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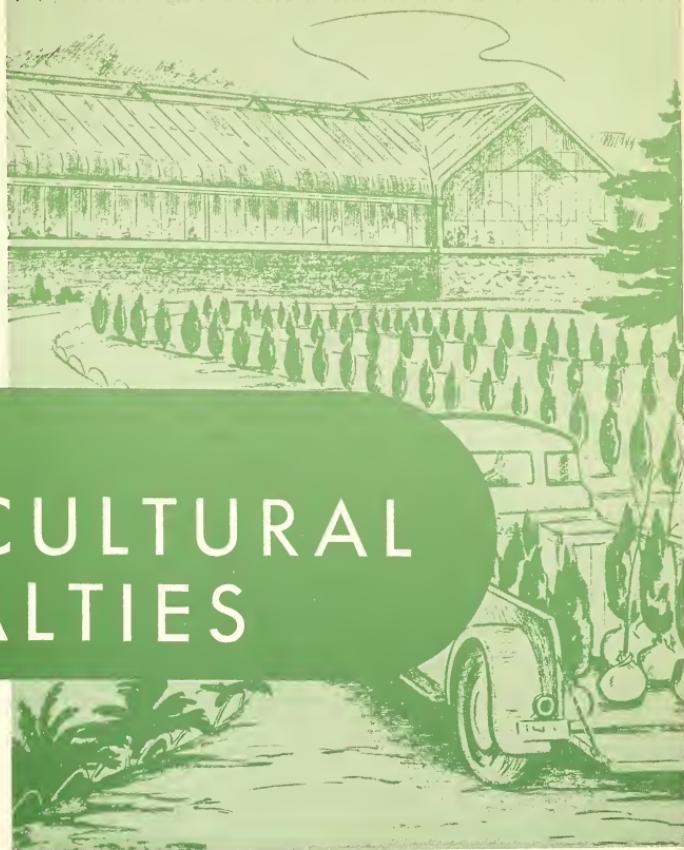
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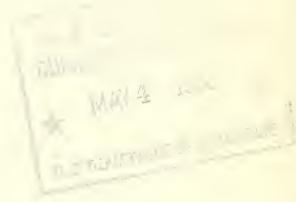


# Trade in HORTICULTURAL SPECIALTIES

A STATISTICAL COMPENDIUM  
by M. Truman Fossum - Agricultural Economist

Marketing Research Report No. 33

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# TRADE IN HORTICULTURAL SPECIALTIES

## A Statistical Compendium

by M. Truman Fossum 1/  
Agricultural Economist

### PART I-PRODUCTION AND DISTRIBUTION OF HORTICULTURAL SPECIALTIES, SPECIFIED YEARS, 1890-1950

#### INTRODUCTION

This report is intended to present historical and up-to-date information concerning the production and distribution of floricultural and ornamental horticultural crops. 2/ It is based primarily on data collected by Federal agencies other than the United States Department of Agriculture. Data for current years are supplementary to the report of the Special Census of Horticultural Specialty Crop Producers prepared by the United States Bureau of the Census. The term "horticultural specialties" includes both commercial floriculture and commercial ornamental horticulture.

Although this report is the first research work done in this field by the Bureau of Agricultural Economics, the agricultural importance of floricultural, nursery, bulb and seed crop production has long been recognized. Norman Jay Colman, president of the American Association of Nurserymen in 1882 to 1883 and again from 1885 to 1886, was the last Commissioner and first Secretary of Agriculture of the United States, from 1885 to 1889. Although he is identified as a horticulturist, Colman is known as the "Father of the Experiment Stations" because he was the leader in effecting the passage of the Hatch Act which provided for Federal aid to these stations. In 1893 the famous agriculturist, Liberty Hyde Bailey, as Dean of the College of Agriculture at Cornell, recognized the Society of American Florists as the strongest agricultural organization in America. J. Howard Hale, president of the American Association of Nurserymen, from 1894 to 1895, was on the staff of the Census Office of the United States Department of Interior from March 10, 1890, to October 31, 1891, to conduct the tabulation of nurseries, greenhouses, and seed farms for the 1890 Census of Agriculture. Among the earliest statistical and economic research projects for farmers was the farm-management study of horticultural crops by G. F. Warren, under the direction of Bailey and Craig. Bailey and Craig were also identified with a survey made in 1910 by G. M. Ignatiev and entitled, "Greenhouse Investigation". Apparently the results of this survey were never published but the completed questionnaires are in the personal files of the author of this report.

At the time this early report was left unfinished, horticulture, particularly floriculture and ornamental horticulture, was losing its position of leadership in the affairs of farmers in the United States. The impetus of mechanized equipment, machine power, and the circumstances of World War I in effect sounded the death knell to agricultural leadership by horticulturists. Then, too, the industry found itself in transition, which included a shift from fruit stocks to ornamental woody plants by nurserymen, replacement of vegetable crops by flower crops in many greenhouses, and domestic production of bulbs and flower and vegetable seeds.

1/ Initial steps of the research were accomplished while the author was associated with Cornell and Purdue Universities. Other work was done while he was serving as the Director of Research and Member Services of the Society of American Florists. All information pertaining to the censuses of 1948 to 1950 was developed while he was employed by the Bureau of the Census. Assembly and analysis of recent census data with those of earlier censuses was accomplished under the auspices of the Bureau of Agricultural Economics. The report was made under authority of the Agricultural Marketing Act of 1946 (RMA, Title II). Preparation of manuscript completed October, 1952.

2/ Definitions of terms used in this report are given in Appendix D.

Since 1945 problems pertaining to competition within the industry of floriculture and ornamental horticulture have become secondary to those matters that pertain to the production and distribution of this industry in competing for consumer spending with other industries. Most of the industries with which it competes have available statistical information about themselves as a basis for planning and establishing policies.

In its need for economic information concerning its working, the industry of floriculture and ornamental horticulture is faced with a twofold problem. First, such fundamental, descriptive data as exist must be assembled and analyzed before other statistical and economic research can be planned. Second, the industry is confronted with the problem of planning and executing, in proper sequence, the various kinds of economic research that can be developed from the descriptive information obtained.

The primary objective of this report is to provide a factual basis for analyzing the economic problems that face the industry. The information contained herein is expected to prove useful to operators of the industry and to other interested persons. In addition, this report may become the foundation upon which can be built the kind of statistical and economic research which the industry needs.

The text is limited to statements pertaining to the information contained in the tables. No attempt is made to recommend ways of solving the industry's numerous problems. Such efforts will depend upon any subsequent research which may be built upon these basic data.

#### Crop Production

Data pertaining to the value of horticultural specialty crops and for all farm production are based on farm values. Depending upon the conditions for selling the production of a given farm, this farm value after production may be a wholesale value, a retail value, or a combination of the two.

Unlike most other farmers, many growers of horticultural specialty crops not only sell at retail some portion of the crops they grow but they also buy commodities from wholesalers and other growers, to be sold at retail. The latter are not included in farm value.

The 1950 Special Census of the Horticultural Specialties indicates that more than one-fourth of the farm value of horticultural specialty crops is accounted for by retail sales of crops which were grown by sellers. The remaining three-fourths of the farm value represents the wholesale value of these crops to the growers.

Retail sales made up about two-fifths of the total sales of establishments covered by the special census. The other three-fifths of their sales total represents the wholesale value of the crops sold. Total sales of establishments producing horticultural specialties approximated 500 million dollars. The farm value of these crops which were sold approximated 400 million dollars. The wholesale value to the grower of the crops that were sold approximated 300 million dollars.

In order more adequately to interpret the census data, the reader is provided with quotations (Appendix A) from various census publications issued since 1890.

#### Wholesale Distribution

Analysis of the 1950 Special Census of the Horticultural Specialties shows that most of the nursery stock is sold at wholesale to retailers by growers. Of the horticultural crops sold at wholesale, half of the value moved through the markets of recognized wholesale selling establishments. The remaining half consisted predominantly of pot-plant and bedding- and vegetable-plant items, along with some cut flowers, which were sold to retailers by growers.

A major part of the business of the wholesale selling establishments which do not produce crops came from sale of cut flowers and cultivated or collected florist greens. In 1929, 1935, and 1939, the classification in the Census of Wholesale Trade included what are known as bulb, plant, and seed wholesalers who supply these items to growers. The Business Census of 1948 had a separate classification for the latter group of businesses. The tables in text show information which, in the case of 1949, often includes the totals for both kinds of wholesale trade.

The information in Appendix B from census publications permits a more adequate understanding of the information that pertains to wholesale trade.

#### Retail Distribution

The business censuses of retail trade have at all times included a kind of business classification for retail florists. In 1929, 1935, and 1939, the classification included retail florists not associated with crop production as well as retail growers. A change in the criteria for this kind of business in the 1948 Census of Business caused the item to include only retail florist establishments which were not associated with crop production. Retail sales of growers were enumerated in the 1950 Special Census of the Horticultural Specialties. Other census and Department of Commerce data provide the basis for estimating the sale of floricultural commodities in establishments which primarily conduct another kind of business, such as department stores, variety stores, and supermarkets.

Retail sales of nursery stock as reported in the Census of Business for Retail Trade can be delineated only by commodity analysis of the various kinds of business classifications that handle the different commodities. Among these are farm-and-garden-supply stores, in which nursery, bulb, and seed items account for about a third of the sales. Retail sales of growers were enumerated in the 1950 Special Census of the Horticultural Specialties.

Earlier enumerations for the service trades included landscaping and tree surgery. By 1948, because of standard industry classification, these services were no longer considered as part of the service trades, but as agricultural services which were not enumerated in the 1950 Census of Agriculture.

These deficiencies in data pertaining to the retail and service trade in nursery, bulb, and seed items prevent the assembling of historical information comparable to that for floriculture. Census and other Department of Commerce data permit the estimating of sales in 1949, by establishments that are neither primarily farm-and-garden-supply stores or retail growers. This information is presented in another part of the report.

Interpretation of the tables will be more satisfactory if one becomes familiar with the quotations from census publications for retail trade to be found in Appendix C.

## POSITION OF HORTICULTURAL SPECIALTIES IN AGRICULTURE

## HIGHLIGHTS

During the first half of this century, horticultural specialty crops became increasingly important in the agriculture of every State and region of the United States. By 1950, these crops made up nearly 2 percent of the value of the Nation's sales of farm products.

From 1900 to 1950, relative importance of the New England, Middle Atlantic, and West North Central States to total production of horticultural specialty crops in the country decreased. During this time, the South Atlantic, Mountain, and Pacific States became increasingly important and the East North Central, East South Central, and West South Central States retained a rather constant relative position.

From 1890 to 1950, greenhouse crops were the major kind of horticultural specialty production. Nursery crops usually amount to about half the value of greenhouse production. Until recently, the growing of bulbs and flower and vegetable seeds have accounted for the remaining segment of the total for horticultural specialties. Since 1930, outdoor production of flowers has become a significant factor in the total production of horticultural-specialty farms in the United States.

In 1890, as shown in table 1, 3/ the Bureau of the Census reported more than 4.5 million farms in continental United States. By 1920 the number had risen to nearly 6.5 million. After 1920 the number of farms reported declined, until in 1945-50, it was only 5.4 million.

The basis for classification of farms, as well as that for evaluating farm production, has changed somewhat from one census to another. For purposes of this report, the value of farm products sold provides the better comparison. Consequently, the value of farm products used by farm households is not included in the totals for value of farm products in 1929 and since then. Published data for years before 1929 do not allow for excluding the value of farm products used by farm households.

The classification for horticultural-specialty farms varied considerably from 1890 through 1950. However, at all times the major portions of the amounts reported relate to floricultural, nursery, bulb, and flower and vegetable seed crops. More so than for all farms, the values reported for horticultural-specialty farms are the values of sales. These include relatively small amounts for the value of farm products used by farm households.

Horticultural-specialty farms, as reported by the Census of 1930, numbered nearly 30,000, compared to 45,000 in 1950. Comparable data are not available for years before 1930. During the last three decades, when the total number of farms in the country continuously declined, the number of horticultural-specialty farms was growing. From 1930 to 1950, the number of such farms rose by 50 percent. In 1950, they made up four-fifths of 1 percent of all farms, compared with one-half of 1 percent in 1930.

Despite differences in enumeration and classification, the relationship of the value of horticultural-specialty crops to that of all farm production permits general comparisons that are valid.

<sup>3/</sup> Some of the basic data in this report is expressed in thousands or millions. The rounding of numbers incident to this practice causes the components of some totals not to agree exactly with the total. Analysis in such instances is based on the actual data, previous to rounding.

In 1889 horticultural-specialty crops accounted for more than 1 percent of the value of total farm production as reported by the census. Then their value dropped to about one-half of 1 percent of the total for all farm production, and stayed there for the next 30 years. Following World War I greenhouse production facilities were expanded greatly. In this period, nurserymen completed their transition from being primarily fruit-stock producers to becoming primarily producers of ornamental woody and herbaceous plants. As a result of these changes, and of variations in prices and related factors, by 1929 sales of horticultural-specialty crops accounted for 1.5 percent of the value of all farm products sold and by 1939 had reached 1.9 percent. However, with the wartime increases in prices and production of all farm crops accompanied by some restriction in production of horticultural-specialty crops, the value of these specialty crops in 1944 amounted to only 1.4 percent of the value of all farm products. By 1949 the value of horticultural specialties made up 1.8 percent of the total.

Production Value Above Average on Horticultural Specialty Farms.—Table 2 shows that horticultural-specialty farms produce a greater share of the total value of farm products sold than their number alone would indicate. The value of their products sold per farm is greater than the average for other kinds of farms.

In 1940, 1945, and 1950, numbers of farms reporting production and sale of horticultural-specialty crops made up between 0.5 and 1.0 percent of all farms in the country, whereas the value of these products sold amounted to 1.4 to 1.9 percent of the sales of all farm products.

In contrast, nearly 11 percent of the farms of the country harvested vegetables for sale in 1944, but the value of these vegetable crops was little more than 3.5 percent of the value of all farm products sold in that year. Sales of fruits and nuts were reported by 10 percent of the farms in 1944, but the value of such crops was little more than 6.5 percent of the total value of all farm products sold. Sales of poultry and poultry products were reported by nearly 64 percent of the farms, but the value of the commodities was less than 10 percent of the value of all farm products sold in 1944.

Farms by Major Source of Income.—Field crops, including potatoes, were the major source of income for more than a third of all farms (table 3). Livestock and livestock products were the major source of income for about 15 percent. From 4 to 5 percent of the farms were primarily producers of poultry and poultry products. Vegetables harvested for sale made up the major production of about 1.5 percent of the farms and 2.5 percent had fruits and nuts as their main source of income.

In such different economic periods as 1939 and 1944, about 30 percent of all farms reported by the census were essentially subsistence farms, in that the major part of their production was used by the farm households.

Whereas nearly 1 percent of all farms reported the production and sale of horticultural specialty crops in 1939 or 1944, less than one-half of 1 percent of all farms reported horticultural specialty crops as a major source of income in either of those years.

In 1939 the average farm of the country had sales of little more than \$1,000. By 1944, the comparable amount was \$3,000. Producers who derived the major share of their incomes from horticultural-specialty crops had an average of nearly \$7,000 per farm in 1939 and more than \$14,000 per farm in 1944.

For average value of sales per farm, those with averages of \$2,000 to \$2,400 in 1939 were livestock and livestock product, fruit and nut, and vegetable farms. In 1944 the average fruit or nut farm had sales of less than \$8,000, or little more than half as much as the average horticultural-specialty farm. During this time the average vegetable farm had sales of less than \$5,000 and the average livestock and livestock-product farm had a similar amount. All other kinds of farms averaged less than \$4,000 worth of sales per farm.

In 1939 on farms where horticultural-specialty crops were the major income source, these crops accounted for over 96 percent of the value of sales. On fruit and nut farms, the comparable figure for fruits and nuts was 88 percent. On all other kinds of farms, an average of less than 80 percent, but more than 70 percent of their sales were accounted for by the commodity that was their major source of income. By 1944 the war period had caused horticultural-specialty farms to be slightly less specialized, in that little more than 94 percent of their sales was of the primary kind of production. Meantime, all other kinds of farms became more specialized than in 1939. Most farmers tended to concentrate on the kind of production that their farms could best be used for, while producers of horticultural-specialty crops devoted some of their facilities to production of food. The extent of this diversion to food by producers of horticultural specialties was greater than is apparent from the data because prices of these crops increased more rapidly than did prices of other farm commodities. Consequently, the quantity of food produced by horticultural-specialty farms was more than the value of 5.6 percent indicated by the data.

By 1944, fruit and nut farms were almost as highly specialized as horticultural-specialty farms. More than 93 percent of their sales were of fruit and nut crops. All other farms were specialized to the extent that 75 to 90 percent of the gross income was derived from sales of the major kind of production.

Among all farms of the country, those producing horticultural specialties are relatively few. They are more highly specialized than any other kind of farm, and the average value of sales per farm is so much greater than that for any other kind of agriculture as to make them, in many respects, more comparable to small manufacturers.

Sales by Size of Farm.—In 1939, as shown in table 4, 88 percent of all farms had sales of less than \$2,500 per farm, and accounted for less than half of the farm products marketed by all farms. By 1944 about 66 percent of all farms were within the less than \$2,500 sales classification and they sold little more than 20 percent of the total farm products which were marketed. In contrast, nearly 60 percent of the producers of horticultural specialties had sales of less than \$2,500 per farm in 1939, but they accounted for only 7 percent of the total sales of such crops. By 1944 only about 37 percent of the horticultural-specialty producers were within the \$2,500 sales classification and they sold less than 3 percent of the national total for these crops.

In 1939 about a third of the value of all farm products came from less than 10 percent of all farms which had sales of \$2,500 to \$10,000. By 1944 farms in this group represented more than 43 percent of all sales of farm products and nearly 28 percent of the number of farms. From 29 to 32 percent of the horticultural specialty farms were in this group in both years and they represented about 23 percent and less than 12 percent of the sales in 1939 and 1944, respectively.

In 1939 only 1 percent of all farms had sales per farm of more than \$10,000. In 1939 sales of these farms amounted to about 17 percent of total sales of farm products. By 1944 nearly 5 percent of the farms had sales of over \$10,000 per farm and accounted for 36 percent of the total sales of all farm products. In 1944 nearly 10 percent of the farms had sales of more than \$10,000 per farm.

In any period very few horticultural-specialty farms have had sales of more than \$10,000 per farm, although major portions of the total production of such crops have come from farms of this size. In 1939, 70 percent of the total products of this kind sold were marketed by the 12 percent of the horticultural-specialty farms in this sales size group. By 1944 nearly 86 percent of the horticultural specialty crops sold were marketed by farms in this sales class, and 31 percent of the horticultural-specialty farms were in this group.

In 1939 fewer than 60,000 of all the farms in the United States had sales amounting to more than \$10,000 per farm. Of this number, 3,500 were horticultural-specialty

farms. By 1944, in the nation as a whole there were about 290,000 farms, in this sales class, of which 5,000 were horticultural-specialty farms. In 1949, 493,000 farms were in this general group, of which probably over 8,500 were horticultural-specialty farms.

Relation of Horticultural Specialties to Farm Production in States.—Information presented in tables 5 and 6 shows that from 1909 to 1949 in each State and geographic division, horticultural-specialty crops have become increasingly significant in farm production.

In the New England and Middle Atlantic States, the value of sales of horticultural-specialty crops in 1909 was less than 2.5 percent of the agricultural production of these regions. By 1939 and 1949 these crop specialties accounted for more than 5 percent of the value of farm production in these regions.

By 1949 sales of horticultural specialties represented from 5 to 15 percent of farm sales of agricultural production in Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, and Florida; and nearly 2.5 to 5 percent in New Hampshire, Ohio, Michigan, Delaware, Maryland, West Virginia, Washington, Oregon, and California.

Location of Establishments.—From information shown in table 7 there is evidence that the New England, Middle Atlantic, and West North Central States in 1949 accounted for a smaller percentage of the horticultural specialties produced in the United States than they did in 1909. The East North Central, East South Central, and West South Central States have held a rather stable position. Areas in which such crops have increased in importance are the South Atlantic, Mountain, and Pacific States.

In 1909 New York accounted for nearly 14 percent of the total sales value of horticultural specialties produced in the Nation. By 1949 the comparable amount was less than 9 percent. In 1909 New Jersey produced more than 6 percent of the value of horticultural-specialty crops sold in the United States, compared with less than 5 percent in 1949. The position of Pennsylvania has been relatively constant.

Ohio, Indiana, Michigan, and Wisconsin have become of increasing significance so far as these crops are concerned, while Illinois is relatively less important than in 1909.

Florida and California have increased in importance as horticultural specialty producers. The remainder of the States have remained stable or have lost position.

Greenhouse Production.—Within the limitations of the data available, table 8 provides some information pertaining to greenhouse production in the United States from 1890 through 1950. In 1890 there were less than 5,000 greenhouse establishments in the country. By 1950 the number approached 19,000. The period of greatest increase was from 1910 until 1930, when the number of establishments was more than 14,000 or about twice as many as just before World War I. The impact upon floriculture of these increases was greater than is apparent. It was during and after World War I that many greenhouse vegetable growers converted to growing flower crops, or at least included them in a rotation.

The Nation had 226 million square feet of glass and mushroom area, as reported for 1949. However, this total includes mushroom-bed area, cold frames, hotbeds, and greenhouse space for vegetable crops. In addition, it includes greenhouse space which is used for holding stock to be retailed but seldom is used for actual production of cut flowers or pot plants. Analysis of the 1950 Census of Agriculture and the 1950 Special Census of the Horticultural Specialties indicates about 150 million square feet of the total greenhouse area accounts for most of our greenhouse floricultural production.

In 1889 greenhouse establishments averaged little more than 8,000 square feet in size. In 1899 and 1909 this average increased to more than 15,000 square feet, and since 1909

has ranged around 12,000 square feet. As many establishments have glass areas of several hundred thousand square feet, a large number of the other establishments are extremely small.

In 1889, the farm value of production per square foot of greenhouse space was less than 40 cents, and was below 20 cents in 1899. By 1919 and 1929 changes in prices, conversion to flower crops, and some technological progress resulted in a gross return of 48 and 49 cents per square foot of greenhouse space. In 1949 the comparable amount was \$1.

Greenhouse area in the Nation was little more than one-half of 1 square foot per capita in 1889. This average has increased to about 1.5 square feet per capita. In 1949 the actual commercial production area probably was about 1 square foot per capita.

From 1890 through 1910, on the average, the Nation had about one greenhouse establishment to serve every 12,500 people. Since that time the average has been one establishment for every 8,000 persons.

During the last 60 years greenhouse production provided the major part of the crop value for horticultural specialties in the United States. Greenhouse crops have consistently accounted for about two-thirds of the value of horticultural-specialty crops. Until recent years, nursery crops made up most of the remaining one-third of the value of horticultural-specialty crops. By 1940, however, sales of outdoor flower crops, as well as those of bulbs and flower and vegetable seeds, became an important segment of the industry.

Nursery Production.—In 1929 and since, as shown in table 9, the farm value of nursery crops sold amounted to about one-half of 1 percent of the total value of agricultural production in the country. A similar position was held by nursery crops in 1889, but at that time fruit stocks were the major part of nursery production. During the transition of the nursery business from fruit stock to ornamentals in the first three decades of the century, nursery crops accounted for only about one-fifth of 1 percent of the value of all agricultural production.

Except for World War I, when nurseries also underwent a transition to ornamentals, the number of nurseries in the country has steadily increased. Census enumerations show the greatest increase between 1940 and 1950, at which time the number of farms reporting such crops was nearly 15,000, compared with 4,500 in 1890.

Since 1890, on the average, the country has had about one nursery unit for each 15,000 persons, except in 1920 when it had one for more than every 25,000. In 1950 the average was one nursery for about every 10,000 persons.

Other Outdoor Production.—Until recently only a smattering of information was available for what might be termed "other outdoor horticultural-specialty production". Varying quantities of bulbs and flower and vegetable seeds were reported earlier in the century. Addition of outdoor production of cut flowers since 1930 has caused this group of crops to be of great significance. In both 1939 and 1949, according to table 10, this kind of production amounted to about one-third of 1 percent of the agricultural production of the country.

Nearly 16,000 farms in 1939 and nearly 21,000 farms in 1949 reported sales of outdoor cut flowers, bulbs, and flower and vegetable seeds.

Relatively little duplication is found among establishments reporting greenhouse crops and nursery, bulb or seed crops but there is considerable duplication among those reporting greenhouse area and those reporting cut flowers grown outdoors. The primary crops entering into this duplication are clothhouse or outdoor chrysanthemums, and miscellaneous annuals. Rather complete separation from greenhouse production is found for farms that produce such outdoor crops as gladiolus, peonies, asparagus fern, and cut flowers from bulbs.

Table 1.- Agriculture, total and horticultural specialties: Number of farms and value of products, United States, specified years, 1890-1950

Year	All agricultural production		Horticultural specialty production		Percentage horticultural specialty farms is of all farms	
	Farms	value of products	Farms	Sales	Farms	value of products
	Thousands	Million dollars	Thousands	Million dollars	Per cent	Per cent
1890	1,6382	1,22,043	2,45	392	0.8	1.8
1895	1,53,388	1,16,921	35	231	.7	1.4
1900	1,52,117	1,16,682	32	130	.6	1.9
1910	6,289	9,610	30	116	.5	1.5
1920	6,488	21,426	---	106	---	.5
1930	6,362	8,404	---	57	---	.7
1940	5,137	4,689	---	30	---	.6
1950	4,565	2,460	---	26	---	1.1

1/ Farm products sold.

2/ Cumulative total of establishments reporting sales, using one-half the number reporting vegetables grown under glass, flower seeds, vegetable plants, bulbs, and mushrooms produced for sale.

Bureau of the Census.

Table 2.- Agriculture: Number of farms and value of farm products sold, by source of income, United States, 1940, 1945, and 1950

Item	Farms 1/				Value of farm products sold			
	Total	Percentage reporting	Total	Percentage distribution				
	Thousands	Thousands	Million dollars	Million dollars				
Total	5,388	5,617	---	---	22,043	16,231	6,682	100.0
Livestock and livestock products 2/	3,477	3/	65.3	3/	7,209	4,527	1,874	32.7
Dairy products	2,473	2,688	46.8	47.1	3,079	2,531	1,118	14.0
Poultry and poultry products	3,402	3,508	63.9	62.4	1,382	1,587	555	8.3
Field crops (including potatoes)	3,216	3,085	60.6	68.1	8,032	5,681	2,711	36.4
Vegetables	900	458	10.9	8.2	597	579	259	2.6
Fruits and nuts	531	669	10.0	11.9	792	1,079	295	3.6
Horticultural specialties	35	29	7	5	392	231	129	1.8
Forest products	222	277	4.2	4.9	135	78	39	.5

1/ Comparable information not available for 1950.

2/ Not including dairy and poultry products.

3/ Comparable information not available.

Bureau of the Census.

Table 3.- Agriculture: Number of farms and value of farm products sold, by major source of income, United States, 1940 and 1945 1/

Item	Farms				Value of products sold				Value of products of major source of income			
	Actual		Percentage of total		Total		Per farm		Total		As percent of total	
	Thousands	Thousands	Per cent	Per cent	Million dollars	Million dollars	Dollars	Dollars	Million dollars	Million dollars	Per cent	Per cent
	Total	5,388	5,617	100.0	100.0	16,231	6,682	3,046	1,190	---	---	---
Livestock and livestock products 2/	806	746	15.1	13.3	3,965	1,733	4,794	2,322	3,027	1,257	78.3	72.5
Dairy products	559	619	10.5	11.0	2,093	1,068	3,747	1,751	1,608	761	76.8	70.2
Poultry and poultry products	275	218	5.2	3.9	886	325	3,227	1,495	771	260	87.0	73.9
Field crops (including potatoes)	1,827	2,187	34.3	38.9	5,142	2,556	2,979	1,122	4,528	2,044	83.1	71.0
Vegetables	92	80	1.7	1.4	1,048	1,048	2,099	2,099	375	132	44.4	78.6
Fruits and nuts	134	134	2.5	2.4	1,052	286	7,073	2,138	982	252	93.3	88.3
Horticultural specialties	16	19	.3	.4	230	130	14,412	6,859	217	125	94.4	96.2
Forest products	29	23	.5	.4	39	22	1,359	945	29	16	74.5	71.2
Other 3/	1,590	1,591	29.9	28.3	2,179	283	1,370	178	---	---	---	---

1/ Comparable information not available for 1950.

2/ Not including dairy and poultry products.

3/ General farms and farms with major source of income being farm households.

Bureau of the Census.

Table 4.- Agriculture and horticultural specialties: Number of farms and value of products sold, traded, or used by farm households, by value of production per farm, United States, 1940, 1949, and 1950

Item	Farms			Value of products sold, traded, or used by farm households 1/	
	1950 2/	1949 3/	1940 4/	1945	1940
	Thousands	Thousands	Thousands	Million dollars	Million dollars
Value of production per farm					
Total					
All farms.....	5,021	5,852	6,057	18,108	7,814
Horticultural specialty farms.....	1/	16	29	233	129
\$1-\$2,499					
All farms.....	2,920	3,907	5,368	3,712	3,840
Horticultural specialty farms.....	1/	6	17	6	10
2,500-5,999					
All farms.....	1,106	1,257	542	4,858	1,966
Horticultural specialty farms.....	1/	3	6	13	16
6,000-9,999					
All farms.....	502	398	89	3,022	667
Horticultural specialty farms.....	1/	2	2	14	13
10,000 and over					
All farms.....	493	289	58	6,517	1,341
Horticultural specialty farms.....	1/	5	3	199	90
Percentage distribution					
	Percent	Percent	Percent	Percent	Percent
Value of production per farm					
Total					
All farms.....	100.0	100.0	100.0	100.0	100.0
Horticultural specialty farms 2/.....	1/	100.0	100.0	100.0	100.0
\$1-\$2,499					
All farms.....	58.2	66.8	88.6	20.5	49.1
Horticultural specialty farms 2/.....	1/	36.5	59.4	2.8	7.5
2,500-5,999					
All farms.....	22.0	21.5	8.9	26.8	25.2
Horticultural specialty farms 2/.....	1/	21.0	20.9	5.7	12.6
6,000-9,999					
All farms.....	10.0	6.8	1.5	16.7	8.5
Horticultural specialty farms 2/.....	1/	11.3	7.5	5.9	10.1
10,000 and over					
All farms.....	9.8	1.9	1.0	36.0	17.2
Horticultural specialty farms 2/.....	1/	31.2	12.2	85.6	69.8

1/ Comparable information not available for 1950.

2/ Farm products sold.

3/ Based on major source of income.

4/ Based on source of income.

Bureau of the Census.

Table 5.- Horticultural specialties: Sales by geographic divisions and States, specified years, 1910-50

Division and State	1950	1940	1930	1920	1910
Geographic:	1,000 dollars				
UNITED STATES	392,116	129,575	145,703	106,185	57,324
Divisions:					
New England	30,913	12,855	17,899	11,006	5,711
Middle Atlantic	87,116	31,850	38,306	26,729	16,388
E. North Central	89,732	32,559	32,867	28,794	12,424
W. North Central	31,570	11,242	12,221	10,625	6,601
S. Atlantic	43,444	12,329	11,754	6,131	3,803
E. South Central	13,885	3,661	2,953	2,819	2,171
W. South Central	18,762	5,360	6,755	2,410	2,573
Mountain	22,111	3,111	3,497	2,488	1,369
Pacific	64,343	16,009	19,420	14,639	6,336
NEW ENGLAND:					
Maine	1,772	901	850	421	325
New Hampshire	1,795	559	390	348	249
Vermont	667	299	339	223	92
Massachusetts	15,490	6,722	10,180	6,280	3,062
Rhode Island	2,451	653	1,345	1,204	637
Connecticut	8,738	3,722	4,795	2,530	1,346
MIDDLE ATLANTIC:					
New York	34,456	13,337	15,328	11,063	7,973
New Jersey	19,221	7,333	9,019	6,114	3,593
Pennsylvania	33,409	11,161	13,958	9,553	4,762
E. NORTH CENTRAL:					
Ohio	29,847	11,267	11,441	8,344	3,312
Indiana	12,465	4,119	3,849	3,472	1,633
Illinois	23,645	9,406	10,604	10,767	4,712
Michigan	15,994	5,005	4,852	3,841	1,831
Wisconsin	7,781	2,763	2,121	2,370	936
W. NORTH CENTRAL:					
Minnesota	8,063	2,686	3,171	2,162	1,474
Iowa	8,451	3,146	3,158	2,593	1,503
Missouri	8,394	2,413	2,795	3,277	1,201
North Dakota	678	158	180	187	79
South Dakota	637	396	300	427	147
Nebraska	2,098	855	1,078	719	949
Kansas	3,448	1,283	1,539	1,261	1,243
S. ATLANTIC:					
Delaware	1,872	583	557	168	111
Maryland	5,559	2,132	2,232	1,327	1,066
Distr. of Columbia	424	221	626	413	304
Virginia	6,039	2,108	1,385	821	528
West Virginia	2,013	543	327	250	158
North Carolina	3,734	1,137	959	660	396
South Carolina	1,767	305	305	247	57
Georgia	4,363	1,343	1,245	761	639
Florida	37,373	3,936	4,102	1,355	547
E. SOUTH CENTRAL:					
Kentucky	2,605	1,119	591	786	584
Tennessee	4,690	1,279	952	1,301	1,044
Alabama	5,210	861	783	499	428
Mississippi	1,321	402	626	232	175
W. SOUTH CENTRAL:					
Arkansas	1,170	363	946	384	353
Louisiana	1,389	418	883	251	217
Oklahoma	3,936	1,299	970	614	271
Texas	11,916	3,805	4,656	1,666	1,750
MOUNTAIN:					
Montana	895	352	156	610	280
Idaho	1,262	350	289	161	156
Wyoming	255	66	58	22	14
Colorado	6,754	2,307	2,301	1,316	554
New Mexico	588	96	102	94	40
Arizona	861	130	376	28	16
Utah	1,410	374	199	241	270
Nevada	127	35	16	6	2
PACIFIC:					
Washington	8,726	2,671	3,306	3,129	1,082
Oregon	9,130	2,069	2,077	930	1,058
California	46,787	11,269	14,036	10,580	4,196

Table 6.- Horticultural specialties: Sales as a percentage of value of agricultural production, by geographic divisions and by States, specified years, 1910-50

Division and State	1950 1/	1940	1930	1920	1910	Percent	Percent	Percent	Percent	Percent
						1.8	1.7	1.2	0.5	0.7
UNITED STATES										
Geographic divisions:										
New England	5.3	5.4	4.9	2.2	2.3					
Middle Atlantic	6.3	5.5	4.0	1.7	2.3					
E. North Central	2.2	2.2	1.6	.7	.7					
W. North Central	.6	.6	.5	.2	.3					
S. Atlantic	2.0	1.3	.9	.2	.1					
E. South Central	1.0	.6	.3	.2	.3					
W. South Central	.7	.6	.4	.1	.3					
Mountain	.7	.5	.6	.3	.4					
Pacific	2.7	2.3	1.8	1.1	1.5					
NEW ENGLAND:										
Maine	1.4	1.8	.8	.3	.5					
New Hampshire	3.9	2.4	1.3	.7	.9					
Vermont	.8	.3	.5	.2	.2					
Massachusetts	11.4	9.3	12.1	5.7	5.1					
Rhode Island	15.2	7.9	11.7	8.3	7.9					
Connecticut	7.2	7.3	7.4	3.3	3.6					
MIDDLE ATLANTIC:										
New York	5.5	4.9	3.3	1.5	2.3					
New Jersey	9.0	9.3	8.2	4.5	5.7					
Pennsylvania	6.1	4.6	3.5	1.4	1.7					
E. NORTH CENTRAL:										
Ohio	4.2	3.3	2.8	.9	.9					
Indiana	1.7	1.7	1.2	.4	.5					
Illinois	1.7	2.1	1.9	.8	.9					
Michigan	3.4	2.4	1.6	.6	.7					
Wisconsin	1.0	1.0	.4	.3	.3					
W. NORTH CENTRAL:										
Minnesota	.8	.3	.6	.3	.5					
Iowa	.5	.5	.5	.2	.3					
Missouri	1.2	.9	.8	.3	.3					
North Dakota	.1	.1	.1	.1	.2					
South Dakota	.1	.4	.1	.1	.1					
Nebraska	.3	.4	.3	.1	.1					
Kansas	.5	.6	.4	.1	.3					
S. ATLANTIC:										
Delaware	2.5	3.2	2.1	.5	.3					
Maryland	3.2	3.3	2.1	.3	1.7					
Dist. of Columbia	74.4	42.7	61.4	53.2	42.6					
Virginia	2.0	1.4	.5	.2	.4					
West Virginia	2.5	1.0	.4	.1	.2					
North Carolina	.7	.4	.3	.1	.2					
South Carolina	.7	.3	.2	.1	.1					
Georgia	1.3	.8	.4	.1	.2					
Florida	9.1	4.4	3.7	1.3	1.3					
E. SOUTH CENTRAL:										
Kentucky	.6	.6	.2	.2	.2					
Tennessee	1.4	.3	.4	.3	.5					
Alabama	1.9	.7	.3	.1	.3					
Mississippi	.4	.3	.2	.1	.1					
W. SOUTH CENTRAL:										
Arkansas	.3	.2	.2	.1	.2					
Louisiana	.9	.4	.3	.1	.2					
Oklahoma	.9	.7	.3	.1	.2					
Texas	.7	.6	.5	.1	.1					
MOUNTAIN:										
Montana	.3	.4	.1	.4	.4					
Idaho	.4	.4	.2	.1	.3					
Wyoming	.2	.1	.1	.1	.2					
Colorado	1.6	2.1	1.4	.5	.7					
New Mexico	.4	.2	.2	.1	.1					
Arizona	.4	.3	.9	.2	.1					
Utah	1.1	.9	.3	.3	.2					
Nevada	.4	.3	.1	.2	.2					
PACIFIC:										
Washington	2.4	2.0	1.5	1.0	1.0					
Oregon	3.1	1.9	1.5	.5	1.3					
California	2.7	2.4	1.9	1.4	1.9					

1/ Based on value of farm products sold.

