,723	52,144
Minnesota.....	1,007	48,938	210	9,536	797	39,402
Missouri.....	4,673	102,531	1,741	79,504	2,932	83,027
Nebraska.....	1,181	43,705	353	15,044	828	28,721
North Dakota.....	342	10,537	55	1,731	287	8,806
South Dakota.....	352	11,802	85	2,708	267	9,184
SOUTH ATLANTIC.....	14,814	379,117	6,082	180,168	9,732	198,949
Delaware.....	408	10,610	91	4,492	317	6,118
District of Columbia.....	980	37,966	375	20,876	615	17,090
Florida.....	1,809	54,570	825	31,831	984	22,739
Georgia.....	2,345	53,437	805	25,652	1,540	27,885
Maryland.....	2,516	64,787	805	29,300	1,711	35,487
North Carolina.....	2,206	52,735	698	23,380	1,508	29,355
South Carolina.....	939	16,643	420	8,311	519	8,332
Virginia.....	2,182	50,165	627	20,202	1,555	29,963
West Virginia.....	1,410	38,204	441	16,224	978	21,980
EAST SOUTH CENTRAL.....	7,478	192,672	2,910	100,978	4,568	91,694
Alabama.....	1,787	43,429	757	25,675	1,030	17,854
Kentucky.....	2,535	63,724	794	28,358	1,741	35,366
Mississippi.....	802	20,495	376	12,178	427	8,317
Tennessee.....	2,354	65,024	984	34,867	1,370	30,157
WEST SOUTH CENTRAL.....	9,369	302,081	3,782	153,034	5,587	149,047
Arkansas.....	1,251	29,729	475	13,839	776	15,890
Louisiana.....	1,108	24,012	676	16,391	432	7,621
Oklahoma.....	2,643	84,171	916	34,176	1,627	49,995
Texas.....	4,467	164,169	1,715	88,628	2,752	75,541
MOUNTAIN.....	2,747	117,649	811	45,922	1,936	71,727
Arizona.....	508	21,386	194	12,632	314	8,754
Colorado.....	1,125	44,398	267	15,005	858	29,393
Idaho.....	208	8,610	100	4,749	108	3,870
Montana.....	236	11,882	39	1,724	197	10,158
Nevada.....	37	2,872	11	805	26	2,064
New Mexico.....	195	7,102	63	3,100	132	4,002
Utah.....	287	14,231	98	6,007	189	8,224
Wyoming.....	151	7,168	39	1,906	112	5,262
PACIFIC.....	4,778	224,524	1,889	111,762	2,889	112,762
California.....	3,650	174,946	1,569	95,175	2,084	79,771
Oregon.....	379	17,719	124	6,111	255	11,608
Washington.....	749	31,859	199	10,476	550	21,383

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

E.—EGGS AND DAIRY PRODUCTS STORES (COMBINED)

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES		Cash per cent	Cash-credit per cent
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales		
United States total.....	9,487	\$644,661	5,366	\$174,209	4,102	\$470,442	27.02	72.98
NEW ENGLAND.....	996	50,541	519	24,267	477	26,284	47.99	52.01
Connecticut.....	169	12,370	93	4,639	76	7,731	37.50	62.50
Maine.....	48	2,079	17	672	31	1,407	32.32	67.68
Massachusetts.....	607	28,930	335	16,176	272	12,754	55.91	44.09
New Hampshire.....	55	2,035	19	657	36	1,378	32.28	67.72
Rhode Island.....	81	3,381	46	1,826	35	1,555	54.01	45.99
Vermont.....	36	1,746	9	287	27	1,459	16.44	83.56
MIDDLE ATLANTIC.....	4,197	312,134	2,648	84,085	1,549	228,049	20.94	73.06
New Jersey.....	470	43,983	211	5,943	259	38,040	13.51	86.49
New York.....	2,406	204,211	1,652	53,185	814	151,026	20.04	73.96
Pennsylvania.....	1,261	63,940	785	24,957	476	38,983	30.03	60.07
EAST NORTH CENTRAL.....	1,617	136,772	698	32,284	919	104,488	23.60	76.40
Illinois.....	387	42,865	194	13,544	193	29,321	31.60	68.40
Indiana.....	205	12,511	103	3,149	102	9,362	25.17	74.83
Michigan.....	205	25,667	86	1,987	170	23,680	7.74	92.26
Ohio.....	607	39,534	203	9,685	344	29,849	24.50	75.50
Wisconsin.....	153	10,195	52	3,919	101	12,276	24.20	75.80
WEST NORTH CENTRAL.....	465	31,679	245	7,439	220	24,240	23.48	76.52
Iowa.....	162	4,830	91	2,340	71	2,490	48.45	51.55
Kansas.....	60	1,910	38	863	28	1,047	45.18	54.82
Minnesota.....	47	8,240	20	913	27	7,327	11.08	88.92
Missouri.....	135	14,628	71	2,285	64	12,343	15.62	84.38
Nebraska.....	38	1,330	20	862	18	468	64.81	35.19
North Dakota.....	5	438	1	52	4	386	11.87	88.13
South Dakota.....	12	303	4	124	8	179	40.92	59.08
SOUTH ATLANTIC.....	706	44,513	422	8,111	284	36,402	18.22	81.78
Delaware.....	27	1,999	16	587	11	1,412	20.36	79.64
District of Columbia.....	68	10,851	33	705	35	10,146	0.50	93.50
Florida.....	114	2,723	92	1,767	22	956	64.89	35.11
Georgia.....	55	2,777	27	255	28	522	32.82	67.18
Maryland.....	235	20,320	151	2,462	84	17,858	12.12	87.88
North Carolina.....	61	1,587	28	490	33	1,091	30.99	69.01
South Carolina.....	30	637	17	148	13	389	27.56	72.44
Virginia.....	53	3,911	25	1,187	28	2,724	30.35	69.65
West Virginia.....	63	1,814	33	510	30	1,304	28.11	71.89
EAST SOUTH CENTRAL.....	199	7,937	101	1,503	98	6,434	18.04	81.96
Alabama.....	36	961	21	366	15	595	38.08	61.92
Kentucky.....	93	2,783	46	720	47	2,063	25.87	74.13
Mississippi.....	28	459	12	70	16	389	15.25	84.75
Tennessee.....	42	3,734	22	347	20	3,387	9.29	90.71
WEST SOUTH CENTRAL.....	445	11,052	334	4,281	111	6,771	38.73	61.27
Arkansas.....	19	403	13	138	6	265	34.24	65.76
Louisiana.....	181	1,165	168	1,016	13	149	87.21	12.79
Oklahoma.....	61	2,149	40	1,067	21	1,082	49.65	50.35
Texas.....	184	7,335	113	2,060	71	5,275	28.08	71.92
MOUNTAIN.....	230	8,510	106	1,740	124	6,770	20.45	79.55
Arizona.....	15	1,748	5	227	10	1,521	12.99	87.01
Colorado.....	140	4,185	76	948	64	3,237	22.65	77.35
Idaho.....	11	321	5	64	6	257	19.94	80.06
Montana.....	17	671	11	215	6	456	32.04	67.96
Nevada.....	3	203	—	—	3	203	—	100.00
New Mexico.....	9	427	—	—	9	427	—	100.00
Utah.....	25	600	8	283	17	317	47.17	52.83
Wyoming.....	10	355	1	3	9	352	.84	99.16
PACIFIC.....	632	41,513	312	10,509	320	31,004	25.31	74.69
California.....	455	30,340	215	7,330	240	23,010	24.16	75.84
Oregon.....	72	3,206	35	1,302	37	1,904	40.61	59.39
Washington.....	105	7,967	62	1,877	43	6,090	23.56	76.44

