

BUSINESS MORTALITY
OF
ILLINOIS RETAIL STORES
FROM
1925 TO 1930

By PAUL D. CONVERSE

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BUREAU OF BUSINESS RESEARCH
COLLEGE OF COMMERCE AND BUSINESS
ADMINISTRATION

BUSINESS MORTALITY OF ILLINOIS RETAIL STORES FROM 1925 TO 1930

BY

PAUL D. CONVERSE



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It is the purpose of the Bureau of Business Research of the University of Illinois—

- (1) to study and as far as possible to explain economic and industrial conditions within the State;**
- (2) to direct attention to experience-tested practices of good business management; and,**
- (3) to investigate methods for securing the best executive control of business.**

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UNIVERSITY
OF ILLINOIS
AT SPRINGFIELD

PREFACE

A preliminary study of this subject from the rating books of R. G. Dun and Company was made for the Mercantile Affairs Committee of the Illinois Chamber of Commerce. After the completion of this preliminary study, the Chamber of Commerce kindly permitted the Bureau of Business Research to use the data for a further investigation. The study was enlarged to include a greater number of towns and to cover a five-year period.

The data were carefully analyzed, classified, and retabulated in an attempt to discover the reasons for the various changes which had taken place in the period covered. Special attention was devoted to comparative statistics in regard to retail mortality in eleven selected trades and in towns in five size groups. The primary purpose of this study was to find the facts as to retail mortality, and a secondary purpose was to ascertain the causes of changes that have taken place. Some of the obvious factors are: the growth of chain stores; the building of a network of paved roads, and the adjustments in trading points resulting from these roads; the increased use of automobiles; the depression in the coal mining industry in Illinois; the farm depression; the large percentage of tenancy on Illinois farms; the decline of population in the rural districts and in many smaller towns and villages; and, during much of the period covered, prosperity in many of the manufacturing industries.

I am glad to acknowledge my indebtedness to the Illinois Chamber of Commerce for its generosity in permitting the use of its data, to R. G. Dun and Company for the use of their rating books, and to the staff of the Bureau of Business Research for compiling the tables and assistance in editing the manuscript.

P. D. CONVERSE

February, 1932

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