2/ Less than 0.05 percent.

Table 7.- Horticultural specialties: Percentage distribution of sales, by geographic divisions and by States, specified years, 1910-50

Division and State	1950	1940	1930	1920	1910
	Percent	Percent	Percent	Percent	Percent
UNITED STATES	100.0	100.0	100.0	100.0	100.0
Geographic divisions:					
New England	7.9	9.9	12.3	10.4	10.0
Middle Atlantic	22.2	24.6	26.3	25.2	23.5
E. North Central	22.9	25.1	22.6	27.1	21.7
W. North Central	8.0	8.7	8.4	10.0	11.5
S. Atlantic	11.1	9.5	8.1	5.8	6.6
E. South Central	3.5	2.8	2.0	2.7	3.8
W. South Central	4.8	4.1	4.6	2.7	4.5
Mountain	3.1	2.9	2.4	2.3	2.4
Pacific	16.5	12.4	13.3	13.8	11.0
NEW ENGLAND:					
Maine	.5	.7	.6	.4	.6
New Hampshire	.5	.4	.3	.3	.4
Vermont	.2	.2	.2	.2	.2
Massachusetts	3.9	5.2	7.0	5.9	5.3
Rhode Island	.6	.5	.9	1.2	1.1
Connecticut	2.2	2.9	3.3	2.4	2.4
MIDDLE ATLANTIC:					
New York	8.8	10.3	10.5	10.4	13.9
New Jersey	4.9	5.7	6.2	5.8	6.3
Pennsylvania	8.5	8.6	9.6	9.0	8.3
E. NORTH CENTRAL:					
Ohio	7.6	8.7	7.9	7.9	5.8
Indiana	3.2	3.2	2.6	3.3	2.9
Illinois	6.0	7.2	7.3	10.1	8.2
Michigan	4.1	3.9	3.3	3.6	3.2
Wisconsin	2.0	2.1	1.5	2.2	1.6
W. NORTH CENTRAL:					
Minnesota	2.0	2.1	2.2	2.0	2.6
Iowa	2.2	2.6	2.2	2.4	2.6
Missouri	2.1	1.9	1.9	3.1	2.1
North Dakota	.1	.1	.1	.4	.1
South Dakota	.2	.3	.2	.2	.2
Nebraska	.5	.7	.7	.7	1.7
Kansas	.9	1.0	1.1	1.2	2.2
S. ATLANTIC:					
Delaware	.5	.5	.4	.2	.2
Maryland	1.4	1.7	1.6	1.3	1.8
Dist. of Columbia	.1	.2	.4	.5	.9
Virginia	1.5	1.6	.9	.8	.9
West Virginia	.5	.4	.2	.2	.3
North Carolina	1.0	.9	.7	.6	.7
South Carolina	.4	.5	.5	.2	.1
Georgia	1.3	1.0	.9	.7	1.1
Florida	4.4	3.0	2.8	1.3	1.0
E. SOUTH CENTRAL:					
Kentucky	.7	.8	.4	.8	.9
Tennessee	1.2	1.0	.7	1.2	1.8
Alabama	1.3	.7	.5	.5	.8
Mississippi	.3	.3	.4	.2	.3
W. SOUTH CENTRAL:					
Arkansas	.3	.3	.4	.3	.6
Louisiana	.5	.3	.4	.2	.4
Oklahoma	1.0	1.0	.6	.6	.5
Texas	3.0	2.5	3.2	1.6	3.0
MOUNTAIN:					
Montana	.2	.3	.1	.6	.5
Ridge	.3	.3	.2	.1	.3
Wyoming	.1	1/	1/	1/	1/
Colorado	1.7	1.8	1.6	1.3	1.0
New Mexico	.2	.1	.1	.1	.1
Arizona	.2	.1	.3	1/	1/
Utah	.4	.3	.1	.2	.5
Nevada	1/	1/	1/	1/	1/
PACIFIC:					
Washington	2.2	2.1	2.3	2.9	1.9
Oregon	2.3	1.6	1.4	.9	1.8
California	12.0	9.7	9.6	10.0	7.3

1/ Less than 0.05 percent.

Bureau of the Census.

Table 8.- Greenhouse products: Number of establishments, value of sales and area, United States, specified years, 1890-1950

Year	Establishments	Sales					Area			Population per establishment	
		Value	As percentage of all farm production	Per establishment	Per square foot	Per capita	Total	Per establishment	Per capita		
		Number	1,000 dollars	Percent	Dollars	Dollars	1,000 square feet	Square feet	Square feet		
1890.....	4,659	14,175	.6		3,042	.37	.23	38,823	8,333	.6	13,511
1890.....	18,941	225,826	1.0		11,923	1.00	1.50	1/226,001	11,932	1.5	7,956
1900.....	16,708	78,531	1.2		4,700	.38	.60	1/205,115	12,276	1.6	7,881
1910.....	2/14,000	84,446	.9		6,032	.49	.69	173,372	12,384	1.4	8,770
1920.....	12,876	77,700	.4		6,034	.48	.74	162,369	12,610	1.5	8,210
1930.....	7,444	34,872	.4		4,685	.30	.38	114,655	15,402	1.2	12,355
1940.....	6,070	18,759	.4		3,090	.19	.25	96,230	15,853	1.3	12,520
1950.....											

<sup>a</sup>/ Includes area of mushroom beds.<sup>b</sup>/ Estimated.

Bureau of the Census.

Table 9.- Nursery products: Number of establishments and value of sales, United States, specified years, 1890-1950

Year	Establishments	Sales					Population per establishment
		Value	As percentage of all farm production	Per establishment	Per capita	Persons	
		Number	1,000 dollars	Percent	Dollars	Dollars	
1890.....	4,510	12,037	.5		2,669	.19	13,957
1900.....	4,991	10,124	.2		2,028	.13	15,226
1910.....	5,582	21,051	.2		3,771	.23	16,477
1920.....	4,049	20,434	.1		5,047	.19	26,108
1930.....	1/7,207	61,257	.6		8,500	.50	17,036
1940.....	8,056	31,382	.5		3,895	.24	16,344
1950.....	14,694	98,529	0.4		6,705	0.65	10,256

<sup>a</sup>/ Estimated.

Bureau of the Census.

Table 10.- Other outdoor products: Number of establishments and value of sales, United States, specified years, 1890-1950

Year	Establishments	Sales					Population per establishment
		Value	As percentage of all farm production	Per establishment	Per capita	Persons	
		Number	1,000 dollars	Percent	Dollars	Dollars	
1890.....	2,421	826	1/		341	.01	31,390
1900.....	596	---	---	---	---	---	105,617
1910.....	---	---	---	---	---	---	---
1920.....	---	8,010	1/		---	.08	---
1930.....	---	1,411	1/		---	.02	---
1940.....	15,992	19,662	.3		1,229	.15	8,233
1950.....	20,936	67,761	0.3		3,237	0.45	7,198

<sup>a</sup>/ Less than 0.05 percent.

Bureau of the Census.

## POSITION OF HORTICULTURAL SPECIALTIES IN WHOLESALE TRADE

## HIGHLIGHTS

Specialized establishments are wholesale distributors of major portions of the Nation's production of bulbs and flower and vegetable seeds, and of cut flowers and florist greens. Most of the greenhouse pot plants and nursery stock, and some of the cut flowers, bulbs, and seed are sold directly to retailers by growers.

A major part of the wholesale trade of floriculture is done by wholesale merchants. From 1929 to 1948 business done by commission merchants and assemblers decreased. Most sales of the wholesale trade of floriculture are made to retailers.

The operating expenses of wholesale merchants of floriculture amounts to about 20 percent of their sales. This percentage does not include the recognition of any withdrawal or allowance for proprietors of unincorporated establishments.

The data in table 11 indicate that in 1948 all wholesale trade of the country was done by fewer than 244,000 establishments. This number was the result of a steady increase over the 169,000 establishments reported in 1929.

Establishments in wholesale trade of floriculture in 1948 numbered 676. From 1939 to 1948 the number decreased by 15 percent. The difference is owing to a change in specifications for the 1948 Census. The revised specifications eliminated many small wholesalers, particularly in California, who had qualified in previous enumerations. Despite changes in price and other trends, the wholesale trade of floriculture has consistently accounted for about two-fifths of 1 percent of the number of wholesale establishments in the country since 1929. Just as consistently, the volume of sales of floricultural wholesalers has amounted to about one-tenth of 1 percent of the wholesale trade of the country.

The average wholesale establishment of floriculture has sales that are only about a fourth as large as the average wholesale establishment of the country.

It will be noted that the volume of sales for all wholesale trade for each period exceeds the volume of retail trade in the country. This is partly because many finished items pass through more than one wholesale channel before they reach consumers. Also some items that enter into wholesale trade do not directly reach the channels of retail trade; they are supplied to users such as those enumerated in the Census of Business for service trades. Many raw and unfinished items and commodities enter into wholesale trade at various stages of manufacture or preparation for sale to consumers.

**Kinds of Establishments.**—Table 12 shows that from 1929 to 1949, consistently increasing proportions of the wholesale trade were done by establishments classified as wholesale merchants. Decreasing proportions of the wholesale business were done by commission merchants. Other kinds of wholesale trade for this industry are known as assemblers of agricultural commodities.

In 1929 about two-thirds of the wholesale trade of floriculture was conducted by wholesale merchants and about one-third by commission merchants. By 1948 comparable amounts were 90 percent by wholesale merchants and less than 10 percent by commission merchants and others.

Fewer than 600 establishments conducted the wholesale trade of cut flowers, florist greens, and related products in 1948, and fewer than 100 establishments engaged in wholesale distribution of bulbs, seed, and plants to growers.

Location of Establishments.—The data in table 13 show that in 1935 the Middle Atlantic States accounted for more than a third of the wholesaling covered by the data, but since 1939 these States have had little more than a fourth of such sales. The New England and West North Central States were less important in 1948 than they were in 1939 or 1935. All other geographic divisions accounted for a considerably larger proportion of such sales in 1948 than they did in 1935.

During the last two decades the facilities of wholesale floriculture have been more generally scattered throughout the country. A change in the criteria for qualified establishments in 1948 distorts the percentages in that year for number of establishments more than for volume of sales.

Sales by Size of Establishment.—In 1948, as shown in table 14, 19 establishments had sales of more than 1 million dollars per establishment and these wholesalers represented a fifth of the sales volume of the wholesale merchants of floriculture. There were no establishments of this size in 1935 or 1939. In 1929 there were 4 such establishments; these accounted for a tenth of the sales in that year.

Establishments with sales of \$500,000 to \$999,999 accounted for a fifth of this kind of wholesale trade in 1929 and a fourth in 1948.

Sales by Kinds of Commodities.—In both 1939 and 1948, as shown in table 15, sales of cut flowers and plants made up about 90 percent of the sales of wholesale merchants of floriculture.

Sales by Kinds of Customers.—In 1935 and 1939, according to table 16, nearly all of the sales of commission merchants were made to retailers for resale.

Wholesale merchants made 85 to 90 percent of their sales to retailers for resale. Among this kind of wholesalers, sales to other wholesalers amounted to 8 to 11 percent of the total sales from 1929 to 1948.

Labor Force, Payroll, and Sales.—Table 17 shows that average wages per employee of the wholesale merchants of floriculture were a little more than \$1,300 in 1929 and 1935, about \$1,500 in 1939 and \$3,200 in 1948. Employees of commission merchants of the industry received a higher annual wage.

Among the wholesale merchants of the industry, the value of sales per worker per year rose from an average of \$8,000 in 1929 to more than \$25,000 in 1948. A comparable amount for workers in commission merchant establishments of the industry was \$25,000 in 1929 and \$20,000 in 1935 and 1939.

Wholesale merchants of the industry had average sales of nearly \$90,000 per establishment in 1929, \$45,000 in 1935, \$60,000 in 1939, and \$230,000 in 1948. Information is not available for a similar comparison with commission merchants in 1948 but in the other three years, such establishments had about three times the sales that the average wholesale merchant had.

Wholesale merchants with volumes of business of less than \$50,000 accounted for relatively small amounts of sales, employees, or payroll in any of these years. For the larger wholesalers of the industry, table 17 shows information based on all employees and payroll reported. Whereas the average establishment with sales of more than \$50,000 had 26 employees in 1929, since that year the number of employees per establishment of this size has been almost halved. Among such establishments, the wages of an employee represented more than 16 percent of the sales per employee in 1929. At all times since the average wage has been equal to about 12 percent of the average value of sales per employee.

Among these larger wholesale merchant establishments, the average value of sales per establishment was more than \$200,000 in 1929, about \$150,000 in 1935 and 1939, and more than \$300,000 in 1948.

Operating Expenses by Size of Establishment.—Operating expenses of the wholesale merchants of floriculture listed in table 18 include no amounts as withdrawals or salaries for proprietors of unincorporated establishments. (See Appendix tables 61 and 62.) Other specified expenses consistently amounted to about 20 percent of the sales in 1935, 1939, and 1948. This occurred despite the fact that the presumed charge to the grower was 15 percent for greenhouse crops and 20 percent for outdoor crops. Data in other tables show that operating expenses of the actual commission merchants of the industry amounted to 14 to 16 percent of their sales.

Data for 1929, 1935, and 1939 include establishments which are wholesalers of bulbs plants, and seeds to growers. The cut-flower and florist-green wholesalers are more definitely delineated in the data for 1948.

The more efficient size of business in this respect was around \$500,000 in 1935 and 1939, whereas in 1948 establishments with sales of \$1,000,000 and more had the better ratio. Analysis indicates that price alone would account for the fact that the same establishments were in these categories in 1935, 1939, and 1948.

The ratio of operating expenses to sales for the wholesale merchants of floriculture is about twice as great as the comparable ratio for all wholesale merchants of the country.

Operating Expenses by Kind of Expenditure.—Operating expenses of wholesale merchants of floriculture are analyzed in table 19. Separate information is shown for cut flower and bulb, plant, and seed wholesalers in 1948. It is significant that among reports permitting analysis of this kind, administrative and selling costs have remained fairly constant when expressed as a percentage of sales. In contrast, delivery costs expressed as a ratio of sales have increased 100 percent since 1935. Warehouse and occupancy costs do not show great percentage changes while other costs have decreased from nearly 2 percent of sales in 1935 to one-half of 1 percent in 1948. There is reason to believe that this reduction in other costs by wholesalers comes from the fact that growers and retailers absorb costs that were formerly covered by wholesalers.

Credit Sales.—The amount of credit selling by the wholesale merchants of floriculture as shown in table 20 has increased steadily since 1929. At that time, 65 percent of the sales were credit sales, by 1948 the comparable amount was more than 82 percent. Credit sales of all wholesale merchants in the country have been about the same percentage as those for floriculture, except in 1935 when all wholesale merchants did more than 80 percent of their selling on credit and wholesalers of floriculture extended credit for 70 percent of their sales.

Table 11.- Wholesale trade, total and floriculture: Number of establishments and value of sales, United States, specified years, 1929-48

Year	Total wholesale trade		Floriculture									
			Establishments		Sales		Establishments		Sales		Percentage of total	
	Number	Million dollars	Number	Million dollars	Percent	Percent	Establishments	Sales	Establishments	Sales	Percent	
1948.....	243,366	188,689	676	164	0.3	0.1						
1939.....	200,573	55,266	795	53	.4	.1						
1935.....	176,756	42,803	771	36	.4	.1						
1929.....	168,820	66,983	633	71	.4	.1						

Bureau of the Census.

Table 12.- Floriculture, wholesale trade: Number of establishments and value of sales, by kind of business, United States, specified years, 1929-48

Year	Total		Wholesale merchants		Commission merchants		Other	
			Establishments		Sales		Establishments	
	Number	1,000 dollars	Number	1,000 dollars	Number	1,000 dollars	Number	1,000 dollars
1948.....	676	164,160	1/636	1/147,744	2/28	2/13,650	2/12	2/2,736
1939.....	795	52,609	716	42,078	57	8,997	22	1,534
1935.....	771	35,818	533	23,860	70	9,073	168	2,885
1929.....	633	71,331	507	44,604	97	24,137	29	2,590

Percentage distribution								
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1948.....	100.0	100.0	94.1	90.0	4.1	8.3	1.8	1.7
1939.....	100.0	100.0	90.0	80.0	7.2	17.1	2.8	2.9
1935.....	100.0	100.0	69.1	66.6	9.1	25.3	21.8	8.1
1929.....	100.0	100.0	80.1	62.5	15.3	33.9	4.6	3.6

1/ Flowers (cut), potted plants, 545 establishments and \$129,348,000 sales; bulbs, plants, 31 establishments and \$17,896,000 sales.

2/ Estimated.

Bureau of the Census.

Table 13.- Floriculture, wholesale trade: Number of establishments and value of sales of wholesale merchants, by geographic divisions, specified years, 1935-48 1/

Division	Establishments			Sales			
	1948		1939	1935	1948		1939
	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	
United States	572	734	539	140,788	42,987	26,124	
New England	53	44	34	8,160	2,530	1,798	
Middle Atlantic	156	111	94	38,945	11,707	9,748	
East North Central	91	110	62	34,492	10,935	11,526	
West North Central	30	46	28	7,460	3,528	2,448	
South Atlantic	53	41	20	11,679	3,359	1,319	
East South Central	23	13	11	5,794	877	893	
West South Central	39	26	11	7,267	1,674	466	
Mountain	8	9	7	2,395	1,177	618	
Pacific	124	294	272	21,516	7,429	3,682	
Percentage distribution							
United States	Percent	Percent	Percent	Percent	Percent	Percent	Percent
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
New England	9.3	6.0	6.3	5.8	5.9	7.2	
Middle Atlantic	27.6	19.2	17.5	27.6	27.2	36.8	
East North Central	14.7	16.1	11.5	26.6	26.9	17.3	
West North Central	5.2	6.3	5.2	5.3	8.2	8.9	
South Atlantic	9.3	9.6	3.7	8.3	7.8	5.2	
East South Central	4.0	1.8	2.0	4.1	2.1	3.5	
West South Central	6.8	3.8	2.0	5.2	3.9	1.9	
Mountain	1.4	1.2	1.3	3.8	2.7	2.5	
Pacific	21.7	40.0	50.5	15.3	17.3	18.7	

1/ Comparable information not available for 1929.

Bureau of the Census.

Table 14.- Floriculture, wholesale trade: Number of establishments and value of sales by wholesale merchants, by value of sales per establishment, United States, specified years, 1929-48

Item	Establishments			Sales				
	1948		1939	1935	1929	1948	1939	1935
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Value of sales per establishment								
Total	629	716	533	513	146,475	42,078	23,860	46,106
Less than \$50,000	174	498	398	319	3,766	6,508	4,089	4,797
\$50,000-99,999	88	59	58	69	6,395	7,288	4,239	4,782
100,000-199,999	134	69	50	65	19,294	9,923	6,690	9,449
200,000-299,999	77	25	15	19	19,410	6,092	3,531	4,568
300,000-399,999	83	14	9	24	31,437	5,475	3,599	8,702
400,000-499,999	54	11	3	13	36,876	6,832	1,722	8,920
1,000,000 and over	19	---	---	4	29,317	---	---	4,868
Percentage distribution								
Value of sales per establishment	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than \$50,000	27.7	69.6	74.7	62.2	2.6	15.5	17.1	10.4
\$50,000-99,999	14.0	13.8	10.9	13.4	4.3	11.3	17.8	10.4
100,000-199,999	21.3	9.6	9.4	12.7	13.2	23.6	28.0	20.5
200,000-299,999	12.2	3.5	3.8	3.7	13.2	14.4	14.8	10.0
300,000-399,999	13.2	2.0	1.7	4.7	21.5	13.0	15.1	18.9
400,000-499,999	8.6	1.5	.5	2.5	25.2	16.2	7.2	19.3
1,000,000 and over	3.0	---	---	.8	20.0	---	---	10.5

Bureau of the Census.

Table 15.- Floriculture, wholesale trade: Percentage distribution of sales by wholesale merchants, by commodities, United States, 1939 and 1948 1/

Item	Sales		1939 Percent	
	1948 2/			
	Percent	Percent		
Total	100.0	100.0	100.0	
Cut flowers and plants	89.4	90.9	90.9	
Seeds	---	1.7	1.7	
China, glassware, pottery	---	.2	.2	
Other	10.6	7.2	7.2	

1/ Comparable information not available for 1929 and 1935.

2/ Flowers (cut), potted plants, only.

Bureau of the Census.

Table 16.- Floriculture, wholesale trade: Percentage distribution of sales by wholesale and commission merchants, by classes of customers, United States, specified years, 1929-48

Item	Wholesale merchants				Commission merchants 1/	
	1948 2/		1939		1939	1935
	Percent	Percent	Percent	Percent	Percent	Percent
Customers						
Total	100.0	100.0	100.0	100.0	100.0	100.0
Retailers for resale	88.9	87.2	85.7	96.8	99.0	99.1
Wholesalers	7.7	10.1	10.9	3.2	1.0	.9
Household consumers	.6	1.9	1.5	---	---	---
Other	2.8	.8	1.9	---	---	---

1/ Comparable information not available for 1929 and 1948.

2/ Flowers (cut), potted plants, only.

Bureau of the Census.

Table 17.- Floriculture, wholesale trade: Sales, labor force, and payrolls of wholesale and commission merchants, United States, specified years, 1929-48

Item	Wholesale merchants				Commission merchants	
	Unit		1948		1939	1935
	Number	1,000	1,000	1,000	1,000	1,000
Establishments						
Sales	Number	636	716	533	507	
Active proprietors of unincorporated establishments	dollars	147,744	42,078	23,860	44,604	
Paid employees	Number	480	660	479	500	
	do.	5,145	2,846	1,866	5,123	
Payroll	dollars	16,521	4,266	2,453	6,759	
Average per employee						
Wage	dollars	3,211	1,499	1,315	1,319	
Sales	do.	28,716	14,785	12,787	8,707	
Average sales per employee and proprietor	do.	26,266	12,002	10,175	7,932	
Average per establishment						
Sales	do.	232,302	58,768	44,765	87,976	
Employees	Number	8	4	4	10	
Establishments with sales of more than \$50,000						
Establishments	Number	455	218	135	194	
Sales	dollars	142,709	35,570	19,771	41,309	
Average sales per establishment 1/	dollars	27,737	12,408	10,595	8,063	
Average employees per establishment 1/	do.	313,646	163,165	146,452	212,933	
Average wage as a percentage of average sales, per employee 1/	Percent	11.6	12.0	12.4	16.3	
Establishments						
Sales	Number	---	57	70	97	
Active proprietors of unincorporated establishments	dollars	---	8,997	9,073	24,137	
Paid employee	Number	---	36	35	38	
	do.	---	418	451	936	
Payroll	dollars	---	737	722	2,036	
Average per employee						
Wage	dollars	---	1,763	1,601	2,175	
Sales	do.	---	21,524	20,118	25,787	
Average sales per employee and proprietor	do.	---	19,817	18,669	24,781	
Average per establishment						
Sales	do.	---	157,882	129,614	248,835	
Employees	Number	---	7	6	10	

1/ Based on employees and payroll of all establishments.

Bureau of the Census.

Table 18.- Floriculture, wholesale trade: Percentage operating expense is of sales by wholesale merchants, by value of sales per establishment, United States, specified years, 1929-48

Item	Percentage operating expense is of sales			
	1948 1/	1939	1935	1929
Value of sales per establishment	Percent	Percent	Percent	Percent
Total	19.0	20.1	20.1	30.3
Less than \$50,000	21.3	22.4	22.4	50.3
\$50,000-99,999	20.9	20.3	21.0	35.2
100,000-199,999		20.5	21.5	27.0
200,000-299,999		21.0	17.0	26.4
300,000-499,999	19.2	17.0	15.5	32.3
500,000-999,999	19.2	20.1	23.4	23.5
1,000,000 and over	16.6	---	---	24.7

1/Flowers (cut), potted plants, only. Bureau of the Census.

Table 19.- Floriculture, wholesale trade: Operating expenses of wholesale merchants, by kind of expenditures, United States, specified years, 1929-48

Item	1948 1/					
	Unit	Flowers (cut)	Bulbs	1939	1935	1929
Value of sales more than \$100,000	Number	205	28	119	77	125
Establishments	Number	1,000				
Sales	dollars	103,408	13,632	28,282	15,532	36,527
Percentage of all wholesale merchants	Percent	32.2	4.4	16.6	18.4	24.7
Establishments	do.	70.0	9.2	67.2	65.1	81.9
Sales	do.	19.8	24.3	19.8	19.3	27.0
Percentage operating expense is of sales	do.					
Reporting analysis of expense	Number	90	19	84	45	---
Establishments	1,000					
Sales	dollars	53,358	11,349	19,921	8,725	---
Percentage of all wholesale merchants	Percent	14.2	3.0	11.7	8.4	---
Establishments	do.	36.1	7.7	47.3	36.6	---
Sales	do.					
Percentage of all wholesale merchants	Percent					
Establishments	do.	6.6	10.3	5.8	6.1	---
Selling	do.	5.6	6.4	5.6	5.7	---
Delivery	do.	3.0	4.1	2.3	2.5	---
Warehouse	do.	.7	.6	1.7	1.0	---
Occupancy	do.	2.7	2.0	3.1	2.7	---
Other	do.	.5	.4	1.6	1.8	---
Total	do.	19.1	23.8	20.1	18.8	---

1/ Establishments with value of sales more than \$200,000. Bureau of the Census.

Table 20.- Floriculture, wholesale trade: Credit sales by wholesale merchants, United States, specified years, 1929-48

Item	1948 1/		1939		1935		1929	
	Percentage		Percentage		Percentage		Percentage	
	Actual	of sales						
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Establishments	545	---	734	---	539	---	515	---
	1,000		1,000		1,000		1,000	
	dollars		dollars		dollars		dollars	
Sales	129,848	---	42,987	---	29,124	---	46,143	---
Sales analyzed	128,639	100.0	41,951	100.0	22,079	100.0	46,143	100.0
Spot cash	22,896	17.8	10,859	25.9	6,692	30.3	16,264	35.2
Credit sales	105,741	82.2	31,092	74.1	15,387	69.7	29,879	64.8
All wholesale merchants								
Credit sales	---	85.5	---	77.5	---	81.5	---	62.2

1/ Flowers (cut), potted plants, only. Bureau of the Census.

## IMPORTS AND EXPORTS OF HORTICULTURAL SPECIALTIES

## HIGHLIGHTS

The declared value of all our imports of horticultural specialties was more than 10 million dollars in 1950. Hyacinth, tulip, narcissus, and lily bulbs, crocus corms, and lily-of-the-valley pips represented three-fourths of the declared value of such imports in that year.

In 1950 exports of horticultural specialties amounted to a declared value of more than a million dollars.

Dutch-Bulb Imports.—In 1929, the United States imported 20 million hyacinth bulbs. By 1933 the quantity imported, as shown in table 21, was down to 12 million and by 1939 it was back to 20 million. From 1940 to 1945 only limited quantities reached this country. In 1945 more than 8 million hyacinth bulbs were imported and by 1950 the amount had reached almost 25 million. Value per bulb moved from 7 cents in 1929 to 4 cents in the 1930's, nearly 9 cents in 1947, and 6 cents in 1950.

In 1930, 166 million tulip bulbs were imported. About 136 million tulip bulbs were imported in 1950 and from 100 to 129 million in 1931, 1937, 1939, 1946, 1948, and 1949. In all other years the quantity was less than 100 million, reaching a low of 4 million bulbs in 1944. Value per bulb ranged from 2 cents in 1930 to little more than a cent in the late 1930's, 4 cents in 1945, and 3 cents in 1949 and 1950.

More than 7 million narcissus bulbs were imported in 1930 and 6 million in 1937. In 1939 and again in 1945 more than 11 million narcissus bulbs were imported and in 1946 imports reached 32 million. In 1947 and since, the quantity has remained at 20 to more than 25 million bulbs a year. The value of these imports has remained at around 5 cents a bulb, except in the 1930's when it fell as low as 2 cents.

In 1950 these three Dutch bulb items represented a declared value of nearly \$6,500,000.

Other Bulb Imports.—From about 18 million bulbs in 1929, importation of lily bulbs rose to more than 25 million bulbs in 1940, according to table 22. From 1941 to 1949 the quantity imported ranged around 1.5 to 3 million bulbs a year. In 1949 and 1950 such imports amounted to about 4.5 million bulbs. The value of lily bulbs was about 7 cents a bulb in 1930 and again in 1950. It had been less than 3 cents a bulb in the 1930's and as high as 16 cents a bulb in 1946.

From 10 to 16 million crocus corms were imported each year from 1934 to 1940. In 1945 the quantity approached 9 million corms and by 1946 it had risen to more than 22 million. Since 1946 annual imports have ranged around 30 million corms. Value per corm has ranged around one-half cent to 1 cent, except during World War II when it reached 2 cents in 1944.

More than 10 million lily-of-the-valley pips were imported annually during most of the years from 1930 to 1941. Since 1946 quantities have ranged from about 1 to 4 million pips a year. The value has ranged from 1 cent a pip in 1932 to more than 4 cents since 1946.

In 1950 these three items had a declared value of about \$766,000.

Plant and Flower Seed Imports.—As shown in table 23, the value of bulbs, roots, clumps, and related items imported amounted to less than \$300,000 in any of the years from 1929 until 1946 when the value of such commodities was more than a million dollars. In 1950 such commodities had a declared value of more than 2 million dollars. The value has averaged less than one-half cent to 2 cents per bulb, root, or clump.

Orchid plants were first reported as a separate item in 1937. In that year 36,000 plants were imported; in 1941, 143,000; and by 1946, 335,000 plants were imported with a value of more than a million dollars. The declared value per plant has ranged from \$1.50 to about \$5.00.

Importation of flower seed has ranged from 82,000 to 156,000 pounds a year except during World War II. In most years the declared value per pound has ranged from about \$1.00 to \$5.00.

The above three items had a total declared value of more than 2.5 million dollars in 1950.

Nursery Stock Imports.—Most of the items listed are for purposes of propagation and introduction of new varieties. Important as these items ultimately become to the industry and to individuals, their economic significance at time of importation is variable and limited. In 1950 the total declared value of this group of commodities was \$386,000 (table 24).

Horticultural-Specialty Exports.—As shown in table 25, the declared value of such exports was 1.2 million dollars in 1949 and 1.3 million dollars in 1950.

Table 21.- Dutch bulbs: Quantity and value of imports for consumption, United States, 1929-50

Year	Hyacinth bulbs			Tulip bulbs			Muscari bulbs		
	Quantity	Total	Average per bulb	Quantity	Total	Average per bulb	Quantity	Total	Average per bulb
	Thous.	1,000 dol.	Thous.	1,000 dol.	Thous.	Thous.	1,000 dol.	Thous.	1,000 dol.
1929	20,212	1,445	.071	166,520	3,118	.019	7,348	332	.045
1930	21,883	1,129	.052	120,946	1,907	.016	1,090	54	.049
1931	19,933	704	.035	90,982	1,079	.012	1,048	20	.019
1932	16,900	559	.033	66,566	848	.013	275	7	.025
1933	12,404	474	.038	70,974	1,197	.017	919	40	.044
1934	13,612	614	.045	75,222	1,248	.017	248	11	.042
1935	14,602	625	.043	88,558	1,243	.016	663	25	.037
1936	16,270	711	.044	100,130	1,251	.016	6,056	137	.023
1937	19,084	741	.049	100,770	1,208	.017	2,903	88	.031
1938	17,461	670	.038	112,316	1,682	.015	11,382	320	.028
1939	19,333	754	.038	16,106	247	.015	225	9	.039
1940	242	.22	.090	34,377	655	.019	182	11	.077
1941	324	.14	.042	27,290	565	.021	14	1	.053
1942	478	.32	.066	13,600	326	.023	1	2	1.324
1943	195	.15	.077	3,996	200	.050	3	3	1.158
1944	131	.10	.076	1,000	1,000	1			
1945	8,475	680	.080	51,187	2,007	.039	11,504	660	.057
1946	17,675	1,395	.079	100,330	3,616	.037	31,951	1,562	.056
1947	16,597	1,322	.086	95,993	3,571	.037	28,597	1,209	.049
1948	14,144	1,424	.083	107,373	3,621	.034	21,255	1,031	.048
1949	22,855	1,407	.062	128,957	3,750	.029	23,400	1,093	.047
1950	28,325	1,470	.060	136,290	3,801	.028	26,496	1,183	.045

Bureau of the Census.

Table 22.- Other bulbs: Quantity and value of imports for consumption, United States, 1929-50

Year	Lily bulbs			Crocus corms			Lily of the valley pips		
	Quantity	Total	Average per bulb	Quantity	Total	Average per corm	Quantity	Total	Average per pip
	Thous.	1,000 dol.	Thous.	1,000 dol.	Thous.	Thous.	Thous.	1,000 dol.	Thous.
1929	18,502	1,211	.065	---	---	---	13,185	217	.016
1930	17,513	707	.040	---	---	---	13,786	182	.013
1931	15,658	423	.027	---	---	---	12,658	132	.010
1932	15,910	406	.026	---	---	---	9,123	115	.013
1933	18,028	473	.026	9,047	68	.008	11,060	213	.019
1934	20,933	530	.025	8,732	55	.006	9,360	201	.022
1935	24,208	654	.027	9,819	55	.006	10,940	319	.029
1936	26,226	700	.027	11,849	72	.006	12,306	257	.021
1937	23,537	603	.026	15,799	59	.006	9,130	136	.020
1938	26,286	631	.026	15,399	75	.005	5,218	108	.021
1939	26,384	890	.034	125	1	.011	5,278	130	.025
1940	1,751	.97	.056	124	2	.015	100	3	.026
1941	1,513	149	.098	72	2	.023	5	1	.031
1942	2,194	220	.100	6	1/	.015	---	---	---
1943	2,051	286	.139	5	1/	.020	---	---	---
1944	2,938	435	.146	8,747	105	.012	62	6	.104
1945	3,299	540	.164	21,919	186	.008	188	11	.058
1946	2,311	324	.140	29,974	186	.006	2,346	96	.041
1947	2,173	295	.136	31,594	231	.007	4,285	194	.045
1948	4,136	412	.089	29,501	263	.009	1,431	57	.040
1949	4,294	314	.068	27,453	292	.011	3,951	161	.041

1/ Less than 3500. Bureau of the Census.

Table 23.- Plants and flower seed: Quantity and value of imports for consumption, United States, 1929-50

Year	Bulbs, roots, clumps, etc.			Orchid plants			Flower seed		
	Quantity	Total	Average per plant	Quantity	Total	Average per plant	Quantity	Total	Average per pound
	Thous.	1,000 dol.	Thous.	1,000 dol.	Thous.	Thous.	Thous.	1,000 dol.	Thous.
1929	1,115,460	228	.015	---	---	---	90	164	1.82
1930	1,171,524	259	.019	---	---	---	83	178	1.76
1931	1,15,199	119	.011	---	---	---	206	213	1.59
1932	1,12,140	102	.009	---	---	---	143	220	1.49
1933	1,12,146	80	.007	---	---	---	156	170	1.09
1934	6,206	52	.008	---	---	---	144	145	1.01
1935	7,044	62	.009	---	---	---	32	150	5.05
1936	3,579	57	.008	---	---	---	90	132	1.33
1937	12,539	92	.007	36	124	.343	83	178	2.13
1938	17,451	121	.007	50	105	2.11	143	220	1.49
1939	23,042	118	.005	66	165	2.52	156	170	1.09
1940	13,502	60	.004	94	195	2.08	144	145	1.01
1941	4,244	21	.004	143	228	1.59	32	150	5.05
1942	4,144	8	.018	34	330	3.12	39	132	1.33
1943	1,520	10	.007	26	129	5.01	2	25	11.87
1944	1,910	23	.012	123	247	2.00	6	76	13.09
1945	25,551	201	.008	124	379	3.07	30	173	5.79
1946	89,478	1,126	.013	335	1,066	3.18	82	329	4.01
1947	86,129	997	.012	265	751	2.84	120	394	3.28
1948	80,034	1,220	.015	133	365	2.74	97	286	2.96
1949	170,812	1,733	.010	96	229	2.37	107	336	3.13
1950	229,346	2,102	.009	107	207	1.93	88	220	2.19

1/ Plus crocus corms. Bureau of the Census.

Table 24.- Horticultural commodities, miscellaneous: Quantity and value of imports for consumption, United States, 1929-50

Year	Seedlings and cuttings			Fruit vines, etc.		
	Fruit stock		Rose stock		Fruit vines, etc.	
	Quantity Thousands	Value 1,000 dollars	Quantity Thousands	Value 1,000 dollars	Quantity Thousands	Value 1,000 dollars
1929	9,176	53	12,651	193	---	---
1930	11,250	65	12,822	194	---	---
1931	4,005	21	10,024	119	---	---
1932	---	---	6,866	77	---	---
1933	---	---	5,353	57	---	---
1934	---	---	6,371	98	---	---
1935	6	1/	7,000	117	---	---
1936	1	1/	6,661	97	---	---
1937	---	---	5,467	80	---	---
1938	42	1/	3,340	46	---	---
1939	2	1/	3,213	47	1,639	2
1940	2	1/	781	12	1,211	5
1941	---	---	568	9	2	1/
1942	---	---	259	5	2	1/
1943	223	3	130	3	6	1/
1944	223	12	142	4	6	1/
1945	368	12	69	3	23	1/
1946	2,991	42	1,327	127	116	2
1947	664	15	807	48	4	1/
1948	14	2	1,214	39	81	2
1949	799	174	678	20	428	9
1950	1,039	225	942	34	2,298	54
Ornamental plants, grafted, etc.						
Fruit trees, grafted and budded			Tree and shrub seed			
Quantity Thousands	Value 1,000 dollars	Quantity Thousands	Value 1,000 dollars	Quantity 1,000 pounds	Value 1,000 dollars	
1929	274	173	---	---	---	---
1930	277	16	---	---	---	---
1931	357	137	---	---	---	---
1932	87	40	---	---	---	---
1933	108	34	---	---	---	---
1934	690	47	29	2	78	19
1935	715	62	49	1	170	39
1936	267	112	8	1	37	27
1937	414	22	23	2	52	41
1938	368	16	115	5	56	28
1939	261	15	2	1/	34	16
1940	295	12	7	2	53	20
1941	429	22	15	3	72	24
1942	60	7	15	4	55	11
1943	777	8	22	6	26	6
1944	183	9	28	15	12	5
1945	262	22	17	11	34	25
1946	1,380	241	1	1/	28	41
1947	---	---	1	1/	34	55
1948	---	---	2	2	66	80
1949	---	---	9	5	65	102
1950	---	---	14	8	50	65

<sup>1/</sup> Less than \$500. Bureau of the Census.