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

F.—FRUIT AND VEGETABLE MARKETS

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
United States total.....	18, 005	\$246, 784	14, 777	\$171, 430	3, 228	\$75, 354
NEW ENGLAND.....	1, 398	20, 077	1, 040	13, 709	358	6, 278
Connecticut.....	194	2, 934	147	2, 150	47	784
Maine.....	105	1, 638	77	1, 101	28	537
Massachusetts.....	840	11, 048	628	7, 360	212	3, 698
New Hampshire.....	100	1, 678	79	1, 253	21	425
Rhode Island.....	100	1, 543	76	1, 300	24	243
Vermont.....	59	1, 236	33	645	26	501
MIDDLE ATLANTIC.....	8, 593	118, 371	7, 136	85, 510	1, 427	32, 861
New Jersey.....	1, 045	17, 177	660	8, 680	385	8, 497
New York.....	5, 212	70, 830	4, 668	57, 716	544	13, 174
Pennsylvania.....	2, 306	30, 304	1, 808	19, 114	498	11, 190
EAST NORTH CENTRAL.....	2, 792	46, 934	2, 260	31, 947	526	14, 987
Illinois.....	1, 253	23, 795	1, 050	17, 818	203	5, 977
Indiana.....	179	2, 744	142	2, 140	37	598
Michigan.....	275	4, 245	213	2, 793	62	1, 452
Ohio.....	922	10, 650	747	6, 109	175	4, 541
Wisconsin.....	163	5, 500	114	3, 031	49	2, 419
WEST NORTH CENTRAL.....	452	7, 119	300	5, 014	92	2, 105
Iowa.....	134	1, 707	124	1, 375	10	332
Kansas.....	43	782	31	503	12	219
Minnesota.....	44	1, 276	26	714	18	562
Missouri.....	197	2, 621	155	1, 755	42	866
Nebraska.....	20	442	2	30	4	47
North Dakota.....	5	60	0	30	3	30
South Dakota.....	9	231	0	182	3	49
SOUTH ATLANTIC.....	1, 293	13, 777	1, 074	8, 878	189	4, 899
Delaware.....	49	699	35	348	14	351
District of Columbia.....	94	2, 499	60	834	25	1, 015
Florida.....	194	1, 763	165	1, 297	29	466
Georgia.....	83	921	72	431	16	490
Maryland.....	439	4, 025	402	3, 163	37	862
North Carolina.....	86	880	71	626	15	254
South Carolina.....	80	792	72	654	8	138
Virginia.....	148	1, 343	114	799	34	544
West Virginia.....	85	855	74	676	11	179
EAST SOUTH CENTRAL.....	320	3, 449	265	2, 376	55	1, 073
Alabama.....	62	904	52	671	10	233
Kentucky.....	141	1, 157	124	812	17	345
Mississippi.....	48	427	38	283	10	144
Tennessee.....	69	961	51	610	18	351
WEST SOUTH CENTRAL.....	1, 666	8, 012	1, 543	6, 777	123	1, 235
Arkansas.....	34	320	28	257	6	72
Louisiana.....	1, 052	3, 306	993	2, 877	59	429
Oklahoma.....	45	662	40	508	5	154
Texas.....	535	3, 715	482	3, 135	53	580
MOUNTAIN.....	152	2, 625	103	1, 400	49	1, 216
Arizona.....	31	392	13	137	18	255
Colorado.....	60	1, 446	42	858	18	588
Idaho.....	9	87	9	87	—	—
Montana.....	7	160	4	75	3	85
Nevada.....	3	57	2	43	1	14
New Mexico.....	6	38	3	24	3	14
Utah.....	33	419	27	159	6	260
Wyoming.....	3	26	3	26	—	—
PACIFIC.....	1, 399	26, 420	990	15, 720	409	10, 700
California.....	1, 122	20, 708	759	11, 974	363	8, 794
Oregon.....	75	740	69	636	6	104
Washington.....	202	4, 912	162	3, 110	40	1, 802

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

G.—DELICATESSEN STORES

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
United States total.....	9, 037	\$155, 800	7, 029	\$120, 698	2, 008	\$35, 102
NEW ENGLAND.....	504	8, 845	350	6, 306	145	2, 539
Connecticut.....	193	3, 075	120	2, 111	73	964
Maine.....	7	34	6	23	1	11
Massachusetts.....	264	4, 913	201	3, 444	63	1, 469
New Hampshire.....	5	64	4	52	1	12
Rhode Island.....	33	721	27	671	6	50
Vermont.....	2	38	1	5	1	33
MIDDLE ATLANTIC.....	4, 561	86, 760	3, 634	69, 987	927	16, 763
New Jersey.....	1, 048	18, 816	704	12, 914	344	5, 902
New York.....	2, 467	53, 738	2, 162	46, 044	305	7, 094
Pennsylvania.....	1, 046	14, 196	768	10, 429	278	3, 767
EAST NORTH CENTRAL.....	2, 811	39, 183	2, 128	28, 692	683	10, 491
Illinois.....	2, 163	28, 057	1, 673	21, 340	490	6, 711
Indiana.....	104	1, 368	69	864	35	604
Michigan.....	60	1, 576	41	988	19	588
Ohio.....	376	6, 706	276	4, 671	100	2, 035
Wisconsin.....	108	1, 476	69	823	39	653
WEST NORTH CENTRAL.....	145	1, 964	100	1, 341	45	623
Iowa.....	15	241	10	156	5	85
Kansas.....	6	63	6	63	—	—
Minnesota.....	12	145	5	40	7	105
Missouri.....	97	1, 270	68	897	29	373
Nebraska.....	14	236	10	176	4	60
North Dakota.....	—	—	—	—	—	—
South Dakota.....	1	9	1	9	—	—
SOUTH ATLANTIC.....	501	7, 816	399	6, 024	102	1, 792
Delaware.....	13	239	9	124	4	115
District of Columbia.....	246	3, 812	194	3, 011	52	801
Florida.....	26	564	20	479	6	85
Georgia.....	17	368	13	293	4	75
Maryland.....	130	1, 653	116	1, 347	14	306
North Carolina.....	7	66	4	16	3	50
South Carolina.....	3	62	3	62	—	—
Virginia.....	46	829	29	518	17	311
West Virginia.....	13	223	11	174	2	49
EAST SOUTH CENTRAL.....	128	2, 213	100	1, 459	28	754
Alabama.....	30	555	25	438	5	117
Kentucky.....	74	1, 188	57	670	17	518
Mississippi.....	4	102	3	101	1	1
Tennessee.....	20	368	15	250	5	118
WEST SOUTH CENTRAL.....	44	794	36	577	8	217
Arkansas.....	4	15	3	14	1	1
Louisiana.....	10	226	8	182	2	44
Oklahoma.....	6	116	5	105	1	11
Texas.....	24	437	20	276	4	161
MOUNTAIN.....	35	760	27	657	8	103
Arizona.....	5	50	5	50	—	—
Colorado.....	21	384	14	290	7	94
Idaho.....	1	8	1	8	—	—
Montana.....	2	36	1	27	1	9
Nevada.....	—	—	—	—	—	—
New Mexico.....	—	—	—	—	—	—
Utah.....	1	66	1	66	—	—
Wyoming.....	5	216	5	216	—	—
PACIFIC.....	308	7, 475	246	5, 655	62	1, 820
California.....	258	6, 413	203	4, 731	55	1, 682
Oregon.....	19	346	17	281	2	65
Washington.....	31	716	26	643	5	73

TABLE 20.—PROPORTION OF ALL-CASH STORES AND CASH-CREDIT STORES, BY STATES—Continued

H.—BAKERIES

[Sales expressed in thousands of dollars]

