OREGON RURAL

stores; 275 drug stores; 118 jewelry stores.

The total sales for these rural
retailers amount to \$182,568,079,
or 40 per cent of the total retail sales for the state. The
amount of sales made by each of
the groups together with the per
cent which such sales formed of
the total sales of similar stores
for the state are as follows:
Food group, \$43,954,212, 43 per
cent; automotive group, \$44,666,
026, 42 per cent; lumber and
building material group, \$12,
761,231, 43 per cent; apparel
group, \$5,154,856, 19 per cent;
restaurants and lunch rooms, 55,
555,020, 28 per cent; furniture
group, \$5,58,382, 30 per cent;
general merchandise group, \$25,
110,554, 42 per cent; drug stores
\$5,147,639, 40 per cent; jewelry
stores, \$1,082,308, 26 per cent.

Although rural retailers as a
group account for only 40 per
cent of the total retail sales for
the state, it is quite interesting

cent of the total retail sales for the state, it is quite interesting to note that in many of the smaller towns and cities the average per capita sales are considerably higher than the average per capita sales for the state For all the towns and cities between 1,000 and 10,000 population the average per capita sales are \$504 as compared with the state per capita sales of \$483; and per capita sales of \$703 for cities and towns of over 10,000 population. While in the cities between the 5,000 and 10,000 population limits the per capita sales amount to \$917

That the per capita sales of

mount to \$917

That the per capita sales of the smaller towns and cilties should be higher than the per capita sales in the larger cities may at first seem a bit startling, especially in view of the impression that seems to have been recently current in some quarters that practically all retail trade of the rural areas is going to the larger metropolitan centers. On the other hand, careful students of the situation have known for years that the smaller size cities in the rural counties very largely dominate the rotali trade of the counties, even though there be metropolitan centers not far distant. This is especially the case if the smaller town or city is the county sest.

While this has been known for years, this first Census of Distribution is making available the first data wherewith to get a real check on this highly important matter. The fact that the county seat fown acts as the principal trading center of its

county seat town acts as the principal trading center of its county is further evidenced by the following data on a few selected Oregon counties showing the per capita sales for each county as a whole and for the county seat town:

Baker \$489, Baker City \$824; Clackamas \$225, Oregon City. \$856; Coos \$471, Coquills \$797; Douglas \$394, Roseburg \$1,184; Hood River \$404, Hood River City \$1,055; Lake \$492; Lake-view \$1,134; Umatilla \$503; Pendleton \$1,247; Yamhill \$245; McMinnville \$1,227.

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TRAFFIC TIPS

and by bonds, the retirement 25,280 Domestic of which is to be largely with Corporations

motor vehicle funds.

Nice Report Deceases
Property taxes and state appropriations, which once constituted the major sources of
revenue, are now relatively unimportant. Motor vehicle revenues brought 26 per cent, gasoline taxes 26, honds 20 federal
aid 8, state taxes and apprepriations 4, funds transferred from
counties 5, and miscelianeous
revenue, 1 per cent.

Only nine states reported decreases in their incomes in 1930.

Corporations In State of Oregon



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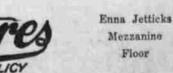
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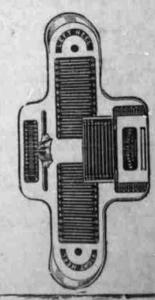
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