Table 25.- Horticultural commodities, miscellaneous: Quantity and value of domestic exports, United States, 1929-50

Year	Flower seed			Value of flowers and foliage (cut)			Fruit stock, cuttings and seedlings			Value of all other greenhouse or nursery stock		
	Quantity		Value	1,000 pounds		1,000 dollars	Quantity		Value	1,000 pounds		1,000 dollars
	1,000 pounds	1,000 dollars	1,000 dollars	1,000 pounds	1,000 dollars	1,000 dollars	1,000 pounds	1,000 dollars	1,000 dollars	1,000 pounds	1,000 dollars	
1929	---	---	---	215	3,948	189	---	---	---	---	509	
1930	---	---	---	153	2,872	125	419	---	---	---	200	
1931	---	---	---	109	1,025	87	104	---	---	---	316	
1932	---	---	---	66	457	53	77	---	---	---	222	
1933	---	---	---	39	425	42	149	---	---	---	275	
1934	---	---	---	47	821	79	143	---	---	---	676	
1935	---	---	---	58	587	74	187	---	---	---	639	
1936	---	---	---	126	1,815	106	157	---	---	---	588	
1937	---	---	---	135	1,056	136	183	---	---	---	388	
1938	---	---	---	149	---	---	316	---	---	---	320	
1939	213	199	181	---	---	---	38,379	276	382	---	388	
1940	226	196	194	---	---	---	26,159	471	443	---	476	
1941	134	133	50	50	15,628	429	9,606	286	639	---	688	
1942	147	150	25	25	14,482	347	19,168	347	688	---	688	
Bulbs, roots, corms, plants and seedlings												
1943	181	189	29	29	5,244	108	188	229	---	---	---	
1944	86	238	93	93	20,487	188	---	---	---	---	---	
1945	163	405	205	205	38,379	276	---	---	---	---	---	
1946	238	531	343	343	26,159	471	---	---	---	---	---	
1947	422	631	---	---	15,628	429	---	---	---	---	---	
1948	151	300	---	---	14,482	347	---	---	---	---	---	
1949	170	262	---	---	9,606	286	---	---	---	---	---	
1950	170	250	---	---	19,168	347	---	---	---	---	---	

Bureau of the Census.

## POSITION OF HORTICULTURAL SPECIALTIES IN RETAIL AND SERVICE TRADE

## HIGHLIGHTS

The retail and service trade of the horticultural specialties in 1949 amounted to three-fourths of 1 percent of the retail trade of the country. The importance of horticultural-specialty crops in the agriculture of different States varied considerably but the position of the retail trade of this industry in relation to all retail trade of the different States or regions was rather constant.

From 1929 to 1949, operating expenses of businesses primarily engaged in retail floriculture amounted to more than a third of the sales. This amount does not include the recognition of any withdrawal or allowance for active proprietors of unincorporated establishments.

The wholesale value of floricultural crops accounted for 26 to 30 percent of the amount consumers paid for the goods and services of floriculture. A comparable amount for ornamental horticulture was more nearly 25 percent of the retail sales value.

As shown in table 26, the price level and economic conditions in general have caused the volume of sales enumerated by the Census of Business for Retail Trade to vary from 48 billion dollars in 1929 to 33 billion in 1935, 42 billion in 1939, and 131 billion in 1948. Slightly less than 1.5 million establishments qualified for the enumeration of 1929. In 1935 the number was 1.6 million establishments. The enumeration for 1939 records 1.8 million stores. Owing to changes in the criteria for the Business Census of 1948, only a slight increase in number of establishments was shown from 1939 to 1948.

During these different periods, the total sales of retail floriculture have amounted to about one-half of 1 percent of the retail trade of the country. The part of the retail trade of floriculture that is done by retail florists and retail growers has consistently amounted to about four-tenths of 1 percent of all retail trade.

A significant trend has to do with the number of retail florists and retail growers. Whereas these retailers made up six-tenths of 1 percent of the retail establishments in the country in 1929, they were equal to 1.2 percent of the total number of establishments in 1948. A consistent upward trend in this respect is shown in the data for 1935 and 1939. In 1929, 9,000 establishments qualified for the retail-florist and retail-grower classification. By 1948 the comparable number was 22,000. In 20 years the number of establishments primarily devoted to the business of retail florists or retail growers doubled while volume of sales, expressed as a percentage of sales of all retail trade of the country, remained constant.

Kinds of Establishments.—As may be seen in table 27, during the last 20 years retail florists and retail growers consistently had about 78 percent of the business. Other kinds of business, including vendors, accounted for about 22 percent. Further, the Census of Business for Retail Trade for 1948 and the 1950 Special Census of the Horticultural Specialties indicate that retail growers accounted for about 20 percent of the sales of retail floriculture and retail florists not associated with crop production for 58 percent.

Location of Establishments.—In tables 28 and 29, it may be noted that since 1929 the New England and Middle Atlantic States have lost in their relative position as to number of establishments and sales. The relative position of all other geographic divisions in these respects has improved. In 1929 New York State was doing more than 22 percent of the business. By 1948 the comparable amount was 12 percent. Six percent of the sales were made in Massachusetts in 1929 and by 1948 only 4 percent.

Connecticut, New Jersey, Pennsylvania, and Illinois have also declined in relative importance for this kind of selling in the country. All other States have either retained a fairly stable position or have experienced rather marked increases in relative importance. No data are available as to what the trend may have been before 1929, but it is significant that through such unusual economic periods as have occurred in the last 20 years, retail florist establishments have tended to spread more generally over the country. Other information in this report shows the influence of population and income on the change in relative importance of different parts of the country.

Sales by Size of Establishment.—In 1929, as shown in table 30, more than 31 percent of the retail florists and retail growers had sales of less than \$5,000. By 1935 and 1939, 53 to 55 percent of the establishments had sales this small and they accounted for little more than 12 percent of the volume of sales. Even in 1948, 19 percent of the retail florists were doing an annual business of less than \$5,000.

A \$10,000 volume of sales for a retail business was small, even in such years as 1935 and 1939. Among florists it is found that less than \$10,000 worth of business was done per firm by 50 percent of the establishments in 1929, by about 75 percent in 1935 and 1939, and by about 36 percent of the establishments in 1948.

This leaves a limited number of retailers who had more than \$10,000 worth of sales in any of these years. These are the retailers who had from 72 to 94 percent of the retail business in floricultural products in the country.

Sales by Size of Establishment Compared with Those for All Retail Trade.—Table 31 shows that sales of more than \$100,000 were reported by more than 5 percent of all retail stores in 1929, 3 percent in 1935, 3.5 percent in 1939, and nearly 15 percent in 1948. Stores of this size represented more than 45 percent of all retail trade of the country in 1929, about 40 percent in 1935 and 1939, and more than 65 percent in 1948.

During any of these years very few retail florists had sales of more than \$100,000. However, these florists had from 7 percent in 1939 to 19 percent in 1948 of all retail florist sales.

As competitors in the retail community of the country, florists do not have the facilities for moving quantity that is available for almost any other kind of commodity that enters into retail trade.

Florist Establishments Classified by Number of Employees.—Of nearly 15,000 establishments which qualified as retail florists not associated with crop production, nearly 6,000 or more than 40 percent, reported no paid employees (table 32). Nearly 3,000, or 19 percent, of the establishments reported only one paid employee. About 2,000 establishments, or 13 percent of the total, reported two paid employees. This leaves only about 4,000 establishments, or 26 percent of the total number, which reported from 3 to 20 paid employees. From 20 to 50 paid employees were reported by 84 establishments and from 50 to 100 by 9 establishments.

Establishments with more than 20 paid employees represented less than 1 percent of all the stores, nearly 6 percent of total sales, more than 11 percent of the total payroll, and nearly 10 percent of the paid employees of retail florists.

Relative Importance of Kinds of Commodities Sold by Florist Establishments.—In 1929 potted growing plants were not reported separately (table 33). It is presumed that a part of this kind of sales was included under cut flowers, wreaths, displays, etc. and another part under seeds, bulbs, and nursery stock. Bearing this in mind, it appears that cut flowers are the basis for about 75 percent of the sales of retail florists at any time during the last 20 years. Potted growing plants have made up 16 to 19 percent of the sales. Seeds, bulbs, and nursery stock have accounted for about 3 percent of the sales and miscellaneous items for about 2 percent.

Much has been said and written as to the extent of sales of pottery, giftware, greeting cards, and other such items in retail florist establishments. Commodity analysis of sales of retail florists in 1948 included a separate item for these commodities and it was found that sales of such items did not exceed 5 percent of the total sales of retail florists.

Labor Force, Payroll, and Sales.—Table 34 shows that about 76 to 82 percent of the paid employees consistently hold full-time jobs and that 92 to 96 percent of the payroll goes to full-time workers.

The average wage per full-time employee per year was about \$1,300 in 1929, \$1,100 in 1935 and 1939, and \$2,100 in 1948.

The average amount of sales per year for each full-time employee was from \$7,000 to \$8,000 in 1929, 1935, and 1939, and more than \$16,000 in 1948.

Average annual sales per establishment amounted to nearly \$20,000 in 1929, less than \$10,000 in 1935 and 1939, and \$25,000 in 1948.

Among establishments with sales of more than \$10,000 each, the average annual value of sales per establishment was nearly \$35,000 in 1929, about \$24,000 in 1935 and 1939, and more than \$37,000 in 1948. These establishments had an average of 4 to 5 full-time paid employees in 1929, 1935, and 1939, and only 2 in 1948. By 1948 many former full-time employees were conducting their own businesses. Data indicate that this may have been owing partly to relatively low wages in 1948 compared with previous periods. In 1929, 1935, and 1939 the average wage of a full-time employee amounted to about 20 percent of the average value of sales per full-time worker. By 1948 the comparable ratio was only 14 percent. Some of this reduction resulted from an increase in the relative value of sales which were made without the addition of great amounts of labor or delivery service.

Operating Expenses by Kind of Expenditure.—On the basis of the various studies, the cost of goods sold has ranged from 42 to 49 percent of the sales (table 35). Of this amount, from 5 to 6 percent was the cost of supplies and dry stock. Perishable stock represented 37 to 41 percent of the sales.

Operating expenses, including some compensation to proprietors of unincorporated establishments, have ranged from 47 to 54 percent of sales. Of this amount, about 17 percent was for wages and salaries of paid employees and more than 10 percent for income allocated to owners and officers. Rent has amounted to 4 to 6 percent of sales. From 1 to 4 percent of sales was reported as the cost of advertising.

Information shows that in 1929 there was a profit of about 4 percent, and in 1935 about 1 percent. By 1939 and 1948 profit reached 4 to 6 percent of sales. (See also Appendix tables 63 and 64.)

Credit Sales.—In 1929 and 1939 around 40 percent of the retail florists conducted strictly cash businesses and did about 20 percent of the retail florist business of the country (table 36). By 1948, 48 percent of the retail florists made cash sales only and represented nearly 30 percent of the total volume of business.

Among the retail florists who extended credit, charge sales exceeded cash sales in 1939 and 1948. About 40 percent of the sales of retail florists were charge sales in 1935 and 1948, while in 1939 such sales were 48 percent of all sales.

Retail florists extend more credit than is granted by retail trade in general. Where-as 40 to 50 percent of the retail florist business was done on credit, the average for all retailers of the country was 25 to 35 percent of sales.

Form of Organization.—Exclusion of retail growers from the data of 1948 somewhat distorts comparison with 1939 (table 37). Nevertheless it can be seen that from

72 to 80 percent of the establishments were individual proprietorships and they had from 56 to 59 percent of the business.

The corporate form of business is found for about 6.5 percent of the establishments and they do about 18 to 22 percent of the business.

Partnerships and other legal forms of business account for the remaining establishments and sales.

Data relative to the date when the retail-florist businesses were established are shown in Appendix table 65 for 1939.

Marketing Margins and Costs of Distribution.—Selected data from preceding tables and Appendix tables 69 and 70 permit the measurement of marketing margins and distribution costs for retail floriculture (table 38).

In 1929 and again in 1949, the wholesale value to the grower of floricultural crops was equal to 29 percent of the sales of retail floriculture. In 1935 the comparable ratio was 27 percent of the sales and in 1939 it was 26 percent of the amount consumers paid for the goods and services of floriculture.

That part of the crops which moved through the wholesale market accounted for 10 percent of what consumers paid to this industry in 1929 and about 7 percent of their payments in 1935, 1939, and 1948.

The marketing margin of retail floriculture amounted to about 61 to 67 percent of what consumers paid in each of these years.

Operating expenses of retailers, including salaries of proprietors of unincorporated establishments, were equal to 51 percent of what consumers paid in 1929 and to more than 52 percent in 1948. In 1935 and 1939 the percentages were 57 and 55, respectively.

The cost of supplies was about 6 percent of the volume of sales in each of the given periods of time.

Profits of retailers amounted to more than 4 percent in 1929, about 3 percent in 1935, and about 6 percent in 1939 and 1948.

Operating expenses of wholesalers, including some salary for proprietors of unincorporated establishments, amounted to nearly 9 percent of what the consumer paid in 1929 and to about 6 percent in each year since. Profits of wholesalers have consistently been slightly less than 1 percent of what consumers pay for the goods and services of floriculture.

Apparently, growers, wholesalers, and retailers of the industry of floriculture do very well when the wholesale value to the grower is about 29 to 30 percent of what consumers ultimately pay for the goods and services of the industry.

When the ratio shifts to less than 28 to 29 percent, growers receive prices that do not cover costs of production, while wholesalers remain on an even keel and profits to retailers are even greater than in more ordinary times.

Contrary to general opinion, growers of floricultural crops were apparently worse off in 1939 than they were in 1935 while in 1939 retailers made greater profits than for some years past.

Two major changes may cause satisfaction or dissatisfaction as to the 30 - 70 ratio in the future. One of these changes could be the increased quantity and quality of production from given facilities and costs as a result of technological progress in

methods of production, improved varieties, and improved controls for insects and diseases. The second change might be retail selling of more of the production as a commodity accompanied by less servicing and labor than is now general.

Such information as can be assembled for ascertaining the marketing margins and distribution costs of ornamental horticulture is presented in Appendix table 71.

Growers' Costs.—This kind of analysis can be carried a bit further for 1929 and 1949 when information relative to costs of growers is compiled.

As shown in table 39, computed salaries of proprietors of unincorporated producing establishments amounted to about 3 percent of what consumers paid for the crops. Paid employees of growers received about 11 percent of the retail value of sales of floriculture. Manure and fertilizer accounted for about 1 percent of the consumer price and insecticides and fungicides amounted to less than half of 1 percent. Seeds, plants, and bulbs for planting amounted to nearly 3.5 percent of what consumers paid in 1929 and about 2.5 percent in 1949. Some of this decrease may have resulted from changes in practices and in kinds of crops during the 20 years. Fuel for heating amounted to 3 percent of what consumers paid in 1929 and 2.5 percent in 1949. This decline was mainly owing to the increased proportions of the crops produced outdoors. Advertising by growers amounted to much less than half of 1 percent of what the consumer paid in either 1929 or 1949. Apparently all other expenses and profits increased between 1929 and 1949. This can be associated with increased costs for equipment and other items used in production, which are incident to present-day cultural methods and, as previously noted, certain costs now absorbed by growers which were formerly a part of the expenses of wholesalers.

A recapitulation of the data presented in tables 38 and 39 shows that, of the amount spent by consumers in 1929 for the goods and services of floriculture, more than 48 percent was salaries and wages paid directly by growers, wholesalers, and retailers. In 1949 the amount was about 45 percent. If a more generous allocation were made to proprietors of unincorporated establishments, it can be seen that about half of the value of sales of retail floriculture is paid out for labor and management of the industry.

A large part of the remaining 50 percent is the cost of retailer supplies, greens, wholesaler supplies, growers' supplies, fuel, automotive equipment, and furnishings. All of these costs are essentially costs of labor for production and transportation, but labor that is not paid directly by the industry.

Depending upon the rate of pay considered for proprietors of unincorporated establishments, it is obvious that actual profit to growers, wholesalers, and retailers has not exceeded 5 to 7 percent of the amount consumers pay for the goods and services of floriculture.

The records of individual establishments of the industry would doubtless show information that would differ decidedly from that presented in these two tables. The data presented here are for the industry as a whole.

Seasonality.—Very little factual information regarding the seasonality of floriculture can be found. General information applicable to most years from 1929 through 1949 is shown in table 40.

In years when Easter is in April, the months of March, June, and November tend to be average months so far as volume of retail sales, operating expenses of retailers, and number of employees of retailers are concerned.

Operating costs of retailers were average for January while the number of employees was only 90 percent and volume of sales was 85 percent of average. By February each of these three factors was somewhat less than average. By April volume of sales was 45 percent above average while operating expenses and number of employees

were both 20 percent above average. The increase from average was about twice as great in April as in May. By August the volume of retail sales was 60 percent of average, operating expenses were down to 75 percent of average, and number of employees was 85 percent of average. During September and October gradual increases occurred in each of the three factors. In December sales reached to 55 percent above average, operating expenses to 38 percent above average, and number of employees to 22 percent above average.

The patterns for quantity of stock available and for wholesale prices differed from those existing in the retail operation. In January the quantity of stock available was only about 65 percent of the monthly average and wholesale prices were 25 percent above average. Through February and March the relative quantity available increased and the wholesale price decreased. When Easter occurred in April, the quantity of stock available was about 20 percent above average and the wholesale price was about 10 percent above. In May a decline in both factors occurred and by June quantity and price were both about average. In July and August the quantity available was below average and wholesale prices were even more so — reaching as low as 60 percent of average. By September quantity rose to 25 percent above average, in October it reached 30 percent above. During these months wholesale prices were strengthening to a point at which they were average in November. By this time quantity was only 15 percent above average. In December the quantity of stock available was about 90 percent of average and wholesale prices were 25 percent above average.

The last column of the table shows the relative amount of sales by months if quantity times price is the determining factor for volume of retail sales. These index numbers can be compared with those for actual amounts of retail sales shown in column 1 of this table.

During months of increasing amounts of retail selling, the actual volume of sales is higher than the volume that would result from quantity times price. Then if quantity times price were the determining factor for the volume of retail business in September, October, and November, the amounts would be considerably higher than the actual indexes prove to be.

The retail trade of floriculture is about average for 3 months of the year. When Easter is in April in 3 months it is considerably above average. In the remaining 6 months it is below average, when the seasonality of the industry operates as it did from 1929 through 1949.

Table 26.- Retail trade, total and floriculture: Number of establishments and value of sales, United States, specified years, 1929-48

Year	Total retail trade		Floriculture		Retail florists and retail growers			
	Establishments	Sales	Sales	Percentage of total	Establishments	Sales	Establishments	Sales
	Thousands	Million dollars	Million dollars	Percent	Thousands	Million dollars	Thousands	Percent
1948 .....	1,770	130,521	658	0.5	22	510	1.2	0.4
1939 .....	1,770	42,042	188	.4	16	149	.9	.4
1935 .....	1,588	32,791	128	.4	11	99	.7	.3
1929 .....	1,476	48,330	221	.5	9	176	.6	.4

Bureau of the Census and Bureau of Foreign and Domestic Commerce.

Table 27.- Floriculture, retail trade: Value of sales, by kind of business, United States, specified years, 1929-48

Year	Total	Retail florists and retail growers		Other	
		1,000 dollars	1,000 dollars		
1948 .....	658,000	509,729	148,271		
1939 .....	187,800	148,741	39,059		
1935 .....	128,200	98,718	29,482		
1929 .....	220,600	176,201	44,399		
Percentage distribution					
	Percent	Percent	Percent		
1948 .....	100.0	77.5	22.5		
1939 .....	100.0	79.2	20.8		
1935 .....	100.0	77.0	23.0		
1929 .....	100.0	79.9	20.1		

Bureau of the Census and Bureau of Foreign and Domestic Commerce.

Table 28.- Floriculture, retail trade: Number of establishments and value of sales of retail florists and retail growers, by geographic divisions and States, specified years, 1929-48

Division and State	Establishments				Sales			
	1948	1939	1935	1929	1948	1939	1935	1929
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
UNITED STATES	21,730	16,055	11,242	9,328	509,729	148,741	98,718	176,201
Geographic divisions:								
New England	1,970	1,592	1,038	924	39,284	15,335	10,188	17,067
Middle Atlantic	5,345	4,457	3,485	3,023	120,126	41,201	33,151	64,705
E. North Central	5,000	3,943	2,471	2,155	121,461	32,402	20,215	40,363
S. Atlantic	1,597	1,164	801	655	45,311	11,864	7,338	13,027
E. South Central	2,287	1,434	897	639	57,126	12,993	8,451	11,955
W. South Central	951	518	390	254	23,867	5,166	3,122	4,822
Mountain	1,631	1,096	614	414	38,699	8,320	4,166	6,721
Pacific	651	365	229	210	16,805	3,711	2,070	3,007
NEW ENGLAND:	2,208	1,862	1,317	834	47,049	14,746	9,863	18,034
Maine	165	146	66	22	2,776	1,105	500	941
New Hampshire	109	74	54	24	1,866	806	543	771
Vermont	52	33	17	18	954	343	143	264
Massachusetts	989	920	615	542	20,260	8,539	6,046	10,014
Rhode Island	114	139	71	83	3,198	1,188	673	1,237
Connecticut	481	300	215	176	10,230	3,354	2,193	3,840
MIDDLE ATLANTIC:								
New York	2,506	2,291	1,805	1,730	61,172	28,896	19,829	39,322
New Jersey	1,048	803	653	526	20,500	6,835	4,707	8,647
Pennsylvania	1,791	1,363	1,027	987	35,454	12,473	6,633	16,735
E. NORTH CENTRAL:								
Ohio	1,438	1,035	750	508	31,680	8,764	5,942	9,327
Indiana	628	395	246	222	13,603	3,336	1,836	3,284
Illinois	1,426	1,096	789	528	39,902	10,603	6,342	16,746
Michigan	1,066	703	455	376	23,681	6,335	3,841	7,535
Wisconsin	532	312	231	221	12,595	3,364	2,190	3,971
W. NORTH CENTRAL:								
Minnesota	320	205	114	115	10,233	2,757	1,472	3,221
Iowa	287	239	168	113	8,953	2,290	1,341	2,835
Missouri	483	379	321	239	13,238	3,870	2,640	4,682
North Dakota	39	21	13	8	1,576	251	238	233
South Dakota	44	35	23	14	1,121	584	196	373
Nebraska	141	126	77	66	3,996	1,124	608	1,059
Kansas	283	159	85	100	6,200	1,328	753	1,344
S. ATLANTIC:								
Delaware	56	55	25	22	1,430	451	189	434
Maryland	312	273	184	163	7,933	1,930	1,545	2,075
District of Columbia	103	96	65	52	4,756	2,193	1,735	1,872
Virginia	299	182	117	93	9,554	2,064	1,328	1,610
West Virginia	183	101	80	59	5,738	1,249	1145	1,175
North Carolina	410	186	108	73	8,886	1,440	826	1,249
South Carolina	216	128	69	34	3,608	755	397	448
Georgia	317	172	116	70	8,138	1,582	1,003	1,733
Florida	361	239	133	76	7,083	1,329	682	1,159
E. SOUTH CENTRAL:								
Kentucky	227	161	134	111	6,237	1,644	1,081	1,610
Tennessee	313	174	118	67	9,411	2,217	1,276	2,091
Alabama	296	116	77	39	5,233	833	537	663
Mississippi	155	93	61	37	2,986	472	228	458
W. SOUTH CENTRAL:								
Arkansas	138	82	58	31	2,926	643	267	455
Louisiana	225	139	98	59	5,557	1,186	787	1,123
Oklahoma	234	157	88	80	5,927	1,502	726	1,569
Texas	1,034	718	370	244	24,289	4,989	2,306	3,574
MOUNTAIN:								
Montana	75	43	30	16	2,549	654	461	332
Idaho	82	39	25	18	2,076	363	244	261
Wyoming	47	33	18	21	940	174	108	153
Colorado	193	124	71	56	4,738	1,323	624	1,328
New Mexico	64	27	8	5	1,573	225	68	97
Arizona	55	28	24	17	1,671	312	171	262
Utah	111	60	48	41	2,648	549	332	466
Nevada	24	12	5	6	560	111	62	88
PACIFIC:								
Washington	389	222	149	128	7,885	2,184	1,382	1,988
Oregon	292	172	108	95	5,886	1,432	876	1,372
California	1,527	1,468	1,060	611	33,278	11,130	7,605	10,674

Table 29.- Floriculture, retail trade: Percentage distribution of establishments and sales of retail florists and retail growers, by geographic divisions and States, specified years, 1929-48

Division and State	Establishments				Sales			
	1948		1939		1948		1939	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
UNITED STATES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Geographic divisions:								
New England	9.1	9.9	9.2	9.9	7.7	10.3	10.3	9.7
Middle Atlantic	24.6	27.8	31.0	34.8	23.6	29.7	33.8	36.7
E. North Central	23.4	22.1	22.0	23.1	23.8	21.8	20.4	23.2
W. North Central	7.3	7.2	7.1	7.0	8.9	8.0	7.4	7.4
S. Atlantic	10.5	8.8	8.0	6.9	11.2	9.7	8.6	6.6
S. Central	4.1	3.4	3.5	2.7	4.7	3.5	3.2	2.7
W. South Central	7.5	6.8	5.5	4.4	7.6	5.6	4.2	3.8
Mountain	3.0	2.3	2.0	2.3	3.3	2.5	2.1	1.7
Pacific	10.2	11.6	11.7	8.9	9.2	9.9	10.0	8.0
NEW ENGLAND:								
Maine	.8	.9	.6	.5	.7	.6	.5	.5
New Hampshire	.5	.4	.5	.6	.4	.6	.6	.4
Vermont	.2	.2	.1	.2	.2	.1	.2	.2
Massachusetts	4.6	5.6	5.5	5.8	4.0	5.7	6.1	5.7
Rhode Island	.8	.9	.6	.9	.6	.8	.7	.7
Connecticut	2.2	1.9	1.9	1.9	2.0	2.3	2.2	2.2
MIDDLE ATLANTIC:								
New York	11.5	14.3	16.1	18.6	12.0	16.7	20.1	22.3
New Jersey	4.8	5.0	5.8	5.6	4.0	4.6	4.8	4.9
Pennsylvania	8.3	8.5	9.1	10.6	7.6	8.4	8.9	9.5
E. NORTH CENTRAL:								
Ohio	6.6	6.5	6.7	5.4	6.2	5.9	6.0	5.3
Indiana	2.9	2.5	2.2	2.4	2.7	2.2	1.9	1.9
Illinois	6.6	6.8	7.0	8.9	7.8	7.1	6.4	9.5
Michigan	4.9	4.4	4.0	4.0	4.6	4.3	3.9	4.3
Wisconsin	2.4	1.9	2.1	2.4	2.5	2.3	2.2	2.2
W. NORTH CENTRAL:								
Minnesota	1.5	1.3	1.0	1.2	2.0	1.8	1.5	1.8
Iowa	1.3	1.5	1.5	1.2	1.8	1.5	1.3	1.2
Missouri	2.2	2.3	2.8	2.6	2.6	2.6	2.7	2.7
North Dakota	.2	.1	.1	.1	.3	.2	.2	.1
South Dakota	.2	.2	.2	.1	.2	.2	.2	.2
Nebraska	.6	.8	.7	.7	.8	.8	.7	.6
Kansas	1.3	1.0	.8	1.1	1.2	.9	.8	.8
S. ATLANTIC:								
Delaware	.2	.3	.2	.2	.3	.2	.2	.2
Penn. Island	1.6	1.7	1.6	1.8	1.6	1.3	1.6	1.2
District of Columbia	.5	.6	.6	.6	.9	1.5	1.8	1.1
Virginia	1.4	1.1	1.1	1.0	1.9	1.4	1.3	1.0
West Virginia	.8	.6	.7	.6	1.1	.8	.8	.7
North Carolina	1.9	1.2	1.0	.8	1.7	1.0	.8	.7
South Carolina	1.0	.8	.6	.3	.7	.5	.4	.2
Georgia	1.4	1.1	1.0	.8	1.6	1.0	1.0	1.0
Florida	1.7	1.5	1.2	.8	1.4	.9	.7	.7
E. SOUTH CENTRAL:								
Kentucky	1.1	1.0	1.2	1.2	1.2	1.1	1.1	.9
Tennessee	1.4	1.1	1.1	.7	1.9	1.5	1.3	1.2
Alabama	1.2	.7	.7	.4	1.0	.6	.6	.4
Mississippi	.7	.6	.5	.4	.6	.3	.2	.2
W. SOUTH CENTRAL:								
Arkansas	.6	.5	.5	.3	.6	.4	.3	.3
Louisiana	1.0	.8	.9	.6	1.1	.8	.8	.6
Oklahoma	1.1	1.0	.8	.9	1.1	1.0	.7	.9
Texas	4.8	4.5	3.3	2.6	4.8	3.4	2.4	2.0
MOUNTAIN:								
Montana	.3	.2	.3	.2	.5	.4	.5	.2
Idaho	.1	.2	.2	.2	.4	.2	.2	.2
Wyoming	.2	.2	.2	.2	.2	.1	.1	.1
Colorado	.9	.8	.6	.9	1.0	.9	.6	.7
New Mexico	.3	.2	.1	.1	.3	.2	.1	.1
Arizona	.3	.2	.2	.2	.3	.2	.2	.1
Utah	.5	.4	.4	.4	.5	.4	.3	.3
Nevada	.1	.1	.1	.1	.1	.1	.1	.1
PACIFIC:								
Washington	1.8	1.4	1.3	1.4	1.5	1.5	1.4	1.1
Oregon	1.4	1.1	1.0	1.0	1.2	.9	.9	.8
California	7.0	9.1	9.4	6.5	6.5	7.5	7.7	6.1

1/ Less than 0.05 percent.

Bureau of the Census.

Table 30.- Floriculture, retail trade: Number of establishments and value of sales of retail florists and retail growers, by value of sales per establishment, United States, specified years, 1929-48

Item	Establishments				Sales			
	1948 1/		1939		1935		1929	
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Value of sales per establishment								
Total	14,742	16,055	11,242	9,328	377,250	148,741	98,718	176,201
Less than \$5,000	2,851	8,482	6,220	2,919	6,999	16,870	12,935	6,915
\$5,000-9,999	2,411	3,036	2,066	1,735	11,515	21,170	14,558	12,353
10,000-19,999	3,419	2,744	1,715	2,050	10,184	16,850	23,628	26,743
20,000-29,999	2,072	838	631	1,035	50,345	20,299	15,019	24,949
30,000-49,999	2,083	627	424	876	79,864	23,579	15,943	33,245
50,000-99,999	1,497	261	142	529	101,745	17,083	9,128	33,449
100,000-299,999	385	63	42	164	57,501	8,789	6,543	24,081
300,000-499,999	21	2	1	12	7,827	660	388	4,332
500,000-999,999	10	2	1	7	6,270	1,041	596	4,808
1,000,000 and over	---	---	---	1	---	---	---	1,326
Percentage distribution								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than \$5,000	19.3	52.9	55.3	31.3	1.9	11.3	13.1	3.9
\$5,000-9,999	16.3	18.9	18.4	18.6	4.6	14.5	14.7	7.0
10,000-19,999	23.2	17.1	15.2	22.0	13.0	26.1	24.0	16.3
20,000-29,999	14.1	5.2	5.6	11.1	13.3	13.7	15.2	14.2
30,000-49,999	14.1	3.9	3.8	9.4	21.2	15.9	16.2	18.9
50,000-99,999	10.2	1.6	1.3	5.7	27.0	11.2	9.3	20.1
100,000-299,999	2.6	.4	.4	1.7	15.2	5.9	6.6	13.7
300,000-499,999	.1	.2	.2	.1	2.1	.4	.3	2.5
500,000-999,999	.1	.2	.2	.1	1.7	.7	.6	2.7
1,000,000 and over	---	---	---	2/	--	--	--	.7

1/ Retail florists not associated with crop production.

2/ Less than 0.05 percent.

Bureau of the Census.

Table 31.- Retail trade, total and retail florists and retail growers: Percentage distribution of establishments and value of sales, by value of sales per establishment, United States, specified years, 1929-48

Item	Establishments				Sales			
	1948		1939		1935		1929	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Value of sales per establishment								
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
All retail stores	1/100.0	100.0	100.0	100.0	1/100.0	100.0	100.0	100.0
Florists and growers	1/35.6	71.8	73.7	49.9	1/6.5	25.8	27.8	10.9
Less than \$10,000	22.2	54.2	58.9	42.7	1.4	9.1	10.6	5.4
All retail stores	1/35.6	71.8	73.7	49.9	1/6.5	25.8	27.8	10.9
Florists and growers	1/37.3	22.3	20.8	33.1	1/26.3	39.8	39.2	30.5
\$10,000-29,999	29.3	29.5	26.1	31.8	7.5	21.3	21.6	17.3
All retail stores	1/37.3	22.3	20.8	33.1	1/26.3	39.8	39.2	30.5
Florists and growers	1/14.1	3.9	3.8	9.4	1/21.2	15.9	16.2	13.7
30,000-49,999	16.8	7.5	7.5	11.7	8.8	12.1	14.0	13.7
All retail stores	1/14.1	3.9	3.8	9.4	1/21.2	15.9	16.2	13.7
Florists and growers	1/10.2	1.6	1.3	5.7	1/27.0	11.5	9.3	20.1
50,000-99,999	16.9	5.3	4.6	8.6	16.0	15.2	15.2	17.9
All retail stores	1/10.2	1.6	1.3	5.7	1/27.0	11.5	9.3	20.1
Florists and growers	1/2.6	.4	.4	1.7	1/15.2	5.9	6.6	13.7
100,000-299,999	11.0	2.8	2.4	4.2	24.4	18.9	17.7	20.2
All retail stores	1/2.6	.4	.4	1.7	1/15.2	5.9	6.6	13.7
Florists and growers	1/2.6	.4	.4	1.7	1/15.2	5.9	6.6	13.7
300,000 and over	3.8	.7	.5	1.0	41.9	23.4	20.9	25.5
All retail stores	1/2.6	.4	.4	.2	1/3.8	1.1	.9	5.9
Florists and growers	1/2.6	.4	.4	.2	1/3.8	1.1	.9	5.9

1/ Retail florists not associated with crop production. 2/ Less than 0.05 percent.

Bureau of the Census.

Table 32.- Floriculture, retail trade: Establishments, sales, payroll, and labor force of retail florists, by number of employees, United States, 1948

Item	Establishments	Sales	Payroll	Active proprietors		Unpaid family workers	Paid employees
				of unincorporated establishments	Number		
Paid employees		Number	1,000 dollars	1,000 dollars	Number	Number	Number
Total	14,749	377,250	53,497	15,810	9,982	30,619	
None	5,387	53,457	356	6,880	5,136	---	
1	2,814	45,292	3,737	2,958	1,874	2,814	
2	1,940	46,322	5,803	2,065	1,168	3,880	
3	1,299	41,999	6,214	1,343	623	3,897	
4 or 5	1,120	61,481	9,970	1,175	680	5,954	
6 or 7	633	38,576	7,103	666	292	4,061	
8 or 9	25	20,984	4,437	229	89	2,211	
10 - 19	395	42,545	9,865	360	117	5,055	
20 - 49	84	18,212	4,716	64	17	2,294	
50 - 99	2	4,282	1,298	10	6	553	
				Percentage distribution			
Paid employees		Percent	Percent	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	47.6	14.2	0.7	13.4	51.7	---	
1	13.1	12.0	7.0	18.7	18.8	9.2	
2	11.1	12.9	11.8	10.0	11.1	12.7	
3	8.8	11.6	11.6	8.5	6.3	12.7	
4 or 5	8.9	16.3	18.6	8.2	6.8	19.1	
6 or 7	1.3	10.2	13.3	4.0	2.9	13.3	
8 or 9	1.8	5.6	8.3	1.4	.9	7.2	
10 - 19	2.7	11.3	18.5	2.3	1.2	16.5	
20 - 49	.6	4.8	8.8	.4	.2	7.5	
50 - 99	.1	1.1	2.4	.1	.1	1.8	

Bureau of the Census.

Table 33.- Floriculture, retail trade: Percentage distribution of sales by retail florists and retail growers, by commodities, United States, specified years, 1929-48

Item	1948 1/	1939	1929		
				Percent	Percent
Total	100.0	100.0	100.0		
Cut flowers, wreaths, displays, etc.	74.3	75.8	86.1		
Potted growing plants	15.7	19.0	---		
Seeds, bulbs, nursery stock	2.7	3.3	11.3		
Pottery and giftware	4.8	---	---		
Other	2.5	1.9	2.6		

1/ Retail florists not associated with crop production.

