

FACTORS STUDIED

The factors studied were: Number of stores in relation to population, location of store, type of store, volume of business, character of business, practical knowledge of proprietor, sources of supplies and method of buying, facilities and equipment, sanitation, bookkeeping, salesmanship, advertising and other selling practices, misleading practices and deception (including displays, short weighing, overcharging, and substitution), frequency of turnover, price determinations, disproportionate demand for different cuts of meats, spread between wholesale costs and retail prices, and numerous factors of lesser importance which exert an influence on the industry.

NUMBER OF STORES IN RELATION TO POPULATION

In a study of the retail meat industry in 28 cities in various parts of the United States during 1919 and 1920 the average number of persons per store at that time was found to be 821. In this study the

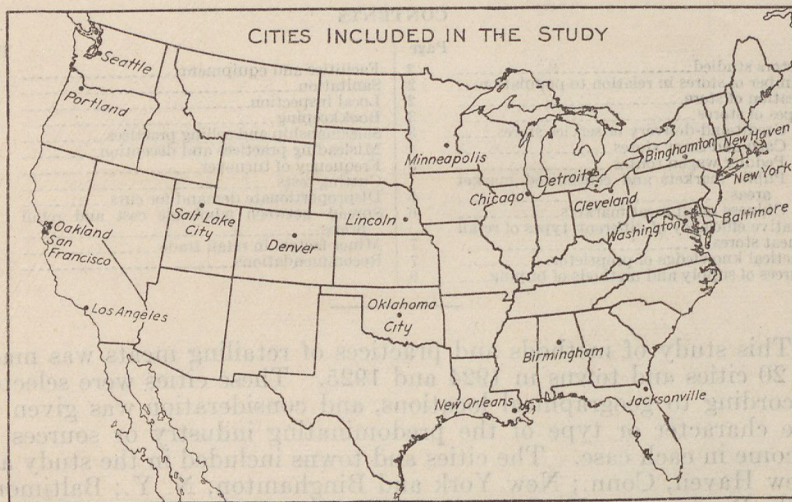


FIG. 1.—Extent of study from standpoint of geographical location

number per store in different cities ranged from 300 to 700 persons per store. New York City, for instance, with an estimated population of 6,000,000, has 13,000 retail meat markets, or 1 market to 462 persons, according to records of the license bureau of that city. Chicago, with an estimated population of 3,000,000, had 7,000 licensed retail meat dealers in 1925, or 1 market to 429 persons.

LOCATION OF STORE

Location of store in the first place was found to be determined largely by character of business or type of market to be operated. Other than this, location is of minor importance, provided density of population is given due consideration in choosing it. The cash-and-carry stores and cash-and-delivery stores, whose customers are to some extent transient in character, depend largely upon convenience and accessibility of location to attract trade. These stores,