DIVISION AND STATE	TOTAL STORES AND SALES		ALL-CASH STORES		CASH-CREDIT STORES	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
United States total.....	9, 293	\$157, 007	7, 187	\$108, 052	2, 106	\$48, 955
NEW ENGLAND.....	1, 113	15, 358	847	10, 408	266	4, 950
Connecticut.....	143	1, 911	117	1, 521	26	3, 400
Maine.....	96	1, 347	54	1, 713	42	634
Massachusetts.....	648	9, 370	516	6, 286	132	3, 084
New Hampshire.....	30	427	30	277	9	150
Rhode Island.....	161	1, 812	115	1, 280	46	532
Vermont.....	26	491	15	331	11	160
MIDDLE ATLANTIC.....	3, 072	61, 477	2, 498	46, 032	574	14, 545
New Jersey.....	590	10, 146	418	6, 602	172	3, 544
New York.....	1, 519	36, 917	1, 328	30, 298	191	6, 619
Pennsylvania.....	963	14, 414	752	10, 032	211	4, 382
EAST NORTH CENTRAL.....	1, 731	30, 223	1, 313	18, 928	418	11, 295
Illinois.....	392	6, 247	303	4, 348	89	1, 899
Indiana.....	187	2, 454	155	1, 702	32	752
Michigan.....	346	6, 987	251	3, 247	95	3, 740
Ohio.....	583	11, 819	442	7, 885	141	3, 934
Wisconsin.....	223	2, 716	162	1, 746	61	970
WEST NORTH CENTRAL.....	992	13, 214	728	8, 201	264	5, 013
Iowa.....	164	2, 104	124	1, 521	40	583
Kansas.....	166	2, 044	123	1, 480	43	564
Minnesota.....	141	1, 962	100	1, 230	41	732
Missouri.....	283	3, 523	227	2, 020	56	1, 503
Nebraska.....	155	1, 974	101	1, 104	54	870
North Dakota.....	27	650	16	147	11	503
South Dakota.....	56	957	37	699	19	258
SOUTH ATLANTIC.....	515	7, 825	411	4, 862	104	2, 963
Delaware.....	22	159	16	109	6	50
District of Columbia.....	59	823	54	685	5	138
Florida.....	120	1, 139	94	791	26	348
Georgia.....	21	413	15	187	6	226
Maryland.....	134	2, 099	117	1, 730	17	1, 269
North Carolina.....	26	320	21	262	5	58
South Carolina.....	21	153	14	116	7	37
Virginia.....	67	1, 032	51	571	16	461
West Virginia.....	45	787	29	411	16	376
EAST SOUTH CENTRAL.....	262	4, 433	195	2, 995	67	1, 438
Alabama.....	63	1, 396	47	1, 003	16	393
Kentucky.....	129	1, 852	98	1, 142	31	710
Mississippi.....	35	592	21	377	14	215
Tennessee.....	35	693	29	473	6	120
WEST SOUTH CENTRAL.....	587	7, 736	423	5, 335	144	2, 401
Arkansas.....	63	1, 169	44	692	19	477
Louisiana.....	125	1, 052	83	983	42	669
Oklahoma.....	102	1, 567	82	1, 177	20	390
Texas.....	277	3, 348	214	2, 453	63	865
MOUNTAIN.....	257	4, 408	170	2, 038	87	2, 370
Arizona.....	24	718	13	375	11	343
Colorado.....	88	1, 353	65	529	23	324
Idaho.....	22	404	14	263	8	141
Montana.....	33	515	17	183	16	332
Nevada.....	7	164	3	51	4	113
New Mexico.....	24	406	18	221	6	185
Utah.....	38	460	30	286	8	174
Wyoming.....	21	388	10	130	11	258
PACIFIC.....	784	12, 333	602	8, 353	182	3, 980
California.....	518	8, 301	392	5, 728	120	2, 373
Oregon.....	77	1, 299	53	785	24	514
Washington.....	189	2, 733	157	1, 840	32	893

TABLE 22.—MEAT MARKETS (INCLUDING FISH MARKETS), BY TYPES OF OPERATION

TYPE OF OPERATION	UNITED STATES			
	Total	Cities of over 30,000 population	Cities 10,000 to 30,000 population	Places under 10,000 population
Totals:				
Stores.....	49,865	31,583	4,029	14,253
Sales.....	\$1,330,953,023	\$901,476,457	\$134,971,608	\$300,509,958
Percent to United States total.....	100.00	67.42	10.10	22.48
Percent.....	100.00	100.00	100.00	100.00
Single-store independents and 2- and 3-store independents:				
Stores.....	47,061	29,512	3,620	13,929
Sales.....	\$1,105,840,527	\$792,406,135	\$115,384,032	\$288,050,360
Percent to United States total.....	100.00	66.26	9.65	24.09
Percent.....	89.45	87.90	85.49	95.85
Local chains:				
Stores.....	2,405	1,836	307	262
Sales.....	\$100,001,241	\$87,433,923	\$11,651,744	\$9,915,574
Percent to United States total.....	100.00	80.21	10.69	9.10
Percent.....	8.15	9.70	8.63	3.30
Sectional chains:				
Stores.....	399	235	102	62
Sales.....	\$32,116,255	\$21,636,309	\$7,935,832	\$2,544,024
Percent to United States total.....	100.00	67.37	24.71	7.92
Percent.....	2.40	2.40	5.88	0.84
NEW ENGLAND DIVISION				
Totals:				
Stores.....	2,765	1,782	341	642
Sales.....	\$97,163,945	\$43,915,850	\$9,616,730	\$13,621,365
Percent.....	100.00	100.00	100.00	100.00
Single-store independents and 2- and 3-store independents:				
Stores.....	2,048	1,700	326	622
Sales.....	\$90,686,049	\$38,041,372	\$9,084,177	\$12,660,500
Percent.....	90.37	88.07	94.46	92.05
Local chains:				
Stores.....	92	65	8	19
Sales.....	\$5,351,578	\$4,109,069	\$335,576	\$900,036
Percent.....	7.97	9.36	3.49	6.66
Sectional chains:				
Stores.....	25	17	7	1
Sales.....	\$1,116,318	\$805,412	\$196,977	\$53,029
Percent.....	1.66	1.97	2.05	0.39
MIDDLE ATLANTIC DIVISION				
Totals:				
Stores.....	19,838	15,427	1,232	3,179
Sales.....	\$527,761,745	\$410,087,809	\$41,016,764	\$75,747,182
Percent.....	100.00	100.00	100.00	100.00
Single-store independents and 2- and 3-store independents:				
Stores.....	18,874	14,654	1,139	3,081
Sales.....	\$479,080,448	\$370,277,401	\$30,789,729	\$72,613,318
Percent.....	90.39	90.09	89.69	95.86
Local chains:				
Stores.....	839	710	66	63
Sales.....	\$43,518,328	\$37,927,547	\$3,140,079	\$2,450,702
Percent.....	8.25	9.23	7.66	3.24
Sectional chains:				
Stores.....	125	63	27	35
Sales.....	\$4,552,969	\$2,782,861	\$1,086,946	\$683,162
Percent.....	.86	.68	2.65	.90

TABLE 24.—COMPARISON OF EXPENSES, BY SIZE OF CITY—COMBINATION STORES, LOUISVILLE-CINCINNATI AREA

	Total	STORES WITH SALES OF—				
		More than \$100,000	\$50,000- \$100,000	\$25,000- \$50,000	\$10,000- \$25,000	Less than \$10,000
Combined areas:						
Number of stores	2,521	81	308	669	745	418
Net sales	\$88,882,757	\$12,106,869	\$23,187,199	\$89,054,186	\$12,347,482	\$2,187,024
Number of proprietors	2,105	49	116	732	770	459
Number of full-time employees	4,254	768	1,165	1,557	395	89
Wage value of proprietors' services ¹	\$2,029,041	\$64,775	\$150,650	\$823,500	\$703,010	\$287,106
Wages paid all employees	\$5,761,183	\$1,057,371	\$1,704,659	\$2,427,826	\$402,072	\$604,175
Total wage cost ²	\$7,745,174	\$1,122,146	\$1,915,339	\$3,251,326	\$1,105,082	\$861,281
Percent to sales	8.71	9.27	8.26	8.33	8.95	16.00
Other operating expenses (includes rent)	\$4,875,787	\$792,271	\$1,200,231	\$1,919,307	\$601,608	\$212,190
Total operating expenses (percent to sales)	14.20	15.81	13.70	13.24	14.55	26.76
Number of stores in leased premises	1,566	63	224	668	438	203
Rent paid for leased premises (includes above)	\$1,460,272	\$222,614	\$340,113	\$586,350	\$229,121	\$73,074
Sales in leased premises	\$63,283,650	\$9,194,284	\$17,950,029	\$27,613,481	\$7,333,695	\$1,188,061
Percent to sales in leased premises (included in other expenses reported above)	2.31	2.42	1.94	2.12	3.12	6.18
Cities over 100,000 population:						
Number of stores	1,526	64	197	598	460	207
Net sales	\$67,490,399	\$9,803,749	\$14,840,962	\$24,012,105	\$7,020,917	\$1,212,686
Number of proprietors	1,201	35	66	427	404	209
Number of full-time employees	2,882	650	742	1,191	245	54
Wage value of proprietors' services ¹	\$1,169,438	\$43,445	\$85,046	\$480,571	\$421,203	\$139,173
Wages paid all employees	\$3,852,449	\$882,754	\$1,140,161	\$1,546,206	\$246,055	\$37,263
Total wage cost ²	\$5,021,887	\$926,199	\$1,225,207	\$2,026,777	\$667,258	\$176,436
Percent to sales	8.74	9.45	8.26	8.44	8.76	14.55
Other operating expenses (includes rent)	\$3,360,745	\$670,284	\$846,509	\$1,275,437	\$441,475	\$127,040
Total operating expenses (percent to sales)	14.59	16.28	13.96	13.75	14.55	25.03
Number of stores in leased premises	1,066	51	150	439	298	128
Rent paid for leased premises (includes above)	\$1,071,014	\$186,444	\$252,230	\$413,007	\$162,781	\$51,502
Sales in leased premises	\$43,475,670	\$7,615,168	\$12,315,766	\$17,936,062	\$4,927,697	\$780,997
Percent to sales in leased premises (included in other expenses reported above)	2.40	2.48	2.05	2.33	3.30	6.59
Cities 30,000 to 100,000 population:						
Number of stores	311	9	57	145	82	18
Net sales	\$12,890,512	\$1,123,512	\$4,270,109	\$5,977,720	\$1,414,589	\$104,573
Number of proprietors	219	8	14	97	79	21
Number of full-time employees	609	60	215	281	49	4
Wage value of proprietors' services ¹	\$226,512	\$12,408	\$19,240	\$105,060	\$72,761	\$16,443
Wages paid all employees	\$879,516	\$95,479	\$339,544	\$389,009	\$51,852	\$3,632
Total wage cost ²	\$1,104,028	\$107,887	\$358,784	\$494,069	\$124,613	\$20,075
Percent to sales	8.58	9.60	8.40	8.28	8.81	19.20
Other operating expenses (includes rent)	\$648,499	\$74,548	\$210,052	\$270,540	\$81,580	\$11,779
Total operating expenses (percent to sales)	13.61	16.24	13.32	12.81	14.58	30.46
Number of stores in leased premises	206	5	43	107	46	5
Rent paid for leased premises (includes above)	\$175,423	\$18,340	\$56,120	\$75,372	\$23,812	\$1,779
Sales in leased premises	\$9,302,612	\$640,185	\$3,245,153	\$4,593,365	\$797,138	\$20,771
Percent to sales in leased premises (included in other expenses reported above)	1.89	2.86	1.73	1.64	3.00	6.64
Cities 10,000 to 30,000 population:						
Number of stores	244	4	21	73	85	61
Net sales	\$6,979,230	\$701,640	\$1,616,708	\$2,905,497	\$1,868,977	\$331,408
Number of proprietors	255	3	8	75	99	70
Number of full-time employees	294	25	77	139	41	12
Wage value of proprietors' services ¹	\$241,729	\$5,429	\$10,743	\$77,970	\$100,822	\$46,760
Wages paid all employees	\$384,570	\$49,311	\$118,531	\$161,559	\$46,861	\$8,308
Total wage cost ²	\$626,299	\$54,740	\$129,274	\$239,529	\$147,683	\$55,068

