

UNITED STATES DEPARTMENT OF COMMERCE

JESSE H. JONES, Secretary

BUREAU OF THE CENSUS

J. C. CAPT, Director (Appointed May 22, 1941)

WILLIAM LANE AUSTIN, Director (Retired January 31, 1941)

VERGIL D. REED, Assistant Director

HOWARD H. McCLURE, Assistant Director



SIXTEENTH CENSUS OF THE UNITED STATES : 1940

CENSUS OF BUSINESS

VOLUME I

RETAIL TRADE : 1939

PART 2

COMMODITY SALES

AND

ANALYSIS BY SALES SIZE

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Prepared under the supervision of

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# BUREAU OF THE CENSUS

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## REPORTS ON BUSINESS

CENSUS OF BUSINESS : 1939

Volume I. Retail Trade (in three parts).

Volume II. Wholesale Trade.

Volume III. Service Businesses.

Volume IV. Construction.

Volume V. Distribution of Manufacturers' Sales.

Special Reports.

## LETTER OF TRANSMITTAL

DEPARTMENT OF COMMERCE,  
BUREAU OF THE CENSUS,  
Washington, D. C., May 25, 1942.

SIR: I transmit herewith part 2 of volume I of the Sixteenth Census reports on the Census of Business. Volume I contains statistics on retail trade and is published in three parts.

Part 1 contains summary tables for the United States, by kinds of business and by States, of all basic retail trade data and of such special subjects as types of operation, employment and pay roll including self-employment, credit sales and receivables, legal forms of organization, an analysis of stores and sales according to number of employees, and other subjects, as well as a general analysis of retail trade as shown by the 1939 census in comparison with similar censuses for 1929 and 1935.

Part 2 contains a detailed analysis of sales by commodities, for each kind of business in each State, in the form of ratios by means of which it is possible to compute the approximate dollar sales of each listed commodity or group of commodities, by States and for the United States. Part 2 also contains an analysis of basic retail data by sales size (amount of annual business), by kinds of business for each State.

Part 3, which was published in May 1941, contains a detailed analysis of stores and sales by kinds of business, by areas (States, counties, cities, and all places of more than 2,500 population).

The Census of Business, taken in 1940 in conformity with the act providing for the Sixteenth Decennial Census approved June 18, 1929, covers operations during the calendar year 1939. The facts were collected in 1940 by a complete field canvass of all retail establishments in the continental United States.

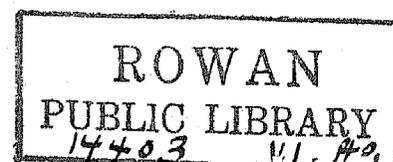
The statistics were compiled under the supervision of Fred A. Gosnell, Chief Statistician for Business, and William A. Ruff, Assistant Chief Statistician. This volume was prepared by John Guernsey, Distribution Economist, and James O. Reid, in charge of retail trade, with the technical assistance of Hugh S. Duffey and Donald K. Weasmer.

Respectfully,

HON. JESSE H. JONES,  
*Secretary of Commerce.*

J. C. CAPT,  
*Director of the Census.*

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Combination stores (groceries-meats).....	14	22	51	51	104	117	128
Self-service grocery stores.....			64				
Self-service combination stores.....			66				
Dairy products stores.....	15	(a)	68	68	(a)	118	
Milk dealers.....	16	23	71	71	108	119	129
Meat markets.....	17	23	75	75	109	120	129
Fish (sea food) markets.....	18	(a)	80	80	(a)	121	
Candy, nut stores.....	(a)	(a)	79	(a)	(a)	122	
Confectionery stores.....	19	24	83	83	111	123	129
Delicatessen stores.....	20	(a)	89	89	(a)	124	
Fruit stores, vegetable markets.....	21	24	92	92	113	125	130
Bakeries, caterers.....	(a)	(a)	79	(a)	(a)	126	
Egg and poultry dealers.....	(a)	(a)	79	(a)	(a)	127	
<b>SEC. 2. General stores (with food)</b> .....	132	(a)	133	133	(a)	145	
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Department stores.....	148	156	159	159	230	248	253
Dry goods stores.....	150	157	185	185	238	249	253
General merchandise stores with food.....	151	(a)	190	190	(a)	250	
General merchandise stores—other.....	152	157	195	195	240	251	253
Variety stores.....						252	254
With annual sales of less than \$20,000.....	153	(a)	202	202	(a)		
With annual sales of \$20,000 or more.....	154	158	208	208	242		
With annual sales of \$20,000 or more (supplement).....	155	158	216	216	244		
<b>SEC. 4. Apparel group:</b>							
Men's-boys' furnishings, hat stores.....	(a)	(a)	285	(a)	(a)	319	
Men's-boys' clothing stores (and furnishings).....	256	264	267	267	307	320	332
Family clothing stores.....	257	264	272	272	309	321	332
Women's ready-to-wear stores.....	258	265	279	279	311	322	333
Furriers, fur shops.....	259	(a)	286	286	(a)	323	
Millinery stores.....	260	(a)	288	288	(a)	324	
Corset and lingerie shops.....	(a)	(a)	285	(a)	(a)	325	
Hosiery shops.....	259	(a)	291	291	(a)	326	
Infants' wear shops.....	(a)	(a)	285	(a)	(a)	327	
Custom tailors.....	260	(a)	293	293	(a)	328	
Men's shoe stores.....	261	265	294	294	313	329	333
Women's shoe stores.....	262	266	298	298	315	330	334
Family shoe stores.....	263	266	302	302	317	331	334
<b>SEC. 5. Furniture—household—radio group:</b>							
Furniture stores.....	336	339	341	341	363	368	378
Floor coverings stores.....	339	(a)	350	350	(a)	369	
Drapery, curtain, upholstery stores.....	(a)	(a)	362	(a)	(a)	370	
China, glassware, metalware stores.....	(a)	(a)	362	(a)	(a)	371	
Interior decorators.....	(a)	(a)	362	(a)	(a)	372	
Antique shops.....	(a)	(a)	362	(a)	(a)	373	
Household appliance dealers.....	337	340	352	352	365	374	378
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Radio stores.....	(a)	(a)	362	(a)	(a)	376	
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<sup>a</sup> These data cannot be shown because an insufficient number of stores reported sales by commodities.

## VI

## CENSUS OF BUSINESS

TABLE 18A.—Summary analysis of commodity sales, by geographic divisions and States, and for cities of over 500,000 population.

TABLE 18.—Commodity sales, by States, and for cities of over 500,000 population.

TABLE 2C.—Stores, sales, personnel, pay roll, and stocks, by geographic divisions and States, and for cities of over 500,000 population.