Bureau of the Census.

Table 34.- Floriculture, retail trade: Sales, labor force, and payrolls of retail florists and retail growers, United States, specified years, 1929-48

Item	Unit	1948 1/	1939	1935	1929		
						Percent	Percent
Establishments	Number	14,749	16,055	11,282	9,328		
Sales	1,000 dol.	377,250	148,741	98,718	176,201		
Active proprietors of unincorporated establishments	Number	15,810	16,074	10,976	10,015		
Unpaid family workers	Number	9,982	10,801	---	---		
Paid employees	Number	30,619	23,125	17,320	27,871		
Full-time	Number	23,292	18,801	13,856	22,904		
Part-time	Number	7,327	4,327	3,484	4,910		
Percentage of total	Percent						
Full-time	Percent	76.1	81.3	80.0	82.4		
Part-time	Percent	23.9	18.7	20.0	17.6		
Payroll	1,000 dol.	93,497	22,641	15,964	30,760		
Full-time	1,000 dol.	49,217	20,911	14,633	29,559		
Part-time	1,000 dol.	4,280	1,730	1,331	1,201		
Percentage of total	Percent	92.0	92.4	91.7	96.1		
Full-time	Percent	8.0	7.6	8.3	3.9		
Average wage per employee	Dollars	2,113	1,112	1,056	1,287		
Part-time	Dollars	584	400	384	245		
Average sales per -							
Full-time employee	Dollars	16,197	7,911	7,125	7,673		
Full-time employee and proprietor	Dollars	9,640	4,265	3,975	5,343		
Establishment	Dollars	25,578	9,264	8,781	16,889		
Average full-time employees per establishment	Number	2	1	1	2		
Value of sales more than \$10,000							
Establishments	Number	9,487	4,537	2,956	4,674		
Sales	1,000 dol.	392,736	110,301	71,225	156,933		
Average per full-time employee	Dollars	15,144	5,867	5,180	6,831		
Average per establishment	Dollars	37,181	24,311	24,095	33,576		
Average full-time employees per establishment	Number	2	4	5	5		
Percentage wage per full-time employee of sales per full-time employee	Percent	14.0	19.0	20.5	18.8		

1/ Retail florists not associated with crop production. 2/ Based on employees and payroll of all establishments.

Bureau of the Census.

Table 35.- Floriculture, retail trade: Operating expenses as percentage of value of sales of retail florists and retail growers, by kind of expenditure, United States, specified years, 1929-48

Item	1948				1939				1937				1935				1930-35			
	Florists	Society of	Florists	Florists	Florists	Delivery	Telegraph	Delivery	Florists	Delivery	Telegraph	Census	Florists	Delivery	Telegraph	Delivery	Florists	Delivery	Telegraph	Census
	Association	Association	Association	Association	Given, Com- puted															
Establishments reporting	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Cost of goods sold	47.3	47.3	53.6	48.6	43.0	53.0	51.6	41.6	43.0	43.0	43.0	45.0	45.0	45.0	45.0	45.0	45.0	45.0	45.0	
Perishable stock	41.3	41.3	---	37.0	37.0	---	37.0	37.0	37.0	37.0	37.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	
Supplies and dry stock	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	
Operating expenses	43.5	49.0	46.5	46.5	44.0	51.0	53.3	53.3	47.0	53.5	53.5	54.2	45.0	54.0	43.5	50.9	50.9	50.9	50.9	
Salaries of owners and officers	8.0	8.4	8.4	---	10.0	15.4	15.4	3.5	10.0	---	17.0	---	10.0	7.5	14.9	---	---	---	---	
Wages of all other employees	18.5	16.0	16.1	16.1	20.0	17.0	16.9	16.9	17.0	17.0	16.2	16.2	18.0	17.0	17.5	17.5	17.5	17.5	17.5	
Rent	3.0	3.8	4.7	4.7	5.0	6.0	6.0	5.5	5.5	4.7	4.7	4.7	5.0	5.0	5.8	5.8	5.8	5.8	5.8	
Advertising	3.2	3.2	2.5	2.5	3.0	3.0	1.4	1.4	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	
Bad debt losses	.5	.5	.2	.2	.5	.5	.6	.6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	
All other expenses	17.5	17.5	18.6	18.6	15.5	15.5	13.0	13.0	16.5	16.5	16.3	16.3	18.0	18.0	12.7	12.7	12.7	12.7	12.7	
Profit	3.7	4.9	4.9	4.9	6.0	5.1	5.1	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	
Gross margin	52.7	51.8	51.4	---	57.0	58.4	58.4	---	57.0	---	55.0	---	55.0	---	55.0	---	55.0	---	55.0	---
Realized mark-up (Percentage of cost)	111.4	105.8	105.8	---	133.0	140.6	140.6	---	133.0	---	122.0	---	122.0	---	122.0	---	122.0	---	122.0	---

Table 36.- Floriculture, retail trade: Credit sales of retail florists and retail growers, United States, specified years, 1929-48

Item	1948 1/				1939				1935				1929				
	Percentage		Percentage		Percentage		Percentage		Percentage		Percentage		Percentage		Percentage		
	Amount	of sales	Number	Percent	Number	Percent											
Establishments																	
Total	14,789	---	16,055	---	11,242	---	---	---	9,388	---	7,793	---	100.0	---	100.0	---	
Analyzing sales	13,269	100.0	14,032	100.0	10,295	100.0	10,295	100.0	7,793	100.0	7,793	100.0	1,000	1,000	1,000	1,000	
Cash sales only	6,750	43.3	6,039	41.1	3,088	33.0	3,088	33.0	3,088	33.0	3,088	33.0	4,785	39.0	4,785	39.0	
Credit sales	7,219	51.7	8,643	58.9	7,154	66.9	7,154	66.9	7,154	66.9	7,154	66.9	1,000	1,000	1,000	1,000	
Sales																	
Total	377,250	---	148,741	---	99,718	---	99,718	---	176,201	---	176,201	---	1,000	1,000	1,000	1,000	
Analyzing sales	360,535	100.0	140,112	100.0	89,529	100.0	89,529	100.0	176,067	100.0	176,067	100.0	1,000	1,000	1,000	1,000	
Cash sales only	104,186	28.4	27,426	19.6	10,426	13.6	10,426	13.6	35,463	23.7	35,463	23.7	128,209	128,209	128,209	128,209	
Credit sales	263,289	71.6	112,696	80.4	88,103	86.4	88,103	86.4	121,544	76.3	121,544	76.3	2/128,209	2/128,209	2/128,209	2/128,209	
Charge account	113,905	31.1	46,453	33.1	3/52,393	3/52,393	3/52,393	3/52,393	3/52,393	3/52,393	3/52,393	3/52,393	34.3	34.3	34.3	34.3	
Credit - sales as percentage of all	145,484	40.5	66,233	47.3	37,186	41.5	37,186	41.5	37,186	41.5	37,186	41.5	1,000	1,000	1,000	1,000	
retail trade	---	25.4	---	34.2	---	29.5	---	29.5	---	34.3	---	34.3	---	34.3	---	34.3	---

1/ Retail florists not associated with crop production.

2/ All sales of establishments which do some credit selling.

3/ All cash sales.

Bureau of the Census.

Table 37.- Floriculture, retail trade: Number of establishments and value of sales of retail florists and retail growers, by legal form of organization, United States, 1939 and 1948

Item	Establishments				Sales			
	1948 1/		1939		1948 1/		1939	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	14,745	100.0	16,055	100.0	377,250	100.0	148,741	100.0
Individual proprietorships	10,175	70.0	12,611	78.0	210,294	59.8	88,391	60.4
Partnerships	3,171	21.5	2,096	13.1	99,585	26.5	54,464	37.5
Corporations	2,948	20.5	1,064	6.5	66,907	17.6	33,113	22.3
Other legal forms	20	.1	84	.5	.2	.1	663	.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Individual proprietorships	72.0	72.0	79.8	79.8	55.8	55.8	59.4	59.4
Partnerships	21.5	21.5	13.1	13.1	24	24	17.9	17.9
Corporations	6.4	6.4	6.5	6.5	17.6	17.6	22.3	22.3
Other legal forms	.1	.1	.6	.6	.2	.2	.4	.4

1/ Retail florists not associated with crop production.

Bureau of the Census.

Table 38.- Floriculture: Marketing margin and distribution cost, by items, United States, specified years, 1929-49

Item	1949		1939		1935		1929	
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage
	of sales	dollars	of sales	dollars	of sales	dollars	of sales	of sales
Sales of retail floriculture	658,000	100.0	187,800	100.0	126,200	100.0	220,600	100.0
Marketing margin								
Retail	425,202	61.6	125,329	66.8	84,764	66.1	136,024	61.7
Operating expenses	276,912	42.1	77,721	41.4	56,326	43.9	93,979	42.6
Payroll	109,568	16.7	32,861	17.5	24,485	19.1	45,638	20.7
Other expenses	167,344	25.1	44,860	23.9	31,840	24.8	48,341	21.9
Supplies	39,149	5.9	10,794	5.8	7,571	5.9	13,071	5.9
Salaries of proprietors of unincorporated establishments	68,129	10.4	25,663	13.7	16,834	13.1	19,318	8.8
Profit	41,012	6.2	11,151	5.9	4,034	3.2	9,656	4.4
Wholesale	41,889	6.4	13,387	7.1	8,885	6.9	21,144	9.5
Operating expenses	32,390	4.9	10,161	5.4	6,625	5.2	17,851	8.1
Payroll	18,350	2.8	5,131	2.7	3,495	2.7	8,795	4.0
Other expenses	14,040	2.1	5,030	2.7	3,200	2.5	9,056	4.1
Salaries of proprietors of unincorporated establishments	4,130	.7	1,788	.9	1,098	.9	1,514	.6
Profit	5,369	.8	1,438	.8	1,092	.8	1,779	.8
Total marketing margin	467,091	71.0	138,716	73.9	93,649	73.0	157,168	71.2
Wholesale value of growers' sales	190,909	29.0	49,084	26.1	34,551	27.0	63,432	28.8

Based on Bureau of the Census.

Table 39.- Floriculture: Cost of production, by items, United States, specified years, 1929-49

Item	1949		1939		1935		1929	
	Amount	Percentage	Amount	Percentage	Amount	Percentage	Amount	Percentage
	of sales	dollars	of sales	dollars	of sales	dollars	of sales	of sales
Sales of retail floriculture	658,000	100.0	187,800	100.0	126,200	100.0	220,600	100.0
Total marketing margin	467,091	71.0	138,716	73.9	93,649	73.0	157,168	71.2
Wholesale value of growers' sales	190,909	29.0	49,084	26.1	34,551	27.0	63,432	28.8
Proprietors of unincorporated establishments	118,375	2.8	---	---	---	---	27,367	3.3
Paid employees	75,474	11.5	---	---	---	---	324,030	10.9
Manure and fertilizer	45,800	.9	---	---	---	---	2/2,000	.9
Insecticides and fungicides	2,142	.3	---	---	---	---	6/845	.4
Seeds, plants, and bulbs for planting	17,281	2.6	---	---	---	---	6/7,539	3.4
Fuel for heating	16,507	2.5	---	---	---	---	6/6,627	3.0
Advertising	17,028	.3	---	---	---	---	6/767	.4
All other expenses not specified	53,246	.8	---	---	---	---	18,287	.6

1/ 8,750 proprietors at \$2,100 per person. 2/ Two thirds of 8,500 proprietors at \$1,300 per person. 3/ \$28,670,000 less 7.5 percent of sales of flowers and plants--for commission. 4/ Total of \$6,800,000 minus \$1,000,000 for mushrooms, etc. 5/ \$2,430,000 less \$430,000 for top soil. 6/ Flowers and plants only. 7/ Total of \$3,126,000 minus one third for retailing. 8/ Total of \$1,150,000 minus one third for retailing.

Bureau of the Census.

Table 40.- Floriculture: Index numbers of seasonal variation, United States, 1929-49 1/

Month	(Average for month = 100)					
	Retail florist			Floricultural crop production		
	Value of sales	Operating expense	Employees	Quantity	Wholesale price	Value
January	95.0	100.0	90.0	65.0	125.0	81.0
February	92.5	95.0	95.0	72.5	120.0	87.0
March	103.0	100.0	100.0	80.0	115.0	92.0
April	115.0	120.0	120.0	120.0	110.0	132.0
May	122.5	110.0	110.0	110.0	105.0	115.0
June	100.0	100.0	100.0	100.0	100.0	100.0
July	80.0	87.5	92.5	97.5	80.0	78.0
August	60.0	75.0	85.0	95.0	60.0	57.0
September	74.0	83.0	90.0	85.0	74.0	92.5
October	86.0	91.5	95.0	130.0	85.0	112.0
November	100.0	100.0	100.0	115.0	100.0	115.0
December	155.0	138.0	122.5	90.0	125.0	112.5

1/ Easter in April.

Retail florist: Based on Bureau of the Census; Floricultural crop production: Compiled.

## TRENDS AFFECTING HORTICULTURAL SPECIALTIES

## HIGHLIGHTS

At mid-century, practically all the production and distribution of horticultural-specialty goods and services in the United States was performed by 45,000 establishments. Their accumulated total value of sales and inventory exceeded 1.5 billion dollars. This industry used a labor force of more than 250,000 persons and had an annual payroll of more than 300 million dollars.

Since 1900 the population of the country has doubled and by 1950 the death rate was only half that which existed at the beginning of the century. The trend toward smaller percentages of total personal income to a limited number of individuals with high earnings has been accompanied by a trend toward decreasing percentages of the population with extremely low incomes. By 1950 the consuming public was composed of high percentages of individuals or family units with intermediate incomes and the increase in life expectancy causes given individuals to be consumers over a longer period of time than has been possible in the past.

It can be seen that about a fourth of the retail trade of the country has to do with consumer purchases of food (table 41).

The percentage of retail trade done by eating and drinking places has risen from more than 4 percent in 1929 to 7 percent in 1939 and 8 percent in 1948. Consumer spending for eating and drinking in the home and in public places represented about a third of the retail trade of the country in 1948.

General stores have gone down from more than 5 percent of the retail trade in 1929 to 1 percent in 1948.

The position of general merchandise stores (department stores, dry goods and general merchandise stores, and variety stores) has remained constant at about 12 to 14 percent. Apparel stores have consistently done about 8 percent of the retail business.

Furniture, furnishings, and appliance stores did 6 to 5 percent of the retail business in 1929 and 1948 and about 4 percent in 1935 and 1939.

Automotive sales represented from 13 to 15 percent of the retail trade from 1929 to 1948 and gasoline service stations from nearly 4 percent in 1929 to 7 percent in 1939 and 5 percent in 1948.

Lumber, building, and hardware places did 8 percent of the retail business in 1929 and more than 8 percent in 1948. In 1935 and 1939 almost 6 percent of the retail trade was done by these stores.

Drug and proprietary stores have been conducting from 3 to 4 percent of the retail trade. Liquor stores moved from 1 percent of the retail trade in 1935 to 2 percent in 1948.

Second-hand and other retail stores have accounted for 8 to 10 percent of the retail sales of the country. Included among these are retail florists and retail growers which have consistently represented about four-tenths of 1 percent of all retail trade. Total sales of retail floriculture, including those of vendors, department stores, variety stores, and others have amounted to one-half of 1 percent of all retail trade. Retail trade having to do with nursery, bulb, and seed crops has amounted to about one-fourth of 1 percent of all retail sales. Consequently, the horticultural-specialty

crops result in retail and service trade that amounts to three-fourths of 1 percent of all retail trade of the country.

Effect of City Size on Trade.—In 1940 nearly 3,500 cities of the country had populations of more than 2,500 persons (table 42). By 1950 there were 4,000 cities of this size.

Fourteen cities in 1940 and 18 in 1950 had populations of more than 500,000 persons. In both years these cities represented 17 percent of the total population of the country, 19 percent of the number of all retail stores, about 24 percent of sales of all retail stores, 25 percent or more of the number of retail florists and retail growers, and about 30 percent of sales of such establishments.

In 1940, 78 and in 1950, 89 cities had populations of 100,000 to 500,000 persons. These cities represented 12 percent of the total population of the country, more than 12 percent of the number of all retail stores, more than 17 percent of sales of all retail stores, about 16 percent of the number of retail florists and retail growers, and more than 20 percent of sales of such establishments.

Around 100 cities represented 50 percent of the retail sales of retail florists and retail growers.

Cities of 2,500 to 5,000 persons represented 4 percent of the population of the country but 6 percent of the number of all retail stores and 6 percent of the sales of all retail stores. Such cities represented more than 6 percent of the number of retail florists and retail growers but only a little more than 3 percent of the sales of such establishments.

More than 40 percent of the population of the country is found in cities of less than 2,500 persons or in rural areas. More than 30 percent of the retail establishments are located in such places but these establishments did less than 20 percent of the trade of all retail stores. The data for 1948 does not include retail growers. Thus on the basis of retail florists, these areas would not be expected to have the percentages of retail florists not associated with crop production that would be comparable with urban areas. The data indicate that about 15 percent of the retail florists and retail growers are in these rural and semi-rural areas but that they do little more than 7 percent of the business done in the country as a whole.

Retail florists and retail growers continue to be what may be considered as city or even big-city business.

Trends in Floriculture Compared with Other Kinds of Trade.—Twelve kinds of retail business, including retail florists, were chosen for comparison. It can be seen in tables 43 to 45 that in any of these years many of the selected kinds of business represent less than 2 percent of the number of retail establishments in the country. Although filling stations, and eating and drinking places represent nearly a third of the retail establishments of the country, further analysis shows aspects in which they are comparable to retail florists and other small businesses of retail communities. For example, filling stations and eating and drinking places represent only about half as much of the retail sales as they represent of the number of establishments. In other words, each has only about half the sales volume of the average retail store. Retail florists are in a similar position, while apparently jewelry, liquor, drug, and apparel stores are more nearly average in this respect.

Analysis of payroll and employees brings out additional differences. For example, in 1948 eating places represented about 10 percent of the payroll of all retail stores but nearly 15 percent of the employees of all retail stores. On the other hand, jewelry, liquor, and shoe stores represented more of the totals for payroll than they did of the totals for number of employees.

The average retail establishment of the country did about \$30,000 worth of business in 1929, \$20,000 in 1935 and 1939, and nearly \$75,000 in 1948. Jewelry, liquor, drug, and shoe stores approached the average sales size in these years. Apparel stores were larger than average. Florists, tobacconists, confectioneries, filling stations, eating and drinking places were all considerably smaller than the average retail establishment during these years.

Among all retail stores the average amount of sales per employee ranged around \$10,000 in 1929, 1935, and 1939. In 1948 it was more than \$20,000. Employees of retail florists and eating and drinking places have represented considerably less than these averages. Employees of liquor stores represent sales in excess of the average more than do employees of any of the other specified kinds of retail trade.

Another kind of analysis is the amount of various kinds of retail sales per capita. All retail sales per capita amounted to about \$395 in 1929, \$260 in 1935, \$320 in 1939, and \$865 in 1948.

Of the specified kinds of retail trade compared, retail florist sales per capita have been lowest. Even tobacconists and confectioneries have made more sales per person than have retail florists. In 1948, when for each person in the country retail florists averaged sales of only \$3.00, a comparable amount was \$8.00 for jewelry stores, \$17.00 for liquor stores, \$27.00 for drug stores, \$43.00 for filling stations, \$43.00 for eating places, and \$28.00 for drinking places.

The relationship of the wages of employees of retail trade to retail prices is indicated in the section that follows. Over economically differing periods, the average amount of sales per \$100 of payroll has consistently ranged around \$950 for all retail trade. Differences in this respect among the various kinds of selected retail trade can be noted. Retail florists, jewelers, and drinking places had sales of about \$700 for each \$100 of payroll in 1948. Comparable sales of eating places were about \$500 in each of these years. Tobacconists, confectioneries, and filling stations had more than \$1,000 worth of sales for each \$100 of payroll. Liquor stores had more than \$2,000 worth of sales for each \$100 of payroll.

For all retail stores, there was an average of one store for each 80 persons, approximately, from 1929 through 1948. For filling stations and eating and drinking places the average ordinarily has been 1 store for less than each 1,000 persons. In 1929, for retail florists and retail growers the average was 1 store for more than each 13,000 persons. For most of the other specified kinds of business, the average was 1 store for less than each 5,000 persons. By 1948 the average for retail florists and retail growers was about 1 store per 7,000 persons in the population. Jewelry stores and shoe stores also had a like average. Except for tobacconists, all other selected kinds of retail trade had 1 store for considerably less than each 7,000 persons.

The Nation's population has consistently been about 30 persons per employee in retail trade of all kinds from 1929 through 1948. Except for tobacconists and confectioneries, few lines of business have more potential customers per employee than do retail florists and retail growers. Whereas the average retail florist has about 5,000 potential customers, per employee, an average eating place has only 200 potential customers per employee.

For all retail trade of the country, payrolls consistently amounted to about 10 percent of sales at all times from 1929 through 1948.

Among retail florists, payroll costs amounted to more than 17 percent of sales in 1929 and slightly more than 14 percent in 1948. There is reason to believe that not all of this reduction came from increased efficiency or related factors. Part of it was owing to the fact that wage rates of employees of retail florists were relatively low in 1948. Payroll costs in jewelry stores amounted to about 15 percent of sales.

In 1935 and in 1939 drinking places had labor costs that amounted to 14 percent of sales. In all 4 years in eating places labor costs ranged from almost 19 percent to more than 20 percent of sales. Drug stores, and shoe and apparel stores are more nearly average, with labor costs of around 10 to 12 percent of sales. For other specified kinds of business costs of labor were less than 10 percent of sales.

These comparisons with other specified kinds of business show some of the symptoms of a weak and ineffective system of retail distribution, which is incident to the industry of commercial floriculture as it entered upon the second half of this century.

Trends in Consumer Expenditures.—The information in table 46 includes consumer purchases from retail establishments as well as expenditures with service trades and other kinds of spending. (See also Appendix table 72).

Food and tobacco accounted for more than 27 percent of all consumer expenditures in 1929. This total was about 31 percent in 1935 and 1939, and nearly 35 percent in 1949. Clothing, accessories, and jewelry amounted to 14 percent of consumer expenditures in 1929 and to more than 12 percent in 1935, 1939, and 1949. Personal care (barbers, hairdressers, and others) took about 1.5 percent of consumer expenditures in all these years except 1949, when it was slightly less.

Whereas the relative expenditure for food and tobacco rose from 1929 to 1949, that for housing gradually declined from nearly 15 percent in 1929 to a little more than 10 percent in 1949.

The cost of household operation has consistently accounted for 13 to 14 percent of consumer expenditures.

Medical care and death expenses have amounted to about 5 percent of consumer expenditures except in 1929, when such costs were more nearly 4.5 percent of the total. Personal business (financial and legal expenses) held a relative position of more than 6 percent in 1929. It gradually declined to little more than 4 percent of specified consumer expenditures in 1949.

All forms of consumer transportation amounted to about 9.5 percent of consumer expenditures except in 1949, when it was nearly 11 percent.

Various expenditures classified under recreation represented about 5.5 percent of specified consumer expenditures in 1929 and 1949, less than 5 percent in 1935, and about 5 percent in 1939.

Private education and research have consistently amounted to almost 1 percent of the specified expenditures. Religious and welfare activities have amounted to about 1.5 percent of the totals except in 1949, when the amount was 1 percent. Foreign travel represented 1 percent of consumer spending in 1929 and more nearly one-half of 1 percent in other given years. Among these expenditures the business of retail floriculture has been erroneously classified under recreation, along with other items ranging all the way from betting on horses and slot machines to the cost of dogs and other pets and the expenditures made for stamp collecting.

Disposable Income and Expenditures for Retail Floriculture.—The data in table 47 permit relating the expenditures for that part of recreation which is retail floriculture to the total disposable income of the population of the United States during certain years from 1909 through 1949. During most of this time all retail trade accounted for about 65 percent of the disposable income in any given year.

In 1909 the disposable income of individuals in the nation was about 27 billion dollars. It increased steadily until 1929 when it reached more than 82 billion dollars. The total then declined rapidly to 45 billion dollars in 1933. Except for a drop in 1938

and 1939, the amount rose consistently since 1933 to a total of more than 190 billion dollars in 1949.

Although from 1900 to 1950 the population of the country doubled, actual dollars of disposable income in the hands of consumers increased from less than 25 billion to nearly 200 billion dollars, an increase of nearly eightfold. When the increase in population is considered, this information indicates that in actual dollars individuals had 4 times as much to spend in 1950 as they had at the beginning of the century.

The volume of business of retail floriculture rose from 70 million dollars in 1909 to 658 million in 1949, with intervening trends comparable to those cited for disposable income. Expressed as tenths of 1 percent of disposable income, the business of retail floriculture has at all times amounted to two- to three-tenths of 1 percent of the disposable income.

Labor Force and Earnings.—Information pertaining to that part of the population which receives a large part of the disposable income as wages is, for many purposes, more pertinent than that which pertains to the whole population, including non-wage-earners such as women, children, the aged, and the indigent.

From an average hired labor force for all industries of 37 million full- and part-time workers in 1929, the number was 35 million in 1935, 39 million in 1939, and nearly 49 million in 1949 (table 48). In addition, during all of these years the number of active proprietors of unincorporated establishments remained rather constant at more than 10 million and less than 11 million persons.

Average annual earnings per full-time employee were about \$1,420 in 1929, \$1,150 in 1935, \$1,270 in 1939 and \$2,865 in 1949. Average per capita income was \$680 in 1929, \$460 in 1935, \$540 in 1939, and \$1,330 in 1949. Average income per consumer unit or family was \$2,350 in 1929, little more than \$1,500 in 1935, about \$1,700 in 1939, and \$4,500 in 1949.

The data in table 48 may be further analyzed by kind of industry. Appendix table 73 shows the totals for the full-time equivalent of the number of paid employees and active proprietors of unincorporated establishments for the 10 major kinds of economic activity.

By converting part-time paid employees to an equivalent of full-time employees and adding this number to the labor force of full-time employees and owners of unincorporated establishments, it is found that the labor force expressed as full-time employment was composed of more than 45 million persons in 1929, 42 million in 1935, 46 million in 1939, and more than 57 million in 1949.

Analysis shows that during the two decades from 1929 to 1949 rather marked changes occurred in the relative importance of the labor force of the different major industries—changes that are important from the marketing viewpoint.

In 1929 and 1935 about 20 percent of the labor force was devoted to agriculture, forestry, and fisheries. By 1939 the percentage had dropped to about 17 percent and in 1949 it was less than 13 percent.

The labor force having to do with mining has consistently decreased from more than 2 percent of the total in 1929 to less than 2 percent in 1949.

Contract construction occupied about 5 percent of the labor force in 1929, less than 4 percent in 1935 and 1939, and nearly 6 percent in 1949.

The labor force of manufacturers represented about 23 percent of the total labor force in 1929, about 21 percent in 1935 and 1939, and 25 percent in 1949.

Wholesale and retail trade was the occupation of nearly 17 percent of the labor force in 1929 and 1935, about 18 percent in 1939, and more than 19 percent in 1949.

The business services of finance, insurance, and real estate have rather consistently occupied 3.5 percent of the labor force.

Transportation has shifted from representing more than 6.5 percent of the labor force in 1929 to about 5 percent in the given periods since then.

Communications and public utilities have consistently represented around 2 percent of the labor force.

About 14 percent of the labor force had to do with services in 1929, 1935, and 1939. By 1949 the comparable amount was more nearly 13 percent.

Under conditions of modern life, most wage earners in the United States live in cities and are to some extent estranged from the surroundings of rural and semi-rural living. They are dependent on the horticultural specialties to supply plants and related commodities for use in the surroundings of city living. More wage earners now than formerly are potential consumers of the goods and services of the industry.

Population Trends in Relation to Horticultural Specialties.—As previously noted the population of the United States doubled between 1900 and 1950 (table 49). The percentage of the total population living in urban centers increased from 40 percent in 1900 to nearly 60 percent in 1950. Contrariwise, the percentage of rural or farm and nonurban population decreased from 60 percent in 1900 to little more than 40 percent in 1950.

From a marketing viewpoint decrease in size of family has been a significant trend. From nearly 5 persons per family, the average number per household or consumer unit steadily decreased until in 1950 it was only about 3.5 persons.

The number of births was 18 per 1,000 persons in 1930 and 1940 whereas in 1920 and 1950, in the aftermath of the war periods, births averaged about 24 per 1,000 persons.

For commercial floriculture particularly, information pertaining to the death rate is important. In 1900 there were more than 17 deaths per 1,000 persons of population. The rate decreased consistently to less than 10 deaths per 1,000 persons of population in 1950.

Two conclusions stand out from these data. First, although by 1950 the death rate had decreased by almost half since 1900, the population had meantime doubled. As a result, in 1950 an average retail florist served the same number of funerals as the average per florist in 1900. Second, for both floriculture and ornamental horticulture, data indicate that once a customer has become interested in the goods and services provided by this industry that person can be a customer for a great deal longer than was true formerly.

Marriages averaged about 10 per 1,000 people from 1900 through 1950, except in 1920 and 1940, when it was about 12 per 1,000.

Appendix table 75 provides information by geographic divisions and States showing the percentage increase or decrease from 1930 to 1950 for population, income payments to individuals, income payments per capita, and sales of retail florists and retail growers.

Industry Summary.—Information available does not permit assembling for commercial ornamental horticulture the historical data and trends that have been presented for commercial floriculture. However, there is reason to believe that in many respects the business of commercial ornamental horticulture accounts for totals half as great as those for commercial floriculture.

Data in another part of this report provide rather complete information at mid-point of the century for both segments of the industry that are centered about the horticultural specialties. This information and data in preceding tables permit arriving at industry totals as a summary of basic descriptive information for the industry in 1949 or 1950 (table 50).

The totals disregard about 12,500 growers of floricultural crops who had sales of less than \$1,000 each in 1949 and wholesalers of supplies except for their volume of sales. The industry of commercial floriculture represented cumulative total sales of more than a billion dollars. More than 30,000 establishments were directly involved in conducting this volume of business of commercial floriculture.

Nearly 40 percent of the establishments were wholesale and/or retail growers; they represented about 30 percent of the cumulative total of sales. Businesses primarily engaged in the wholesaling of cut flowers, florist greens, bulbs, plants, and seeds represented little more than 2 percent of the number of establishments in the industry but more than 16 percent of the total volume of sales. Wholesalers not directly a part of the industry but which supplied such items as ribbon, baskets, wire, and cartons had sales of this kind amounting to more than 25 million dollars. Retail florists not associated with crop production represented nearly 50 percent of the number of establishments and less than 40 percent of the accumulated sales total. Kinds of retail trade not recognized as retail florists or retail growers but which nevertheless provide the goods and services of floriculture to consumers amounted to at least 10 percent of the number of establishments and about 14 percent of the industry total for sales.

Wholesale and/or retail growers had about half of the over-all total of payroll and labor force in the industry. The cut flower and greens and bulb plant and seed wholesalers had nearly 10 percent of the total payroll, with less than 4 percent of the labor force. Retailers not associated with crop production had nearly 30 percent of the payroll and more than 35 percent of the labor force. Other kinds of retailers, not including retail growers, had about 12 percent of the industry's payroll, with less than 10 percent of the labor force.

Not including growers with sales of less than \$1,000 in 1949 the average amount of sales per establishment in this industry was only a little more than \$30,000. Further, a total annual payroll of nearly 200 million dollars means that by 1950 the industry of commercial floriculture paid nearly 4 million dollars worth of wages each week.

Of a total labor force of more than 150,000 persons for the industry of commercial floriculture, about 20,000 were unpaid family workers and 30,000 were active proprietors of unincorporated establishments. Of the remaining 100,000 persons who were paid employees, about 75 percent were full-time and 25 percent were part-time employees.

Commercial ornamental horticulture presents a problem that bothers commercial floriculture very little. That problem is inventory, especially of nurseries. For lack of better criteria for recognizing the inventory in accumulating totals for sales values, payroll, and labor force, the information pertaining to ornamental horticulture includes an amount of inventory equal to the wholesale value of the nursery, bulb and flower seed crops that were sold in 1949. On this assumption, and counting only the wholesale and/or retail growers who had sales of more than \$1,000 each in 1949 and wholesale selling establishments for the sales item only, the cumulative sales total for commercial ornamental horticulture was more than 500 million dollars in 1950, and the number of establishments was nearly 15,000.

Nearly 40 percent of the establishments were wholesale and/or retail growers and they had 30 percent of the value of sales. Such sales in farm- and garden-supply stores accounted for more than 20 percent of the total sales and the stores doing such selling made up 15 percent of the establishments engaged in ornamental horticulture.

Other retail and service businesses constituted over 45 percent of the establishments in the industry and had about 30 percent of the industry's sales.

That part of the payroll and labor force of farm- and garden-supply stores which had to do with nursery, bulb, flower, and vegetable seeds accounted for more than 7 percent of the payroll in ornamental horticulture and less than 7 percent of the labor force. The remaining amounts of more than 90 percent of either payroll or labor force were equally divided between wholesale and/or retail growers and other kinds of retail and service businesses of the industry.

The average establishment engaged in commercial ornamental horticulture had sales/or inventory values of about \$30,000 in 1949. An annual payroll of more than 100 million dollars means that this kind of enterprise influenced the weekly payroll of the labor force of the United States to the extent of about 2 million dollars.

From the information available, it appears that about 100,000 persons are employed in commercial ornamental horticulture at some time during the year.

In 1950, more than 7,000 of these were unpaid family workers and nearly 14,000 were active proprietors of unincorporated establishments. Of approximately 75,000 paid employees, 35,000 were full-time workers and the remainder worked part-time.

With the exception of growers of horticultural-specialty crops which had sales of less than \$1,000 in 1949, and recognizing other exceptions and special situations previously noted, the combined totals for commercial floriculture and commercial ornamental horticultural indicate that more than 45,000 establishments are directly concerned with production and distribution of the goods and services having to do with these commodities. (See Appendix table 74.) At the mid-point of the twentieth century the horticultural-specialties industry had an accumulated total value of sales and inventory that exceeded 1.5 billion dollars. Payroll paid directly by businesses participating in this total amounted to nearly 300 million dollars annually. The industry contributed nearly 6 million dollars to the weekly payroll of the labor force in this country and the total labor force involved employment of 250,000 persons at some time during the year.

The horticultural-specialties industry depended upon the labor of more than 25,000 unpaid family workers and more than 45,000 active proprietors of unincorporated establishments. In 1949 there were more than 100,000 full-time paid employees and at least 70,000 part-time paid employees of the industry.

Recognizing the relatively large number of part-time employees of commercial ornamental horticulture, it can be seen that for all four factors analyzed, (establishments, sales and inventory values, payroll, and labor force) commercial floriculture represented about two-thirds and commercial ornamental horticulture, one-third of the over-all totals for the horticultural-specialties industry at the mid-point of the twentieth century.

Table 41.- Retail trade: Percentage distribution of sales, by kind of business, United States, specified years, 1929-48

Item	1948	1939	1935	1929
	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0
Food group	23.7	24.2	25.5	22.4
Eating and drinking places	8.2	8.4	7.3	4.4
General stores	.9	1.9	3.4	5.3
General merchandise group	12.2	13.0	11.1	11.3
Apparel group	7.5	7.9	8.1	8.5
Furniture, furnishings, appliance group	5.3	4.1	3.9	5.7
Automotive group	15.4	13.2	12.9	14.6
Gasoline service stations	5.0	6.7	6.0	3.7
Lumber, building, hardware group	8.5	6.5	5.7	7.9
Drug and proprietary stores	3.1	3.7	3.8	3.5
Liquor stores	2.0	1.4	1.0	--
Second-hand stores	.2	.3	.3	.3
Other retail stores	8.0	8.3	8.0	10.1
Retail florists and retail growers	.4	.4	.3	.4

Bureau of the Census.

Table 42.- Retail trade: Population, establishments, and value of sales of all retail trade and retail florists and retail growers, by population of city, United States, 1939 and 1948

Population of city	Places of more than 2,500 persons	Population	All retail trade				Retail florists and retail growers			
			Establishments		Sales		Establishments		Sales	
			1939	1948	1939	1948	1939	1948	1939	1948
Persons	Number	Number	1,000 persons	1,000 persons	Thousands	Thousands	Million dollars	Million dollars	Number	Number
Total	4,013	3,464	149,856	131,669	1,770	1,770	130,521	42,042	14,749	16,055
500,000 or more	18	14	26,413	22,368	328	334	30,284	10,229	4,069	4,019
250,000 - 499,999	21	23	7,055	6,929	113	98	5,683	3,179	1,429	1,346
100,000 - 249,999	68	55	10,018	11,793	127	117	10,779	3,749	1,353	1,257
50,000 - 99,999	127	107	8,969	7,344	115	110	10,998	3,472	1,216	1,146
10,000 - 49,999	1,082	878	21,893	17,384	297	274	26,269	8,040	3,028	3,104
5,000 - 9,999	1,130	965	7,898	6,682	130	122	9,662	3,020	1,264	1,397
2,500 - 4,999	1,567	1,422	5,260	5,026	106	108	7,039	2,341	949	1,057
Less than 2,500	---	---	61,246	57,246	577	592	23,950	7,295	1,785	2,786
Percentage distribution										
Total	4,013	3,464	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
500,000 or more	18	14	17.6	17.0	18.6	18.9	23.2	24.3	27.6	25.0
250,000 - 499,999	21	23	5.1	5.9	5.0	6.4	7.6	5.4	6.0	9.0
100,000 - 249,999	68	55	6.2	7.2	6.1	6.6	5.6	5.2	7.8	11.5
50,000 - 99,999	127	107	6.0	5.6	5.5	6.2	8.4	8.3	8.2	10.3
10,000 - 49,999	1,082	878	14.6	13.2	16.8	15.5	20.1	19.1	20.5	19.3
5,000 - 9,999	1,130	965	5.3	5.1	7.4	6.9	7.4	7.2	8.6	8.7
2,500 - 4,999	1,567	1,422	3.7	3.8	6.0	6.1	5.4	5.6	6.4	6.6
Less than 2,500	---	---	41.0	43.5	32.6	33.4	18.3	17.2	12.1	17.4

1/ Excludes 841,769 persons not credited to their specific usual place of residence.