See footnotes at end of table.

TABLE 24.—COMPARISON OF EXPENSES, BY SIZE OF CITY—COMBINATION STORES, LOUISVILLE-CINCINNATI AREA—Continued

	Total	STORES WITH SALES OF—				
		More than \$100,000	\$60,000- \$100,000	\$25,000- \$60,000	\$10,000- \$25,000	Less than \$10,000
Cities 10,000 to 30,000 population—Continued.						
Percent to sales.....	8.97	7.80	8.00	8.08	10.83	16.02
Other operating expenses (includes rent).....	\$313,435	\$30,395	\$79,913	\$107,422	\$65,854	\$29,861
Total operating expenses (percent to sales).....	13.46	12.13	12.94	11.70	15.66	25.63
Number of stores in leased premises.....	130	4	17	36	40	33
Rent paid for leased premises (includes above).....	\$90,727	\$14,465	\$23,646	\$28,000	\$15,898	\$8,718
Sales in leased premises.....	\$4,362,886	\$699,640	\$1,312,319	\$1,624,658	\$637,492	\$188,777
Percent to sales in leased premises (included in other expenses reported above).....	2.08	2.07	1.80	1.84	2.49	4.02
Places 5,000 to 10,000 population:						
Number of stores.....	85		10	45	20	10
Net sales.....	\$3,039,349		\$746,294	\$1,887,790	\$353,626	\$51,639
Number of proprietors.....	73		8	34	20	11
Number of full-time employees.....	130		43	84	10	2
Wage value of proprietors' services ¹	\$77,028		\$9,680	\$40,796	\$19,000	\$7,646
Wages paid all employees.....	\$196,269		\$53,914	\$129,014	\$10,915	\$2,420
Total wage cost ²	\$273,297		\$63,600	\$169,810	\$29,915	\$9,972
Percent to sales.....	8.99		8.52	9.00	8.46	19.31
Other operating expenses (includes rent).....	\$140,608		\$34,035	\$90,479	\$20,074	\$5,020
Total operating expenses (percent to sales).....	13.91		13.08	13.79	14.14	20.03
Number of stores in leased premises.....	44		3	20	7	4
Rent paid for leased premises (includes above).....	\$37,805		\$4,245	\$23,898	\$8,162	\$1,500
Sales in leased premises.....	\$1,857,459		\$325,181	\$1,279,976	\$232,066	\$20,237
Percent to sales in leased premises (included in other expenses reported above).....	2.04		1.31	1.87	3.52	7.41
Places under 5,000 population:						
Number of stores.....	355	3	24	108	98	122
Net sales.....	\$8,483,267	\$369,260	\$1,821,831	\$4,211,065	\$1,594,573	\$486,738
Number of proprietors.....	357	1	21	99	108	128
Number of full-time employees.....	330	16	85	162	60	17
Wage value of proprietors' services ¹	\$314,334	\$1,325	\$28,098	\$118,503	\$89,224	\$77,184
Wages paid all employees.....	\$403,329	\$21,939	\$120,427	\$202,038	\$46,379	\$12,646
Total wage cost ²	\$717,663	\$23,264	\$148,525	\$320,541	\$135,603	\$89,730
Percent to sales.....	8.46	6.30	8.16	7.61	8.51	18.44
Other operating expenses (includes rent).....	\$403,500	\$12,173	\$94,593	\$175,519	\$82,715	\$38,500
Total operating expenses (percent to sales).....	13.22	9.60	13.34	11.78	13.70	26.35
Number of stores in leased premises.....	160	2	11	57	47	38
Rent paid for leased premises (includes above).....	\$85,303	\$2,280	\$13,907	\$41,073	\$18,468	\$9,575
Sales in leased premises.....	\$4,284,923	\$229,593	\$870,328	\$2,270,420	\$739,303	\$160,279
Percent to sales in leased premises (included in other expenses reported above).....	1.99	0.99	1.60	1.80	2.50	5.70

¹ Wage value of proprietors' services is computed at the same rate as the wage paid to the average full-time employee.

² Total wage cost includes pay roll and the computed wage value of proprietors' services.

³ Includes 1 store of more than \$100,000 of annual sales.

TABLE 25.—COMPARISON OF EXPENSES BETWEEN CHAINS AND INDEPENDENTS—
(COMBINATION STORES, LOUISVILLE-CINCINNATI AREA)

A.—CHAINS (LOCAL, SECTIONAL, AND NATIONAL)

	Total	STORES WITH SALES OF—				
		More than \$100,000	\$60,000 to \$100,000	\$25,000 to \$60,000	\$10,000 to \$25,000	Less than \$10,000
Number of stores.....	614	40	217	319	30	8
Net sales.....	\$37,078,343	\$5,418,296	\$16,504,140	\$14,531,673	\$570,180	\$54,048
Number of full-time employees.....	1,965	311	821	782	39	12
Wages paid all employees.....	\$3,018,801	\$474,823	\$1,311,621	\$1,174,950	\$49,830	\$7,677
Total wage cost ¹	\$3,018,801	\$474,823	\$1,311,621	\$1,174,950	\$49,830	\$7,677
Percent to sales.....	8.14	8.76	7.95	8.09	8.74	14.20
Other operating expenses (includes rent)- Total operating expenses (percent to sales).....	\$2,306,063	\$397,078	\$975,524	\$884,627	\$43,186	\$5,748
Number of stores in leased premises.....	14.36	16.09	13.86	14.18	16.31	24.83
Rent paid for leased premises (includes above).....	569	40	186	307	30	7
Sales in leased premises.....	\$806,210	\$160,469	\$301,516	\$822,937	\$19,519	\$1,791
Percent to sales in leased premises (included in other expenses reported above).....	\$35,023,841	2.30	2.06	2.01	2.31	3.42
						3.84

B.—INDEPENDENTS

Number of stores.....	1,907	41	91	650	715	410
Net sales.....	\$51,804,414	\$6,088,573	\$6,083,056	\$24,522,513	\$11,777,296	\$2,182,976
Number of proprietors.....	2,105	49	115	732	770	439
Number of full-time employees.....	2,280	447	334	1,075	356	77
Wage value of proprietors' services ²	\$2,029,041	\$64,775	\$150,650	\$823,500	\$703,010	\$287,106
Wages paid all employees.....	\$2,697,332	\$582,548	\$463,168	\$1,252,376	\$352,242	\$56,498
Total wage cost ¹	\$4,726,373	\$647,323	\$603,818	\$2,076,376	\$1,055,252	\$343,604
Percent to sales.....	9.12	9.68	9.04	8.47	8.96	16.11
Other operating expenses (includes rent)- Total operating expenses (percent to sales).....	\$2,569,724	\$395,193	\$284,707	\$1,034,870	\$648,512	\$206,442
Number of stores in leased premises.....	14.08	15.59	13.30	12.69	14.47	25.79
Rent paid for leased premises (includes above).....	1,027	23	39	361	408	196
Sales in leased premises.....	\$654,050	\$62,155	\$47,603	\$263,413	\$209,602	\$71,283
Percent to sales in leased premises (included in other expenses reported above).....	\$28,250,709	2.31	1.65	1.62	1.93	3.10
						6.27

¹ Total wage cost includes pay roll and the computed wage value of proprietors' services.