GROUP AND KIND OF BUSINESS	TABLE 18A		TABLE 18			TABLE 2C	
	States	Cities	United States	States	Cities	Divisions and States	Cities
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Motor-vehicle dealers (new).....	380	382	383	383	394	397	403
Motor-vehicle dealers (new and trade-in).....	(a)	(a)	393	(a)	(a)	398	-----
Motor-vehicle—farm implement dealers.....	(a)	(a)	393	(a)	(a)	399	-----
Motor-vehicle dealers (retail-wholesale).....	(a)	(a)	393	(a)	(a)	400	-----
Used-car dealers.....	(a)	(a)	393	(a)	(a)	401	-----
Accessory, tire, battery dealers.....	381	382	388	388	395	402	403
Motorcycle dealers.....	(a)	(a)	393	(a)	(a)	404	-----
Aircraft dealers.....	(a)	(a)	393	(a)	(a)	404	-----
Motorboat, yacht dealers.....	(a)	(a)	393	(a)	(a)	404	-----
SEC. 7. Filling stations.....	406	407	409	409	419	422	421
SEC. 8. Lumber—building—hardware group:							
Lumber yards and building-materials dealers.....	424	427	428	428	448	452	460
Lumber yards.....	(a)	(a)	448	(a)	(a)	453	-----
Building-materials dealers.....	(a)	(a)	448	(a)	(a)	454	-----
Heating—plumbing equipment dealers.....	(a)	(a)	448	(a)	(a)	457	-----
Paint, glass, wallpaper stores.....	(a)	(a)	448	(a)	(a)	458	-----
Electrical supply stores.....	(a)	(a)	448	(a)	(a)	459	-----
Hardware stores.....	425	427	433	433	450	455	460
Farm implement—tractor—hardware dealers.....	426	(a)	441	441	(a)	456	-----
SEC. 9. Eating and drinking places:							
Restaurants, cafeterias, lunchrooms.....	462	465	466	466	496	504	508
Lunch counters and stands.....	463	465	479	479	499	505	508
Soft drink, juice, ice cream stands.....	(a)	(a)	485	(a)	(a)	506	-----
Drinking places.....	464	465	486	486	501	507	508
SEC. 10. Drug stores:							
Drug stores with and without fountain, combined.....	510	513	514	514	544	553	556
Drug stores with fountain.....	511	513	524	524	547	554	556
Drug stores without fountain.....	512	513	534	534	550	555	556
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Liquor stores (packaged goods).....	559	571	573	573	637	645	668
Fuel and ice dealers.....	560	(a)	580	580	(a)	646	-----
Fuel-oil retailers.....	560	(a)	584	584	(a)	647	-----
Hay, grain, and feed stores (with groceries).....	561	(a)	587	587	(a)	648	-----
Hay, grain, and feed—farm implements stores.....	562	(a)	591	591	(a)	649	-----
Hay, grain, and feed stores—other.....	563	(a)	596	596	(a)	650	-----
Farm and garden supply stores.....	(a)	(a)	601	(a)	(a)	651	-----
Jewelry stores.....	564	572	602	602	639	652	668
Book stores.....	565	(a)	610	610	(a)	653	-----
Stationery stores.....	(a)	(a)	636	(a)	(a)	654	-----
Cigar stores, cigar stands.....	566	571	612	612	641	655	668
Florists.....	567	571	617	617	642	656	668
Gift, novelty, souvenir shops.....	(a)	(a)	636	(a)	(a)	657	-----
News dealers.....	565	(a)	622	622	(a)	658	-----
Office, store appliance and equipment dealers.....	568	572	624	624	644	659	668
Office, store, school supply dealers.....	570	(a)	628	628	(a)	660	-----
Opticians.....	569	(a)	630	630	(a)	661	-----
Photographic supply—camera stores.....	569	(a)	632	632	(a)	662	-----
Sporting goods stores.....	(a)	(a)	636	(a)	(a)	663	-----
Bicycle shops.....	(a)	(a)	636	(a)	(a)	664	-----
Luggage stores.....	(a)	(a)	636	(a)	(a)	665	-----
Piano, musical instrument stores.....	570	(a)	634	634	(a)	666	-----
Scientific, medical instrument and supply dealers.....	(a)	(a)	636	(a)	(a)	667	-----

\* These data cannot be shown because an insufficient number of stores reported sales by commodities.

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Grocery stores (without fresh meats).....	686	812	874
Combination stores (groceries-meats).....	688	813	874
Dairy products stores, milk dealers.....	690	814	874
Meat markets, fish markets.....	692	815	874
Candy, nut, confectionery stores.....	694	816	874
Delicatessen stores.....	696	817	874
Fruit stores, vegetable markets.....	698	818	874
Bakeries, caterers.....	700	819	876
Egg and poultry dealers.....	702	820	876
Other food stores.....	704	821	876
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Variety stores.....	712	824	876
<b>APPAREL GROUP:</b>			
Men's-boys' furnishings, hat stores.....	714	825	876
Men's-boys' clothing stores (and furnishings).....	716	826	878
Family clothing stores.....	718	827	878
Women's ready-to-wear stores.....	720	828	878
Furriers, fur shops.....	722	829	878
Millinery stores.....	724	830	878
Women's accessories stores.....	726	831	878
Infants', other apparel stores.....	728	832	878
Custom tailors.....	730	833	878
Shoe stores (all kinds).....	732	834	880
<b>FURNITURE—HOUSEHOLD—RADIO GROUP:</b>			
Furniture stores.....	734	835	880
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Other home-furnishings stores.....	738	837	880
Household appliance dealers.....	740	838	880
Radio—household appliance stores.....	742	839	880
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Accessory, tire, battery dealers.....	750	843	880
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Electrical supply stores.....	762	849	882
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Hardware stores.....	764	850	882
Farm implement—tractor—hardware dealers.....	766	851	882
EATING PLACES:			
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Lunch counters and stands.....	770	853	884
Soft drink, juice, ice cream stands.....	772	854	884
DRINKING PLACES.....	774	855	884
DRUG STORES:			
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Drug stores with fountain.....	778	857	884
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Farm and garden supply stores.....	788	862	886
Jewelry stores.....	790	863	886
Book stores.....	792	864	886
Stationery stores.....	794	865	886
Cigar stores, cigar stands.....	796	866	886
Florists.....	798	867	888
Gift, novelty, souvenir shops.....	800	868	888
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# RETAIL TRADE: 1939

## Commodity Sales and Analysis by Sales Size

### INTRODUCTION

This is part 2 of volume I, Retail Trade, of the Census of Business for 1939. The trade statistics herein are arranged in two sections, as follows:

1. Retail commodity sales.
2. Analysis of retail trade by sales size.

Volume I is published in three parts. Part 1 contains United States Summary tables of basic data, and State tables for the subjects not covered by parts 2 and 3, including types of operation, monthly employment, credit sales and receivables, legal forms of organization, and other subjects. Part 3 is an assembly of the tables, presenting by kinds of business the number of retail stores and their sales for each State, county, and city or place of more than 2,500 population, and also data by kinds of business on stores, sales, personnel, and pay roll for States and all cities of more than 10,000 population.

**Scope of the census.**—Retail Trade data are based upon the results obtained by a complete field canvass in 1940 of all retail stores in the United States, conducted by the field organization of the Census Bureau as a part of the 1939 Census of Business. The period covered is the calendar year 1939 or, in some cases, the fiscal year ended nearest December 31, 1939. The Census of Business covers retail trade, wholesale trade, distribution of manufacturers' sales, construction, service establishments, hotels, laundries, cleaning and dyeing plants, tourist courts and tourist camps, places of amusement, and sales finance companies, the latter by mail canvass.

This is the fourth retail census. The first was taken as a part of the Census of Distribution of 1929 which followed a trial census of 11 cities in 1926. The second retail census was taken as a part of the Census of American Business of 1933, and the third as a part of the Census of Business of 1935. Of these, only the Census of Distribution of 1929 presented analyses of sales by commodities.