2/ Retail florists not associated with crop production.

Bureau of the Census.

Table 43.- Retail trade: Number of establishments, value of sales, paid employees and payrolls, by selected kinds of business, United States, specified years, 1929-48

Item	Establishments				Value of sales			
	1948		1939		1935		1929	
	Thousands	Thousands	Thousands	Thousands	1948	1939	1935	1929
All retail stores	1,770	1,772	1,582	1,476	130,521	12,042	32,791	48,330
Retail florists	142	16	11	9	2,510	149	99	176
Jewelry stores	21	15	12	20	1,225	362	235	536
Liquor stores	33	19	12	—	2,580	586	328	—
Cigar stores, stands	15	19	15	33	535	208	183	410
Candy, nut, confectionery stores	33	48	55	63	649	295	314	572
Dr. stores	56	58	57	58	4,043	1,353	1,222	1,690
Filling stations	128	212	198	122	6,483	2,822	1,968	1,797
Shoe stores	20	19	24	14	1,167	617	511	807
Women's ready-to-wear stores	31	26	22	18	3,305	1,099	795	1,088
Men's and boys' clothing stores	24	22	21	28	2,166	773	660	1,193
Eating places	194	170	153	134	6,468	2,135	1,667	2,125
Drinking places	152	136	98	—	4,215	1,385	724	—
Other stores	981	981	914	966	96,204	30,137	24,075	37,916
Percentage distribution								
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
All retail stores	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Retail florists	1.2	0.9	0.7	0.6	0.4	0.4	0.3	0.4
Jewelry stores	1.2	.8	.8	1.4	.9	.9	.7	1.1
Liquor stores	1.9	1.1	.8	—	2.0	1.4	1.0	—
Cigar stores, stands	0.8	1.0	1.0	2.3	.4	.5	.6	.8
Candy, nut, confectionery stores	1.9	2.7	3.5	4.3	.5	.7	1.0	1.2
Drug stores	3.2	3.3	3.6	3.9	3.1	3.7	3.8	3.5
Filling stations	10.6	13.7	12.4	8.2	5.0	6.7	6.0	3.7
Shoe stores	1.1	1.2	1.2	1.6	1.1	1.5	1.6	1.7
Women's ready-to-wear stores	1.7	1.5	1.4	1.2	2.5	2.4	2.4	2.3
Men's and boys' clothing stores	1.3	1.2	1.3	1.9	1.7	1.8	2.0	2.5
Eating places	11.0	9.6	9.7	9.1	5.0	5.1	5.1	4.4
Drinking places	8.6	7.7	6.2	—	3.2	3.3	2.2	—
Other stores	55.5	55.3	57.4	65.5	74.2	71.7	73.3	78.4
Paid employees								
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
All retail stores	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Retail florists	5.32	23	17	28	6.72	23	16	31
Jewelry stores	62	35	26	43	178	54	35	70
Liquor stores	44	26	16	—	116	31	18	—
Cigar stores, stands	14	14	15	33	33	14	14	34
Candy, nut, confectionery stores	30	31	37	60	57	20	23	46
Drug stores	212	189	159	176	468	173	143	196
Filling stations	226	236	204	144	488	179	179	159
Shoe stores	53	64	57	65	166	57	57	62
Women's ready-to-wear stores	182	134	107	115	474	133	103	135
Men's and boys' clothing stores	77	67	58	84	244	91	75	123
Eating places	792	595	496	666	1,342	406	312	396
Drinking places	288	212	151	—	598	160	101	—
Other stores	3,598	2,975	2,554	3,071	9,400	3,157	2,403	3,773
Percentage distribution								
Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
All retail stores	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Retail florists	0.6	0.5	0.4	0.7	0.5	0.5	0.4	0.6
Jewelry stores	1.1	.8	.7	1.0	1.3	1.2	1.0	1.4
Liquor stores	.8	.6	.4	—	.9	.7	.5	—
Cigar stores, stands	.2	.3	.4	.8	.2	.3	.4	.8
Candy, nut, confectionery stores	.5	.7	1.0	1.4	.4	.4	.6	.9
Drug stores	3.8	4.1	4.1	4.1	3.5	3.8	4.0	3.9
Filling stations	4.0	5.1	5.2	3.4	3.6	4.4	5.0	3.2
Shoe stores	.9	1.4	1.5	1.5	1.2	1.5	1.6	1.6
Women's ready-to-wear stores	3.2	2.9	2.8	2.7	3.0	2.9	2.9	2.7
Men's and boys' clothing stores	1.4	1.4	1.5	2.0	1.8	1.0	2.1	2.4
Eating places	11.1	10.2	10.7	10.9	9.9	9.0	8.8	7.9
Drinking places	5.1	4.6	3.9	—	4.4	3.5	2.8	—
Other stores	64.3	64.7	65.4	71.5	69.3	69.8	69.9	74.6

1/ Business Census reports 11,719 establishments; Special Census reports 6,981 establishments.

2/ Business Census reports \$377,250,000, or 74 percent; Special Census reports \$132,479,000, or 26 percent.

3/ Paid employees—full work week—ended nearest November 15.

4/ Average for year.

5/ 23,292 persons reported by Business Census—considered as 74 percent based on sales.

6/ \$53,479,000 reported by Business Census—considered as 74 percent based on sales.

Bureau of the Census.

Table 44.- Retail trade: Average value of sales per store, per paid employee, per capita, and per \$100 of payroll by selected kinds of business, United States, specified years, 1929-48

Item	Average value of sales per -															
	Store				Paid employees				Capita				\$100 of payroll			
	1948	1939	1935	1929	1948	1939	1935	1929	1948	1939	1935	1929	1948	1939	1935	1929
Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	Dol- lars	
All retail stores	73,760	23,748	20,653	32,736	23,272	9,139	8,412	11,275	866	319	258	394	962	928	919	958
Retail florists	23,457	9,264	8,781	18,899	16,182	6,431	5,700	6,321	3	1	1	1	705	657	618	573
Jewelry stores	57,590	24,837	18,871	26,817	19,739	10,256	9,137	12,509	8	3	2	4	687	670	662	771
Liquor stores	77,180	30,641	27,122	---	58,707	22,837	20,127	---	17	4	3	---	2,218	1,905	1,859	---
Cigar stores, stands	36,848	11,229	11,919	12,333	39,631	14,404	12,107	12,279	4	2	1	3	1,637	1,475	1,382	1,198
Candy, nut, confectionery stores	19,751	6,150	5,697	9,034	21,787	9,656	8,455	9,571	4	2	2	5	1,146	1,466	1,360	1,250
Drug stores	71,927	26,985	21,740	29,016	18,931	8,850	7,746	9,616	27	12	10	14	857	905	860	864
Filling stations	34,439	11,670	9,960	14,710	28,680	11,084	9,657	12,367	43	21	15	15	1,388	1,419	1,111	1,123
Shoe stores	75,050	30,120	26,963	33,259	27,894	9,620	8,951	12,423	10	5	4	7	885	885	903	981
Women's ready-to-wear stores	107,741	39,097	36,177	59,585	18,138	7,597	7,397	9,427	22	8	6	9	818	761	771	808
Men's and boys' clothing stores	91,275	35,966	31,539	42,300	28,274	11,614	11,317	14,139	14	6	5	10	888	847	882	967
Eating places	33,320	12,574	10,862	15,823	8,169	3,590	3,362	4,556	43	16	13	17	482	526	534	536
Drinking places	27,652	10,215	7,387	---	14,621	6,526	4,789	---	28	10	6	---	704	867	713	---

Bureau of the Census.

Table 45.- Retail trade: Population per store, per employee, and per \$1,000 of sales and payroll as percentage of sales, by selected kinds of business, United States, specified years, 1929-48

Item	Population per -															
	Store				Employees				\$1,000 of sales				Payroll as percentage of sales			
	1948	1939	1935	1929	1948	1939	1935	1929	1948	1939	1935	1929	1948	1939	1935	1929
Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- son	Per- cent	Per- cent	Per- cent	
All retail stores	85	74	80	83	27	29	33	29	1	3	4	3	10.4	10.8	10.9	10.4
Retail florists	6,935	8,201	11,319	13,162	4,784	5,693	7,347	4,405	296	885	1,289	697	14.2	15.2	16.2	17.5
Jewelry stores	7,085	9,044	10,222	6,139	2,428	3,735	4,950	2,864	123	364	542	229	14.6	14.9	15.1	13.0
Liquor stores	4,509	6,881	10,512	---	3,430	5,128	7,801	--	58	225	388	---	4.5	5.2	5.4	---
Cigar stores, stands	10,374	7,116	8,290	3,693	11,158	9,128	8,421	3,676	282	634	696	299	6.1	6.8	7.6	8.3
Candy, nut, confectionery stores	4,584	2,742	2,305	1,941	5,056	4,306	3,422	2,056	232	446	405	215	8.7	6.8	7.4	8.0
Drug stores	2,701	2,274	2,244	2,107	711	695	800	698	96	84	103	73	11.7	11.1	11.6	11.6
Filling stations	801	544	644	1,010	667	559	625	849	23	47	65	69	7.5	7.0	9.0	8.9
Shoe stores	7,708	6,427	6,709	5,061	2,665	2,053	2,227	1,890	103	213	249	152	11.3	11.3	11.1	10.2
Women's ready-to-wear stores	4,912	5,099	5,791	6,726	827	986	1,184	1,064	46	130	160	113	12.2	13.1	13.0	12.4
Men's and boys' clothing stores	6,350	6,124	6,084	4,354	1,967	1,978	2,183	1,455	70	170	193	103	11.3	11.8	11.3	10.3
Eating places	776	775	829	914	190	221	257	263	23	62	76	58	20.8	19.0	18.7	18.6
Drinking places	969	971	1,296	---	523	620	842	---	36	95	176	---	14.2	11.5	14.0	---

Bureau of the Census.

Table 46.- Personal consumption expenditures: Percentage distribution, by selected items, United States, specified years, 1929-49

Item	1949	1939	1935	1929
	Percent	Percent	Percent	Percent
Total .....	100.0	100.0	100.0	100.0
Food and tobacco .....	34.9	31.2	31.5	27.1
Clothing, accessories, and jewelry .....	12.7	12.3	12.3	14.0
Personal care .....	1.2	1.5	1.4	1.4
Housing .....	10.1	13.3	13.5	14.5
Household operation .....	13.1	14.0	13.5	13.4
Medical care and death expense .....	4.9	5.0	4.9	4.6
Personal business .....	4.2	5.5	5.9	6.6
Transportation .....	10.7	9.3	9.2	9.5
Recreation .....	5.7	5.1	4.7	5.5
Private education and research .....	.9	.9	.9	.9
Religious and welfare activities .....	1.0	1.4	1.6	1.5
Foreign travel .....	.6	.5	.6	1.0
Retail floriculture .....	.3	.3	.2	.3

Bureau of Foreign and Domestic Commerce.

Table 47.- Disposable income and retail trade of floriculture, United States, 1909-49

Year	Disposable income	Retail floriculture	Retail floriculture
			as percentage of disposable income
	Billion dollars	Million dollars	Percent
1909 .....	27.3	70	0.3
1911 .....	33.2	56	.2
1919 .....	61.5	135	.2
1921 .....	52.8	128	.2
1923 .....	65.9	176	.3
1925 .....	70.6	182	.3
1927 .....	73.5	183	.2
1929 .....	82.5	221	.3
1930 .....	73.7	190	.3
1931 .....	63.0	134	.2
1936 .....	47.9	99	.2
1937 .....	55.2	90	.2
1938 .....	51.6	116	.2
1939 .....	58.0	130	.2
1940 .....	66.1	159	.2
1937 .....	71.1	186	.3
1938 .....	65.5	176	.3
1939 .....	70.2	191	.3
1940 .....	75.7	211	.3
1941 .....	92.0	247	.3
1942 .....	116.2	266	.2
1943 .....	131.2	311	.2
1944 .....	149.6	379	.3
1945 .....	149.4	446	.3
1946 .....	159.2	548	.3
1947 .....	173.6	600	.3
1948 .....	190.8	630	.3
1949 .....	191.2	658	.3

Bureau of Foreign and Domestic Commerce.

Table 48.- Employment earnings and personal income, United States, specified years, 1929-49

Item	1949	1939	1935	1929
	<u>Thousands</u>	<u>Thousands</u>	<u>Thousands</u>	<u>Thousands</u>
All industries				
Average full-time and part-time employees	48,903	39,174	34,891	37,029
Active proprietors of unincorporated establishments	10,785	10,119	10,555	10,388
Full-time equivalent employees	46,563	36,383	31,651	35,295
	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>
Average annual earnings per full-time employee	2,866	1,269	1,153	1,421
Income				
Per capita	1,330	539	460	680
Per consumer unit	4,500	1,720	1,510	2,350

Bureau of Foreign and Domestic Commerce.

Table 49.- Population, births, deaths, and marriages, United States, specified years, 1900-50

Item	Unit	1950	1940	1930	1920	1910	1900
Population	Thousands	150,697	131,669	122,775	105,711	91,972	75,995
Urban	Percent	59.0	56.5	56.2	51.4	45.8	40.0
Rural	Percent	41.0	43.5	43.8	48.6	54.2	60.0
Persons per family	Number	3.4	3.8	4.1	4.3	4.5	4.8
Per 1,000 persons							
Births	Number	28.1	17.9	18.9	23.7	1/	1/
Deaths	Number	9.5	10.7	11.3	13.0	14.7	17.2
Marriages	Number	10.7	12.1	9.2	12.0	10.3	9.3

1/ Not available.

Bureau of the Census.

Table 50.- Floriculture and ornamental horticulture: Establishments, value of sales, payroll, and labor force, United States, 1949

Item	Establishments	Sales	Payroll	Proprietors	Labor force		Total				
	Per centage	Per centage	Per centage	of unin-	Unpaid	Paid employees					
	Total	distri-	Value	distri-	Amount	family	Full-time	Part-time	Actual	Per centage	distri-
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Grand total	45,154	---	1,503,352	---	295,338	---	45,786	27,165	176,372	108,000	68,372
Floriculture											
Total	20,678	100.0	1,000,993	100.0	187,753	100.0	31,870	19,282	103,203	73,031	30,172
Wholesale and retail growers	11,983	39.1	294,312	29.4	93,306	49.7	14,030	9,340	54,584	34,239	20,345
Wholesalers of flowers, bulbs, plants	676	2.2	164,160	16.4	18,350	9.8	500	---	5,500	5,500	---
Wholesalers of supplies 1/	---	---	25,000	2.5	---	---	---	---	---	---	---
Net sales to stores not associated with growers	14,749	48.1	377,250	37.7	53,497	28.5	15,840	9,942	30,619	23,292	7,327
Other 1/	3,270	10.6	180,271	14.0	22,600	12.0	1,500	---	12,500	10,000	2,500
Ornamental horticulture											
Total	14,516	100.0	502,359	100.0	108,585	100.0	13,916	7,883	73,169	36,969	38,200
Wholesale and retail growers	5,573	38.4	145,422	29.0	50,462	46.5	5,916	3,548	34,455	16,699	17,756
Wholesale selling trade	---	---	7,523	1.5	---	---	---	---	---	---	---
sale establishments	---	---	7,523	1.5	---	---	---	---	---	---	---
Farm and garden supply stores	2,254	15.5	107,364	21.4	2/3,123	7.5	1/2,000	2/335	2/3,714	2/3,270	2/3,444
Other 1/	6,689	46.1	159,934	31.8	50,000	46.0	6,000	4,000	35,000	35,000	20,000
Inventory 3/	---	---	82,116	16.3	---	---	---	---	---	---	---

1/ Estimated.

2/ 30 percent of the total reported for such stores based on commodity analysis of sales.

3/ Wholesale value of crops sold in 1949 considered as value of inventory for sales of following season.

Compiled.

## PART II-PRODUCTION AND DISTRIBUTION OF HORTICULTURAL SPECIALTIES, 1949

### HIGHLIGHTS

The dollar volume of retail and service trade resulting from the distribution of flower, nursery, bulb, and flower- and vegetable-seed crops amounted to more than 1 billion dollars in 1949. Floricultural crops accounted for 650 million dollars of this amount, and nursery, bulb, and flower- and vegetable-seed crops accounted for the remaining 350 million dollars.

Retail floriculture contributed one-half of 1 percent of all retail trade of the country. Sales of retail floriculture amounted to \$4.30 per capita and to about \$14.00 per family or dwelling unit. Nearly 70 percent of the retail trade and of the wholesale value of production is concentrated in 128 metropolitan areas, which encompass only 239 of the 3,073 counties in the United States.

Ornamental horticultural retail and service sales amounted to one-fourth of 1 percent of all retail trade of the country. Retail sales of these products were \$2.30 per capita and about \$7.60 per family or dwelling unit. One hundred and twenty-eight metropolitan areas accounted for nearly 70 percent of the retail trade and nearly 50 percent of the wholesale value of production of these crops.

At mid-century, population of the United States was 151 million persons, including more than 46 million families or dwelling units (table 51). Income payments to individuals amounted to nearly 198 billion dollars, of which about 130 billion were spent with retail establishments of the country.

The wholesale value of flower, nursery, bulb, and flower-seed crops sold amounted to 273 million dollars. The estimate of the Department of Agriculture of value of vegetable seed production was nearly 27 million dollars. The total of 300 million dollars as the wholesale value of horticultural-specialty crops, including both floricultural and ornamental horticultural crops, was made up of the following:

	<u>Million dollars</u>
Floriculture	191
Nursery	71
Bulbs	9
Flower seed	2
Vegetable seed 1/	27
<hr/>	
1/ From Agricultural Estimates.	

Two regions, the Middle Atlantic and the East North Central, each had about 20 percent of the population and dwelling units in 1950 and about 22 percent of all retail trade, income payments to individuals, and the wholesale value of flower, nursery, bulb, and flower-seed crops that were sold. The three Pacific States of Washington, Oregon, and California represented about half the population, dwelling units, income payments to individuals, and retail trade represented by either of the two geographic divisions mentioned above. These three States accounted for more than three-fourths as much flower, nursery, bulb, and flower-seed production as was reported for either the Middle Atlantic or the East North Central States.

Table 51.- Marketing information: General, by geographic divisions and States, 1949

Division and State	Population		Dwelling units		Income payments to individuals		All retail trade		Horticultural specialty crops 1/	
	Actual distribution		Percentage distribution		Actual distribution		Percentage distribution		Wholesale value distribution	
	Thousands		Percent		Thousands		Percent		Million dollars	
	Thousands	Percent	Thousands	Percent	Thousands	Percent	Thousands	Percent	Million dollars	Percent
UNITED STATES	150,657	100.0	46,151	100.0	197,521	100.0	130,521	100.0	273,025	100.0
Geographic divisions:									1,000	
New England:										
Maine	9,314	6.2	2,894	6.3	13,247	6.7	8,557	6.5	20,504	7.5
Middle Atlantic	30,164	20.0	9,206	20.0	47,826	24.2	28,175	21.6	60,592	22.3
E. North Central	30,399	20.2	9,372	20.3	44,155	22.4	28,902	22.1	59,788	21.9
W. North Central	14,061	9.3	4,421	9.6	17,337	8.8	13,268	10.2	20,999	7.7
S. Atlantic	21,182	14.1	6,080	13.0	21,499	10.9	14,777	11.3	30,871	11.3
E. South Central	11,477	7.6	3,400	6.0	6,564	4.5	4,118	4.9	10,966	3.7
W. South Central	14,538	9.6	4,849	9.7	15,622	9.9	10,923	8.4	12,963	4.7
Mountain	5,075	3.4	1,616	3.5	6,222	3.1	4,666	3.6	7,754	2.8
Pacific	14,487	9.6	4,950	10.7	22,629	11.5	14,838	11.4	49,419	18.1
NEW ENGLAND:										
Maine	914	.6	312	.7	1,004	.5	756	.6	866	.3
New Hampshire	533	.4	192	.4	401	.3	474	.4	439	.1
Vermont	378	.3	123	.3	400	.2	338	.2	169	.1
Massachusetts	4,691	3.1	1,409	3.1	6,892	3.5	4,302	3.3	9,706	3.6
Rhode Island	795	.5	245	.5	1,117	.6	716	.5	1,407	.5
Connecticut	2,007	1.3	614	1.3	3,813	1.6	1,975	1.5	7,437	2.7
MIDDLE ATLANTIC:										
New York	14,830	9.8	4,652	10.1	26,340	13.3	14,687	11.2	25,018	9.1
New Jersey	4,835	3.2	1,509	3.3	7,018	3.6	4,479	3.4	16,588	6.1
Pennsylvania	10,498	7.0	3,045	6.6	14,468	7.3	9,069	7.0	19,886	7.1
E. NORTH CENTRAL:										
Ohio	7,087	5.3	2,116	5.2	11,443	5.8	7,373	5.6	17,364	6.4
Indiana	3,924	2.6	1,233	2.7	5,097	2.6	3,532	2.7	8,070	2.9
Illinois	8,712	5.8	2,679	5.8	18,107	7.1	8,800	6.7	19,273	7.1
Michigan	6,372	4.2	1,980	4.3	9,013	4.6	5,950	4.6	10,357	3.8
Wisconsin	3,439	2.3	1,063	2.3	4,499	2.3	3,281	2.5	4,725	1.7
W. NORTH CENTRAL:										
Minnesota	2,982	2.0	921	2.0	3,693	1.8	2,906	2.2	4,620	1.7
Iowa	2,621	1.7	815	1.8	3,301	1.7	2,596	2.0	6,250	2.3
Missouri	3,599	2.6	1,201	2.7	5,590	2.6	3,568	2.7	6,116	2.3
North Dakota	1,260	.4	177	.4	703	.3	608	.5	248	.1
South Dakota	652	.4	195	.4	734	.4	622	.5	398	.1
Nebraska	1,326	.9	417	.9	1,653	.8	1,318	1.0	1,083	.4
Kansas	1,905	1.3	666	1.4	2,891	1.2	1,689	1.3	2,259	.8
S. ATLANTIC:										
Delaware	318	.2	97	.2	541	.3	388	.3	1,221	.5
Maryland	2,343	1.6	691	1.5	3,681	1.5	1,915	1.5	3,810	1.4
Dist. of Columbia	406	.5	235	.5	1,919	1.0	1,112	.8	28	.2
Virginia	3,217	2.2	905	1.9	3,221	1.6	2,227	1.7	3,130	1.2
West Virginia	2,006	1.3	544	1.2	1,928	1.0	1,288	1.0	1,201	.4
North Carolina	4,062	2.7	1,059	2.3	3,349	1.7	2,249	1.7	3,223	1.2
South Carolina	2,117	1.4	559	1.2	1,584	.8	1,148	.9	989	.3
Georgia	3,445	2.3	967	2.1	2,928	1.5	2,112	1.6	1,452	.5
Florida	2,771	1.9	961	2.1	2,948	1.5	2,340	1.8	15,876	5.8
E. SOUTH CENTRAL:										
Kentucky	2,949	2.0	821	1.8	2,476	1.2	1,682	1.3	1,439	.5
Tennessee	3,192	2.2	925	2.0	2,858	1.4	2,088	1.6	3,833	1.4
Alabama	3,062	2.0	847	1.8	2,313	1.2	1,639	1.2	4,101	1.5
Mississippi	2,179	1.4	610	1.3	1,317	.7	1,008	.8	663	.3
W. SOUTH CENTRAL:										
Arkansas	1,910	1.2	576	1.2	1,443	.7	1,083	.8	956	.3
Louisiana	2,684	1.8	780	1.7	2,647	1.3	1,681	1.3	1,084	.4
Oklahoma	2,233	1.5	715	1.6	2,297	1.2	1,640	1.3	1,892	.7
Texas	7,711	5.1	2,398	5.2	9,265	4.7	6,519	5.0	9,073	3.3
mountain:										
Montana	591	.4	195	.4	787	.4	603	.5	371	.1
Idaho	589	.4	190	.4	707	.4	588	.4	377	.2
Wyoming	291	.2	93	.2	419	.2	309	.2	259	.2
Colorado	1,325	.9	438	1.0	1,703	.9	1,297	1.0	5,464	2.0
New Mexico	681	.4	200	.4	665	.3	478	.4	250	.1
Arizona	750	.5	241	.5	839	.4	668	.5	298	.1
Utah	685	.5	201	.5	825	.4	579	.4	734	.3
Nevada	160	.1	57	.1	277	.1	201	.2	13	.2
PACIFIC:										
Washington	2,379	1.6	815	1.8	3,589	1.8	2,221	1.7	5,581	2.0
Oregon	1,522	1.0	526	1.1	2,095	1.1	1,597	1.2	7,228	2.7
California	10,586	7.0	3,609	7.8	17,005	8.6	11,020	8.5	36,809	13.4

1/ Not including greenhouse vegetables, propagated mushrooms and vegetable seed. 2/ Less than 0.05 percent.

Floriculture in States.—The Middle Atlantic States and the East North Central States together accounted for 50 percent of the wholesale value of floricultural crops sold and nearly 48 percent of the retail and service trade of floriculture (table 52). The Pacific States accounted for 15 percent of the wholesale value of this kind of crop production in the United States and less than 10 percent of the retail sales of floriculture (figs. 2 and 3).

The wholesale value of the crops produced in Massachusetts, Connecticut, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Florida, Colorado, and California exceeded for each State the amounts required to supply the retail trade in the State. Production fell far short of sales in New York, Michigan, Wisconsin, the West North Central States, the South Atlantic States except Maryland and Florida, East South Central States, West South Central States, and in the Mountain States, except Colorado.

Industry totals for the retail and service trade of floriculture, amounted to \$650 million dollars, of which the wholesale value of crop production was 190 million. Of the total value of the retail and service trade of floriculture, about three-fifths was done by retail florists not associated with crop production, about one-fifth was done by retail growers, and the remaining fifth was done by other retailers such as department and variety stores, supermarkets and vendors (fig. 1).

The relative sales position of retail growers, retail florists not associated with crop production, and of other kinds of retail business making floricultural sales varied in different parts of the country. For example, retail growers of the East North Central States did a greater share of the total retail floriculture business in those States than did retail growers of the Middle Atlantic States in their region.

Floricultural crops were produced by about 25,000 farmers in 1949, more than half of whom had sales of less than \$1,000 per farm. (See Appendix table 66.) The retail and service trade of floriculture was accomplished by 25,000 establishments, of which nearly 15,000 were retail florists not associated with crop production and nearly 7,000 were retail growers. (See Appendix tables 67 and 68.) The other 3,000 were outlets such as department and variety stores.

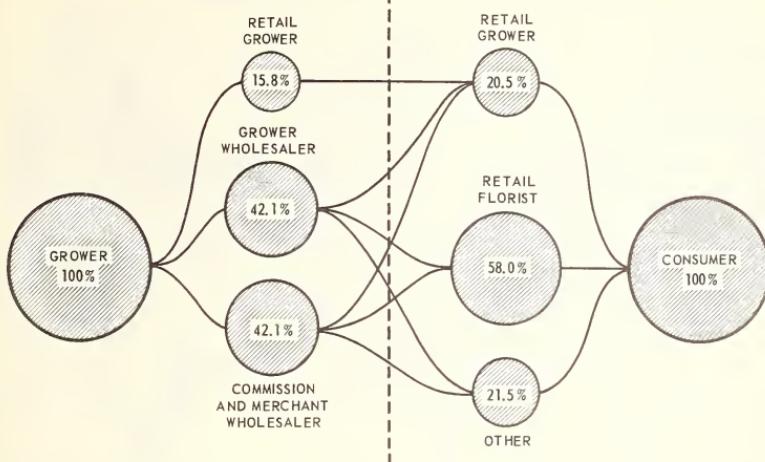
Farms with sales of more than \$1,000 per farm accounted for more than 98 percent of the wholesale value of all floricultural crops produced and sold during the year. The wholesale value of crops sold by farms with sales in excess of \$1,000 amounted to an average of \$17,500 per farm.

The average retail grower had retail sales of nearly \$19,000 in 1949, whereas the average retail florist not associated with crop production had retail sales of \$26,000.

# MARKETING CHANNELS FOR FLORICULTURAL CROPS, 1949

## Farm Values

## Retail Values



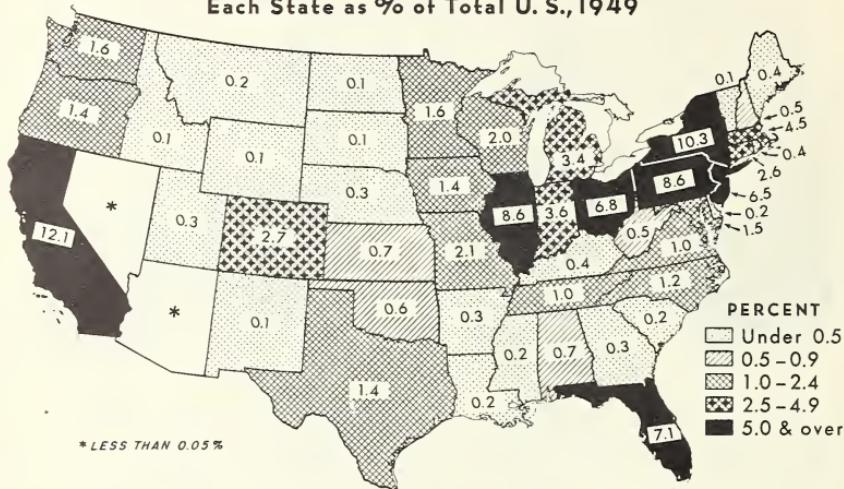
U. S. DEPARTMENT OF AGRICULTURE

NEG 48700-X BUREAU OF AGRICULTURAL ECONOMICS

Figure 1.—In this diagram, farm value represents wholesale value to the grower. Information is not available to show the proportions of each of the two kinds of wholesale sales that are made to each of the three kinds of retailing. Variation in the amount of service associated with the retail selling of the crops by the three kinds of retail trade causes the percentage of retail trade done by retail growers to be disproportionate to the percentage of the farm value of the crops that enters into their retail sales.

## WHOLESALE VALUE OF FLORICULTURAL CROPS

Each State as % of Total U. S., 1949

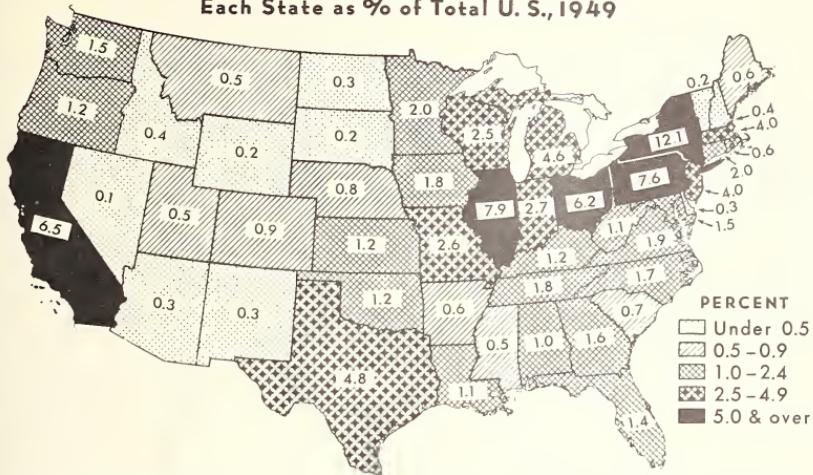


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# RETAIL AND SERVICE TRADE OF FLORICULTURE

Each State as % of Total U. S., 1949



U. S. DEPARTMENT OF AGRICULTURE

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Figure 3.- In 1949, the retail trade of floriculture was 650 million dollars. More than 5 percent of this total was represented by New York, Pennsylvania, Ohio, Illinois, and California.

Table 52.- Marketing information: Floriculture, by geographic divisions and States, 1949

Division and State	Crop production of floriculture						Retail floriculture					
	Establishments 1/		Crops		Total		Retail florists and retail growers					
	Establishments	Percent	Sales	Percent	Establishments	Percent	Establishments	Percent	Establishments	Percent	Establishments	Percent
	: Percent:	: Whole:	: Percent:	: Percent:	: Percent:	: Percent:	: Percent:	: Percent:	: Percent:	: Percent:	: Percent:	: Percent:
UNITED STATES												
Geographic divisions:												
New England	1,229	10.2	16,254	8.5	2,263	9.1	50,485	7.8	1,970	9.1	39,285	7.7
Middle Atlantic	2,750	22.9	48,322	25.4	6,163	24.6	153,827	23.7	5,345	24.6	120,126	23.6
E. North Central	3,339	27.9	46,623	24.4	5,842	23.4	155,230	23.9	5,090	23.4	121,460	23.8
W. North Central	990	8.9	12,068	6.3	1,821	7.3	51,913	8.9	1,597	7.3	45,313	8.9
S. Atlantic	1,170	9.8	22,314	12.0	2,047	10.6	12,525	11.1	2,025	10.5	57,465	11.2
E. South Central	899	2.1	1,315	2.3	1,082	4.3	29,462	7.5	2,411	4.4	2,866	4.7
W. South Central	343	2.9	1,822	2.5	1,893	7.6	49,899	7.7	1,631	7.5	38,699	7.6
Mountain	360	3.0	6,671	3.5	749	3.0	21,005	3.2	651	3.0	16,805	3.3
Pacific	1,553	13.0	28,723	15.1	2,535	10.1	59,649	9.2	2,208	10.2	47,049	9.2
NEW ENGLAND:												
Maine	127	1.1	760	.4	191	.8	3,476	.6	165	.8	2,776	.5
New Hampshire	78	.6	859	.5	125	.5	2,466	.4	109	.5	1,866	.4
Vermont	30	.2	133	.1	58	.2	1,294	.2	52	.2	954	.2
Massachusetts	657	5.5	8,663	4.5	1,136	4.6	26,160	4.0	989	4.6	20,260	4.0
Rhode Island	84	.7	788	.4	200	.8	3,998	.6	174	.8	3,198	.6
Connecticut	253	2.1	5,053	2.6	553	2.2	13,130	2.0	481	2.2	16,230	2.0
MIDDLE ATLANTIC:												
New York	1,177	9.8	19,126	10.3	2,889	11.5	78,463	12.1	2,506	11.6	61,172	12.0
New Jersey	628	5.2	12,349	6.5	1,208	4.8	26,250	4.0	1,048	4.8	20,200	4.0
Pennsylvania	945	7.9	16,548	8.6	2,066	8.3	49,114	7.6	1,791	8.3	38,454	7.6
E. NORTH CENTRAL:												
Ohio	1,119	9.3	13,041	6.8	1,651	6.6	40,380	6.2	1,438	6.6	31,680	6.2
Indiana	489	4.1	6,760	3.6	719	2.9	17,393	2.7	628	2.9	13,603	2.7
Illinois	752	6.3	16,357	8.6	1,639	6.6	51,082	7.9	1,426	6.6	39,902	7.8
Michigan	618	5.2	6,344	3.4	1,223	4.9	30,281	4.6	1,066	4.9	23,681	4.6
Wisconsin	361	3.0	3,941	2.0	610	2.4	16,055	2.5	532	2.4	12,595	2.5
W. NORTH CENTRAL:												
Minnesota	234	1.9	3,060	1.6	366	1.5	13,033	2.0	320	1.5	10,233	2.0
Iowa	193	1.6	2,668	1.4	306	1.3	11,433	1.8	287	1.3	8,953	1.8
Missouri	224	1.9	3,999	2.1	552	2.2	17,032	2.6	483	2.2	13,232	2.6
North Dakota	23	.2	142	.1	45	.2	1,976	.3	39	.2	1,576	.3
South Dakota	22	.2	229	.1	50	.2	1,421	.2	44	.2	1,121	.2
Nebraska	76	.6	612	.3	161	.6	5,096	.8	141	.6	3,996	.8
Kansas	178	1.5	1,358	.7	326	1.3	7,900	1.2	283	1.3	6,200	1.2
S. ATLANTIC:												
Delaware	29	.2	367	.2	63	.2	1,830	.3	56	.2	1,430	.3
Maryland	172	1.4	2,725	1.5	568	1.6	11,133	1.5	942	1.6	9,933	1.8
D. of Columbia	7	.1	138	.2	119	1.6	6,626	.9	103	.7	4,756	.9
Virginia	152	1.3	1,910	1.0	348	1.4	10,294	1.9	29	1.4	9,554	1.1
West Virginia	88	.7	1,003	.5	209	.8	7,238	1.1	183	.8	5,738	1.1
North Carolina	169	1.4	2,213	1.2	475	1.9	11,266	1.7	410	1.9	8,886	1.7
South Carolina	42	.1	480	.2	949	1.0	4,608	.7	216	1.0	3,608	.7
Georgia	81	.7	602	.3	366	1.5	10,238	1.6	317	1.4	8,138	1.6
Florida	430	3.6	13,336	7.1	420	1.7	8,883	1.4	361	1.7	7,083	1.4
E. SOUTH CENTRAL:												
Kentucky	95	.8	877	.4	260	1.0	7,737	1.2	227	1.1	6,237	1.2
Tennessee	83	.7	1,837	1.0	355	1.4	11,511	1.8	313	1.4	9,411	1.9
Alabama	61	.5	1,284	.7	292	1.2	6,533	1.0	256	1.2	5,233	1.0
Mississippi	50	.4	316	.2	175	.7	3,686	.5	155	.7	2,986	.6
W. SOUTH CENTRAL:												
Arkansas	31	.3	529	.3	161	.6	3,726	.6	138	.6	2,926	.6
Louisiana	46	.3	297	.2	261	1.1	7,057	1.1	225	1.0	5,557	1.1
Oklahoma	88	.7	1,267	.6	273	1.1	7,727	1.2	234	1.1	5,927	1.1
Texas	178	1.5	2,749	1.4	1,196	4.8	31,389	4.8	1,034	4.8	24,289	4.8
MOUNTAIN:												
Montana	35	.3	330	.2	85	.3	3,149	.5	75	.3	2,549	.5
Idaho	38	.3	312	.1	95	.4	2,676	.4	58	.4	2,076	.4
Wyoming	17	.2	89	.1	54	.2	1,240	.2	47	.2	940	.2
Colorado	182	1.5	5,103	2.7	222	.9	6,088	.9	193	.9	4,188	1.0
New Mexico	98	.2	1,166	.1	74	.3	1,973	.3	54	.3	1,173	.3
Arizona	12	.1	67	.2	65	.3	2,071	.3	55	.3	1,671	.3
Utah	50	.1	598	.3	127	.5	3,188	.5	111	.5	2,648	.5
Nevada	2	.2	6	.2	27	.1	660	.1	24	.1	560	.1
PACIFIC:												
Washington	267	2.2	3,072	1.6	444	1.8	9,885	1.5	389	1.8	7,885	1.5
Oregon	284	2.4	2,547	1.4	336	1.3	7,586	1.2	292	1.4	5,886	1.2
California	1,002	8.4	23,104	12.1	1,753	7.0	42,178	6.5	1,527	7.0	33,278	6.5