² Wage value of proprietors' services is computed at the same rate as the wage paid to the average full-time employee.

TABLE 26.—UNITED STATES TOTAL SALES OF FOOD COMMODITIES (EXCEPT MEALS) IN ALL KINDS OF STORES

KIND OF BUSINESS	TOTAL FOOD SALES		BAKERY PRODUCTS, FRESH		LARD, COOKING FATS, ETC.		FLOUR		SUGAR		CANNED GOODS, AND OTHER GROCERIES	
	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Per- cent
Total.....	\$19,221,108,124	100.00	\$614,108,221	100.00	\$907,855,703	100.00	\$3,698,489,218	100.00	\$545,982,902	100.00	\$3,322,496,673	100.00
Grocery stores without meats.....	3,353,314,130	25.21	142,170,911	23.15	124,221,146	41.98	135,724,435	37.86	222,970,357	40.84	1,446,094,564	43.54
Combination stores.....	3,783,060,714	28.01	160,874,045	27.01	80,831,508	29.18	101,805,009	28.42	195,901,402	35.88	1,088,221,147	32.75
Grocery stores with meat.....	2,913,971,737	22.04	122,737,953	21.01	72,334,781	23.50	85,654,853	23.90	172,281,450	31.55	967,349,656	29.11
Meat markets with groceries.....	869,084,077	6.57	33,136,092	5.40	17,496,787	5.68	16,210,156	4.52	23,649,982	4.33	120,871,491	3.64
Meat markets (without groceries)	1,252,097,643	9.48	2,406,864	.41	15,113,480	4.91					4,848,988	.15
Fruit and vegetable markets.....	308,124,763	2.33	672,734	1.10							9,505,546	.29
Milk dealers.....	600,141,098	5.22	614,026	1.00							826,091	.02
Dairy products stores.....	1,663,313,524	1.25	1,574,817	.25							12,978,819	.39
Egg and poultry dealers.....	70,478,709	.53									127,019	.01
Fish markets.....	83,231,045	.63	26,677	.01	25,877	.01	26,672	.01	43,103	.01	1,836,095	.06
Bakery goods stores (and small bakeries)	181,583,938	1.37	170,672,071	27.69	970,325	.32	584,013	1.5	1,414,007	.26	4,064,781	.12
Deli-catessen stores.....	170,217,293	1.20	13,060,368	2.13							24,354,687	.73
Coffee, tea, and spice dealers.....	44,938,342	.34									44,938,342	1.35
Confectionery stores.....	445,901,296	3.40	23,433,496	3.81							4,276,137	.13
Candy stores—nut stores.....	35,039,223	.26										
Bottled beverage dealers.....	11,533,231	.09										
Country general stores: ?	4,622,153,646	12.27	63,419,704	10.33	38,278,217	13.93	72,689,465	20.27	104,133,778	19.08	572,648,094	17.24
Groceries with apparel.....	69,877,088	.53	2,887,941	.47	2,685,792	.87	3,332,240	.93	4,887,295	.90	26,435,770	.80
Groceries with dry goods.....	4274,839,467	3.3	224,010,010	3.00	20,693,577	6.77	25,634,152	7.10	36,874,548	6.66	200,416,628	6.03
Groceries with general merchandise.....	974,318,144	7.37	38,421,744	0.26	34,928,898	11.34	43,681,073	12.18	62,871,945	11.32	345,766,696	10.41
Department stores.....	74,305,830	.57	5,084,879	.83	1,614,255	.52	2,663,112	.74	2,254,980	.41	15,536,252	.47
General merchandise stores.....	73,613,200	.56	3,236,093	.52	3,236,093	1.05	6,150,716	1.72	6,688,867	1.22	31,269,736	.94
Feed stores with groceries.....	111,261,283	.84	3,535,186	.58	9,092,030	2.95	15,799,964	4.41	11,682,788	2.13	45,239,695	1.36
Variety stores.....	110,468,819	.83	1,008,718	.16								
Feed stores (flour, feed, grain)	19,097,544	.14										
Coal and feed stores.....	3,471,314	.03										
Restaurants with table service.....	85,776,845	.65	8,809,743	1.43								
Cafeterias.....	17,225,118	.13	2,935,847	.48								
Lunch rooms.....	64,539,065	.49	3,196,805	.52								
Lunch counters.....	31,909,033	.24	3,253,510	.53								
Fountain-lunches.....	46,244,693	.35										
Refreshment stands.....	2,644,729	.02										
Salt drink stands.....	302,041,424	2.29										
Drug stores.....	20,035,211	.16										
Cigar stores.....	4,445,753	.03										
New stores known to sell food.....	36,585,377	.28			469,708	.15	445,924	.12	903,025	.17	16,101,750	.46

See footnotes at end of table.

TABLE 26.—UNITED STATES TOTAL SALES OF FOOD COMMODITIES (EXCEPT MEALS) IN ALL KINDS OF STORES—Continued

KIND OF BUSINESS	FRESH MEATS, INCLUDING POULTRY		FRESH FISH AND OTHER SEA FOODS		FRUITS AND VEGETABLES		BUTTER AND CHEESE		MILK AND CREAM		EGGS	
	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent
Total.....	\$2,507,146,125	100.00	\$1,611,076,452	100.00	\$1,340,422,955	100.00	\$952,222,089	100.00	\$928,590,290	100.00	\$507,701,150	100.00
Grocery stores without meats.....	48,784,329	1.95	10,731,806	6.64	420,837,408	31.40	357,299,261	37.52	65,974,990	7.06	193,792,091	38.17
Combination stores.....	945,081,709	37.72	38,732,846	23.96	450,762,654	33.63	308,403,262	32.39	55,703,820	6.01	157,299,011	30.97
Grocery stores with meat.....	508,248,740	20.19	19,455,790	12.03	356,100,701	26.57	246,641,123	27.79	46,073,466	5.03	139,278,859	27.46
Meat markets with groceries.....	439,432,969	17.53	19,277,056	11.93	94,691,953	7.06	43,762,139	4.60	9,030,354	1.00	27,960,152	5.51
Meat markets (without groceries).....	1,148,445,899	45.81	21,641,853	13.38	17,314,535	1.29	23,474,809	2.46	919,331	.11	12,013,840	2.37
Fruit and vegetable markets.....	1,774,265	.07	2,078,135	1.28	284,557,658	21.23	1,728,037	1.8	1,468,718	.16	1,468,718	.29
Dairy products stores.....	1,616,495	.06	1,436,911	.89	260,126	.02	35,315,325	3.70	646,656,831	77.56	6,628,767	1.31
Egg and poultry dealers.....	56,431,717	2.25	74,726,209	46.22	144,164	.01	70,282,636	7.38	35,428,131	4.23	34,140,896	6.72
Fish markets.....	3,577,132	.13	1,436,911	.89	1,181,686	.09	1,181,686	.12	491,617	.06	10,665,685	2.10
Bakery goods stores (and small bakeries).....	6,364,961	.25	1,694,071	1.00	2,122,400	.16	288,724	.03	32,013	.00	79,719	.02
Deli-casson stores.....					3,809,675	.28	16,416,833	1.62	203,263	.02	3,795,610	.75
Confectionery stores.....					2,995,143	.22			3,128,616	.33		
Country general stores.....	265,084,975	10.57	9,369,750	5.92	138,770,988	10.35	124,379,740	13.06	20,245,961	2.44	72,669,465	14.31
Groceries with apparel.....	11,918,541	.45	444,239	.28	6,442,331	.48	5,775,832	6.1	888,597	.11	3,332,240	.65
Groceries with dry goods.....	47,736,371	1.90	2,139,079	1.32	48,499,368	3.62	43,506,813	4.57	7,132,264	.86	25,076,152	5.06
Groceries with general merchandise.....	206,080,268	8.22	6,985,772	4.32	83,829,259	6.25	75,097,045	7.88	12,225,100	1.47	43,661,073	8.60
Department stores.....	6,037,029	.24	245,017	.15	3,126,712	.23	4,067,280	.43	139,891	.02	3,411,144	.67
General merchandise stores.....	10,690,009	.43	134,805	.08	3,259,718	.25	3,827,704	.40	485,688	.05	2,642,991	.52
Feed stores with groceries.....	10,655,756	.43	79,463	.05	2,348,007	.18	5,873,753	.62	166,152	.02	5,443,137	1.07
Variety stores.....					7,371,072	.55						
All other stores known to sell food.....	2,193,149	.09	689,355	.43	7,106,085	.53	834,009	.09	2,786,700	.34	3,690,096	.73

See footnotes at end of table.