**Description of the retail schedules.**—Two forms which are reproduced in the appendix were used in canvassing retail stores. Schedule Form 21 was used for independent stores with total sales for the year 1939 of \$20,000 or more and all chain-store units, regardless of sales volume. A short form schedule (Form 20) was used for all other retail stores with total sales

for the year 1939 of less than \$20,000. Consolidated reports were accepted for two or more retail stores under the same ownership and in the same kind of business, if they were located within one city or town or in one county outside the corporate limits of such cities or towns. In these cases, however, an additional report or a listing sheet (Form 21A) was required, showing data on sales, employment, and pay roll separately for each store.

The schedule forms were adopted after numerous conferences with representatives of trade associations, statistical groups, and others. A "block" system of commodity listings was used, whereby each kind of store was assigned a designated commodity block in which were listed only the commodities or commodity groups appropriate to its kind of business. By this method each store reported sales for each commodity group based on a standard classification for that particular kind of business. The commodity blocks from which the data were tabulated for each kind of business are designated in the descriptive text preceding each of the 11 commodity sections.

**Definitions and explanation of terms.**—Retail trade as covered in this census includes establishments primarily engaged in selling merchandise for personal or household consumption or utilization, and rendering service incidental to the sale of goods. In addition to those kinds of business readily recognizable as retail stores under this general description, there are included retail businesses such as eating and drinking places, filling stations, lumber and building-materials dealers, and motor-vehicle dealers.

The major portion of the sales or receipts must be from retail sales in order to classify an establishment, for census purposes, as a retail establishment. It must also operate in or from an established place of business open to the general public. Excluded are places of business connected with institutions which are open only to their members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, and cafeterias operated by industrial plants for their employees.

**Stores.**—A retail store or establishment is, for census purposes, the place where the business is conducted, readily recognizable as a place of business. Each separate place of business is counted as a separate

store. Included are filling stations, motor-vehicle dealers, market stands (except farmers' stands), lumber and coal yards, eating and drinking places, milk dealers, mail-order houses, and leased departments. Only those establishments which are found to be doing more than one-half of their business at retail are included. When an establishment is primarily engaged in service or wholesale trade, it is so classified even though it may be, in part, engaged in retail trade.

The number of stores in any one classification is not equal to the number of "outlets" for any one commodity since the store is counted only in its major classification. Each store is thus classified in one and only one kind-of-business classification though it may be an "outlet" for many other classes of commodities. These classifications are described in the appendix.

**Sales.**—The term "sales" means total operating receipts of retail stores after deduction of refunds or allowances for merchandise returned by customers. There is excluded the amount of any local and State sales taxes which may be collected by the store directly from customers over and above the marked selling price and paid directly by the store to the local or State taxing agency. Excise taxes, gasoline and other taxes which are paid by the manufacturer or wholesaler and passed along to the retailer, are included in census reports in the amount reported as sales. In previous censuses the schedule called for inclusion of State or local sales taxes as a part of sales. In many instances these instructions were not followed.

**Active proprietors of unincorporated businesses.**—The number of active proprietors includes owners or partners of unincorporated businesses devoting the major portion of their time to the operation of the business. They are not included in the count of employees nor is their compensation included in pay roll. Salaried officers of corporations and executives are classified as employees, not as proprietors or firm members, and their compensation is therefore included in pay roll.

**Employees.**—This term represents the number of full-time and part-time paid employees, including salaried officers and other executives of corporations. The number of employees shown is the average obtained by totaling the number reported monthly (full-time and part-time separately) for the pay roll period ended nearest the 15th of each month, and dividing the sum by 12.

**Pay roll.**—This includes all compensation (salaries, wages, commissions, and bonuses) paid during the year to all employees. It does not include compensation for proprietors or firm members of unincorporated businesses. Excluded from pay roll are payments in kind, such as free meals and lodging. Pay roll is reported before deductions for social security, insurance, dues, etc.

In comparing the number of employees per store, or pay roll per employee, or pay roll per dollar of sales by

kinds of business, interpretation of such comparisons should be qualified by the fact that the number of unpaid family members and the compensation of proprietors (not given in this volume) vary from one kind of business to another and particularly between chains and independents in the same kind of business.

### COMMODITY SALES

Each business classification shown in the retail census with the exception of certain miscellaneous groups of businesses is analyzed by commodity sales. The classifications not analyzed are "other food stores," "other women's accessories stores," "other apparel stores," "other home-furnishings stores," "other retail stores," and "second-hand stores." Each of these miscellaneous classifications includes several distinct kinds of business, usually small establishments operating without adequate commodity sales records, thus making satisfactory analyses unavailable.

For a few kinds of business the commodity analyses are necessarily limited to a national basis, for reasons described later, but for most classifications the data are shown for each State as well as nationally. Separate analyses also are included, wherever possible, for each city of more than 500,000 population.

**Commodity sections.**—Commodity data are arranged in 11 sections, corresponding to the major business groups used throughout retail census reports. Preceding each section is a short descriptive text and a contents table showing the kinds of business for which commodity data are available on a national, State, or city basis. Each kind of business is defined in the appendix. The 11 sections are:

1. Food group.
2. General stores (with food).
3. General merchandise group.
4. Apparel group.
5. Furniture—household—radio group.
6. Automotive group.
7. Filling stations.
8. Lumber—building—hardware group.
9. Eating and drinking places.
10. Drug stores.
11. Other retail stores, including liquor stores.

**Major samples.**—Not all stores were able to report sales by commodities in the detail requested. Small stores frequently keep only over-all records of their sales, and have no better basis for a commodity analysis than purchase records or invoice files. Some cash stores have separate cash registers, the receipts of which approximate rough commodity classifications of sales. Larger stores maintain commodity sales records, but not always in the detail requested. A sincere effort was made, however, both by the stores and by the Bureau, to arrive at accurate analyses confined to a limited number of commodities or broad commodity groups appropriate to each of the respective kinds of business. Therefore the tables presenting commodity

data are based upon reports from stores which were able to analyze their sales in the detail requested, and constitute major samples for each kind of business.

The number of stores included in each such sample and the amount of their sales in relation to total sales of all stores in the same kind of business are shown in the tables. The percent of commodity coverage is substantial in all cases, seldom being less than one-half of all sales of the business classification.

Each table shows the number of stores included in the sample, the amount of their total sales, and their sales of each commodity or group of commodities. Since in most cases the coverage for this purpose is less than the total number of stores in the corresponding business classification, the dollar sales shown for a given commodity are less than the total dollar sales which would have resulted if all stores had been able to report commodity sales. Therefore data for the stores analyzed, which comprise the sample of all stores, also are shown in percentage form. The value and uses of these percentages (percent columns A and B, table 18) are discussed in later paragraphs.

**Method of presenting the data.**—Most stores reported some kind of an analysis of their sales, but often two or more commodity classifications were bracketed in such a way that the analysis could not be used. Only the schedules which appeared to contain a complete analysis were included in the representative samples presented in tables 18 and 18A for each kind of business. At the top of each section of table 18 is stated the total number of stores in the kind of business designated, with their total sales in 1939 and the proportion of commodity coverage. The table then shows the number of stores analyzed and the total sales of such stores. *The commodity coverage is the ratio of the total sales of the stores analyzed to the total sales of all stores in the same kind of business.*

In table 18 the commodities or commodity groups are listed, showing for each the number of stores reporting the sale of such commodity, total sales of such stores, total sales of the commodity in such stores, percent of the commodity's sales to total sales of the stores selling that commodity (percent column A), and percent of the commodity's sales to total sales of all stores analyzed (percent column B). The percentages shown in column B are assembled in a summary table (18A) for each kind of business for which data by States are presented.