Continued -

Table 52.- Marketing information: Floriculture, by geographic divisions and States, 1949 - Continued

Division and State	Retail floriculture - Continued													
	Retail florists and retail grocers - Continued						Other							
	Retail florists			Retail grocers			Establishments			Sales				
	Establishments	Sales	Establishments	Establishments	Sales	Establishments	Percent	Percent	Percent	Establishments	Sales	Percent		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent		
	Actual	age dis- tribution	Actual	age dis- tribution	Actual	Actual	age dis- tribution	Actual	age dis- tribution	Actual	age dis- tribution	Actual		
1,000			1,000			1,000			1,000			1,000		
Number		Percent	Number		Percent	Number		Percent	Number		Percent	Number		Percent
dollars		Percent	dollars		Percent	dollars		Percent	dollars		Percent	dollars		Percent
UNITED STATES	14,749	100.0	377,250	100.0	6,981	100.0	132,479	100.0	3,270	100.0	140,271	100.0		
Geographic divisions:														
New England	1,077	7.3	25,361	6.7	893	12.8	13,924	10.5	293	9.0	11,200	8.0		
Middle Atlantic	3,750	25.4	92,232	24.6	1,595	22.8	27,394	20.7	818	25.0	33,701	24.0		
E. North Central	3,039	20.6	82,415	21.9	2,051	29.4	39,045	29.5	752	23.0	33,770	24.0		
W. North Central	804	5.9	28,498	7.6	733	10.5	16,815	12.7	229	7.0	12,600	9.0		
S. Atlantic	1,733	11.8	43,457	11.5	558	7.9	13,668	10.3	360	11.0	15,400	11.0		
E. South Central	765	5.2	19,312	5.1	186	2.7	4,524	3.4	131	4.0	5,600	4.0		
W. South Central	1,376	9.3	31,413	8.3	252	3.7	7,286	5.5	262	8.0	11,200	8.0		
Pacific Coast	435	2.9	12,598	3.3	256	3.1	4,207	3.2	98	3.0	4,200	3.0		
Pacific	1,710	11.6	41,464	11.0	498	7.1	5,505	4.2	327	10.0	12,600	9.0		
NEW ENGLAND:														
Maine	50	.3	1,054	.3	115	1.6	1,122	1.3	26	.8	700	.5		
New Hampshire	42	.3	976	.3	67	1.0	890	.7	16	.5	600	.4		
Vermont	23	.2	515	.1	29	.4	439	.3	6	.2	300	.2		
Massachusetts	592	4.0	14,063	3.7	397	5.7	6,197	4.7	147	4.5	5,900	4.2		
Rhode Island	107	.7	2,136	.6	67	1.0	1,063	.8	26	.8	800	.6		
Connecticut	263	1.8	6,617	1.7	218	3.1	3,613	2.7	72	2.2	2,900	2.1		
MIDDLE ATLANTIC:														
New York	1,861	12.6	49,358	13.1	645	9.2	11,814	8.9	383	11.7	17,291	12.3		
New Jersey	720	4.9	14,910	4.0	328	4.7	5,590	4.2	160	4.9	5,750	4.1		
Pennsylvania	1,169	7.9	28,464	7.5	622	8.9	9,990	7.6	275	8.4	10,600	7.6		
E. NORTH CENTRAL:														
Ohio	797	5.4	22,151	5.9	641	9.3	9,585	7.2	213	6.5	8,700	6.0		
Indiana	309	2.1	8,621	2.2	319	4.6	5,355	4.0	91	2.1	3,790	2.7		
Illinois	1,011	6.8	20,723	7.6	145	5.9	12,329	8.6	213	6.5	11,180	7.9		
Michigan	661	4.5	15,987	4.2	405	5.8	7,694	5.8	157	4.8	6,600	4.7		
Wisconsin	261	1.8	7,436	2.0	271	3.9	5,159	3.9	78	2.4	3,500	2.5		
W. NORTH CENTRAL:														
Minnesota	139	.9	5,160	1.4	181	2.6	5,073	3.8	46	1.4	2,800	2.0		
Iowa	121	.8	4,974	1.3	166	2.4	3,979	3.0	39	1.2	2,500	1.8		
Missouri	347	2.4	10,692	2.9	136	1.9	2,920	1.7	69	2.1	3,000	2.1		
North Dakota	15	.1	828	.2	23	.3	776	.5	6	.2	400	.2		
South Dakota	23	.2	896	.2	21	.3	325	.2	6	.2	300	.2		
Nebraska	76	.5	2,334	.6	67	1.0	1,662	1.3	20	.6	1,100	.8		
Kansas	144	1.0	3,740	1.0	139	2.0	2,460	1.9	43	1.3	1,700	1.2		
S. ATLANTIC:														
Delaware	33	.2	862	.2	23	.3	568	.4	7	.2	400	.3		
Maryland	230	1.6	5,692	1.5	1,216	2.6	3,211	1.8	56	1.7	2,200	1.6		
Dist. of Columbia	98	.7	4,656	1.1	5	1.0	1,100	.5	16	.5	1,300	.9		
Virginia	199	1.3	6,164	1.6	102	1.4	3,400	2.6	49	1.5	2,700	1.9		
West Virginia	104	.7	3,299	1.0	79	1.1	1,779	1.3	26	.8	1,500	1.1		
North Carolina	329	2.2	6,709	1.8	81	1.2	2,177	1.6	65	2.0	2,400	1.7		
South Carolina	185	1.3	2,989	.8	31	.5	619	.5	33	1.0	1,000	.7		
Georgia	259	1.8	6,268	1.7	58	.8	1,870	1.4	49	1.5	2,100	1.5		
Florida	296	2.0	6,238	1.7	65	.9	845	.6	59	1.8	1,800	1.3		
E. SOUTH CENTRAL:														
Kentucky	158	1.1	4,200	1.1	69	1.0	1,947	1.5	33	1.0	1,500	1.1		
Tennessee	259	1.8	7,958	2.1	94	.8	1,457	1.1	42	1.3	2,100	1.5		
Alabama	156	1.5	4,752	1.3	32	.5	1,481	.3	36	1.1	1,300	.9		
Mississippi	124	.8	2,316	.6	31	.4	670	.5	20	.6	700	.5		
S. SOUTH CENTRAL:														
Arkansas	113	.8	2,558	.7	25	.4	368	.3	23	.7	800	.6		
Louisiana	196	1.3	4,966	1.3	29	.4	591	.4	36	1.1	1,200	1.1		
Oklahoma	160	1.1	4,134	1.1	74	1.1	1,793	1.4	39	1.2	1,800	1.3		
Texas	907	6.1	19,755	5.2	127	1.8	4,534	3.4	164	5.0	7,100	5.0		
Mountain:														
Montana	44	.3	1,634	.4	31	.4	915	.7	10	.3	600	.4		
Idaho	86	.3	1,397	.4	34	.5	679	.5	13	.4	600	.4		
Wyoming	31	.2	707	.2	16	.2	233	.2	7	.2	300	.2		
Colorado	124	.8	3,579	1.0	69	1.0	1,209	.9	29	.9	1,300	.9		
New Mexico	45	.3	1,132	.3	19	.3	441	.4	10	.3	400	.3		
Arizona	49	.3	1,692	.4	6	.1	676	.5	16	.5	500	.4		
Utah	72	.5	1,970	.5	39	.6	1,044	.5	3	.1	100	.1		
Nevada	22	.2	527	.1	2	.2	29	.2	3	.1	100	.1		
PACIFIC:														
Washington	236	1.6	6,220	1.6	153	2.2	1,665	1.2	55	1.7	2,000	1.4		
Oregon	147	1.0	4,438	1.2	145	2.1	1,448	1.1	46	1.4	1,700	1.2		
California	1,327	9.0	30,806	8.2	200	2.8	2,472	1.9	226	6.9	8,900	6.4		

<sup>1</sup> Including establishments which reported the production of vegetables under glass and excluding establishments with sales of less than 1,000 dollars.

<sup>2</sup> Less than 0.05 percent.

Bureau of the Census.

**Ornamental Horticulture in States.**—The Middle Atlantic and the East North Central States together accounted for around 31 percent of the wholesale value of ornamental horticultural crops which were sold and 40 percent of the retail and service trade of ornamental horticulture (table 53). In the Pacific States production was 25 percent of the wholesale value of this kind of crop production and in the United States retail sales were 10 percent of the national total for ornamental horticulture (figs. 5 and 6).

Valuewise, production of ornamental horticultural crops was greater in Rhode Island, Connecticut, New Jersey, Michigan, Delaware, Florida, Tennessee, Alabama, Texas, Washington, Oregon and California than requirements for retail sales in these States. Production fell far short of sales in New York, Pennsylvania, Kentucky, Mississippi, in the New England States except Rhode Island and Connecticut, the East North Central States except Michigan, the West North Central States, the South Atlantic States except Delaware and Florida, the West South Central States except Texas, and the Mountain States.

Industry totals for the retail and service trade of ornamental horticulture amounted to 350 million dollars, of which the wholesale value of crop production was 82 million. Of the total value of the retail and service trade of ornamental horticulture, about 300 million dollars had to do with nursery stock. Farm-and-garden-supply stores had about one-third of this business, about a third was done by retail growers, and the remaining third was done by other kinds of retail business. (Fig. 4.)

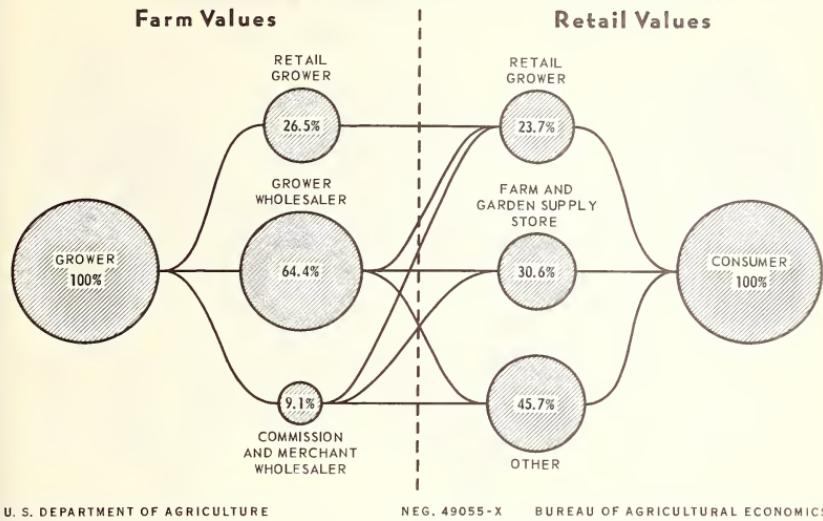
The relative sales position of retail growers, farm-and garden-supply stores, and other kinds of retail business making ornamental horticultural sales varied over the Nation. For example, retail growers of the Pacific States did a greater proportion of the total retail business in those States than did the retail growers of the Middle Atlantic and East North Central States.

Nursery crops were grown by about 15,000 farmers in 1950, although, more than half of them sold less than \$1,000 of these products per farm. Reporting production and sale of more than \$1,000 worth of these crops per farm were 870 bulb farms and 60 flower-seed farms. Not including many small maintenance operators, the retail and service trade of ornamental horticulture was carried on by 12,500 establishments, of which 2,250 were farm- and garden-supply stores and 3,500 were retail growers. The other 6,750 were outlets such as landscapers, and department and variety stores.

Farms with ornamental horticultural crop sales of more than \$1,000 per farm accounted for more than 98 percent of the wholesale value of the crops produced and sold. The wholesale value of crops sold by farms with sales in excess of \$1,000 per farm amounted to an average of \$15,000 per farm.

Retail growers had average retail sales of \$23,000 per grower, whereas farm- and garden-supply stores had average sales of \$47,500 per store for these crops.

# MARKETING CHANNELS FOR ORNAMENTAL HORTICULTURAL CROPS, 1949



U. S. DEPARTMENT OF AGRICULTURE

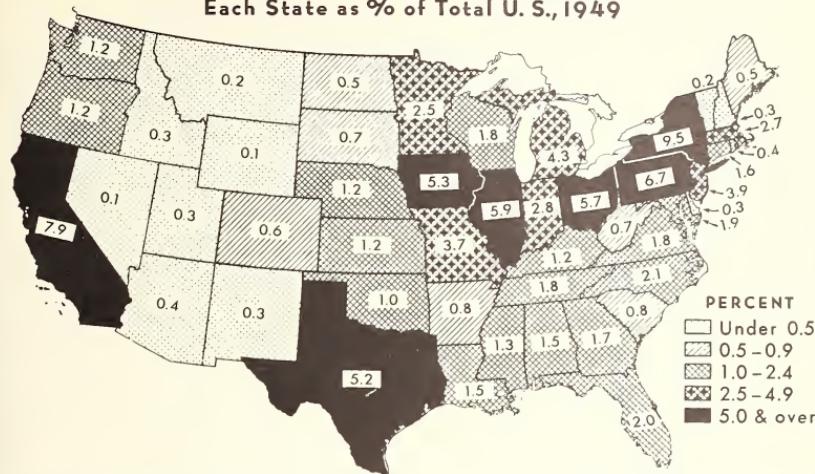
NEG. 49055-X BUREAU OF AGRICULTURAL ECONOMICS

Figure 4. - In this diagram farm value represents the wholesale value to the grower. Information is not available to show how much of the two kinds of wholesale sales are made to each of the three kinds of retailing. Variation in the amount of service associated with the retail selling of the crops by the three kinds of retail trade causes the percentage of retail trade done by retail growers to be disproportionate to the percentage of the farm value of the crops that enters into their retail sales.



# RETAIL AND SERVICE TRADE OF ORNAMENTAL HORTICULTURE

**Each State as % of Total U. S., 1949**



U. S. DEPARTMENT OF AGRICULTURE

NEG. 49057-X BUREAU OF AGRICULTURAL ECONOMICS

Figure 6.—In 1949, the retail trade of ornamental horticulture was 350 million dollars. More than 5 percent of this total was represented by New York, Pennsylvania, Ohio, Illinois, Iowa, Texas, and California.

Table 53.- Marketing information: Ornamental horticulture, by geographic divisions and States, 1949

Division and State	Crop production of ornamentals horticulture 1/						Retail ornamental horticulture					
	Establishments			Crops			Total			Farm- and garden-supply stores and retail grocers		
	Establishments			Sales			Establishments			Sales		
	Percent	Whole	Percent	Percent	Whole	Percent	Percent	Whole	Percent	Percent	Whole	Percent
UNITED STATES		1,000			1,000			1,000			1,000	
Geographic divisions:	Number	Percent	dollars	Percent	Number	Percent	dollars	Percent	Number	Percent	dollars	Percent
New England:	5,573	100.0	82,116	100.0	12,500	100.0	350,000	100.0	5,811	100.0	190,066	100.0
New England:												
New England:	232	4.2	4,250	5.2	841	6.7	20,058	5.7	238	4.1	7,245	3.8
Middle Atlantic:	678	12.2	12,371	15.0	2,340	18.7	70,254	20.1	665	11.4	31,454	16.8
E. North Central:	1,146	20.6	13,166	16.0	2,765	22.1	71,683	20.5	1,221	21.1	33,283	17.5
W. North Central:	354	6.3	8,931	10.9	1,134	9.1	58,598	15.1	665	11.4	38,566	20.3
S. Atlantic:	739	13.3	7,997	9.7	1,773	14.2	40,849	11.7	1,036	17.9	23,249	12.2
E. South Central:	365	6.5	5,722	7.0	733	5.9	20,289	5.8	405	8.0	13,855	7.3
W. South Central:	568	10.5	8,111	9.9	1,604	8.4	29,594	8.5	520	9.0	17,094	9.0
Mountain:	141	2.5	883	1.1	342	2.7	7,595	2.3	141	2.4	3,156	1.7
Pacific:	1,330	23.9	20,696	25.2	1,518	12.2	36,036	10.3	854	14.7	21,702	11.4
NEW ENGLAND:												
Maine:	9	.2	107	.1	75	.6	1,728	.5	21	.4	928	.5
New Hampshire:	14	.2	60	.1	50	.4	1,096	.3	16	.3	496	.3
Vermont:	12	.2	37	.3	28	.2	707	.2	15	.3	407	.2
Massachusetts:	70	1.3	1,043	1.3	373	3.0	9,473	2.7	72	1.2	2,773	1.4
Rhode Island:	22	.4	619	.8	73	.6	1,585	.4	19	.3	585	.3
Connecticut:	105	1.9	2,385	2.9	242	1.9	5,468	1.6	95	1.6	2,066	1.1
MIDDLE ATLANTIC:												
New York:	277	5.0	5,398	6.6	1,046	8.4	33,109	9.5	258	4.4	13,409	7.1
New Jersey:	185	3.3	4,239	5.1	1,478	3.8	13,556	3.9	151	2.6	6,056	3.7
Pennsylvania:	216	3.9	2,738	3.3	816	6.5	23,589	6.7	296	4.4	11,489	6.0
E. NORTH CENTRAL:												
Ohio:	324	5.8	4,323	5.3	791	6.3	13,592	5.7	358	6.2	9,992	5.2
Indiana:	163	2.9	3,310	3.6	411	3.3	9,968	2.8	224	3.8	5,662	3.0
Illinois:	238	4.3	2,836	3.4	717	5.7	20,471	5.9	277	4.8	7,771	4.1
Michigan:	326	5.9	3,813	4.6	581	4.7	15,056	4.3	260	4.5	7,556	4.0
Wisconsin:	95	1.7	884	1.1	265	2.1	6,301	1.8	105	1.8	2,301	1.2
W. NORTH CENTRAL:												
Minnesota:	80	1.9	1,559	1.9	212	1.7	8,866	2.5	118	2.0	5,606	2.0
Iowa:	77	1.4	3,382	4.1	320	2.6	18,147	5.3	240	4.1	12,722	8.2
Missouri:	61	1.1	2,147	2.6	259	2.0	13,042	3.7	115	2.0	8,742	4.6
North Dakota:	13	.2	102	.1	35	.7	1,739	.5	21	.4	1,239	.7
South Dakota:	9	.1	169	.2	44	.4	2,186	.7	30	.5	2,186	1.1
Nebraska:	32	.6	471	.6	101	.8	4,124	1.2	61	1.0	3,024	1.6
Kansas:	83	1.5	900	1.1	167	1.6	4,117	1.2	80	1.4	2,217	1.2
S. ATLANTIC:												
Delaware:	11	.2	854	1.0	36	.3	1,092	.3	22	.4	592	.3
Maryland:	70	1.3	1,035	1.3	241	1.9	6,333	1.9	127	2.2	3,933	2.1
District of Columbia:	--	--	--	--	40	.3	1,177	.4	16	.1	177	.1
Virginia:	67	1.2	1,220	1.5	177	1.6	6,126	1.6	97	1.7	3,128	1.6
West Virginia:	30	.5	198	.2	89	.7	2,372	.7	35	.6	271	.3
North Carolina:	103	1.6	1,010	1.2	338	2.7	7,166	2.1	204	3.5	4,766	2.5
South Carolina:	67	1.2	449	.6	173	1.4	2,895	.8	106	1.8	1,795	.9
Georgia:	98	1.8	851	1.0	246	2.0	5,819	1.7	146	2.5	3,419	1.8
Florida:	293	5.3	2,339	2.9	413	3.3	6,967	2.0	293	5.1	4,867	2.6
E. SOUTH CENTRAL:												
Kentucky:	48	.9	562	.7	148	1.2	4,112	1.2	81	1.4	2,912	1.3
Tennessee:	151	2.7	1,996	2.4	222	1.8	6,091	1.8	135	2.3	3,691	1.9
Alabama:	130	2.3	2,817	3.5	216	1.7	5,348	1.5	142	2.5	3,948	2.1
Mississippi:	36	.6	347	.4	147	1.2	4,534	1.3	107	1.8	3,734	2.0
W. SOUTH CENTRAL:												
Arkansas:	42	.8	429	.5	101	.8	2,743	.8	54	.9	1,740	.9
Louisiana:	95	1.7	787	1.0	190	1.5	5,229	1.5	116	2.0	3,429	1.8
Oklahoma:	64	1.1	605	.7	150	1.2	3,628	1.0	69	1.2	1,928	.8
Texas:	387	6.9	6,329	7.7	613	4.9	18,297	5.2	284	4.9	10,397	5.5
MOUNTAIN:												
Montana:	10	.2	41	.1	31	.3	839	.2	11	.2	239	.1
Idaho:	13	.2	65	.1	41	.3	894	.3	14	.2	294	.2
Wyoming:	--	--	--	--	14	.1	316	.1	1	3/	16	3/
Colorado:	49	.9	320	.4	103	.8	2,268	.6	43	.7	868	.5
New Mexico:	16	.3	83	.1	40	.3	829	.3	20	.4	393	.2
Arizona:	32	.6	231	.3	53	.4	1,197	.4	35	.6	977	.5
Utah:	16	.3	138	.1	51	.4	1,030	.3	17	.3	330	.2
Nevada:	3	3/	7	3/	9	.1	218	.1	2	3/	18	3/
PACIFIC:												
Washington:	201	3.6	2,509	3.1	224	1.8	4,313	1.2	110	1.9	2,074	1.1
Oregon:	449	8.1	4,681	5.7	254	2.1	4,160	1.2	160	2.8	2,240	1.2
California:	680	12.2	13,505	16.4	1,040	8.3	27,563	7.9	584	10.0	17,388	9.1

Continued-

Table 53. - Marketing information: Ornamental horticulture, by geographic divisions and States, 1949 - Continued

Retail ornamental horticulture - Continued													
Farm and garden-supply stores and retail growers - Continued													
Division and State	Farm- and garden-supply stores				Retail growers 2/				Other				
	Establishments	Sales	Establishments	Sales	Establishments	Sales	Establishments	Sales	Establishments	Sales	Establishments	Sales	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
UNITED STATES	2,254 <sup>b</sup>	100.0	107,364	100.0	3,557	100.0	82,702	100.0	6,689	100.0	159,934	100.0	
Geographic divisions:													
New England:													
Middle Atlantic:	45	2.0	2,600	2.4	193	5.4	4,658	5.6	603	9.0	12,800	8.0	
E. North Central:	173	7.7	16,267	15.5	492	13.8	15,240	18.4	1,675	25.1	38,400	24.0	
W. North Central:	480	19.5	17,873	16.6	764	22.0	15,410	18.6	1,541	23.1	38,400	24.0	
S. Atlantic:	380	16.9	26,267	24.5	265	8.0	12,319	14.9	469	7.0	14,400	9.0	
E. South Central:	260	11.2	13,460	12.4	574	16.1	9,744	12.1	737	11.0	17,600	11.0	
W. South Central:	197	8.7	10,599	10.0	205	5.8	5,186	3.9	266	4.0	6,400	4.0	
Mountain:	25	1.1	1,076	1.0	116	3.3	2,080	2.5	201	3.0	4,800	3.0	
Pacific:	272	12.1	8,723	8.1	582	16.4	12,979	15.7	666	9.9	14,334	9.0	
NEW ENGLAND:													
Maine:	14	.6	912	.8	7	.2	16	3/	54	.8	800	.5	
New Hampshire:	6	.3	386	.4	10	.3	110	.1	34	.5	600	.4	
Vermont:	5	.2	300	.3	10	.3	90	.1	13	.2	300	.2	
Massachusetts:	10	.4	599	.5	62	1.7	2,024	2.7	301	4.5	6,700	4.2	
Rhode Island:	2	.1	199	.1	17	.5	1,564	.6	18	1,000	1,400	2.1	
Connecticut:	8	.4	352	.3	87	2.4	1,716	2.1	147	2.2	2,200	2.1	
MIDDLE ATLANTIC:													
New York:	64	2.9	6,014	5.6	194	5.5	7,395	8.9	788	11.8	19,700	12.3	
New Jersey:	32	1.4	3,133	2.9	119	3.3	3,823	4.6	327	4.9	6,600	4.1	
Pennsylvania:	77	3.4	7,467	7.0	179	5.0	4,022	4.9	560	8.4	12,100	7.6	
E. NORTH CENTRAL:													
Ohio:	103	4.6	1,355	4.0	265	7.2	5,637	6.8	433	6.5	9,900	6.2	
Indiana:	96	4.2	3,965	3.7	126	3.6	1,697	2.0	187	2.6	4,300	2.7	
Illinois:	133	5.9	5,303	4.9	144	4.0	2,468	3.0	440	6.6	12,700	7.9	
Michigan:	81	3.6	3,204	3.0	179	5.0	4,352	5.3	321	4.8	7,500	4.7	
Wisconsin:	27	1.2	1,046	1.0	78	2.2	1,255	1.5	160	2.4	4,000	2.5	
W. NORTH CENTRAL:													
Minnesota:	53	2.3	3,620	3.4	65	1.8	1,866	2.4	98	1.4	3,200	2.0	
Iowa:	178	7.9	12,023	11.2	62	1.8	3,549	2.0	80	2.2	2,900	1.8	
Missouri:	60	2.1	4,484	4.2	55	1.6	1,258	2.5	140	2.1	4,300	2.7	
North Dakota:	9	.4	559	.6	12	.3	580	.7	18	.2	500	.3	
South Dakota:	23	1.0	1,751	1.6	7	.2	135	.5	18	.2	300	.2	
Nebraska:	35	1.6	2,416	2.3	26	.7	608	.7	40	.6	1,300	.8	
Kansas:	22	1.0	1,314	1.2	58	1.6	903	1.1	87	1.3	1,900	1.2	
S. ATLANTIC:													
Delaware:	13	.6	295	.3	9	.2	297	.4	14	.2	500	.3	
Maryland:	70	3.1	1,961	1.6	57	1.6	1,972	2.4	114	1.7	2,600	1.6	
District of Columbia:	6	.3	177	.2	---	---	---	---	34	.5	1,400	.9	
Virginia:	39	1.7	1,665	1.5	58	1.6	1,463	1.8	100	1.5	3,000	1.9	
West Virginia:	8	.3	128	.1	27	.7	147	.5	54	.8	1,800	1.1	
North Carolina:	127	5.6	3,784	3.5	77	2.2	1,042	1.3	134	2.0	2,700	1.7	
South Carolina:	49	2.2	1,310	1.2	57	1.6	485	.6	67	1.0	1,100	.7	
Georgia:	69	3.1	1,988	1.9	77	2.2	1,431	1.7	100	1.5	2,400	1.5	
Florida:	81	3.6	2,028	1.9	212	6.0	2,843	3.4	120	1.8	2,100	1.3	
E. SOUTH CENTRAL:													
Kentucky:	41	1.8	1,798	1.7	40	1.1	744	.9	67	1.0	1,800	1.1	
Tennessee:	73	3.2	2,762	2.6	62	1.6	929	1.1	87	1.3	2,400	1.5	
Alabama:	67	3.0	2,860	2.7	75	2.1	1,068	1.3	74	1.1	1,400	.9	
Mississippi:	79	3.5	3,279	3.0	28	.8	455	.6	40	.6	800	.5	
W. SOUTH CENTRAL:													
Arkansas:	24	1.0	1,365	1.3	30	.9	375	.5	47	.7	1,000	.6	
Louisiana:	59	2.6	2,944	2.7	57	1.6	485	.6	74	1.1	1,800	1.1	
Oklahoma:	15	.7	767	.7	54	1.5	761	.9	81	1.2	2,100	1.3	
Texas:	99	4.4	5,168	4.8	185	5.2	5,229	6.3	329	4.9	7,900	5.0	
mountain:													
Montana:	4	.2	154	.2	7	.2	85	.1	20	.3	600	.4	
Idaho:	3	.1	150	.1	11	.3	144	.2	27	.4	600	.4	
Wyoming:	1	3/	16	3/	---	---	---	---	13	.2	300	.2	
Colorado:	6	.3	255	.2	37	1.0	613	.7	60	.9	1,600	.9	
New Mexico:	3	.1	154	.2	17	.5	239	.3	20	.3	500	.3	
Arizona:	5	.3	235	.2	28	.8	762	.9	20	.3	500	.3	
Utah:	3	.1	112	.1	14	.4	228	.3	34	.5	700	.4	
Nevada:	---	---	---	---	2	.1	18	3/	7	.1	200	.1	
PACIFIC:													
Washington:	26	1.2	852	.8	84	2.4	1,222	1.5	114	1.7	2,239	1.4	
Oregon:	39	1.7	1,234	1.1	121	3.4	1,006	1.2	94	1.4	1,919	1.2	
California:	207	9.2	6,637	6.2	377	10.6	10,751	13.0	1,456	6.8	10,175	6.4	

1/ Nursery, bulb, and flower seed crops, excluding establishments with sales of less than 1,000 dollars. 2/ Nursery, only. 3/ Less than 0.05 percent.

Summary Data for Horticultural Specialties in States.—The wholesale value of flower, nursery, bulb, and flower- and vegetable-seed crops sold in 1950 was 300 million dollars. The retail and service trade resulting from the distribution of these commodities amounted to a billion dollars (tables 54 and 55).

Commercial floriculture was responsible for nearly two-thirds of each of these values. Commercial ornamental horticulture, which includes nursery stock, bulbs, and flower and vegetable seed, accounted for the remaining third (fig. 7).

The dominant position of floriculture in relation to ornamental horticulture varies in different parts of the country (figs. 8 and 9). In the West North Central States, the seeming preponderance of retail sales of ornamental horticultural products compared with those of floriculture arises from the existence of large selling organizations in this region which market nursery stock in other regions.

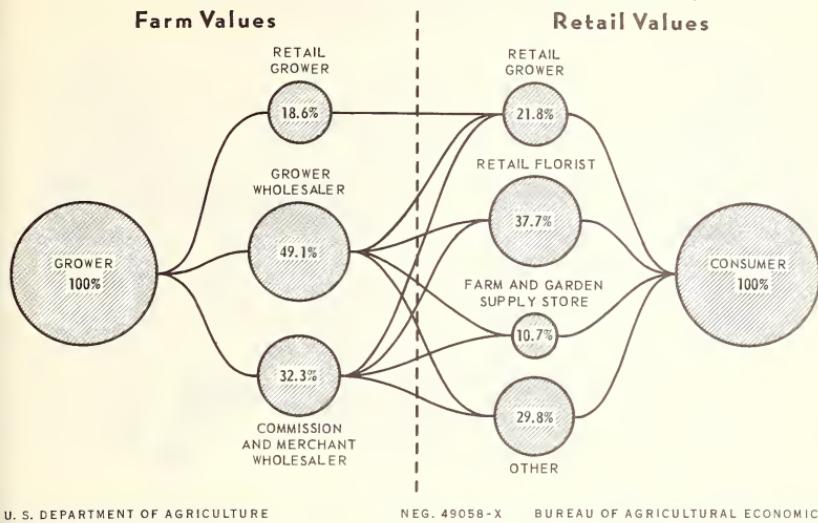
Retail sales of floricultural crops in 1949 amounted to one-half of 1 percent of all retail trade of the country. Sales averaged \$4.30 per capita, or about \$14.00 per family or dwelling unit. The wholesale value of these crops amounted to 29 percent of the value of retail sales.

Retail sales of ornamental horticultural crops amounted to one-fourth of 1 percent of all retail trade of the country, sales averaging \$2.30 per capita, or about \$7.60 per family or dwelling unit. The wholesale value of these crops represented 24 percent of the value of retail sales.

Data on sales per capita and per dwelling unit may be considered as applicable for any given area, even though the actual consumers may live outside the area, State, or region. This is particularly true for ornamental horticultural crops, and even more specifically for nursery stock from such West North Central States as Minnesota, Iowa, and Missouri, where mail-order selling is especially large.

Sales per capita or per dwelling unit were less than the national average in most States of the South Atlantic, East South Central, West South Central, and Mountain Regions. However, in many of these States, retail sales of floricultural and ornamental horticultural crops were almost as large a percentage of total retail trade as was true for the country as a whole.

## MARKETING CHANNELS FOR HORTICULTURAL SPECIALTY CROPS, 1949



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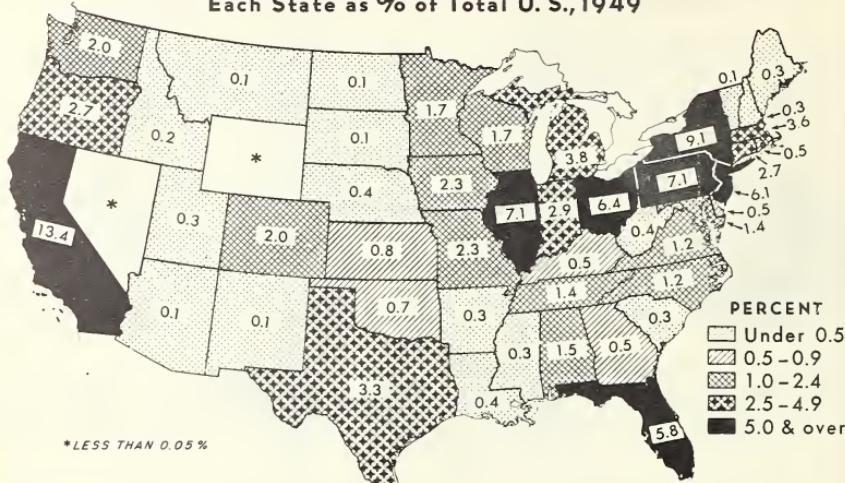
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BUREAU OF AGRICULTURAL ECONOMICS

Figure 7. - In this diagram, farm value represents the wholesale value to the grower. Information is not available to show how much of the two kinds of wholesale sales are made to each of the four kinds of retail trade. Variation in the amount of service associated with the retail selling of the crops by the four kinds of retail trade causes the percentage of retail trade done by retail growers to be disproportionate to the percentage of the farm value of the crops that enters into their retail sales.

# WHOLESALE VALUE OF HORTICULTURAL SPECIALTY CROPS

Each State as % of Total U. S., 1949



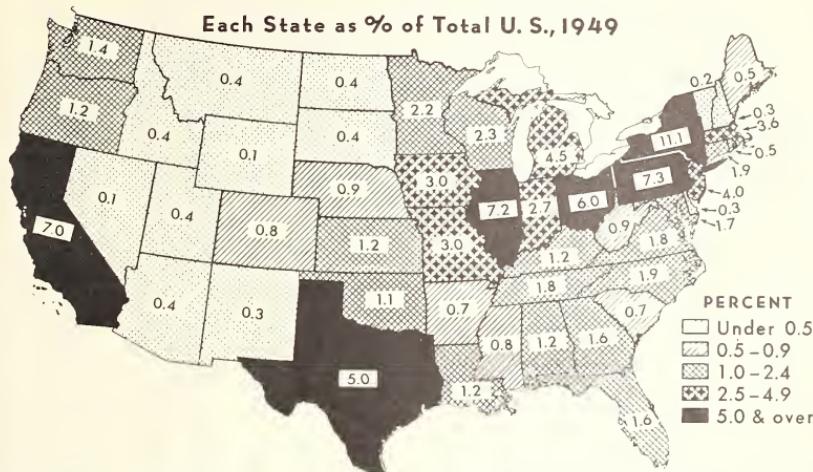
U. S. DEPARTMENT OF AGRICULTURE

NEG. 49059-X BUREAU OF AGRICULTURAL ECONOMICS

Figure 8. - The wholesale value of the floricultural, nursery, bulb, and flower-seed crops sold in 1949 was over 273 million dollars. More than 5 percent of this total was represented by New York, New Jersey, Pennsylvania, Ohio, Illinois, Florida, and California.

# RETAIL AND SERVICE TRADE OF FLORICULTURE AND ORNAMENTAL HORTICULTURE

Each State as % of Total U. S., 1949



U. S. DEPARTMENT OF AGRICULTURE

NEG. 49060-X BUREAU OF AGRICULTURAL ECONOMICS

Figure 9.—In 1949, the retail trade of the horticultural specialties amounted to 1 billion dollars. More than 5 percent of this total was represented by New York, Pennsylvania, Ohio, Illinois, Texas, and California.