TABLE 26.—UNITED STATES TOTAL SALES OF FOOD COMMODITIES (EXCEPT MEALS) IN ALL KINDS OF STORES—Continued

KIND OF BUSINESS	DELICATESSEN, READY-TO-SERVE FOODS		CONFECTIONERY AND NUTS		BOTTLED BEVERAGES		FOUNTAIN SALES (INCLUDING ICE CREAM)		CIGARS, CIGARETTES, AND TOBACCO SOLD IN FOOD GROUP STORES	
	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent	Sales	Percent
Total.....	\$186,383,871	100.00	\$512,274,025	100.00	\$142,501,377	100.00	\$816,317,122	100.00	\$317,011,551	100.00
Grocery stores without meats.....	32,094,306	17.54	43,366,931	8.46	30,954,055	21.72	4,140,262	.67	47,954,646	15.13
Combination stores.....	22,953,231	12.32	43,839,671	8.56	25,808,081	18.11	7,498,206	1.22	84,720,452	26.72
Grocery stores with meat.....	12,015,869	6.45	39,933,106	7.80	22,533,040	15.81	5,437,050	.88	81,824,370	25.65
Meat markets with groceries.....	10,937,332	5.87	3,906,565	.76	3,274,741	2.30	2,061,156	.34	3,396,082	1.07
Meat markets (without groceries)	6,131,234	3.29	2,495,599	.49	724,022	.51	377,243	.06	190,153	.06
Milk and vegetable markets.....	624,867	.34					1,228,856	.20	1,265,327	.40
Dairy markets.....	1,173,598	.63	243,793	.05	520,330	.37	4,200,355	.68	6,955,446	2.13
Fish markets.....	1,402,081	.75			144,056	.10	6,150,689	.92	141,437	.04
Bakery goods stores (and small bakeries)	1,404,942	.75	2,981,159	.58	104,956	.07	2,446,009	.40	335,081	.11
Delicatessen stores.....	83,238,754	44.66	3,567,917	.70	3,533,891	2.48	3,509,360	.57	1,890,205	.60
Confectionery stores.....	3,151,771	1.70	197,560,769	38.57	3,860,911	2.71	193,324,350	31.37	18,011,432	5.68
Candy stores—nut stores.....			32,045,945	6.25	2,800,000	3.5	2,000,000	.33	2,492,275	.8
Bottled beverage dealers.....					11,533,231	8.09				
Country general stores: 1.....	11,820,504	6.34	14,391,248	2.81	9,249,760	6.49	2,700,000	1.25	277,123,000	24.33
Groceries with apparel.....	555,373	.30	686,448	.13	444,299	.31				
Groceries with dry goods.....	4,279,359	2.29	4,992,535	.97	3,566,132	2.50				
Groceries with general merchandise.....	6,955,772	3.75	8,732,215	1.71	3,239,529	3.68				
Department stores.....	1,890,110	1.01	14,072,547	2.75	1,133,467	.80	13,030,155	2.11	(6)	
General merchandise stores.....	263,116	.14	1,143,325	.22	493,292	.35	474,122	.08	(6)	
Feed stores with groceries.....			1,093,415	.21	231,892	.16			(6)	
Variety stores.....			47,795,411	9.32	1,306,770	.92	57,281,996	9.20	(6)	
Feed stores (flour, feed, grain)									(6)	
Coal and feed stores.....									(6)	
Restaurants with table service.....	2,728,010	1.46	13,086,950	2.55	7,720,110	5.42	19,627,886	3.18	33,803,146	10.66
Cafeterias.....	1,120,378	.60	961,671	.19	1,007,128	.71	1,378,527	.22	9,820,067	3.10
Lunch rooms.....	1,359,337	.73	5,593,020	1.07	5,738,003	4.06	12,029,924	1.96	32,476,876	10.24
Fountain-juniches.....	1,303,421	.70	9,087,436	1.77	3,822,978	2.69	17,294,753	2.81	1,606,935	.51
Lunch counters.....	5,351,962	2.87	648,723	.13	2,913,252	2.05	3,243,613	.53	5,676,324	1.79

Refreshment stands.....	6,348,676	3.41	7,958,847	1.55	24,750,685	17.37	3,096,323	.49	1,150,122	.36
Soft drink stands.....	649,564	.35	860,581	.17	649,564	.46			355,070	.11
Drug stores.....			51,322,583	10.00	7,099,031	4.96	244,309,695	39.65	(5)	
Cigar stores.....			10,295,640	2.13	690,208	.34	9,546,168	1.55	(5)	
News stands.....			2,223,876	.44	1,846,029	.94	867,248	.14	(5)	
All other stores known to sell food.....	23,467	.01	1,183,683	.23	242,900	.17	615,401	.10	(5)	

¹ Includes the additional \$129,500,822 of milk-dealer sales described on page 87 of the United States Summary of Retail Distribution, which has been prorated between commodities on the same basis as that found to exist in milk-dealer distribution as revealed by the more detailed primary reports.

² Estimated.

³ In the absence of data distinguishing between the sales of the various food products in general stores, the same ratios are used for the commodity breakdown within the limits of the estimated total food sales in such stores as those found to exist in grocery stores with meats.

⁴ Includes sales to the amount of \$84,822,000 which cannot be distributed between the 3 subclassifications of "Country general stores."

⁵ Indicates amount not included because column refers only to food stores.

TABLE 27.—COMMODITIES SOLD IN GROCERY STORES (WITHOUT MEATS)

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities..	\$3,440,129,144	100.00	Flour.....	\$135,724,485	3.94
Bakery products, fresh.....	142,170,911	4.12	Fresh fish and other sea foods.....	10,733,806	0.31
Bottled beverages.....	30,054,056	0.90	Fruits and vegetables.....	420,837,486	12.20
Butter and cheese.....	357,299,261	10.38	Household supplies, station- ery, and other nonfood prod- ucts.....	99,537,408	2.89
Canned goods and other gro- ceries.....	1,446,694,564	41.94	Ice cream.....	4,140,262	0.12
Cigars, cigarettes, and tobacco.....	47,954,646	1.39	Lard, cooking fats, etc.....	129,221,146	3.75
Confectionery and nuts.....	43,306,931	1.26	Poultry.....	48,784,329	1.41
Delicatessen, ready-to-serve foods.....	32,694,896	0.95	Milk and cream.....	65,974,990	1.91
Eggs.....	193,792,091	5.62	Receipts from the sale of meals.....	16,277,519	0.47
			Sugar.....	222,970,357	6.46

TABLE 28.—COMMODITIES SOLD IN COMBINATION STORES (GROCERIES WITH MEATS)

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities..	\$3,026,304,722	100.00	Flour.....	\$85,654,853	2.83
Baker products, fresh.....	132,737,953	4.39	Fresh fish and other sea foods.....	19,455,790	0.64
Bottled beverages.....	22,639,940	0.75	Fruits and vegetables.....	356,100,701	11.77
Butter and cheese.....	264,641,123	8.75	Household supplies, station- ery, and other nonfood prod- ucts.....	103,641,572	3.43
Canned goods and other gro- ceries.....	967,349,656	31.98	Ice cream.....	5,437,050	0.18
Confectionery and nuts.....	39,933,106	1.32	Lard, cooking fats, etc.....	72,334,731	2.39
Cigars, cigarettes, and tobacco.....	81,324,370	2.69	Meats, including poultry.....	500,248,740	16.73
Delicatessen, ready-to-serve foods.....	12,015,899	0.40	Milk and cream.....	46,073,466	1.54
Eggs.....	129,278,859	4.27	Receipts from sale of meals.....	7,691,413	0.25
			Sugar.....	172,251,450	5.69