**Uses of percentage columns A and B.**—The ratios shown in percentage column A as above described represent the proportionate sales of the designated commodity in the stores which report that they sell

such commodity. In column B the ratio of the commodity's sales to the total sales of all stores analyzed is usually somewhat smaller than its ratio to the sales of the stores which sell the commodity, since not all stores in the kind of business sell every commodity. In the case of commodities sold by all stores both percentage ratios are the same.

Percentages in column A may be used as a measure of what the commodity should produce in sales in stores which sell it or are considering its sale. Percentages in column B may be applied to the total sales of all stores in the same kind of business (shown at the top of each section of table 18) to compute the approximate total sales of the commodity or group of commodities, on the assumption that the commodity sample is approximately representative also of the stores not included in the sample but in the same kind of business. To the extent that such an assumption is true, it is possible to compute the approximate total sales of a given commodity in each principal kind of business selling such commodity, and thereby determine the relative importance of each kind of business in the retail distribution of such commodity.

**Method of computing the approximate total sales of a given commodity.**—To compute the approximate total retail sales of any commodity shown, it is necessary to go through each of the commodity sections and list from table 18 each kind of business that would sell such commodity. For each of these kinds of business, tabulate the percentage shown in percent column B and the total sales of all stores in the kind of business (which is shown just above the list of commodities). Apply the percentage figure to the total sales of the kind of business, the result being the approximate dollar sales of the specified commodity by all stores in the kind of business. The sum of the dollar sales thus derived is the approximate total sales of the given commodity in the principal kinds of businesses selling the commodity.

In addition to the amount derived by following the above method, sales of the given commodity must be estimated for the kinds of business in which the commodity is sold in such small proportion as not to be separately listed (included usually in "other sales") or is reported in combination with one or more other commodities. For instance, gasoline, which is reported as a separate commodity item for filling stations, is combined with oil and grease for automobile dealers and accessory stores; and with oil, tires, etc., for grocery and combination stores. An example of the method of computing the approximate total sales of a given commodity by principal kinds of business follows:

## CENSUS OF BUSINESS

## SALES OF FLOOR COVERINGS BY PRINCIPAL KINDS OF BUSINESS

KIND OF BUSINESS	Percent of sales of floor coverings to total sales of all stores reporting sales by commodities (percent column B)	Total sales of all stores in the stated kind of business (add 000)	Approximate total sales of floor coverings (col. 1 X col. 2) (add 000)
Furniture stores.....	13.0	\$973,157	\$126,510
Department stores.....	2.6	3,974,998	103,350
Floor coverings stores.....	91.3	58,618	53,518
Interior decorators.....	10.7	27,930	2,989
Draperies, curtain, upholstery stores.....	2.6	15,843	412
Total sales in above stores.....			1,286,779

<sup>1</sup> Caution. This total amount is limited to the principal retail outlets for floor coverings and should not be considered as the total sales of the commodity. Other kinds of business such as general merchandise stores, general stores, hardware stores, etc., also sell quantities of floor coverings. In these other kinds of business, however, records of sales of floor coverings are not generally kept separately but are combined with other merchandise. To arrive at an approximate total figure, it would be necessary to estimate the amount of the commodity sold by each kind of business other than the principal classifications.

**General merchandise group analyzed.**—There are five business classifications in this group: Department stores, dry goods stores, variety stores, and two kinds of general merchandise stores—those with food and those reporting no food except candy, confectionery, and bottled beverages. A detailed analysis of the data shown for each of these kinds of business follows as an illustration of the type of information presented in the commodity tables.

**Department stores.**—The 1,465 department stores whose sales are analyzed herein by departments account for \$2,770,582,000 of sales, or 69.7 percent of the \$3,974,998,000 total sales of all department stores and mail-order houses selling general merchandise. Most of the remaining 2,609 stores reported sales by departments, but so grouped that they could not be reconciled with the standard schedule.

Of the 1,465 stores included in this analysis, 1,051 had no basement or bargain annex departments. Their sales totaled \$1,133,177,000. The 414 stores with basements reported total sales of \$1,637,405,000 of which basement departments accounted for \$282,460,000 or 17.3 percent. A summary follows:

	Number of stores	Total sales (add 000)	Main store (add 000)	Basement (add 000)	Basement percent of total
All department stores.....	4,074	\$3,974,998			
Less—not analyzed.....	2,609	1,204,416			
All stores analyzed.....	1,465	2,770,582	\$2,488,122	\$282,460	10.2
Stores without basement departments.....	1,051	1,133,177	1,133,177		
Stores with basement departments.....	414	1,637,405	1,354,945	282,460	17.3

**Basement departments defined.**—Many stores have some selling departments located in the basement, but mere location is not the determining factor. Basement departments are lower-price departments of which there are counterparts at regular prices in the main store.

**Major commodity groups.**—Women's apparel and accessories constitute the principal commodity group

of a department store's sales, followed by the furniture and household departments. Men's and boys' departments are third and the dry goods and smallwares departments are fourth. Other departments vary so much between stores that they do not permit of comparable grouping. A summary by major commodity groups follows:

DEPARTMENT STORES  
RELATIVE SALES IMPORTANCE OF DEPARTMENTS

DEPARTMENT	PERCENT OF TOTAL SALES		
	Total store	Main store	Basement
Total, all departments.....	100.0	89.8	10.2
Dry goods, smallwares (including blankets and bedding).....	10.0	9.1	.9
Women's and misses' apparel (including sportswear, house dresses, uniforms).....	14.2	11.7	2.5
Women's and misses' accessories (except shoes).....	15.1	13.0	2.1
Infants' and girls' wear.....	3.9	3.3	.6
Shoes (all departments).....	5.9	4.7	1.2
Men's and boys' wear (except shoes).....	11.4	9.8	1.6
Furniture and household departments.....	21.9	20.9	1.0
Restaurants, candy, foods.....	3.6	3.6	
Other departments.....	14.0	13.7	.3

**Apparel.**—Dresses account for 5 percent of total store sales; coats, suits, and furs, 5.1 percent; blouses, skirts, and sportswear, 2.4 percent; aprons, house dresses, and uniforms, 1.7 percent. Of the 14.2 percent total, main store departments provide 11.7 percent and basement or bargain annex departments provide 2.5 percent.

**Accessories.**—Hosiery accounts for about 4 percent; underwear, negligees and robes about 4 percent; millinery about 2 percent; corsets about 1.5 percent; gloves, neckwear, scarfs, and handkerchiefs about 2.3 percent; handbags and small leather goods about 1.3 percent. These percentages cannot be stated exactly because basement sales of these accessories were reported in a single item. Of the 15.1 percent total, main store departments provide 13.0 percent and basement or bargain annex departments provide 2.1 percent.

Infants' and girls' wear departments account for 3.9 percent, of which the main store provides 3.3 percent and the basement 0.6 percent.

Shoe departments account for 5.9 percent of total store sales in these proportions: Women's and children's, 3.5 percent; men's and boys', 1.2 percent; and basement, 1.2 percent.

