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**SMALL CITY AND RURAL TRADE
SERIES**

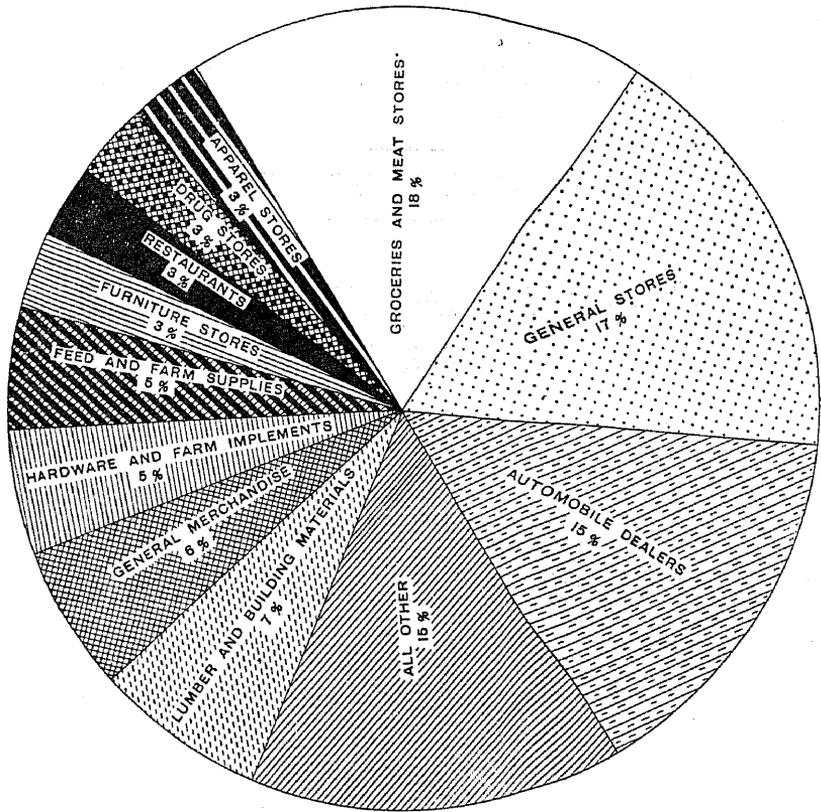
**ANALYZING THE SMALL CITY
AND RURAL MARKET AREA**



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CHART I.—RETAIL SALES IN THE SMALL CITY AND RURAL AREA
 PERCENTAGE OF TOTAL SALES MADE BY EACH OF ELEVEN KINDS OF BUSINESS



KIND OF BUSINESS	NUMBER OF STORES	SALES
Groceries and meat stores (grocery stores, combination stores—groceries and meats—and meat markets).....	137,696	\$2,630,420,000
General stores.....	101,577	2,510,008,000
Automobile dealers.....	27,799	2,210,880,000
Apparel stores (all stores in the apparel group).....	27,404	473,584,000
Furniture stores (all stores in the furniture and household group, except radio and music stores).....	17,228	406,839,000
Drug stores.....	23,833	496,202,000
Restaurants (restaurants, cafeterias, and eating places).....	55,036	417,033,000
Hardware and farm implements (hardware stores, and hardware and farm implement stores).....	22,857	696,309,000
Feed and farm supplies (farmers' supply stores).....	21,274	785,448,000
Lumber and building materials (all stores in the lumber and building group).....	27,039	1,044,600,000
General merchandise (all stores in the general merchandise group).....	25,187	927,870,000

For details by States, see Tables 6 to 16.

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