TABLE 29.—COMMODITIES SOLD IN COMBINATION STORES (MEAT MARKETS WITH GROCERIES)

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities..	\$876,357,345	100.00	Flour.....	\$16,210,156	1.85
Bakery products, fresh.....	33,136,092	3.77	Fresh fish and other sea foods.....	19,277,056	2.20
Bottled beverages.....	3,274,741	0.37	Fruits and vegetables.....	94,601,953	10.78
Butter and cheese.....	43,762,139	4.98	Household supplies, station- ery, and other nonfood prod- ucts.....	7,584,866	0.86
Canned goods and other gro- ceries.....	120,871,491	13.76	Ice cream.....	2,061,156	0.23
Cigars, cigarettes, and tobacco.....	3,396,082	0.39	Lard, cooking fats, etc.....	17,496,787	1.99
Confectionery and nuts.....	3,906,565	0.44	Meats, including poultry.....	439,432,969	50.03
Delicatessen, ready-to-serve foods.....	10,937,332	1.25	Milk and cream.....	9,030,354	1.03
Eggs.....	27,980,162	3.19	Receipts from sale of meals.....	1,687,502	0.19
			Sugar.....	23,649,952	2.69

TABLE 30.—COMMODITIES SOLD IN MEAT MARKETS

COMMODITIES SOLD	United States total net sales	Per-cent	COMMODITIES SOLD	United States total net sales	Per-cent
Total—all commodities	\$1,253,259,544	100.00	Fruits and vegetables	\$17,314,535	1.38
Bakery products, fresh	2,499,564	0.20	Lard, cooking fats, etc.	15,113,489	1.21
Butter and cheese	23,474,809	1.87	Meats, including poultry	1,148,445,599	91.64
Canned goods and other groceries	4,848,998	0.39	Milk and cream	919,331	0.07
Delicatessen, ready-to-serve foods	6,131,234	0.49	Fountain sales, including ice cream	377,243	0.03
Eggs	12,013,840	0.96	Cigars, cigarettes, and tobacco	190,153	0.02
Fresh fish and other sea foods	21,641,853	1.73	Miscellaneous merchandise	103,275	(¹)
			Receipts from the sale of meals	188,021	0.01

¹ Less than 0.01 percent.

TABLE 31.—COMMODITIES SOLD IN FISH MARKETS

COMMODITIES SOLD	United States total net sales	Per-cent	COMMODITIES SOLD	United States total net sales	Per-cent
Total—all commodities	\$83,698,479	100.00	Fruits and vegetables	\$2,122,400	2.54
Bakery and delicatessen foods	587,526	0.70	Meats, including poultry	3,377,132	4.03
Butter, cheese, milk, and eggs	501,144	0.60	Nonfood products, including cigars, cigarettes, and tobacco	127,764	0.15
Canned goods and other groceries	1,031,747	2.31	Receipts from sale of meals	325,557	0.39
Fresh fish and other sea foods	74,725,209	89.28			

TABLE 32.—COMMODITIES SOLD BY MILK DEALERS ¹

COMMODITIES SOLD	United States total net sales	Per-cent	COMMODITIES SOLD	United States total net sales	Per-cent
Total—all commodities	\$680,496,569	100.00	Ice cream	\$4,200,355	0.61
Butter and cheese	35,215,325	5.10	Milk and cream	642,656,831	93.07
Eggs	6,023,707	0.86	All other merchandise	1,795,291	0.26

¹ Includes the additional \$129,500,822 of milk-dealers sales described on page 87 of the United States Summary of Retail Distribution. This has been prorated between commodities on the same basis as that shown in the more detailed primary reports.

TABLE 33.—COMMODITIES SOLD IN BAKERIES

COMMODITIES SOLD	United States total net sales	Per-cent	COMMODITIES SOLD	United States total net sales	Per-cent
Total—all commodities	\$193,563,093	100.00	Confectionery and nuts	\$2,961,159	1.53
Bakery products, fresh	170,072,071	87.86	Delicatessen, ready-to-serve foods	1,401,042	0.72
Bottled beverages	104,980	0.05	Fountain sales and ice cream	2,446,605	1.26
Butter, eggs, canned goods, and other groceries	14,064,731	2.10	Milk and cream	203,263	0.11
Cigars, cigarettes, and tobacco	335,081	0.18	Receipts from sale of meals	11,974,155	6.10

¹ Includes some sale of butter and eggs, the amount of which cannot be separately ascertained.

TABLE 34.—COMMODITIES SOLD IN DAIRY PRODUCTS STORES

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities.....	\$166,966,018	100.00	Eggs.....	\$34,140,896	20.67
Bakery products, fresh.....	1,571,817	0.95	Fruits and vegetables.....	260,126	0.16
Bottled beverages.....	520,330	0.31	Ice cream.....	6,955,446	4.19
Butter and cheese.....	70,282,636	42.35	Milk and cream.....	35,428,131	21.35
Canned goods and other groceries.....	12,978,819	7.82	Poultry and fish.....	1,616,495	0.97
Confectionery and nuts.....	243,703	0.15	Non-food products, including cigars, cigarettes, and tobacco.....	141,437	0.08
Delicatessen, ready-to-serve foods.....	1,173,598	0.71	Receipts from sale of meals.....	651,492	0.39

TABLE 35.—COMMODITIES SOLD BY POULTRY AND EGG DEALERS

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities.....	\$70,856,063	100.00	Lard, flour, canned goods and other groceries.....	\$127,019	0.18
Butter and cheese.....	1,181,686	1.67	Milk and cream.....	491,617	0.69
Eggs.....	10,665,685	15.05	Nonfood products.....	379,264	0.54
Fresh fish and other sea foods.....	1,430,911	2.03	Poultry.....	56,431,717	79.64
Fruits and vegetables.....	144,164	0.20			

TABLE 36.—COMMODITIES SOLD IN CONFECTIONERY STORES

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities.....	\$536,638,045	100.00	Fountain sales and ice cream.....	\$193,324,350	36.02
Bakery products, fresh.....	23,433,406	4.37	Fruits and vegetables.....	2,995,143	0.56
Bottled beverages.....	3,860,911	0.72	Household supplies, stationery, and other nonfood products.....	3,115,220	0.58
Canned goods and other groceries.....	4,278,137	0.80	Milk and cream.....	287,287	0.05
Cigars, cigarettes, and tobacco.....	18,011,432	3.36	Receipts from the sale of meals.....	84,619,520	15.77
Confectionery and nuts.....	107,660,769	36.81			
Delicatessen, ready-to-serve foods.....	5,151,771	0.96			

TABLE 37.—COMMODITIES SOLD IN FRUITS AND VEGETABLE MARKET

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities.....	\$308,379,359	100.00	Eggs.....	\$1,408,718	0.45
Bakery products, fresh.....	673,734	0.22	Fresh fish and other sea foods.....	2,078,135	0.67
Bottled beverages.....	724,022	0.23	Fruits and vegetables.....	234,557,668	92.28
Butter, cheese, and milk.....	1,728,037	0.56	Ice cream.....	1,228,865	0.40
Cigars, cigarettes, and tobacco.....	1,265,327	0.41	Meats, including poultry.....	1,774,265	0.58
Confectionery and nuts.....	2,495,599	0.81	Nonfood products.....	254,596	0.08
Delicatessen, ready-to-serve foods, including meals.....	624,867	0.20	Sugar, flour, canned goods, and other groceries.....	9,505,546	3.08

TABLE 38.—COMMODITIES SOLD IN DELICATESSEN STORES

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities.....	\$194,820,089	100.00	Flour.....	\$554,013	0.28
Bakery products, fresh.....	13,060,368	6.70	Fountain sales and ice cream..	3,509,360	1.80
Bottled beverages.....	3,533,891	1.81	Fresh fish and other sea foods..	1,609,071	0.83
Butter and cheese.....	15,415,833	7.91	Fruits and vegetables.....	3,809,675	1.96
Canned goods and other groceries.....	24,354,087	12.50	Household supplies, stationery and other nonfood products..	845,225	0.43
Cigars, cigarettes, and tobacco..	1,890,205	0.98	Lard, cooking fats, etc.....	970,325	0.50
Confectionery and nuts.....	3,567,617	1.83	Meats, including poultry.....	6,364,961	3.27
Eggs.....	3,795,610	1.95	Milk and cream.....	3,128,616	1.61
Delicatessen, ready-to-serve foods.....	83,238,754	42.73	Receipts from sale of meals.....	23,757,571	12.19
			Sugar.....	1,414,007	0.72

TABLE 39.—COMMODITIES SOLD IN CANDY STORES

COMMODITIES SOLD	United States total net sales	Per cent	COMMODITIES SOLD	United States total net sales	Per cent
Total—all commodities.....	\$35,039,223	100.00	Fountain sales with ice cream..	\$2,000,000	5.71
Confectionery and nuts.....	32,046,945	91.46	Cigars, cigarettes, and tobacco..	1,492,278	1.40
Bottled beverages.....	1,800,000	1.43			

¹ Estimated.

