

22.—Sales of Retail Chains for Selected Kinds of Business Compared with Total Sales, 1930, 1933, 1939 and 1940—concluded

Kind of Business	1930	1933	1939	1940
Shoe Stores—				
Chains.....No.	17	22	29	31
Stores ¹"	203	274	399	420
Chain sales.....\$	7,702,700	7,114,800	10,664,600	12,408,500
Total sales (all stores).....\$	35,908,000	25,989,000	29,327,000	32,189,000
P.C. of chain sales to total.....	21.5	27.4	36.4	38.5
Drug Stores—				
Chains.....No.	31	29	31	32
Stores ¹"	292	301	345	354
Chain sales.....\$	13,971,300	11,001,300	14,251,800	15,613,000
Total sales (all stores).....\$	76,848,900	57,253,000	69,643,000	75,473,000
P.C. of chain sales to total.....	18.2	19.2	20.5	20.7

¹ Maximum in operation during the year.

MONTHLY STATISTICS

Monthly Indexes of Retail Sales.—Monthly indexes of retail sales covering twelve lines of retail business dealing chiefly in foods, clothing and household requirements are now available covering the twelve-year period commencing with January, 1929. These indexes are based upon reports secured monthly from all department stores, from most of the larger chain-store companies and from a considerable number of independent outlets. Approximately 6,600 unit stores are covered. While these reports include only a part of the total field, they embrace a sufficiently large number of stores to provide a fairly accurate indication of the current movements in retail sales for the kinds of business sampled. Two sets of index numbers are published; one is computed from the calendar month sales reported, whereas the second set is adjusted to allow both for differences in the numbers of business days in different months and also for the usual seasonal movements.