Table 54.- Marketing information: Horticultural specialties, by geographic divisions and States, 1949

Retail and service trade												
Division and State	Total horticultural specialties				Floriculture				Ornamental horticulture			
	Establishments		Sales		Establishments		Sales		Establishments		Sales	
	: :Percent- Actual :age dis- tribution :											
UNITED STATES	37,500	100.0	1,000,000	100.0	25,000	100.0	650,000	100.0	12,500	100.0	350,000	100.0
Geographic divisions:												
New England	3,104	8.3	70,543	7.0	2,263	9.1	50,485	7.8	841	6.7	20,058	5.7
Middle Atlantic	8,593	22.7	224,081	22.4	6,163	24.6	153,827	23.7	2,340	18.7	70,254	20.1
E. North Central	8,607	22.9	226,913	22.7	5,842	23.4	155,230	23.9	2,765	22.1	71,683	20.5
W. North Central	2,960	8.0	110,898	11.1	1,828	7.3	57,913	8.9	1,134	9.1	52,986	15.1
S. Atlantic	4,120	11.8	113,373	11.3	2,647	10.6	72,525	11.1	1,773	14.2	40,849	11.7
E. South Central	1,815	4.8	49,751	5.0	1,088	4.3	29,466	4.5	733	5.9	20,285	5.8
W. South Central	2,947	7.8	79,754	8.0	1,893	7.6	49,899	7.7	1,054	8.4	29,894	8.5
Mountain	1,091	2.9	28,962	2.9	749	3.0	21,095	3.2	342	2.7	7,956	2.3
Pacific	4,053	10.8	55,685	9.6	2,355	10.1	59,949	9.2	1,518	12.2	36,356	10.3
NEW ENGLAND:												
Maine	266	.7	5,204	.5	191	.8	3,476	.6	75	.6	1,728	.5
New Hampshire	175	.5	3,563	.3	125	.5	2,466	.4	50	.4	1,096	.3
Vermont	86	.3	1,961	.2	58	.2	1,294	.2	28	.2	707	.2
Massachusetts	1,509	4.0	35,633	3.6	1,136	4.6	26,160	4.0	373	3.0	9,473	2.7
Rhode Island	273	.7	5,583	.5	200	.8	3,998	.6	73	.6	1,585	.4
Connecticut	795	2.1	18,598	1.9	553	2.2	13,130	2.0	242	1.9	5,468	1.6
MIDDLE ATLANTIC:												
New York	3,935	10.5	111,572	11.1	2,889	11.5	76,463	12.1	1,046	8.4	33,109	9.5
New Jersey	1,686	4.0	39,805	4.0	1,208	4.8	26,250	4.0	478	3.8	13,356	3.9
Pennsylvania	2,882	7.7	72,704	7.3	2,066	8.3	49,114	7.6	816	6.5	23,389	6.7
E. NORTH CENTRAL:												
Ohio	2,442	6.5	60,272	6.0	1,691	6.6	40,380	6.2	791	6.3	19,892	5.7
Indiana	1,130	3.0	27,355	2.7	719	2.9	17,393	2.7	411	3.3	9,962	2.8
Illinois	2,356	6.3	71,553	7.2	1,639	6.6	51,082	7.9	717	5.7	20,471	5.9
Michigan	1,804	4.8	45,337	4.5	1,223	4.9	30,281	4.6	581	4.7	15,056	4.3
Wisconsin	875	2.3	22,396	2.3	610	2.1	16,095	2.5	265	2.1	6,301	1.8
W. NORTH CENTRAL:												
Minnesota	578	1.6	21,840	2.2	366	1.5	13,033	2.0	212	1.7	8,806	2.5
Iowa	646	1.7	29,925	3.0	386	1.3	11,453	1.8	320	2.6	18,472	5.3
Missouri	807	2.0	30,074	2.0	522	2.0	17,982	2.6	255	2.0	13,042	3.7
North Dakota	80	.2	3,715	.4	45	.2	1,976	.3	35	.3	2,486	.7
South Dakota	94	.3	3,907	.4	50	.2	1,421	.2	34	.4	1,304	1.2
Nebraska	262	.1	9,420	.9	161	.6	5,096	.8	101	.8	4,117	1.2
Kansas	493	1.3	12,017	1.2	366	1.3	7,900	1.2	167	1.3	4,092	1.2
S. ATLANTIC:												
Delaware	.99	.3	2,921	.3	63	.2	1,830	.3	36	.3	1,092	.3
Maryland	639	1.7	16,666	1.7	398	1.6	10,133	1.5	281	1.9	6,533	1.9
Dist. of Columbia	159	.4	7,633	.8	119	.5	6,056	.9	40	.3	1,577	.4
Virginia	545	1.5	18,381	1.8	348	1.4	12,294	1.9	197	1.6	6,128	1.8
West Virginia	298	.8	9,609	.9	209	.8	7,238	1.1	89	.7	2,373	.7
North Carolina	813	1.8	18,752	1.9	475	1.9	11,555	1.7	138	2.7	7,465	2.4
South Carolina	422	1.1	7,924	.9	249	1.1	4,608	.7	71	1.4	2,895	.8
Georgia	612	1.6	16,057	1.6	366	1.5	10,238	1.6	246	2.0	5,819	1.7
Florida	833	2.2	15,850	1.6	420	1.7	8,882	1.4	413	3.3	6,967	2.0
E. SOUTH CENTRAL:												
Kentucky	408	1.1	12,048	1.2	260	1.0	7,737	1.2	148	1.2	4,312	1.2
Tennessee	577	1.5	17,602	1.8	355	1.4	11,511	1.8	222	1.8	6,091	1.8
Alabama	508	1.4	11,881	1.2	292	1.2	6,533	1.0	216	1.7	5,348	1.5
Mississippi	322	.8	8,220	.8	175	.7	3,686	.5	147	1.2	4,533	1.3
W. SOUTH CENTRAL:												
Arkansas	262	.7	6,466	.7	161	.6	3,786	.6	101	.8	2,740	.8
Louisiana	451	1.2	12,287	1.2	261	1.1	7,057	1.1	190	1.5	5,229	1.5
Oklahoma	423	1.1	11,355	1.1	273	1.1	7,127	1.2	150	1.2	5,628	1.0
Texas	1,811	4.8	49,686	5.0	1,198	4.8	31,389	4.8	613	4.9	18,297	5.2
MOHAWKIAN:												
Montana	116	.3	3,989	.4	85	.3	3,149	.5	31	.3	839	.2
Idaho	136	.3	3,570	.4	95	.4	2,676	.4	41	.3	894	.3
Wyoming	68	.2	1,556	.1	54	.2	1,240	.2	14	.1	316	.1
Colorado	325	.9	8,357	.8	222	.9	6,088	.9	103	.8	2,268	.6
New Mexico	114	.3	2,866	.3	74	.3	1,973	.3	40	.3	893	.3
Arizona	118	.3	3,568	.4	65	.3	2,071	.3	53	.4	1,497	.4
Utah	178	.5	4,178	.4	127	.5	3,148	.5	51	.4	1,030	.3
Nevada	36	.1	878	.1	27	.1	660	.1	9	.1	218	.1
PACIFIC:												
Washington	668	1.8	14,198	1.6	444	1.8	9,885	1.5	224	1.8	4,313	1.2
Oregon	592	1.6	11,745	1.2	338	1.3	7,596	1.2	254	2.1	4,160	1.2
California	2,793	7.4	69,741	7.0	1,753	7.0	42,173	6.5	1,040	8.3	27,563	7.9

Table 55. - Marketing information: Horticultural specialties, analysis by geographic divisions and States, 1949

Division and State	Retail and service trade												Wholesale value of crops as percentage of retail and service trade												
	Per capita						Per dwelling unit						As percentage of all retail trade						Wholesale value of crops as percentage of retail and service trade						
	Actual			Percentage of United States average			Actual			Percentage of United States average			Actual			Percentage of United States average			Actual			Percentage of United States average			
	Dollars	Dollars	Dollars	Percent	Percent	Percent	Dollars	Dollars	Dollars	Percent	Percent	Percent	Dollars	Dollars	Dollars	Percent	Percent	Percent	Dollars	Dollars	Dollars	Percent	Percent	Percent	
UNITED STATES	6.64	4.31	2.32	100	100	100	21.67	14.08	7.58	0.8	0.5	0.3	27.1	29.4	23.5										
Geographic divisions:																									
New England	7.57	5.42	2.15	114	126	93	24.37	17.46	6.93	.8	.6	.2	29.1	32.2	21.2										
Mid-Atlantic	7.43	5.20	2.33	112	118	100	24.34	16.71	7.63	.8	.5	.3	24.2	31.5	17.5										
N. North Central	7.46	5.11	2.36	112	119	102	24.21	16.56	7.65	.8	.5	.3	26.3	30.0	18.4										
W. North Central	7.89	4.12	3.77	119	96	152	25.09	13.10	11.99	.8	.4	.4	18.9	20.8	16.9										
S. Atlantic	5.35	3.42	1.93	81	79	83	18.83	12.05	6.79	.8	.5	.3	27.2	31.6	19.5										
E. South Central	4.33	2.57	1.77	65	60	76	15.53	9.20	6.33	.8	.5	.3	20.2	24.6	20.2										
W. South Central	5.49	3.43	2.06	83	80	69	17.85	11.17	6.69	.7	.4	.2	19.2	23.8	18.6										
Mountains	5.71	4.18	1.97	106	96	68	17.92	13.03	4.92	.6	.4	.2	26.1	31.8	11.1										
Pacific	6.61	4.12	2.49	100	96	107	19.33	12.05	7.88	.6	.4	.2	21.6	28.2	7.4										
NEW ENGLAND:																									
Maine	5.70	3.80	1.89	86	88	81	16.70	11.15	5.54	.7	.5	.2	16.6	21.9	6.2										
New Hampshire	6.68	4.63	2.06	101	107	89	18.55	12.84	5.71	.8	.5	.3	25.8	34.8	5.5										
Vermont	5.19	3.32	1.87	78	77	81	15.98	10.22	5.76	.6	.4	.2	28.6	30.6	5.2										
Massachusetts	7.60	5.58	2.02	114	129	87	25.29	18.57	6.72	.8	.6	.2	27.4	33.1	13.0										
Rhode Island	7.05	5.05	2.00	106	117	86	22.81	16.33	6.47	.8	.6	.2	25.2	30.7	9.1										
Connecticut	9.27	6.54	2.72	140	152	117	20.29	13.86	8.90	.9	.6	.3	40.0	38.5	4.6										
MIDDLE ATLANTIC:																									
New York	7.52	5.29	2.23	113	123	96	23.98	16.87	7.12	.8	.6	.2	22.4	25.0	16.3										
New Jersey	8.23	5.13	2.80	124	126	121	26.37	17.39	8.98	.9	.6	.3	41.7	47.0	31.3										
Pennsylvania	6.93	4.68	2.25	104	109	97	23.88	16.13	7.75	.8	.5	.3	26.5	33.7	11.6										
E. NORTH CENTRAL:																									
Ohio	7.58	5.08	2.50	114	118	108	24.98	16.71	8.23	.8	.5	.3	28.8	32.3	21.7										
Indiana	6.95	4.42	2.53	105	103	109	22.18	14.10	8.08	.8	.5	.3	29.5	34.9	13.4										
Illinois	8.21	5.88	2.32	126	136	101	26.71	19.07	7.64	.8	.6	.2	26.9	32.2	13.9										
Michigan	7.12	4.75	2.36	107	110	102	22.90	15.29	7.60	.8	.5	.3	22.8	21.6	25.3										
Wisconsin	6.52	4.69	1.83	98	109	79	21.07	15.14	5.93	.7	.5	.2	21.1	23.9	14.0										
W. NORTH CENTRAL:																									
Minnesota	7.32	4.37	2.95	110	101	127	23.71	14.15	9.56	.8	.5	.3	21.2	23.5	17.7										
Iowa	11.42	4.37	7.05	172	101	304	24.11	14.06	22.68	1.2	.9	.7	20.9	27.4	19.4										
Missouri	7.60	4.31	3.30	114	100	129	26.23	14.24	20.71	.8	.5	.3	20.4	23.5	16.5										
North Dakota	6.00	3.19	2.81	90	99	121	20.04	13.19	9.85	.6	.3	.3	6.6	7.2	5.9										
South Dakota	5.99	2.18	3.41	90	51	164	20.03	7.28	12.74	.6	.3	.4	10.2	16.1	6.8										
Nebraska	7.11	3.84	3.26	107	89	141	22.57	12.21	10.36	.7	.4	.3	11.5	12.0	10.9										
Kansas	6.31	4.15	2.16	95	96	93	19.19	12.62	6.58	.7	.5	.2	18.8	17.2	21.9										
S. ATLANTIC:																									
Delaware	9.18	5.75	3.43	138	133	148	30.12	18.86	11.26	.8	.5	.3	11.8	20.0	78.2										
Maryland	7.11	4.32	2.79	107	100	120	24.11	14.46	9.45	.9	.5	.4	22.4	27.4	15.8										
Dist. of Columbia	9.58	7.55	1.97	143	175	126	36.78	24.22	8.07	.7	.5	.2	11.1	14.1	1/										
Virginia	5.54	3.69	1.95	86	86	80	20.20	13.53	6.77	.8	.5	.3	17.0	15.6	19.9										
West Virginia	4.19	2.11	1.18	72	84	51	17.65	13.29	4.35	.7	.5	.2	12.5	13.9	8.3										
North Carolina	1.62	2.78	1.84	70	65	79	17.70	10.65	7.05	.8	.5	.3	17.2	19.6	13.5										
South Carolina	3.54	2.18	1.37	53	51	59	13.42	8.24	5.18	.7	.4	.3	12.4	14.4	15.5										
Georgia	4.66	2.97	1.69	70	69	73	16.63	10.59	6.08	.8	.5	.3	9.0	9.9	14.6										
Florida	5.72	3.21	2.52	86	74	108	16.49	9.49	7.25	.7	.4	.3	100.2	152.4	33.6										
E. SOUTH CENTRAL:																									
Kentucky	4.09	2.63	1.46	69	61	63	14.67	9.42	5.25	.7	.5	.2	11.9	11.3	13.0										
Tennessee	5.35	3.50	1.89	81	81	80	19.03	12.44	6.58	.8	.5	.3	21.8	16.0	32.8										
Alabama	3.88	2.43	1.75	58	49	75	14.03	7.71	6.32	.7	.4	.3	34.5	19.7	52.7										
Mississippi	3.77	1.69	2.06	57	39	90	13.47	6.04	7.43	.8	.4	.4	8.1	8.6	7.7										
W. SOUTH CENTRAL:																									
Arkansas	3.39	1.95	1.44	51	45	62	11.23	6.47	4.76	.6	.3	.3	14.7	14.2	15.5										
Louisiana	4.58	2.63	1.95	69	61	84	15.76	9.05	6.71	.7	.4	.3	18.2	14.2	15.0										
Oklahoma	5.08	3.46	1.68	77	80	70	15.87	10.80	5.07	.7	.5	.2	16.3	16.1	16.7										
Texas	6.44	4.07	2.37	97	94	102	20.72	13.09	7.63	.8	.5	.3	18.3	8.8	34.6										
mountain:																									
Montana	6.75	5.33	1.42	102	124	61	20.43	16.14	4.30	.7	.5	.2	9.3	10.5	4.9										
Idaho	6.06	4.55	1.52	106	106	66	18.83	14.11	4.71	.6	.5	.1	10.6	11.7	7.3										
Wyoming	5.35	4.27	1.09	81	99	47	16.68	13.29	3.39	.5	.4	.1	14.7	17.4	1/3										
Colorado	6.31	4.59	1.71	95	106	74	19.07	13.89	5.18	.7	.5	.2	14.9	18.5	14.1										
New Mexico	4.21	2.90	1.31	63	67	96	14.33	9.87	4.47	.6	.4	.2	28.7	8.4	9.3										
Arizona	4.76	2.76	2.00	72	64	86	14.88	8.59	6.01	.5	.3	.2	8.3	3.2	15.4										
Utah	6.07	4.57	1.90	91	106	65	20.77	15.65	9.12	.7	.5	.2	17.6	19.4	13.2										
Nevada	5.48	4.12	1.36	83	96	59	15.88	11.49	3.79	.4	.3	.1	1.4	.9	3.2										
PACIFIC:																									
Washington	5.97	4.16	1.81	90	97	78	17.42	12.13	5.29	.6	.4	.2	39.3	31.1	58.2										
Oregon	7.72	4.99	2.73	116	116	118	22.31	14.41	7.90	.7	.5	.2	28.5	33.6	112.5					</td					

Horticultural Specialties in Standard Metropolitan Areas.—Among the 3,073 counties of the United States, 239 were designated in 1950 as standard metropolitan areas (fig. 10). This group of counties had 54 percent of the Nation's population and dwelling units, more than 61 percent of all retail trade, and 68 percent of all retail floricultural sales. In terms of wholesale value, these counties produced and sold 68 percent of all floricultural crops. These data are shown in tables 56 and 57. These areas accounted for nearly 54 percent of total retail sales of floricultural crops by retail growers in the nation and for over 73 percent of the sales of retail florists not associated with crop production.

The standard metropolitan areas accounted for 64 percent of all ornamental horticultural sales in 1950 and nearly 48 percent of the wholesale value of nursery crops which were produced and sold (tables 58 and 59). These areas also accounted for 53 percent of all retail sales of nursery crops by retail growers.

Even less than with the data for States and regions can the data for sales per capita or per dwelling unit in metropolitan areas be considered completely accurate. This information can only be looked upon as approximate measurements for the given market. Some areas show very high per capita or per dwelling-unit expenditures because sales of establishments within the metropolitan area include the spending of consumers who live beyond the boundaries of those markets. This situation is more pronounced in predominantly rural States and those in which the retail and service trade in horticultural specialties is provided mainly by establishments located in widely scattered metropolitan areas or markets.

Non-Metropolitan Counties Important for Crop Production.—In addition to the metropolitan economic areas, 19 other counties had wholesale values of floricultural crop production amounting to \$500,000 or more (table 60). These additional counties produced 12 percent of the wholesale value of floricultural crops in the country. They and the metropolitan economic areas together turned out more than 80 percent of the wholesale value of all such production in the Nation.

In addition to counties in metropolitan economic areas, 44 other counties had nursery-crop production with wholesale values of \$150,000 or more. These additional counties accounted for 27 percent of the wholesale value of nursery crops produced in the country. This group and the metropolitan economic areas, together produced more than 75 percent of the national total, as measured by wholesale value.

## STANDARD METROPOLITAN AREAS, 1949

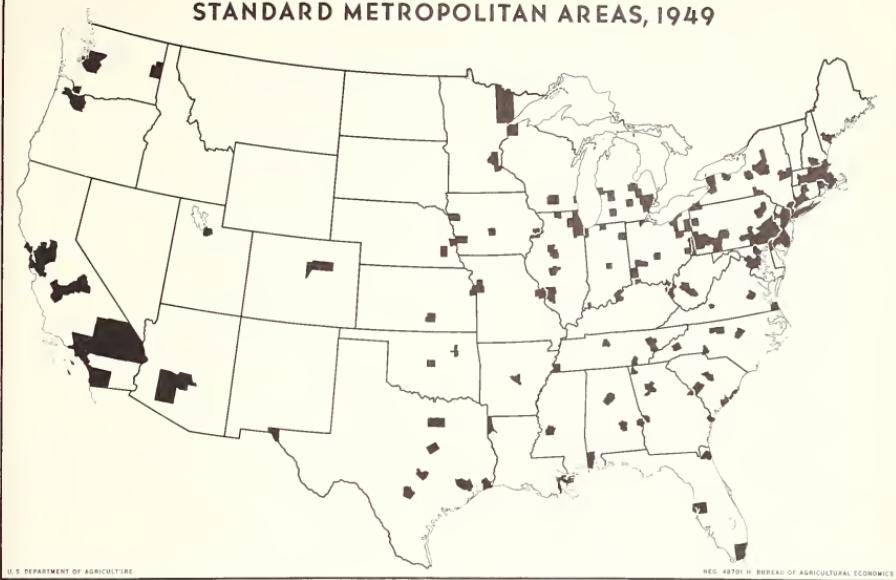


Figure 10.—Of the 3,073 counties in the United States, 239 make up 128 markets or metropolitan areas. In 1949 this group of metropolitan areas accounted for 54 percent of the population and dwelling units, more than 61 percent of all retail trade, and nearly 70 percent of the retail and service trade of floriculture and ornamental horticulture.

## List of counties in each standard metropolitan area

State	Market	County or counties
Alabama	Birmingham	Jefferson
	Montgomery	Montgomery
	Mobile	Mobile
Arizona	Phoenix	Maricopa
Arkansas	Little Rock	Pulaski
California	San Francisco, Oakland	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano
	San Jose	Santa Clara
	Sacramento	Sacramento
	Stockton	San Joaquin
	Fresno	Fresno
	Los Angeles	Los Angeles, Orange
	San Diego	San Diego
	San Bernardino	San Bernardino
Colorado	Denver	Adams, Arapahoe, Denver, Jefferson
Connecticut	Bridgeport	Fairfield
	New Haven	New Haven
	Hartford	Hartford
Delaware	Wilmington	New Castle; and Salem, N. J.
District of Columbia	Washington, D. C.	District of Columbia; and Arlington, Fairfax, Alexandria City, Falls Church City, Va; Montgomery, Prince Georges, Md.
Florida	Jacksonville	Duval
	Tampa-St. Petersburg	Hillsborough, Pinellas
	Miami	Dade
Georgia	Atlanta	Cobb, DeKalb, Fulton
	Columbus	Chattahoochee, Muscogee; and Russell, Ala.
	Augusta	Richmond; and Aiken, S. Car.
	Savannah	Chatham
Idaho		Rock Island; and
Illinois	Davenport, Iowa; Rock Island- Moline, Ill.	Scott, Iowa
	Rockford	Winnebago
	Chicago	Cook, DuPage, Kane, Lake, Will; and Lake, Ind.
		Peoria, Tazewell
	Peoria	Sangamon
Indiana	Springfield	St. Joseph
	South Bend	Allen
	Fort Wayne	Elkhart
	Elkhart	Wanderburgh
	Evanston	Woodbury
Iowa	Sioux City	Polk
	Des Moines	Selbyville
Kansas	Wichita	Johnson, Wyandotte; and Clay, Jackson, Mo.
	Kansas City	
Kentucky	Louisville	Jefferson; and Clark, Floyd, Ind.
Louisiana	Shreveport	Caddo
	New Orleans	Jefferson, Orleans, St. Bernard
Maine	Portland	Cumberland
Maryland	Baltimore	Anne Arundel, Baltimore, Baltimore City
Massachusetts	Springfield	Hampden, Hampshire
	Worcester	Worcester
	Boston	Essex, Middlesex, Norfolk, Suffolk
	Brockton	Plymouth
	Fall River	ristol
	Agawam	Saginaw
Michigan	Grand Rapids	Kent
	Muskegon	Muskegon
	Flint	Genesee
	Lansing	Ingham
	Detroit	Macomb, Oakland, Wayne
	Kalamazoo	Kalamazoo
Minnesota	Duluth, Minn.; Superior, Wis.	St. Louis; and Douglas, Wis.
Mississippi	Minneapolis-St. Paul	Anoka, Dakota, Hennepin, Ramsey
Missouri	Jackson	Hinds
	St. Louis	St. Charles, St. Louis, St. Louis City; and Madison, St. Clair, Ill.

Continued -

## List of counties in each standard metropolitan area - Continued

State	Market	County or counties
Nebraska .....	: Lincoln .....	: Lancaster
	: Omaha .....	: Douglas, Sarpy; and Pottawattamie, Iow.
Nevada .....	: : .....	
New Hampshire .....	: Manchester .....	: Hillsboro
New Jersey .....	: Trenton .....	: Mercer
	: Atlantic City .....	: Atlantic
New Mexico .....		
New York .....	: Buffalo .....	: Erie, Niagara
	: Rochester .....	: Monroe
	: Syracuse .....	: Onondaga
	: Utica-Rome .....	: Herkimer, Oneida
	: Binghamton .....	: Broome
	: Albany-Schenectady-Troy .....	: Albany, Rensselaer, Schenectady
	: New York-Northeastern, N. J. .....	: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, Westchester; and Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Union, N. J.
	: : .....	
North Carolina .....	: Asheville .....	: Buncombe
	: Winston-Salem .....	: Forsyth
	: Greensboro-Highpoint .....	: Guilford
	: Charlotte .....	: Mecklenburg
	: Raleigh .....	: Wake
North Dakota .....		
Ohio .....	: Toledo .....	: Lucas
	: Columbus .....	: Franklin
	: Dayton .....	: Greene, Montgomery
	: Hamilton, Middlebury .....	: Butler
	: Cleveland .....	: Cuyahoga, Lake
	: Akron .....	: Summit
	: Canton .....	: Stark
	: Youngstown .....	: Mahoning, Trumbull; and Mercer, Pa.
	: Cincinnati .....	: Hamilton; and Campbell, Keston, Ky.
	: Tulsa .....	: Tulsa
Oklahoma .....	: Oklahoma City .....	: Oklahoma
Oregon .....	: Portland .....	: Clackamas, Multnomah, Washington; and Clark, Wash.
Pennsylvania .....	: Erie .....	: Erie
	: Scranton .....	: Lackawanna
	: Pittsburgh .....	: Allegheny, Beaver, Washington, Westmoreland
	: Johnstown .....	: Cambria, Somerset
	: Altoona .....	: Blair
	: Wilkes-Barre-Hazleton .....	: Luzerne
	: Harrisburg .....	: Cumberland, Dauphin
	: York .....	: York
	: Lancaster .....	: Lancaster
	: Reading .....	: Berks
	: Allentown-Bethlehem-Easton .....	: Lehigh, Northampton; and Warren, N. J.
	: Philadelphia .....	: Bucks, Chester, Delaware, Montgomery, Philadelphia; and Burlington, Camden, Gloucester, N. J.
	: : .....	: Bristol, Kent, Providence
Rhode Island .....	: Providence .....	: Rhode Island
South Carolina .....	: Columbia .....	: Richland
South Dakota .....	: Charleston .....	: Charleston
Tennessee .....		
	: Memphis .....	: Shelby
	: Nashville .....	: Davidson
	: Chattanooga .....	: Hamilton; and Walker, Ga.
	: Knoxville .....	: Anderson, Blount, Knox
Texas .....	: El Paso .....	: El Paso
	: Fort Worth .....	: Tarrant
	: Dallas .....	: Dallas
	: Waco .....	: McLennan
	: Austin .....	: Travis
	: San Antonio .....	: Bexar
	: Houston .....	: Harris
	: Beaumont-Port Arthur .....	: Jefferson
	: Salt Lake City .....	: Salt Lake
Utah .....		
Vermont .....		
Virginia .....	: Roanoke .....	: Roanoke, Roanoke City
	: Richmond .....	: Chesterfield, Henrico, Richmond City
	: Norfolk-Portsmouth .....	: Norfolk, Princess Anne, Norfolk City, Portsmouth City, South Norfolk City
Washington .....		
	: Seattle .....	: King
	: Tacoma .....	: Pierce
	: Spokane .....	: Spokane
West Virginia .....	: Wheeling, W. Va.-Steubenville, Ohio .....	: Brooke, Hancock, Marshall, Ohio; and Belmont, Jefferson, Ohio
	: Huntington, W. Va.-Ashland, Ky. ....	: Cabell, Wayne; and Boyd, Ky.; Lawrence, Ohio
	: Charleston .....	: Fayette, Kanawha
	: Madison .....	: Dure, Monroe
Wisconsin .....	: Milwaukee .....	: Milwaukee
Wyoming .....	: : .....	

Table 56.- Marketing information: General and floriculture, by standard metropolitan areas, 1949

Metropolitan area			Wholesale			Retail floriculture				
	Population	Dwelling units	All retail trade		Value of floricultural crops	Retail florists and retail growers		Retail florists		
			Trade	Trade		Total	Total	Retail	Retail	Grocers
			Thousands	Thousands	Thousands	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Alabama										
Birmingham	554	160	441,752	59	2,47	1,720	1,623	97	426	
Montgomery	138	40	105,527	309	682	547	544	3	135	
Mobile	229	67	169,797	41	747	599	585	14	148	
Arizona										
Phoenix	389	108	311,336	49	1,107	893	886	7	214	
Arkansas										
Little Rock	193	60	174,746	348	968	776	763	13	212	
California										
San Francisco-Oakland	2,211	710	2,366,588	10,664	11,078	8,737	8,237	500	2,341	
Sacramento	259	92	271,957	990	1,178	999	763	166	249	
Sacramento	276	88	297,301	69	843	665	543	122	178	
Stockton	201	62	202,242	66	877	690	677	13	187	
Fresno	274	88	285,519	80	1,239	951	796	185	258	
Los Angeles	4,339	1,530	4,721,281	8,952	15,038	14,229	13,284	945	3,809	
San Diego	536	182	507,440	1,005	1,817	1,434	1,307	127	383	
San Bernardino	280	106	246,338	167	715	563	429	134	151	
Colorado										
Denver	560	182	594,701	4,405	3,955	2,560	2,333	227	696	
Connecticut										
Bridgeport	503	154	535,924	1,037	4,132	3,219	2,277	942	914	
New Haven	542	164	518,974	843	3,319	2,585	1,606	979	731	
Hartford	536	141	554,336	856	4,395	3,423	2,300	1,123	972	
Delaware										
Wilmington	267	79	276,834	350	1,595	1,246	742	504	349	
District of Columbia										
Washington	1,458	426	1,485,845	847	8,696	6,696	5,740	956	2,000	
Florida										
Jacksonville	303	90	272,034	119	1,179	940	818	122	239	
Tampa										
St. Petersburg	406	155	364,475	1,134	1,626	1,297	1,149	148	389	
Miami	489	183	581,134	525	2,999	2,391	2,178	213	608	
Georgia										
Atlanta	664	191	675,307	218	4,462	3,285	2,487	741	834	
Columbus	170	44	106,607	32	382	388	282	174		
Augusta	162	45	106,596	18	595	473	367	106	122	
Savannah	151	47	120,765	68	601	478	302	176	124	
Illinois										
Davenport, Iowa-Rock Island-Moline, Ill.	233	70	246,739	192	1,478	1,154	772	382	384	
Rockford	152	47	163,760	153	1,327	1,037	711	326	291	
Chicago	5,476	1,656	5,289,723	10,490	36,584	26,580	22,251	6,329	8,009	
Peoria	250	77	242,133	357	1,211	943	572	511	268	
Springfield	131	42	143,875	233	1,105	860	459	401	246	
Indiana										
South Bend	205	61	217,908	82	940	736	381	355	205	
Fort Wayne	183	57	193,390	156	955	747	543	204	208	
Indianapolis	549	171	627,567	641	3,778	2,956	2,407	549	822	
Evansville	158	50	149,941	206	1,250	977	587	390	273	
Iowa										
Sioux City	104	32	125,931	227	1,123	878	678	200	245	
Des Moines	225	73	267,871	146	1,624	1,269	898	371	355	
Kansas										
Wichita	220	75	225,074	223	1,570	1,231	1,120	111	388	
Kansas City	808	291	990,626	889	5,165	4,053	3,343	710	1,112	
Kentucky										
Louisville	574	171	517,109	676	2,398	1,933	1,490	443	465	
Louisiana										
Shreveport	175	53	170,289	31	791	623	478	145	168	
New Orleans	681	208	553,211	176	3,742	2,947	2,656	291	795	
Maine										
Portland	168	59	167,586	344	830	663	300	363	167	

Continued -

Table 56.- Marketing information: General and floriculture, by standard metropolitan areas, 1949 - Continued

Metropolitan area	Population	Dwelling units	All trade	Wholesale				Retail floriculture			
				value of	floricultural	crop	Total	Retail florists and retail growers	Total	Retail florists	Retail growers
				Thousands	Thousands	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
	Thousands	Thousands	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars					
Maryland											
Baltimore	1,321	394	1,227,103	1,427	6,848	5,361	4,511	850	1,487		
Massachusetts											
Springfield	154	132	415,307	866	2,905	2,250	1,377	873	655		
Worcester	543	160	478,286	736	3,226	2,500	1,457	1,043	726		
Boston	2,858	829	2,675,555	5,982	15,574	12,064	9,082	2,982	3,510		
Brockton	189	74	168,090	599	1,151	892	485	407	260		
Fall River	361	117	317,432	312	1,823	1,410	946	464	413		
Michigan											
Superior	153	45	132,435	314	787	615	405	210	172		
Grand Rapids	257	89	296,140	344	1,697	1,327	708	619	370		
Muskegon	121	35	116,628	98	574	449	265	184	125		
Flint	270	81	246,724	65	973	762	587	175	211		
Lansing	172	51	184,141	108	1,278	1,000	764	236	277		
Detroit	2,973	862	3,014,275	3,110	14,688	11,440	9,284	2,156	3,188		
Kalamazoo	126	39	122,824	513	1,148	897	370	527	251		
Minnesota											
Duluth, Minn. - Superior, Wis.	222	85	238,859	158	1,264	992	729	263	272		
Minneapolis - St. Paul	1,107	339	1,263,527	2,024	7,549	5,928	3,373	2,555	1,621		
Mississippi											
Jackson	141	40	112,765	21	606	491	434	57	700		
Missouri											
St. Louis	1,673	510	1,567,167	2,286	8,965	6,966	6,386	580	1,999		
Nebraska											
Lincoln	118	37	124,734	62	936	734	488	246	202		
Omaha	362	108	383,009	827	1,470	1,153	744	409	317		
New Hampshire											
Manchester	157	51	147,412	48	584	442	289	153	142		
New Jersey											
Trenton	229	61	242,259	250	1,742	1,363	1,077	286	380		
Atlantic City	133	49	173,260	660	1,130	883	651	232	247		
New York											
Buffalo	1,086	319	1,027,228	1,395	5,396	4,203	3,188	1,015	1,193		
Rochester	485	148	491,277	881	2,735	2,130	1,825	305	605		
Syracuse	341	102	353,617	210	1,655	1,291	986	305	363		
Utica-Rome	284	87	258,150	842	1,950	1,518	895	623	432		
Binghamton	185	55	161,878	195	930	723	419	304	207		
Albany-Schenectady-Troy	513	170	562,302	835	2,894	2,254	1,589	725	640		
New York-Northeastern											
New Jersey	10,832	3,971	12,652,074	20,322	70,037	54,596	46,844	7,752	15,441		
North Carolina											
Asheville	123	36	91,799	28	327	288	243	15	70		
Winston-Salem	145	41	97,003	42	867	663	316	367	185		
Greensboro-High Point	190	52	177,448	71	1,299	1,019	693	326	276		
Charlotte	196	49	183,964	254	1,171	922	759	163	250		
Raleigh	136	35	104,098	107	659	493	428	65	132		
Ohio											
Toledo	393	120	442,946	1,385	1,899	1,490	1,274	216	409		
Columbus	502	149	506,564	592	2,743	2,152	1,589	603	592		
Dayton	153	137	446,616	404	2,294	1,197	837	557	557		
Hamilton-Middletown	147	42	132,920	106	657	549	423	126	148		
Cleveland	1,154	449	1,267,834	1,776	9,376	7,358	6,472	886	2,018		
Akron	165	120	303,116	1,409	1,739	1,165	1,073	292	374		
Canton	289	84	268,010	432	1,697	1,332	1,098	234	366		
Youngstown	227	150	468,623	58	2,295	1,800	1,338	462	496		
Cincinnati	198	281	879,847	1,305	4,630	3,630	2,876	754	1,000		

Continued -

Table 56.- Marketing information: General and floriculture, by standard metropolitan areas, 1949 - Continued

Metropolitan area	Population	Dwelling units	All retail trades	Wholesale value of floricultural crops	Total	Retail floriculture					
						Retail florists and retail grocers			Other		
						Total		Retail florists		Retail grocers	
						Thousands	Thousands	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Oklahoma											
Tulsa	249	81	254,429	132	1,167	896	787	109	272		
Oklahoma City	323	108	317,913	359	2,196	1,685	1,340	345	511		
Oregon											
Portland	701	246	772,318	1,602	3,959	3,072	2,526	546	887		
Pennsylvania											
Erie	218	65	215,241	214	1,621	1,269	810	459	352		
Scranton	256	74	209,268	170	1,394	1,096	776	320	298		
Pittsburgh	2,026	630	1,985,201	2,766	11,630	9,104	7,714	1,390	2,226		
Johnstown	291	79	210,389	144	925	722	450	322	203		
Altoona	139	41	113,101	94	671	522	240	237	149		
Wilkes-Barre-Hazleton	321	111	320,435	526	3,600	1,406	1,169	367	379		
Harrisburg	291	84	265,238	208	828	647	411	306	181		
York	202	61	172,775	356	897	705	353	322	192		
Lancaster	234	68	215,371	813	1,087	892	429	443	235		
Reading	255	76	230,547	283	1,121	876	571	395	245		
Allentown-Bethlehem-Easton	435	127	401,807	635	2,152	1,683	993	690	469		
Philadelphia	3,661	1,052	3,345,506	9,009	18,174	14,230	11,756	2,474	3,944		
Rhode Island											
Providence	680	212	655,800	563	3,352	2,681	1,820	861	670		
South Carolina											
Columbia	142	38	120,446	88	740	579	374	209	161		
Charleston	160	47	113,208	25	584	458	421	36	127		
Tennessee											
Memphis	430	139	455,432	573	2,360	1,929	1,566	363	430		
Nashville	320	92	278,033	452	1,864	1,524	1,482	42	340		
Chattanooga	245	71	197,849	306	1,287	1,052	901	151	235		
Knoxville	336	59	250,505	347	1,949	1,594	1,212	382	355		
Texas											
El Paso	108	51	159,831	104	513	400	370	21	114		
Fort Worth	359	117	422,391	196	3,117	2,411	1,356	1,058	703		
Dallas	611	197	704,804	204	4,355	3,369	2,838	531	987		
Waco	129	40	114,536	292	778	601	472	129	178		
Austin	160	47	138,692	314	997	770	618	192	227		
San Antonio	426	133	392,717	95	1,058	1,439	1,353	86	419		
Houston	802	258	818,603	389	4,201	3,289	2,991	298	951		
Beaumont-Port Arthur	194	60	193,671	47	1,352	1,046	757	289	305		
Utah											
Salt Lake City	274	82	267,573	204	1,869	1,572	1,188	384	297		
Virginia											
Roanoke	133	38	130,719	223	1,362	1,063	530	533	300		
Richmond	327	95	339,794	368	3,236	2,562	1,355	1,297	724		
Norfolk-Portsmouth	410	120	347,279	270	1,837	1,432	1,210	222	405		
Washington											
Seattle	726	254	753,744	1,418	3,750	2,992	2,599	333	755		
Tacoma	276	86	215,285	360	1,049	837	722	115	212		
Spokane	220	73	223,147	497	1,264	1,008	633	175	256		
West Virginia											
Wheeling, W. Va.-Steubenville, Ohio	353	104	268,024	706	1,816	1,440	950	490	377		
Huntington, W. Va.-Ashland, Ky.	246	70	174,853	200	1,359	1,077	745	332	282		
Charleston	319	87	259,302	114	1,197	949	776	173	248		
Wisconsin											
Madison	169	49	172,953	168	1,285	1,005	639	366	280		
Milwaukee	864	255	926,279	2,057	5,355	4,190	3,237	953	1,166		

Bureau of the Census.

