

accompanied by a reduction in the proportion of the total business transacted by the smaller stores. Stores with annual sales of between \$20,000 and \$100,000 transacted 71.3 p.c. of the total food-chain business in 1934; in 1939 the proportion for the same range had declined to 49.5 p.c. Nevertheless, a considerable number of relatively small chain units are still in operation. There were 395 chain units, with annual sales of less than \$20,000, in operation in 1939. However, included in this were a considerable number of stores that were opened in the year under review and that had less than a twelve-month period on which to report.

**24.—Sales of Retail Chains for Selected Kinds of Business Compared with Total Sales, 1930, 1933, 1938 and 1939**

| Kind of Business   | 1930          | 1933          | 1938          | 1939          |
|--|---------------|---------------|---------------|---------------|
| <b>All Stores—</b>   |               |               |               |               |
| Chains..... No.  | 518           | 461           | 457           | 446           |
| Stores <sup>1</sup> ..... "  | 8,504         | 8,230         | 7,692         | 7,595         |
| Chain Sales..... \$  | 487,336,000   | 328,962,600   | 414,448,300   | 432,026,100   |
| Total Sales (all stores)..... \$   | 2,755,569,900 | 1,785,768,000 | 2,404,756,000 | 2,447,658,000 |
| P.C. of Chain Sales to Total.....  | 17.7          | 18.4          | 17.2          | 17.7          |
| <b>Grocery and Combination Stores—</b>   |               |               |               |               |
| Chains..... No.  | 66            | 75            | 77            | 73            |
| Stores <sup>1</sup> ..... "  | 2,127         | 2,221         | 2,054         | 1,887         |
| Chain sales..... \$  | 119,498,600   | 98,862,100    | 116,849,800   | 123,826,200   |
| Total sales (all stores)..... \$   | 405,403,400   | 297,307,000   | 346,397,000   | 351,410,000   |
| P.C. of chain sales to total.....  | 29.5          | 33.3          | 33.7          | 35.2          |
| <b>Variety Stores—</b>   |               |               |               |               |
| Chains..... No.  | 15            | 14            | 16            | 16            |
| Stores <sup>1</sup> ..... "  | 327           | 356           | 468           | 489           |
| Chain sales..... \$  | 39,383,600    | 33,348,600    | 47,256,700    | 51,416,000    |
| Total sales (all stores)..... \$   | 44,212,200    | 37,256,000    | 52,556,000    | 57,027,000    |
| P.C. of chain sales to total.....  | 89.1          | 89.5          | 89.9          | 90.2          |
| <b>Men's and Boys' Clothing and Furnishings Stores (including custom tailors)—</b> |               |               |               |               |
| Chains..... No.  | 22            | 14            | 17            | 14            |
| Stores <sup>1</sup> ..... "  | 191           | 135           | 164           | 138           |
| Chain sales..... \$  | 9,866,800     | 5,405,200     | 6,961,400     | 6,364,600     |
| Total sales (all stores)..... \$   | 72,110,500    | 44,435,000    | 56,543,000    | 58,058,000    |
| P.C. of chain sales to total.....  | 13.7          | 12.2          | 12.3          | 11.0          |
| <b>Women's Apparel and Accessory Stores—</b>                                       |               |               |               |               |
| Chains..... No.  | 28            | 15            | 20            | 19            |
| Stores <sup>1</sup> ..... "  | 203           | 148           | 213           | 215           |
| Chain sales..... \$  | 8,584,800     | 4,029,400     | 6,198,700     | 6,037,400     |
| Total sales (all stores)..... \$   | 69,806,000    | 44,699,000    | 50,572,000    | 52,520,000    |
| P.C. of chain sales to total.....  | 12.3          | 9.0           | 12.3          | 11.5          |
| <b>Shoe Stores—</b>  |               |               |               |               |
| Chains..... No.  | 17            | 22            | 25            | 29            |
| Stores <sup>1</sup> ..... "  | 203           | 274           | 368           | 399           |
| Chain sales..... \$  | 7,702,700     | 7,114,800     | 10,017,000    | 10,664,600    |
| Total sales (all stores)..... \$   | 35,908,000    | 25,989,000    | 29,288,000    | 29,327,000    |
| P.C. of chain sales to total.....  | 21.5          | 27.4          | 34.2          | 36.4          |

<sup>1</sup> Maximum in operation during the year.