**Dry goods and smallwares.**—Piece goods departments (silks, rayon, woolen, and cotton) account for about 3.1 percent of total store sales; linens, domestics, blankets and bedding about 4.1 percent; patterns and notions about 1.6 percent; smallwares and art needlework about 1.2 percent. Of the 10 percent total, main store departments provide 9.1 percent and the basement 0.9 percent.

**Men's and boys' wear.**—Only 811 stores of the 1,465 stores included in this analysis have men's clothing departments, and only 653 have separate hat depart-

ments. In these stores, men's clothing accounts for 3.5 percent of store sales, and hats and caps for 0.4 percent. In other stores hats and caps may be sold in the furnishings department. Of the 11.4 percent total for all men's and boys' wear, main store departments provide 9.8 percent and basement departments provide 1.6 percent.

*Furniture and household goods.*—Although many stores sell household appliances and homewares in the basement, only 178 stores of the 1,465 analyzed herein reported basement home-furnishings departments as defined in a previous paragraph. This is in accord with instructions in the census schedule, which provide that departments wherever located are a part of the main store except lower-price departments in the basement or bargain annex which duplicate main store departments. Even if a furniture department is located in the basement it is considered a main store department unless there is a furniture department also in the main store.

Furniture accounts for 4.6 percent of total store sales, or 5.1 percent in stores which sell furniture (30 percent of the stores analyzed do not have furniture departments); floor coverings, 2.6 percent; draperies, curtains, and upholstery, 2.8 percent; lamps, gift items, pictures, and mirrors, 1.1 percent; china, glassware, and miscellaneous housewares, 3.0 percent. Household appliances, stoves, and burners account for 3.8 percent; radios, pianos, phonographs, and records, 1.0 percent; hardware, tools, paint, and electrical supplies, 2.0 percent; and basement home furnishings of all kinds 1.0 percent. Main store departments provide 20.9 percent of the total and basement departments 1.0 percent.

*Restaurants and foods.*—Only about one-third of the stores analyzed have restaurants, luncheonettes, or fountains. In the 480 such stores these departments provide 2.1 percent of store sales, but the ratio to the total sales of all stores analyzed is 1.4 percent. About 60 percent of the stores report candy departments. About 40 percent operate grocery and other food departments, which provide 3.4 percent of their sales but only 1.6 percent of the total sales of all stores analyzed. All restaurant and food departments are reported as parts of the main store. If there are duplicate departments in the basement at lower prices they are limited to some part of 0.3 percent of "other basement" sales.

*Other departments.*—Other departments include the following: Toiletries and drug sundries, 3.0 percent; jewelry, silverware, cameras, and optical goods, 2.0 percent; books and stationery, 1.5 percent; toys, sporting goods, and bicycles, 2.0 percent; luggage and umbrellas, 0.6 percent. These departments total 9.1 percent. There are several other departments which, in a relatively few stores, account for a substantial part of store sales, but their effect on the total sales of the 1,465 stores analyzed aggregates only 4.6 percent.

Chief among these are tires and auto accessories (3.3 percent in 503 stores which sell them), farm implements and machinery (2.3 percent in 116 stores which sell them), packaged beer, wines, and liquors (1.8 percent in 49 stores which sell them), building materials (1.6 percent in 101 stores which sell them), and beauty and barber shops (1.7 percent in 477 stores which operate them).

The accompanying tables present data for many more departments than those mentioned above. There are 72 classifications in all, shown in 7 groups.

*Leased departments.*—In 427 of the 1,465 stores analyzed there are leased departments whose sales are not reported in the stores' sales. Leased departments reported separately by their operators are classified in the census as separate stores in their respective kinds of business, and their sales could not be assembled and added to the department store figures. Such leased departments are primarily millinery, beauty shops, shoes, cut flowers, and sometimes furs and dresses. Had the 427 stores included leased departments, their reported sales of \$803,243,000 would have been increased by \$68,095,000 or 8.5 percent. If adjusted, the effect on departmental ratios shown in the accompanying United States summary table probably would be an increase of millinery from the reported 1.5 percent to about 1.9 percent, furs from 1.3 to about 1.7 percent, dresses from 5 to about 5.8 percent, shoes from 5.9 to about 6.3 percent, and the scattered "other" departments from 4.5 to about 5 percent, mostly in the beauty shop classification.

*By States.*—There are some marked differences between the department stores in different States in the relative importance of departments. Differences in climatic conditions are partly responsible, and these can now be measured with reasonable accuracy. Careful study of the figures reveals other variations which indicate differences in the custom or habit of the stores or their customers in what they regard as department store merchandise. The facts could affect the marketing and advertising plans of suppliers as well as the merchandising plans of the stores.

*Variety stores.*—Variety stores are analyzed in two size groups—-independent stores with sales under \$20,000 per year, and stores with sales of more than \$20,000 including chain units regardless of sales volume.

Commodity coverage of the smaller stores is 34.2 percent, while the larger stores included in the commodity analysis account for 76.4 percent of the total sales of all such variety stores.

Dry goods, apparel, and accessories constitute 31.0 percent of the sales of the smaller group, and 37.4 percent of the larger stores' sales. Toiletries, cosmetics, and drug sundries make up 19.7 percent of the smaller stores' sales, and 10.6 percent of the sales of the larger stores. So-called hard lines, including homewares, hardware, paints, tools, plumbing and electrical supplies,

and farm and garden supplies, make up 19.8 percent of the smaller stores' sales, and 18.6 percent of the sales of the larger stores.

Other sales amount to 29.5 percent in the case of the smaller stores, and 33.4 percent in larger stores. The principal difference is that the larger stores have higher relative sales in candy, nuts, luncheonette, and fountain.

A more detailed analysis of commodity sales was reported by 2,695 of the larger stores (average sales \$214,285 each). The data for these stores are included in the analysis of variety stores with sales of \$20,000 or more and are also shown separately in supplemental tables. A percentage comparison by size groups of the stores analyzed follows:

VARIETY STORES ANALYZED

COMMODITY	PERCENT OF TOTAL SALES		
	Under \$20,000	Over \$20,000	
		All stores	Stores further analyzed (2,695 stores)
I. Toiletries, cosmetics, drug sundries .....	19.7	10.6	10.0
II. Apparel, clothing, accessories, shoes, dry goods.....	31.0	37.4	35.7
A. Men's and boys' clothing and furnishings.....	(*)	3.2	2.8
B. Shoes and rubber footwear.....	(*)	1.1	.9
C. Women's apparel and accessories.....	(*)	16.6	15.8
Neckwear, scarfs, handkerchiefs.....	(*)	(*)	1.9
Millinery.....	(*)	(*)	1.3
Gloves.....	(*)	(*)	1.6
Hosiery.....	(*)	(*)	6.0
Knit underwear.....	(*)	(*)	1.6
Silk and muslin underwear, slips.....	(*)	(*)	6.4
Handbags, small leather goods.....	(*)	(*)	2.5
Girls' and infants' wear.....	(*)	(*)	5.5
Aprons, house dresses, uniforms.....	(*)	(*)	4.0
Blouses, skirts, sportswear.....	(*)	(*)	1.1
Coats and suits.....	(*)	(*)	5.5
Dresses.....	(*)	(*)	5.1
D. Dry goods and other soft goods.....	(*)	16.5	16.2
Dry goods.....	(*)	(*)	5.1
Laces, trimmings, embroideries, ribbons.....	(*)	(*)	2.0
Notions.....	(*)	(*)	7.6
Art needlework, art goods.....	(*)	(*)	3.0
III. Household goods, housewares, music, etc.....	10.5	8.3	17.8
Draperies, curtains, upholstery.....	(*)	(*)	2.4
China and glassware.....	(*)	(*)	3.3
Household appliances (electric and gas).....	(*)	(*)	2.8
Miscellaneous housewares.....	(*)	(*)	3.6
Gift shop, pictures, frames, mirrors.....	(*)	(*)	1.8
Sheet music, phonograph records.....	(*)	(*)	.6
IV. Hardware, tools, paint, electrical supplies, feed, seed.....	9.3	10.3	10.7
V. Foods, candy, confectionery, beverages.....	4.0	9.2	18.9
Groceries, foods, tobacco, etc.....	(*)	(*)	2.6
Candy, nuts.....	(*)	(*)	7.2
VI. Other sales.....	25.5	24.2	26.9
Silverware, jewelry, cameras, optical.....	(*)	(*)	2.0
Toys, sporting goods, luggage, etc.....	13.2	(*)	4.9
Stationery, books, magazines, philatelic.....	(*)	(*)	8.1
Restaurant, luncheonette, fountain.....	(*)	(*)	10.1
Not specified.....	2.6	(*)	4.6

\*Not available separately; included in the group total above.

<sup>1</sup> Average ratio for all stores analyzed, from percentage column B of table 18. Ratios below for individual commodities are from percentage column A.

**Dry goods and general merchandise stores.**—Of the 15,628 dry goods stores in the United States, about 10 percent reported their sales by commodities. The average sales of the stores so reporting was \$62,388, as compared with an average of less than \$15,000 for all stores, and they accounted for 42.0 percent of the total sales of all dry goods stores. Dry goods and related soft goods and notions account for 52.7 percent of the sales of the stores analyzed. Women's and children's apparel and accessories constituted the second largest

commodity group with 34.2 percent, followed by shoes and rubber footwear with 4.0 percent, and 4.0 percent for men's and boys' furnishings. Cosmetics and toiletries average only 1.0 percent, though they account for 3.6 percent of total sales in the few stores reporting such commodities. Other sales are insignificant.

Only 756 general merchandise stores with foods, of which there are 2,737 in the United States with average sales of \$40,960, reported their sales by commodities in sufficient detail for tabulation. The sample provides a commodity coverage of 53.3 percent. Foods of all kinds, including candy and bottled beverages, account for 25.9 percent of the total sales of the stores analyzed. Apparel and accessories, including men's wear and shoes, total 27.5 percent. Dry goods and related soft goods add 10.6 percent. The commodities making up the remaining 36 percent are shown in table 18.

General merchandise stores without food are represented by a sample of about 40 percent of all stores with 60.0 percent of total sales. Men's clothing and furnishings and women's apparel and accessories account for more than half of total sales of the 4,418 stores analyzed. Shoes and rubber footwear add another 15.8 percent. Dry goods and related soft goods account for 22.5 percent. The commodities making up the remainder of 9.9 percent are shown in table 18.

**Description of tables.**—Each commodity section of this volume contains commodity tables 18 and 18A, and table 2C, described as follows:

Table 18A is a summary analysis of commodity sales and contains data only for those kinds of business for which State data are available. This table shows by geographic divisions and States the analysis of sales by commodities in the form of percentages taken from percent column B of table 18, described below. In the first two columns the total number of stores and sales of all stores in the kind of business designated in the title of the table are shown. The next two columns show the total sales of the stores analyzed and the percent of commodity coverage, which is the relation between the second and fourth columns of the table.

The remaining columns list the several commodities, or commodity groups, and show the percentage ratio which each bears to the total sales of all stores analyzed. Marked differences between States are significant of differences in trade custom or consumer preference, which may be of importance in advertising and marketing practice.

It will be noted that for certain kinds of business, of which grocery stores and combination stores are typical instances, table 18A is divided into two sales-size groups as follows:

Stores with annual sales of \$20,000 or more.  
Stores with annual sales of less than \$20,000.

In such tables the data described in the preceding paragraphs are shown separately for each sales-size group.

For certain kinds of business only selected States are shown. The selection is based strictly upon the availability of commodity data from enough stores to constitute a representative sample. In the case of certain States not shown, the number of retailers reporting commodity data is too small to avoid the possible disclosure of individual operations. Such additional data, however, are reflected in the United States totals at the head of the table. Table 18A for dairy products stores in the food group constitutes a good instance.

Table 18A is shown also for cities of more than 500,000 population for many kinds of business. Availability of representative data, and precautions against possible disclosure of individual operations, governed the selection of the kinds of business and the cities for which commodity data are shown.

Table 18 shows separately for each kind of business the detailed data available as to the break-down of sales by commodities. At the top of each section of the table are shown the total number of stores in the specified kind of business and the total sales of all such stores, as well as the percent of commodity coverage which the sample represents.

Following this summary is a description of the sample, showing the number of stores included, the total sales of such stores, and a break-down of their sales by commodities or groups of commodities. Not all the stores in the sample sell every commodity, but the table shows in detail how many stores sell each commodity, the total sales of such stores, and the total sales of each commodity. The table further shows the relative importance (percentage ratio) of each commodity in the stores which sell such commodity, and the importance of the commodity in relation to the total sales of all stores included in the sample. The value of the two percentage columns and their practical use have been described in previous paragraphs.

This table is shown for the United States and for most States for each kind of business. Many kinds of business are shown also for each city of more than 500,000 population.

Table 2C shows the number of stores; their dollar volume of sales; the number of proprietors; the number of employees, full-time and part-time; pay roll of employees, full-time and part-time; and merchandise stocks on hand at the end of the year. These data are presented for each kind of business by geographic divisions and States. Similar data by cities of over 500,000 population are included for many kinds of business. This table, presented in this report for reference purposes, is a recapitulation of the basic retail data presented in detail in table 2. (See vol. I, pt. 3.)

**Limitations of the commodity data.**—The percentages represent only the relative sales of the stated commodities in the stores which compose the sample. Whether the remaining stores sell the commodities in

the same proportion is not known. The samples are not selected, but include all stores reporting sales by commodities in such a manner that the data could be accurately tabulated.

A serious limitation of the data is the fact that commodities must be shown in broad classes or groups rather than in separate, precise items. Furniture, for instance, is a broad commodity classification which would be much more valuable if it could be broken down into upholstered furniture, case goods, metal furniture, etc., and if each could be shown in further detail as to living room, dining room, bedroom, porch, or lawn furniture, etc. Very few retailers, however, keep sales records in any such detail, and census schedules must be designed to call for no more detail than the vast majority of retailers can supply from current records. The development of greater detail from smaller samples, in order to expand the basic data provided by the census, is a proper function of trade associations in the several fields of retail trade.

Comparisons with commodity data in the 1929 census should be made with extreme care, since the 1929 ratios are based on a limited sample restricted to cities of more than 10,000 population and stores with more than \$60,000 of total sales. United States summary ratios in the 1929 census are averages of the several geographic division percentages, whereas those in this 1939 census are averages based upon dollar volume of all stores analyzed. The State figures for 1929, however, were computed in the same way as the percentages in this report, including the two percentage columns A and B, and have the same meaning. The two censuses are comparable by States except for the limitations on size as described below. Price changes which may have occurred between 1929 and 1939 must be considered in evaluating dollar sales in terms of physical volume.