APPENDIX

Bakery goods stores—Caterers.—Bakery goods stores differ from bakeries in that they do not ordinarily produce the goods which they sell. In many instances the small bakeries who bake their own products but sell only at retail to neighborhood consumers have been included. Usually, however, producing bakeries are included in the Census of Manufactures.

Bottled waters and beverage dealers.—(See "Other food dealers.")

Box lunches.—(See "Lunch counters, etc.")

Candy and confectionery stores.—In this combined classification are two distinct kinds of stores. The first is the candy store or candy and nut store, confining its business primarily to the sale of boxed or bulk candies and nuts or to either of the two commodities, and the second is the confectionery store. The typical confectionery store also sells candy and nuts, as well as other types of confections and maintains a fountain, dispensing mixed drinks and ice cream. A present trend of confectionery stores is to add lunches and prepared foods, after the manner of the delicatessen store.

Cafeterias.—(See "Restaurants, cafeterias, etc.")

Caterers.—(See "Bakery goods stores—Caterers")

Cigar stores and cigar stands.—Included are three kinds of cigar stores and stands, cigar stores with fountain (and lunch), cigar stores without fountain, and cigar stands in pool rooms, bowling alleys, railway stations, and other public places. Cigar stores often sell books and magazines and novelty merchandise, cosmetics, and proprietary drug preparations in addition to their more usual merchandise. The cigar stand frequently sells soft drinks in addition to the sale of cigars, cigarettes, tobacco, and smokers' supplies. Packaged candies and an increasing variety of novelty merchandise are now sold in many cigar stores and stands.

Coffee, tea, spice dealers.—(See "Other food stores.")

Combination stores.—This term covers two different kinds of stores; first, the grocery store carrying fresh meats; and second, the meat market carrying a staple line of groceries. The first is the grocery store which has added fresh meats to its grocery stock. The second is the meat market which has added staple groceries to meet its customers' demands and to add to its sales volume. Both usually carry fruits and vegetables and bakery products. In some States they have become large distributors of cigarettes. Many are complete food markets.

Confectionery stores.—(See "Candy, etc.")

Country general stores.—(See "General stores," p. 92.)

Dairy products stores, egg and poultry dealers, including milk dealers.—Under this classification are three related kinds of business; first, the dairy products stores; second, egg and poultry stores; and third, milk dealers. The dairy products, including milk as well as eggs and poultry. Egg and poultry stores likewise handle dairy products, although they do not usually maintain a complete line. The distinguishing feature is that the majority of sales is of eggs and poultry. Milk dealers often handle other dairy products, particularly butter and cheese, and sometimes eggs. Some milk dealers recently have added orange juice and ice cream both on their delivery routes and in their stores.

Delicatessen stores.—These stores confine their sales principally to sales of cooked meats, prepared salads, cheese, and other prepared foods suitable for immediate table use. Often they also carry a limited stock of canned and bottled goods and groceries. Neighborhood delicatessen stores frequently carry a small stock of fresh fruits and vegetables and some candies, confections, cakes and other bakery products, as well as milk and other dairy products. Often they serve lunches, and sometimes develop a substantial restaurant business.

Department stores (with food departments).—These are departmentized general merchandise stores reporting sales of \$100,000 or more of merchandise annually (exclusive of sales of food departments). They are usually of the full-service type, carrying men's, women's, and children's apparel, furnishings and accessories, dry goods, home furnishings, foods, and many other lines.

Egg and poultry dealers.—(See "Dairy products, etc.")

Farm products stores.—(“See “Other food stores.”)

Feed stores (with groceries).—(Classified with farmers' supply stores in all retail reports.) These stores are predominately feed stores but handle a limited line of staple groceries.

Fish markets.—(See “Meat markets, including sea foods.”)

Fountain lunches.—(See “Lunch counters, etc.”)

Fruit stores and vegetable markets.—These stores and stands are more frequent in public or municipal markets, although many stores confine themselves entirely to the sale of fruits and vegetables, especially in the larger cities. Fruits and vegetables out of season in the locality usually can be found in these stores. As in so many kinds of stores, other related and unrelated lines of merchandise often have been added until the store sometimes loses its former identity and becomes in fact a grocery or delicatessen store. As long as fruits and vegetables predominate, the store is included in this classification.

General merchandise stores (with foods).—These stores, for the purpose of this Census, are departmentized general stores with foods 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 department stores. These stores sell lines of merchandise similar to those handled by department stores with food departments, although the proportions may vary.

General stores (country general stores).—These 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 stores as a rule handle foods which constitute an important part of their sales. Under this heading there are three related kinds of stores. 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 kind of store, falling under this general heading, is the grocery store selling dry goods and notions. These stores also may carry fresh meats and still retain the classification of country general stores. Quite common in the smaller towns and rural areas, they are found occasionally in the small cities and on the outskirts of the larger cities.

Grocery stores (with meats).—(See “Combination stores.”)

Lunch counters, refreshment stands, fountain lunches, etc.—Five kinds of lunch services are included under this classification. First, there are the box lunch companies. Their product consists of a lunch of sandwiches, fruit and dessert, varied daily and sold ordinarily by street vendors or on regular delivery routes. These box lunches are sometimes sold at soft-drink and refreshment stands. Second, there is the refreshment stand, carrying a varied line of prepared foods as well as soft drinks. These stands are frequently found on the principal highways and adjacent to factories and office buildings, where lunches and drinks may be obtained and consumed quickly. Third, is the fountain-lunch, often operating in the downtown sections or in the vicinity of factories and office buildings. Salads, sandwiches, light lunches, and desserts are served as well as the usual variety of fountain drinks. The fountain-lunch often is an outgrowth of the drug store fountain. Fourth, is the lunch counter with variations such as the street “diner” and the hole-in-the-wall eating place. The modern sandwich shop is included in this classification. The last classification in this group is the soft-drink stand with its usual line of bottled drinks, candy, and limited stocks of sandwiches as well as packaged goods and candy. Seasonable fruits are often sold in soft-drink stands.

Lunch rooms.—(See “Restaurants, etc.”)

Meats markets (with groceries).—(See “Combination stores.”)

Meat markets (including sea foods).—Fresh and smoked meats and fish. These markets usually handle fish and for obvious reasons fish markets have been included in this dual classification. In the inland cities and towns, fish markets are rare, but in the seaboard cities there are a number of strictly fish and seafood markets although fish is also sold by most meat markets and combination stores in the seaboard cities and towns.

Milk dealers.—(See “Dairy products stores, etc.”)

Refreshment stands.—(See “Lunch counters, etc.”)

Restaurants, cafeterias, and lunch rooms.—These classifications, which include restaurants having full table service, cafeterias, and lunch rooms having limited table service in addition to counter service, are sometimes combined to avoid disclosure. However, they are shown separately in the larger cities and in State-wide compilations. The restaurant classification is used only when the eating place provides table service primarily or exclusively. If counter service is also

provided, as well as table service, it is classified as a lunch room. If there is counter service alone, it is classified a lunch counter. The cafeteria is characteristically self-service, although this kind of eating place often provides cafeteria service for breakfast and luncheon, with full table service for dinner. Similarly, many of the full-service restaurants are now providing breakfasts on the cafeteria or self-service plan. The lunch room is restricted in service, providing table service to a limited number of its patrons and depending upon counter service for a majority of its business. For the purpose of this census, automats are classified as cafeterias.

Soft-drink stands.—(See "Lunch counters, etc.")

Other food stores.—This classification includes stores and house-to-house distributors specializing in coffees, teas, and spices; stores handling products of the farm but which do not come within the classification of fruit and vegetable stores; stores handling special health foods; and retailers engaged predominately in the sales of bottled waters, either table or mineral, bottled gas, and bottled beverages.