#### ANALYSIS BY SALES SIZE

Basic data on all retail stores in the United States in 1939 are presented by sales size (amount of annual business) by kinds of business for each State.

Size analyses are shown separately for independents and chains in seven size groups, the two extreme groups being further analyzed. All groups show stores, sales, personnel, and pay roll.

The seven groups are:

\$300,000 and over. <sup>1</sup>
\$100,000 to \$299,999.
\$50,000 to \$99,999.
\$30,000 to \$49,999.
\$20,000 to \$29,999.
\$10,000 to \$19,999.
Less than \$10,000. <sup>2</sup>

**Chains and independents summarized by types.**—Chains include local, sectional, national, manufacturer-

<sup>1</sup> All stores over \$300,000 further analyzed in tables 11C and 11D.

<sup>2</sup> Independent stores under \$10,000 further analyzed in tables 10E and 10F.

controlled, and leased-department chains, and also 24 mail-order houses of five companies which sell general merchandise by mail from catalogs. The latter are included because in the previously published State reports these mail-order houses were combined with department-store chains to avoid disclosure of individual operations. A summary by types follows:

CHAIN UNITS SUMMARIZED BY TYPES

TYPE	Number of stores	Sales (add 000)	Percent of total sales
Total	123,219	\$9,570,114	22.8
Local chains	25,455	1,581,386	3.8
Sectional and national chains	82,049	6,771,009	16.1
Manufacturer-controlled chains	10,123	583,062	1.4
Leased-department chains	5,568	170,368	.4
Mail-order houses (general merchandise)	24	464,289	1.1

Independents, for the purpose of this analysis, include all types of operation except chains and the 24 general merchandise mail-order houses. In addition to the conventional types of independent stores, this broad classification also includes market and roadside stands, leased departments when not operated by a chain, utility-operated stores (selling appliances which consume gas and electricity), house-to-house retailers, commissaries or company stores, cooperative stores, State liquor stores, 410 mail-order houses in specialized fields, and miscellaneous other types. A summary by types follows:

INDEPENDENTS SUMMARIZED BY TYPES

TYPE	Number of stores	Sales (add 000)	Percent of total sales
Total	1,647,138	\$32,471,676	77.2
Single-store independents	1,521,145	27,417,200	65.2
Multinuit independents	77,845	3,752,509	8.9
Market and roadside stands	18,014	103,162	.3
Leased departments— independent	7,061	130,988	.3
Utility-operated stores	4,836	151,539	.4
Direct selling (house-to-house)	5,199	153,397	.4
Commissaries or company stores	2,007	148,248	.3
Farmer and consumer cooperative stores	3,698	224,375	.5
State liquor stores	2,018	249,450	.6
Mail-order houses (except general merchandise)	410	73,124	.2
Other types of operation	3,703	61,704	.1

**Small and large stores contrasted.**—More than 54 percent of all retail stores in the United States did less than \$10,000 of business in 1939. In sales, however, the 958,972 stores in this size group accounted for \$3,820,532,000, or only 9.1 percent of total retail sales. They provided employment to 933,603 proprietor-owners and nearly 400,000 paid employees, with a total pay roll to the latter of \$208,500,000. The compensation of proprietors is frequently arbitrary and uncertain, and the amount is not available.

Stores with sales exceeding \$100,000 accounted for only 3.5 percent of the number of stores; however, they accounted for \$17,810,916,000 or 42.3 percent of total sales, averaging nearly \$284,000 each. Of 62,727

stores in this group, 12,630 exceeded \$300,000 each and 1,530 exceeded \$1,000,000 each.

Sales by 62,727 stores of this size group (more than \$100,000 each) are still somewhat below the 45.7 percent reported for stores of the same size group 10 years before, but the ratio is considerably larger than the 38.6 percent which stores of this size group accounted for in 1935. This group in 1939 reported a total of 1,938,913 employees and a pay roll of \$2,308,548,000.

Following is a summary of stores and sales by size groups, compared with 1935 and 1929:

ANALYSIS BY SIZE GROUPS (INDEPENDENTS AND CHAINS COMBINED) <sup>1</sup>

SIZE GROUP <sup>2</sup>	STORES		SALES	
	Number	Percent	Amount (add 000)	Percent
\$300,000 and over:				
1939	12,630	0.7	\$9,855,631	23.4
1935	8,443	.5	6,879,155	20.9
1929	15,029	1.0	12,323,766	25.5
\$100,000 to \$200,000:				
1939	50,097	2.8	7,955,285	18.9
1935	37,196	2.4	5,828,224	17.7
1929	62,009	4.2	9,785,669	20.2
\$50,000 to \$99,999:				
1939	93,318	5.3	6,394,703	15.2
1935	72,562	4.6	4,989,553	15.2
1929	127,148	8.6	8,631,797	17.9
\$30,000 to \$49,999:				
1939	133,221	7.5	5,077,007	12.1
1935	119,705	7.5	4,581,413	14.0
1929	173,269	11.7	6,617,169	13.7
\$10,000 to \$29,999:				
1939	522,117	29.5	8,938,632	21.3
1935	415,165	26.1	7,114,216	21.6
1929	468,885	31.8	8,349,491	17.3
Less than \$10,000:				
1939	958,972	54.2	3,820,532	9.1
1935	935,634	58.9	3,488,428	10.6
1929	630,025	42.7	2,620,760	8.4

<sup>1</sup> Figures revised to exclude service garages classified in 1935 and 1929 as Retail but included in the Service Census in 1939.

<sup>2</sup> Size groups for 1935 exceed the total by 987 stores and \$87,777,000 of sales, to avoid disclosures as explained in 1935 report (Retail Distribution: 1935, vol. I, pp. 1-34).

Despite the great number of smaller stores, the size of the average store increased nearly 15 percent between 1935 and 1939, although it is still 27 percent below the average for 1929. In the 10-year period, however, the number of stores increased from 1,476,365 to 1,770,355 or 19.9 percent. The number and average sales size in 1939 compare with 1935 and 1929 as follows:

	1939	1935 <sup>1</sup>	1929 <sup>1</sup>
Number of stores	1,770,355	1,587,718	1,476,365
Total sales (add 000)	\$42,041,790	\$32,791,212	\$48,329,652
Average size per store	\$23,748	\$20,653	\$32,736

<sup>1</sup> Figures revised to exclude service garages classified in 1935 and 1929 as Retail but included in the Service Census in 1939.

**Independents and chains.**—Independents as defined herein constituted 93.0 percent of all stores in 1939 compared with 92.0 percent in 1935 and 90.4 percent in 1929. Their sales amounted to 77.2 percent of total sales in 1939, 75.8 percent in 1935, and 79.1 percent in 1929. Sales per store averaged \$19,714 in 1939, compared with \$17,022 in 1935 and \$27,837 in 1929.

Chains, with 17 percent less units than were in

operation 10 years ago, increased their proportion of total sales from 20.0 percent in 1929 to 21.7 percent in 1939. Both the number of units and the chain sales ratio were lower in 1939, however, than they were in 1935. Sales per chain unit averaged \$73,914 in 1939, compared with \$59,231 in 1935 and \$66,435 in 1929. In the size groups herein, 24 mail-order houses selling general merchandise from catalog are included with chains. These large national mail-order companies averaged \$19,345,375 per mail-order unit in 1939. Average sales for previous years are not directly comparable because of changes in classification of certain small mail-order houses previously included. Retail stores operated by the same companies are classified as chain-store units and are not included in computing this average.

Summaries by type groups, for 3 census years and by size groups for 1939 and 1935, follow:

SUMMARY BY TYPES: 1939, 1935, AND 1929

TYPE	1939	Per-cent	1935	Per-cent	1929	Per-cent
Number of stores:						
Independents.....	1,647,136	93.0	1,460,230	92.0	1,395,000	90.4
Chain units.....	123,195	7.0	127,455	8.0	148,037	9.6
Mail order (gen'l mdse.).....	24		33		31	
Sales (add 000):						
Independents.....	\$32,471,676	77.2	\$24,855,712	75.8	\$38,832,783	79.1
Chain units.....	9,105,825	21.7	7,549,300	23.0	9,834,846	20.0
Mail order (gen'l mdse.).....	464,289	1.1	386,200	1.2	447,024	.9
Sales per store:						
Independents.....	\$19,714		\$17,022		\$27,837	
Chain units.....	73,914		59,231		66,435	
Mail order (gen'l mdse.).....	19,345,375		11,703,030		14,420,129	

<sup>1</sup> Figures for 1935 revised to exclude service garages; data to adjust 1929 figures are not available. Leased-department chains included with independents for 1935 and 1929.

<sup>2</sup> Average is not directly comparable with 1939 average sales.

SALES BY TYPES, BY SIZE GROUPS: 1939 AND 1935 (TYPES IN 1929 NOT AVAILABLE BY SIZE)

TYPE AND SIZE GROUP	SALES, 1939		SALES, 1935	
	Amount (add 000)	Percent	Amount (add 000)	Percent
Independents.....	\$32,471,676	100.0	\$24,855,712	100.0
\$300,000 and over.....	6,517,927	20.1	4,678,850	18.8
\$100,000 to \$299,999.....	5,305,745	16.3	3,900,835	15.7
\$50,000 to \$99,999.....	4,595,122	14.2	3,251,454	13.0
\$30,000 to \$49,999.....	4,084,207	12.6	3,414,761	13.7
\$10,000 to \$29,999.....	8,228,943	25.3	6,256,805	25.1
Less than \$10,000.....	3,739,732	11.5	3,406,957	13.7
Chains and mail order <sup>2</sup> .....	9,570,114	106.0	7,935,500	100.0
\$300,000 and over.....	3,337,704	34.9	2,200,305	27.6
\$100,000 to \$299,999.....	2,649,540	27.7	1,927,389	24.2
\$50,000 to \$99,999.....	1,799,581	18.8	1,738,099	21.8
\$30,000 to \$49,999.....	992,800	10.4	1,166,652	14.6
\$10,000 to \$29,999.....	709,689	7.4	857,411	10.8
Less than \$10,000.....	80,800	.8	79,471	1.0

<sup>1</sup> See footnote 2 of the table, "Analysis by size groups," p. 8.

<sup>2</sup> Includes general merchandise mail-order houses. Remainder are included with independents.

**Larger stores analyzed.**—The independents and chain units whose sales exceed \$300,000 each, with aggregate sales of \$9,855,631,000 as shown above, number 12,630 stores. They are summarized in four size groups, as follows:

STORES WITH SALES OF \$300,000 AND OVER

SIZE GROUP	STORES		SALES	
	Number	Percent	Amount (add 000)	Percent
All stores over \$300,000.....	12,630	100.0	\$9,855,631	100.0
Over \$5,000,000 each.....	155	1.2	2,059,234	20.9
\$1,000,000 to \$4,999,999.....	1,375	10.9	2,450,307	24.9
\$500,000 to \$999,999.....	3,844	30.4	2,587,287	26.3
\$300,000 to \$499,999.....	7,256	57.5	2,758,803	27.9

**Smaller stores analyzed.**—Stores with sales of less than \$10,000 each, numbering 958,972 stores with aggregate sales of \$3,820,532,000, are shown by type, as follows:

STORES WITH SALES OF LESS THAN \$10,000

TYPE	STORES		SALES	
	Number	Percent	Amount (add 000)	Percent
Total.....	958,972	100.0	\$3,820,532	100.0
Independents.....	943,533	98.4	3,739,732	97.9
Chains.....	15,439	1.6	80,800	2.1

The independent stores in this size group are further analyzed in the detailed tables herein (tables 10E and 10F) into five smaller size groups as follows:

SIZE GROUP	STORES		SALES	
	Number	Percent	Amount (add 000)	Percent
Independents under \$10,000.....	943,533	100.0	\$3,739,732	100.0
\$5,000 to \$9,999.....	330,545	35.0	2,379,165	63.6
\$3,000 to \$4,999.....	200,272	21.2	788,994	21.1
\$2,000 to \$2,999.....	117,342	12.5	279,072	7.5
\$1,000 to \$1,999.....	145,630	15.4	214,043	5.7
Under \$1,000.....	149,744	15.9	77,558	2.1

**Description of tables.**—Data on sales size are presented in 11 tables. Four of these are United States summary tables by kinds of business, four are United States summaries by geographic divisions and States, and three are kind-of-business tables by geographic divisions and States.

**Summary tables by kinds of business.**—Table 10C shows for the United States for independent stores with sales of \$10,000 and over, the number of stores, sales, personnel, and pay roll for each of 64 kinds of business, by six size groups. Table 10E presents for the United States similar data for independent stores with sales under \$10,000, by five size groups.

Table 11A presents for the United States for chain stores only, the number of stores, sales, personnel, and pay roll for each kind of business by seven size groups.

Table 11C shows for the United States a further break-down of stores with sales of \$300,000 and over, independents and chains combined, by three size groups. Presented are the number of stores, sales, personnel, and pay roll for each kind of business.

**Summary tables by geographic divisions and States.**—Table 10D presents in total for each geographic division and State (all kinds of business combined), the number of stores, sales, personnel, and pay roll for independent stores with sales of \$10,000 and over, by six size groups.

Table 10F shows for each geographic division and State similar data for independent stores with sales under \$10,000, by five size groups.

Table 11B presents in total for each geographic division and State, the number of stores, sales, personnel, and pay roll for chain stores only, by seven size groups.

Table 11D shows a further break-down of stores with sales of \$300,000 and over, independents and chains combined, for each geographic division and State, by three size groups. Presented are the number of stores, sales, personnel, and pay roll.

**Kind-of-business tables.**—Table 10 presents for each kind of business the number of stores, sales, personnel, and pay roll for independent stores with sales of \$10,000 and over, by geographic divisions and States, by as many size groups as can be shown without disclosing individual operations. Table 10A shows for each kind of business the number of stores and sales for independent stores with sales under \$10,000, by five size groups, by geographic divisions and States.

Table 11 shows for each kind of business, the number of stores, sales, personnel, and pay roll for chain stores, by geographic divisions, by seven size groups. In addition, similar data by States are shown in this table for five kinds of business: Grocery stores (without fresh meats); combination stores (groceries and meats); filling stations; variety stores; and accessory, tire, battery dealers.