Table 57.- Marketing information: General and floriculture, analysis by standard metropolitan areas, 1949

Metropolitan area	Metropolitan area as percentage of State total			Retail floriculture sales			Wholesale value of crops as percentage of retail floriculture		
	Population	Dwelling units	Retail trade	Wholesale	Per capita	Percentage	Per	As percent:	Wholesale
				value of crops	of United States	of United	dwelling unit	age of all	value of crops as percentage of retail floriculture
	Percent	Percent	Percent	Percent	Percent	Dollars	Percent	Dollars	Percent
Alabama									
Birmingham	18.1	18.9	27.0	4.6	32.9	3.87	.90	13.41	0.5
Montgomery	4.5	4.8	6.7	24.0	10.4	4.96	115	16.89	.6
Mobile	7.9	8.0	10.4	3.2	11.4	3.26	76	11.09	.4
Arizona									
Phoenix	43.9	44.9	47.3	73.7	53.4	3.36	.78	10.23	.4
Arkansas									
Little Rock	10.1	10.4	16.1	69.8	26.5	5.12	119	16.48	.6
California									
San Francisco-									
Oakland	20.9	19.7	21.5	46.2	26.3	5.00	116	15.60	.5
San Jose	2.7	2.6	2.5	4.3	2.8	4.08	95	12.76	.4
Sacramento	2.6	2.4	2.1	3.3	2.0	3.06	71	9.57	.3
Stockton	1.9	1.7	1.8	.3	2.1	4.37	101	14.13	.4
Fresno	2.6	2.4	2.6	.3	2.9	4.52	105	14.03	.4
Los Angeles	41.0	42.4	42.8	38.7	42.8	4.16	97	11.79	.4
San Diego	5.1	5.0	4.6	4.3	4.3	3.39	79	10.00	.4
San Bernardino	2.6	2.9	2.2	.7	1.7	2.55	59	6.76	.3
Colorado									
Denver	42.3	41.5	47.3	86.3	53.5	5.81	135	17.89	.5
Connecticut									
Bridgeport	25.1	25.1	27.1	20.5	31.5	8.22	191	26.81	.8
New Haven	27.0	26.8	26.3	16.7	25.3	6.12	142	20.19	.6
Hartford	26.7	23.0	28.1	16.9	33.5	8.20	190	31.14	.8
Delaware									
Wilmington	84.0	81.0	72.4	95.5	87.2	5.97	139	20.29	.6
District of Columbia									
Washington	---	---	---	---	---	5.97	139	20.42	.6
Florida									
Jacksonville	10.9	9.4	11.6	.9	13.3	3.90	90	13.07	.4
Tampa-									
St. Petersburg	14.7	16.1	15.6	9.9	18.3	4.00	93	10.51	.4
Miami	17.6	19.1	24.8	3.9	33.8	6.14	142	16.35	.5
Georgia									
Atlanta	19.3	19.8	32.0	36.2	39.7	6.12	148	21.28	.6
Columbus	4.9	4.5	5.0	5.4	8.3	5.01	116	19.44	.8
Augusta	4.7	4.7	5.1	2.7	5.8	3.67	85	13.16	.6
Savannah	4.4	4.9	5.7	11.2	5.9	3.58	92	12.80	.5
Illinois									
Davenport, Iowa-									
Rock Island-									
Moline, Ill.	2.7	2.6	2.8	1.2	2.9	6.38	147	21.04	.6
Rockford	1.7	1.8	1.9	.9	2.6	6.74	203	28.30	.8
Chicago	62.8	61.8	68.0	63.6	72.6	6.68	155	22.09	.6
Pearl	2.9	2.9	2.7	2.2	2.4	4.85	113	15.66	.5
Springfield	1.5	1.6	1.6	1.4	2.2	8.46	196	26.38	.6
Indiana									
South Bend	5.2	4.9	6.2	1.2	5.4	4.59	106	15.49	.4
Fort Wayne	4.6	4.6	5.5	2.3	5.5	5.22	121	16.88	.5
Indianapolis	14.0	13.8	17.8	9.5	21.7	6.88	160	22.15	.6
Evansville	4.0	4.0	4.2	3.0	7.2	7.90	183	29.15	.8
Iowa									
Sioux City	4.0	3.9	4.9	8.5	9.8	10.80	251	34.91	.9
Des Moines	8.6	8.9	10.5	5.5	14.2	7.22	168	22.30	.6
Kansas									
Wichita	11.6	11.9	13.3	16.4	19.9	7.13	165	21.07	.7
Kansas City	42.4	40.0	58.6	65.5	65.4	6.39	148	20.61	.5
Kentucky									
Louisville	19.5	20.9	30.7	77.1	31.0	4.17	97	13.99	.5
Louisiana									
Shreveport	6.5	6.8	10.1	10.5	11.2	4.53	105	14.96	.5
New Orleans	25.4	26.6	32.9	59.1	53.0	5.49	127	18.02	.7
Maine									
Portland	18.4	18.8	22.2	45.3	23.9	4.94	115	14.13	.5

Continued -

Table 57-- Marketing information: General and floriculture, analysis by standard metropolitan areas, 1949 - Continued

Metropolitan area	Metropolitan area as percentage of State total						Retail floriculture sales				Wholesale value of crops	
	Population	Dwelling units	All retail floricultural trade	value of crops	Per capita	Percentage of United States	Per capita	Percentage of United States	Per capita	Percentage of retail floriculture		
	Percent	Percent	Percent	Percent	Percent	Dollars	Percent	Dollars	Percent	Percent		
Maryland												
Baltimore	56.4	57.0	64.1	51.4	67.6	5.19	120	17.37	0.6	20.8		
Massachusetts												
Sp. Field	9.7	9.4	9.7	10.0	11.1	6.40	148	21.96	.7	29.8		
Wor. ter	11.6	11.4	11.1	8.5	12.3	5.96	138	20.14	.7	22.9		
Bos.	60.9	58.8	62.2	69.1	59.5	5.45	126	18.79	.6	38.4		
Brockton	4.0	5.3	3.9	6.9	4.4	6.08	141	15.49	.7	52.0		
Fall River	8.1	8.3	7.4	3.6	7.0	4.79	111	15.62	.6	17.1		
Michigan												
St. Louis	2.4	2.3	2.2	4.8	2.6	5.15	119	17.58	.6	39.9		
Grand Rapids	4.5	4.5	5.0	5.3	5.6	5.91	137	19.00	.6	--		
Marquette	1.9	1.7	2.0	1.5	1.9	4.76	110	16.65	.5	17.0		
Flint	4.2	4.1	4.1	1.0	3.2	3.60	84	11.98	.4	--		
Lansing	2.7	2.6	3.1	1.7	3.2	7.41	172	24.86	.7	8.5		
Detroit	46.7	43.5	50.7	47.5	48.3	4.92	114	16.96	.5	21.3		
Kalamazoo	2.0	2.0	2.1	7.8	3.8	9.11	211	29.54	.9	44.7		
Minnesota												
Duluth, Minn.-Superior, Wis.	8.4	9.3	8.2	5.2	9.7	5.02	116	14.82	.5	12.5		
Minneapolis-St. Paul	37.1	36.8	43.5	66.1	57.9	6.82	158	22.27	.6	26.8		
Mississippi												
Jackson	6.5	6.6	11.2	6.7	16.4	4.28	99	14.96	.5	3.5		
Missouri												
St. Louis	48.3	40.1	43.9	57.2	52.6	5.36	124	17.59	.6	25.5		
Nebraska												
Lincoln	8.9	8.9	9.5	10.1	18.4	7.92	184	25.12	.8	6.6		
Omaha	27.3	25.9	29.1	135.2	28.8	4.06	94	13.62	.4	56.3		
New Hampshire												
Manchester	29.4	26.5	31.3	5.6	23.7	3.73	87	11.48	.4	8.2		
New Jersey												
Trenton	4.7	4.0	5.4	2.0	6.6	7.60	176	28.62	.7	14.1		
Atlantic City	2.7	3.2	3.9	5.3	4.3	8.50	197	23.18	.7	58.4		
New York												
Buffalo	7.3	6.8	7.0	7.1	6.9	4.97	115	16.94	.5	25.9		
Albany	3.5	3.2	3.4	4.5	3.5	5.66	131	15.13	.6	32.2		
Yonkers	2.3	2.2	2.4	1.1	2.1	4.85	113	16.16	.5	12.7		
Utica-Rome	1.9	1.9	1.8	4.3	2.5	6.88	160	22.42	.8	43.2		
Binghamton	1.2	1.2	1.2	10.0	1.2	5.04	117	16.78	.5	20.9		
Albany-Schenectady-Troy	3.5	3.7	3.8	4.3	3.7	5.65	131	17.01	.5	28.8		
New York-Northeastern, New Jersey	86.5	85.4	86.5	103.6	89.3	5.46	127	17.64	.6	29.0		
North Carolina												
Asheville	3.0	3.4	4.1	1.3	2.9	2.67	62	9.11	.4	8.5		
Winston-Salem	3.6	3.9	4.3	1.9	7.7	5.98	139	20.96	.9	4.8		
Greensboro-High Point	4.7	4.9	7.9	3.2	11.5	6.81	158	24.77	.7	5.5		
Charlotte	4.8	4.7	8.2	11.5	10.4	5.97	139	23.70	.6	21.7		
Raleigh	3.3	3.3	4.6	4.8	5.5	4.60	107	17.91	.6	17.0		
Ohio												
Toledo	4.9	5.0	6.0	10.6	4.7	4.84	112	15.77	.4	72.9		
Columbus	6.3	6.2	6.9	4.5	6.8	5.47	127	18.10	.5	21.6		
Dayton	5.7	5.7	6.1	3.1	6.4	5.72	133	18.91	.6	15.6		
Hamilton-Middletown	1.8	1.8	1.8	1.8	1.7	4.75	110	16.47	.5	15.2		
Cleveland	18.3	18.6	20.7	13.6	6.45	150	20.89	.6	18.9			
Akron	5.1	5.1	5.5	10.8	4.3	4.26	99	14.15	.4	81.0		
Canton	3.5	3.5	3.6	3.3	4.2	6.02	140	20.30	.6	25.4		
Youngstown	6.6	6.2	6.4	4.5	5.7	4.36	101	15.27	.5	25.3		
Cincinnati	11.3	11.6	11.9	10.0	11.5	5.16	120	16.49	.5	28.2		

Continued -

Table 57.- Marketing information: General and floriculture, analysis by standard metropolitan areas, 1949 - Continued

Metropolitan area	Metropolitan area as percentage of State total						Retail floriculture sales			Wholesale	
	Population	Dwelling units	Retail trade	Value of crops	Retail floriculture	Percentage of United States	Per capita	Retail floriculture	As percent of all crops	Value of crops	Percentage of all crops
				Percent	Percent	Percent	Dollars	Percent	Dollars	Percent	Percent
Oklahoma											
Tulsa	11.1	11.3	15.5	10.6	35.1	4.70	109	14.47	0.5	11.3	
Oklahoma City	14.4	15.1	19.4	20.8	20.4	6.81	158	20.30	.7	15.4	
Oregon											
Portland	46.1	46.7	48.4	62.9	52.2	5.65	131	16.12	.5	40.5	
Pennsylvania											
Erie	2.1	2.1	2.4	1.3	3.3	7.42	172	24.82	.8	13.2	
Scranton	2.4	2.4	3.1	1.0	2.5	5.44	126	13.82	.7	12.2	
Pittsburgh	21.0	20.7	21.9	16.7	23.7	5.27	122	18.47	.6	23.8	
Johnstown	2.8	2.6	2.3	2.7	1.9	3.18	74	11.71	.4	48.0	
Altoona	1.3	1.4	1.2	.6	1.4	4.83	112	16.26	.6	14.1	
Wilkes-Barre-Hazleton	3.7	3.6	3.4	1.8	3.7	4.60	107	16.20	.6	16.2	
Harrisburg	2.8	2.8	2.9	1.3	1.7	2.85	66	9.80	.3	25.1	
York	1.9	2.0	1.9	2.2	1.8	4.45	103	14.65	.5	39.7	
Lancaster	2.2	2.2	2.4	5.0	2.2	4.64	108	16.04	.5	76.7	
Reading	2.4	2.5	2.5	1.7	2.3	4.40	102	14.71	.5	25.2	
Allentown-Bethlehem-Easton	4.1	4.2	4.8	3.8	4.4	4.95	115	16.95	.5	29.5	
Philadelphia	34.9	34.5	36.9	54.4	37.0	4.96	115	17.28	.5	49.6	
Rhode Island											
Providence	85.8	86.8	88.8	71.5	83.8	4.93	114	15.78	.5	16.8	
South Carolina											
Columbia	6.7	6.8	10.5	18.4	16.1	5.22	121	19.38	.6	11.9	
Charleston	7.6	8.4	9.9	5.2	12.7	3.66	85	12.39	.5	4.3	
Tennessee											
Memphis	14.6	15.0	23.2	31.2	20.5	4.91	114	17.01	.5	24.3	
Nashville	9.7	10.0	13.3	24.6	16.2	5.82	135	20.21	.7	24.2	
Chattanooga	7.5	7.7	9.5	16.6	11.2	5.24	122	18.01	.7	23.8	
Knoxville	10.2	10.3	12.0	18.9	16.9	5.81	135	20.55	.8	17.8	
Texas											
El Paso	2.6	2.1	2.5	3.8	1.6	2.50	60	10.05	.3	20.2	
Fort Worth	4.7	4.9	6.2	7.1	9.9	8.68	201	25.72	.8	6.3	
Dallas	7.9	8.2	10.8	7.4	13.9	7.13	165	22.15	.6	4.7	
Waco	1.7	1.7	1.8	10.6	2.5	6.05	140	19.26	.7	37.5	
Austin	2.1	1.9	2.1	1.3	3.2	6.22	144	21.42	.7	3.4	
San Antonio	6.4	5.8	6.0	3.5	5.9	3.75	87	13.37	.5	5.1	
Houston	10.4	10.8	12.6	14.1	13.4	5.26	122	16.29	.5	9.2	
Beaumont-Port Arthur	2.5	2.5	3.0	1.7	4.3	6.97	162	22.54	.7	3.5	
Utah											
Salt Lake City	39.8	40.7	46.2	34.1	59.4	6.82	158	22.82	.7	10.9	
Virginia											
Roanoke	4.0	4.2	5.9	11.7	11.1	10.26	238	35.91	1.0	16.4	
Richmond	9.8	10.5	15.3	19.3	26.8	10.05	233	34.52	1.0	11.2	
Norfolk-Portsmouth	12.3	13.3	15.6	14.1	15.0	4.49	104	15.25	.5	14.7	
Washington											
Seattle	30.5	31.2	33.9	46.2	37.9	5.16	120	14.75	.5	37.8	
Tacoma	11.6	10.6	9.8	11.7	10.6	3.80	86	12.19	.9	34.3	
Spokane	9.3	8.9	10.0	16.2	12.8	5.74	133	17.42	.6	39.3	
West Virginia											
Wheeling, W. Va.-Steubenville, Ohio	17.6	19.1	20.8	70.3	25.1	5.15	119	17.48	.8	38.9	
Huntington, W. Va.-Ashland, Ky.	12.2	12.8	13.6	19.9	18.8	5.53	128	19.44	.8	14.7	
Charleston	15.9	16.0	20.1	11.4	16.5	3.75	87	15.70	.5	9.6	
Wisconsin											
Madison	4.9	4.6	5.3	4.4	8.0	7.62	177	26.44	.7	13.1	
Milwaukee	25.2	24.0	28.6	53.6	33.3	6.20	144	21.00	.6	38.4	

Table 58.- Marketing information: General and ornamental horticulture by standard metropolitan areas, 1949

Metropolitan area	Population	Dwelling units	All retail trade	Wholesale value of nursery crops	Retail ornamental horticulture		
					Total	Retail growers	Other
					1,000 dollars	1,000 dollars	1,000 dollars
	Thousands	Thousands	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Alabama							
Birmingham	554	160	441,752	185	1,760	229	1,530
Montgomery	138	40	109,527	37	556	102	454
Mobile	229	67	169,797	1,515	610	284	326
Arizona							
Phoenix	329	108	311,336	157	799	427	372
Arkansas							
Little Rock	193	60	174,746	131	726	60	666
California							
San Francisco-							
Oakland	2,211	710	2,366,588	1,519	7,219	2,060	5,189
San Jose	289	92	279,967	375	772	352	420
Sacramento	276	53	297,303	115	844	624	220
Stockton	201	62	202,242	161	579	254	325
Fresno	274	88	285,519	42	799	117	682
Los Angeles	4,339	1,530	4,721,241	5,155	11,797	3,763	8,034
San Diego	536	182	507,440	502	1,185	454	731
San Bernardino	230	106	246,338	997	1,628	1,201	426
Colorado							
Denver	560	182	594,701	122	1,214	378	836
Connecticut							
Bridgeport	503	154	535,924	355	1,722	610	1,113
New Haven	542	164	518,974	163	1,343	173	1,211
Hartford	536	141	554,336	1,268	1,832	736	1,096
Delaware							
Wilmington	267	79	276,834	50	952	26	926
District of Columbia							
Washington	1,458	426	1,485,845	309	4,729	849	3,880
Florida							
Jacksonville	303	90	272,034	78	927	167	759
Tampa-							
St. Petersburg	406	155	364,475	198	1,275	458	817
Miami	489	183	581,134	296	2,355	456	1,899
Georgia							
Atlanta	664	191	675,307	57	2,310	689	1,622
Columbus	170	44	105,697	8	483	26	458
Augusta	169	45	106,896	83	338	127	211
Savannah	151	47	120,765	88	343	27	316
Illinois							
Davenport, Iowa-							
Rock Island-							
Moline, Ill.	233	70	246,739	23	594	127	467
Rockford	152	47	163,760	35	532	65	468
Chicago	5,476	1,656	5,989,723	1,319	14,657	1,584	13,073
Peoria	250	77	242,133	6	491	24	467
Springfield	131	42	143,615	33	490	63	367
Indiana							
South Bend	205	61	217,908	23	538	81	457
Fort Wayne	183	57	193,390	37	548	54	494
Indianapolis	549	171	627,565	258	2,162	402	1,760
Evansville	158	50	149,941	15	717	44	673
Iowa							
Sioux City	104	32	125,931	8	495	50	445
Des Moines	225	73	267,871	25	993	62	932
Kansas							
Wichita	220	75	225,074	69	819	194	626
Kansas City	808	251	990,626	279	2,693	435	2,258
Kentucky							
Louisville	574	171	517,109	184	1,337	277	1,060
Louisiana							
Shreveport	175	53	170,289	10	586	69	516
New Orleans	661	208	553,211	41	2,772	40	2,732
Maine							
Portland	168	59	167,586	7	413	6	407

Continued

Table 58.- Marketing information: General and ornamental horticulture by standard metropolitan areas, 1949 - Continued

Metropolitan area	Population	Dwelling units	All retail trade	Wholesale value of nursery crops		Retail ornamental horticulture		
				1,000	1,000	Total	Retail grocers	Other
				Thousands	Thousands	dollars	dollars	dollars
Maryland								
Baltimore	1,321	394	1,227,103	150	4,417	445	3,972	
Massachusetts								
Springfield	454	132	415,307	222	1,052	199	853	
Worcester	543	160	478,286	65	1,165	136	1,029	
Boston	2,058	829	2,675,555	565	5,637	1,131	4,535	
Brockton	189	74	168,090	128	711	597	114	
Fall River	361	117	317,432	37	663	149	514	
Michigan								
Saginaw	153	45	132,435	26	391	59	333	
Grand Rapids	287	89	296,140	65	843	181	662	
Muskegon	121	35	116,628	9	286	17	269	
Flint	270	81	246,724	32	482	87	395	
Lansing	172	51	184,141	41	632	178	455	
Detroit	2,973	862	3,014,275	394	7,272	641	6,631	
Kalamazoo	126	39	122,824	55	869	694	215	
Minnesota								
Duluth, Minn.-Superior, Wis.-Minneapolis-St. Paul	252	85	238,859	22	834	10	844	
Mississippi								
Jackson	141	40	112,165	22	744	52	691	
Missouri								
St. Louis	1,673	510	1,567,167	345	6,860	687	6,173	
Nebraska								
Lincoln	118	37	124,734	46	796	173	623	
Omaha	362	108	383,009	17	1,245	32	1,213	
New Hampshire								
Manchester	157	51	147,412	20	260	27	233	
New Jersey								
Trenton	229	61	242,259	507	895	363	531	
Atlantic City	133	49	173,260	40	983	90	493	
New York								
Buffalo	1,086	319	1,027,228	293	2,285	373	1,912	
Rochester	885	188	491,277	137	1,159	278	881	
Syracuse	341	102	353,617	59	695	114	581	
Utica-Rome	284	87	258,150	24	928	7	820	
Binghamton	185	55	181,078	8	397	8	389	
Albany-Schenectady-Troy	513	170	562,302	58	1,225	175	1,050	
New York-North-eastern, New Jersey	12,832	3,971	12,652,074	3,821	29,566	4,978	24,588	
North Carolina								
Asheville	123	36	91,709	21	217	40	177	
Winston-Salem	145	41	97,003	37	575	104	471	
Greensboro-High Point	190	52	177,448	235	899	121	738	
Charlotte	196	49	183,964	42	776	164	613	
Raleigh	136	35	104,098	16	411	41	370	
Ohio								
Toledo	393	120	442,946	20	935	32	903	
Columbus	502	119	506,564	130	1,353	286	1,067	
Dayton	453	137	446,616	273	1,273	373	900	
Hamilton-Middletown	147	42	132,802	30	338	61	277	
Cleveland	1,454	449	1,253,894	2,005	4,615	1,749	2,866	
Akron	408	122	402,116	50	855	125	730	
Canton	222	84	268,030	52	835	150	685	
Youngstown	527	150	468,693	45	1,134	202	932	
Cincinnati	898	281	879,847	268	2,288	682	1,605	

Continued -

Table 58.- Marketing information: General and ornamental horticulture by standard metropolitan areas, 1949 - Continued

Metropolitan area	Population	Dwelling units	All retail trade	Wholesale value of nursery crops	Retail ornamental horticulture		
					Total	Retail growers	Other
						1,000 dollars	1,000 dollars
	Thousands	Thousands	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Oklahoma							
Tulsa	249	81	254,405	92	548	174	373
Oklahoma City	323	108	317,913	217	1,030	265	765
Oregon							
Portland	701	246	772,318	1,593	2,171	705	1,467
Pennsylvania							
Erie	218	65	215,241	317	778	61	718
Scranton	256	74	205,268	4	660	10	650
Pittsburgh	2,206	630	1,985,201	163	5,591	583	5,007
Johnstown	291	79	210,329	36	448	23	425
Altoona	139	41	113,101	5	330	20	310
Wilkes-Barre-Hazleton	391	111	305,435	---	873	---	873
Harrisburg	291	84	265,132	44	401	176	225
York	202	61	172,775	100	425	147	278
Lancaster	234	68	215,371	151	519	279	240
Reading	255	76	230,547	83	543	283	254
Allentown							
Bethlehem-Easton	435	127	401,807	40	1,038	104	933
Philadelphia	3,661	1,052	3,345,506	1,431	8,728	1,958	6,770
Rhode Island							
Providence	680	212	635,800	119	1,388	243	1,085
South Carolina							
Columbia	142	38	120,446	5	466	28	438
Charleston	160	47	113,208	117	368	112	256
Tennessee							
Memphis	480	139	485,432	300	1,249	104	1,185
Nashville	320	92	278,033	119	937	230	737
Chattanooga	245	71	197,849	85	682	54	628
Knoxville	336	95	230,305	157	1,029	100	849
Texas							
El Paso	198	51	159,834	10	293	8	285
Fort Worth	359	117	402,391	423	1,811	317	1,494
Dallas	611	197	704,804	131	2,543	223	2,321
Waco	129	40	114,536	7	457	33	424
Austin	150	47	135,692	54	585	115	471
San Antonio	496	139	392,147	91	1,079	78	1,001
Houston	802	258	818,603	119	2,452	387	2,065
Beaumont-Port Arthur	194	60	193,671	11	787	139	648
Utah							
Salt Lake City	274	82	267,573	102	612	148	465
Virginia							
Roanoke	133	38	130,719	25	680	68	612
Richmond	327	95	339,794	236	1,642	384	1,258
Norfolk-Portsmouth	410	120	347,279	230	919	201	718
Washington							
Seattle	726	254	753,744	366	1,635	417	1,218
Tacoma	276	86	218,285	103	457	84	373
Spokane	220	73	223,147	57	552	137	415
West Virginia							
Wheeling, W. Va.-							
Steubenville, Ohio	353	104	268,024	46	595	165	430
Huntington, W. Va.-							
Ashland, Ky.	246	70	174,853	89	446	133	312
Charleston	319	87	259,302	5	392	20	371
Wisconsin							
Madison	169	49	172,953	5	504	23	481
Milwaukee	864	255	926,279	199	2,098	306	1,793

Table 59.- Marketing information: General and ornamental horticulture, analysis by standard metropolitan areas, 1949

Metropolitan area	Metropolitan area as percentage of State total				Retail ornamental horticulture sales				Wholesale value of crops as percentage of total horticulture	
	Population	Dwelling units	All		Retail wholesale value of nursery and crop	Per capita	Percentage of United States	Per cent	As percent of all units	Retail trade
			retail trade	nursery and crop						
			Percent	Percent	Percent	Dollars	Percent	Dollars	Percent	Percent
Alabama										
Birmingham	18.1	18.9	27.0	6.7	32.9	3.18	137	10.99	0.4	10.5
Montgomery	4.5	4.8	6.7	1.3	10.4	4.04	174	13.78	.5	13.6
Mobile	7.5	8.0	10.4	54.6	11.4	2.66	115	9.05	.4	248.6
Arizona										
Phoenix	43.9	44.9	47.3	68.2	53.4	2.43	105	7.39	.3	19.7
Arkansas										
Little Rock	10.1	10.4	16.1	31.1	26.5	3.77	162	12.12	.4	18.0
California										
San Francisco-Oakland	20.9	19.7	21.5	18.1	26.3	3.27	181	10.21	.3	21.0
San Jose	2.7	2.6	2.5	3.5	2.8	2.67	115	8.36	.3	48.6
Stockton	2.6	2.4	2.7	1.1	3.1	3.06	132	9.59	.3	13.6
Fresno	1.9	1.7	1.8	1.5	2.1	2.89	125	9.33	.3	27.8
Los Angeles	41.0	42.4	42.8	47.8	42.8	2.72	117	7.71	.2	43.7
San Diego	5.1	5.0	4.6	4.7	4.3	2.21	95	6.52	.2	42.4
San Bernardino	2.6	2.9	2.2	9.2	5.9	5.81	250	15.39	.7	61.3
Colorado										
Denver	42.3	41.5	47.3	58.5	53.5	2.17	94	6.67	.2	10.0
Connecticut										
Bridgeport	25.1	25.1	27.1	14.9	31.5	3.43	148	11.18	.3	20.6
New Haven	27.0	26.8	26.3	6.9	25.3	2.55	110	8.42	.3	11.8
Hartford	26.7	23.0	28.1	53.4	33.5	3.42	147	12.98	.3	69.2
Delaware										
Wilmington	84.0	81.0	72.4	5.8	87.2	3.56	153	12.11	.3	5.2
District of Columbia										
Washington	---	---	---	---	---	3.24	140	11.10	.3	6.5
Florida										
Jacksonville	10.9	9.4	11.6	3.7	13.3	3.06	132	10.27	.3	8.4
Tampa-St. Petersburg	34.7	16.1	15.6	9.3	18.3	3.14	135	8.24	.3	15.5
Miami	17.6	19.1	24.8	13.9	33.8	4.82	208	12.94	.4	12.6
Georgia										
Atlanta	19.3	19.8	32.0	7.0	39.7	3.48	150	12.68	.3	8.5
Columbus	4.9	4.5	5.0	.9	8.3	2.84	122	11.03	.5	1.6
Augusta	4.7	4.7	5.1	10.2	5.8	2.08	90	7.46	.3	24.5
Savannah	4.4	4.9	5.7	10.8	5.9	2.27	98	7.31	.3	25.0
Illinois										
Davenport, Iowa-Rock Island-Moline, Ill.	2.7	2.6	2.8	1.0	2.9	2.55	110	8.45	.2	3.9
Rockford	1.7	1.8	1.9	1.5	2.6	3.50	151	11.35	.3	6.6
Chicago	62.8	61.8	68.0	54.6	71.6	2.68	116	8.85	.2	9.0
Peoria	2.9	2.9	2.7	1.2	2.4	1.97	85	6.35	.2	1.1
Springfield	1.5	1.6	1.6	1.4	2.2	3.45	149	10.75	.3	7.4
Indiana										
South Bend	5.2	4.9	6.2	1.9	5.4	2.63	113	8.86	.2	4.3
Fort Wayne	4.6	4.6	5.5	3.1	5.5	3.00	129	9.66	.3	6.7
Indianapolis	14.0	13.8	17.8	21.7	21.7	3.94	170	12.68	.3	11.9
Evanston	4.0	4.0	4.2	1.3	7.2	4.53	195	14.43	.5	2.1
Iowa										
Sioux City	4.0	3.9	4.9	.2	2.7	4.76	205	15.39	.4	1.7
Des Moines	8.6	8.9	10.5	.7	5.4	4.41	190	13.63	.4	2.5
Kansas										
Wichita	11.6	11.9	13.3	8.3	19.9	3.72	160	11.00	.4	8.5
Kansas City	42.4	40.0	58.6	33.2	65.4	3.33	144	10.74	.3	10.4
Kentucky										
Louisville	19.5	20.9	30.7	33.0	31.0	2.33	100	7.79	.3	13.8
Louisiana										
Shreveport	6.5	6.8	10.1	1.4	11.2	3.35	144	11.08	.3	1.8
New Orleans	25.4	26.6	32.9	5.4	53.0	4.07	175	13.35	.5	1.5
Maine										
Portland	18.4	18.8	22.2	6.3	23.9	2.46	106	7.03	.2	1.6

Continued-

Table 59.- Marketing information: General and ornamental horticulture, analysis by standard metropolitan areas, 1949 - Continued

Metropolitan area	Metropolitan area as percentage of State total				Retail ornamental horticulture sales				Wholesale value of crops as percentage of retail ornamental horticulture	
	Population	Dwelling units	All retail trade	Wholesale value of crops	Retail	Per capita	Percentage	Per capita	As percent- age of all	Percentage
	Actual	Actual	Nursery	Garden	United States	United States	Actual	Actual	Actual	Actual
	Percent	Percent	Percent	Percent	Percent	Dollars	Percent	Dollars	Percent	Percent
Maryland Baltimore	56.4	57.0	64.1	15.7	67.6	3,34	144	11,20	0.4	3.4
Massachusetts Springfield	9.7	9.4	9.7	21.5	11.1	2.32	100	7.95	.3	21.2
Worcester	11.6	14.4	11.1	6.3	12.3	2.15	93	7.28	.2	5.5
Boston	60.9	58.8	62.2	54.7	59.5	1.97	855	6.80	.2	10.0
Brockton	4.0	5.3	3.9	12.4	7.5	3.75	162	9.56	.4	18.1
Fall River	8.1	8.3	7.4	3.5	7.0	1.74	75	5.68	.2	5.5
Michigan Saginaw	2.4	2.3	2.2	1.1	2.6	2.56	110	8.75	.3	6.6
Grand Rapids	4.5	4.5	5.0	2.7	5.6	2.94	127	9.44	.3	7.7
Muskegon	1.9	1.7	2.0	.4	1.9	2.37	102	8.29	.2	3.0
Flint	4.2	4.1	4.1	1.3	3.2	1.78	77	5.93	.2	6.7
Lansing	2.7	2.6	3.1	1.7	4.2	3.67	158	12.30	.3	6.5
Detroit	46.7	43.5	50.7	14.6	48.3	2.45	106	8.43	.2	4.9
Kalamazoo	2.0	2.0	2.1	2.3	5.0	6.89	297	22.35	.7	6.3
Minnesota Duluth, Minn.- Superior, Wis.	8.4	9.3	8.2	1.5	9.7	3.39	146	10.01	.4	2.5
Minneapolis- St. Paul	37.1	36.8	43.5	14.5	57.9	4.60	198	15.04	.4	4.0
Mississippi Jackson	6.5	6.6	11.2	6.5	16.4	5.26	227	18.37	.7	3.0
Missouri St. Louis	42.3	40.1	43.9	16.5	52.6	4.10	177	13.46	.4	5.0
Nebraska Lincoln	8.9	8.9	9.5	11.2	18.4	6.73	290	21.34	.6	5.8
Omaha	27.3	25.9	29.1	4.1	28.8	3.44	148	11.54	.3	1.3
New Hampshire Manchester	29.4	26.5	31.3	35.3	23.7	1.66	72	5.11	.2	7.8
New Jersey Trenton	4.7	4.0	5.4	12.3	6.6	3.90	168	14.70	.4	56.7
Atlantic City	2.7	3.2	3.9	1.0	4.3	4.39	189	11.96	.3	6.8
New York Buffalo	7.3	6.8	7.0	6.8	6.9	2.10	91	7.17	.2	12.8
Rochester	3.3	3.2	3.4	3.2	3.5	2.39	103	7.61	.2	11.9
Syracuse	2.3	2.2	2.4	1.4	2.1	2.04	68	6.79	.2	8.5
Utica-Rome	1.9	1.9	1.8	.6	2.5	2.92	126	9.52	.3	2.9
Binghamton	1.2	1.2	1.2	.2	1.2	2.15	93	7.17	.2	1.9
Albany-Schenectady- Troy	3.9	3.7	3.8	1.3	3.7	2.39	103	7.20	.2	4.7
New York-North- eastern, New Jersey	86.5	85.4	86.5	88.3	89.3	2.30	99	7.45	.2	12.9
North Carolina Asheville	3.0	3.4	4.1	2.6	2.9	1.77	76	6.03	.2	9.6
Winston-Salem	3.6	3.9	4.3	4.6	7.7	3.96	171	13.89	.6	6.4
Greensboro-High Point	4.7	4.9	7.9	26.8	11.5	4.52	195	16.42	.5	25.0
Charlotte	4.8	4.7	8.2	5.2	10.4	3.96	171	15.71	.4	5.4
Raleigh	3.3	3.3	4.6	2.0	5.5	3.02	130	11.77	.4	4.0
Ohio Toledo	4.9	5.0	6.0	.5	4.7	2.38	103	7.76	.2	2.1
Columbus	6.3	6.2	6.9	3.2	6.8	2.70	116	9.07	.3	9.6
Dayton	5.7	5.7	6.1	6.6	6.4	2.81	121	9.29	.3	21.4
Hamilton-Middletown	1.8	1.8	1.8	.7	1.7	2.30	99	7.99	.3	8.7
Cleveland	18.3	18.6	20.7	48.6	23.2	3.17	137	10.28	.3	43.4
Akron	5.1	5.1	5.5	1.2	4.3	2.10	91	6.96	.2	5.8
Canton	3.5	3.5	3.6	1.3	4.2	2.96	128	9.99	.3	6.3
Youngstown	6.6	6.2	6.4	1.1	5.7	2.15	93	7.54	.2	4.0
Cincinnati	11.3	11.6	11.9	6.5	11.5	2.55	110	8.15	.3	11.7

Continued -

Table 59.- Marketing information: General and ornamental horticulture, analysis by standard metropolitan areas, 1949 - Continued

Metropolitan area	Metropolitan area as percentage of State total				Retail ornamental horticulture sales				Wholesale			
	Population	Dwelling units	Retail trade	Wholesale value of crops	Retail	Per capita	Percentage	Per capita	As percent of all	Age of all	Percentage of retail trade	Value of crops as
					Wholesale	Actual	of United States	Per unit	of all	retail	ornamental	total horticulture
	Percent	Percent	Percent	Percent	Percent	Dollars	Percent	Dollars	Percent	Percent	Percent	Percent
Oklahoma												
Tulsa	11.1	11.3	15.5	16.0	15.1	2.20	95	6.79	0.2	14.8		
Oklahoma City	18.4	15.1	19.4	37.6	28.4	3.19	137	9.52	.3	21.1		
Oregon												
Portland	46.1	46.7	48.4	61.7	52.2	3.10	134	8.84	.3	73.4		
Pennsylvania												
Erie	2.1	2.1	2.4	11.8	3.3	3.56	153	11.92	.4	40.7		
Scranton	2.4	2.4	2.3	.2	2.8	2.58	111	8.92	.3	.6		
Pittsburgh	21.0	20.7	21.9	6.1	23.7	2.53	109	8.88	.3	2.9		
Johnstown	2.8	2.6	2.3	1.4	1.7	1.54	66	5.68	.2	8.1		
Altoona	1.3	1.4	1.2	.1	1.4	2.38	103	8.00	.3	1.4		
Wilkes-Barre-Hazleton	3.7	3.6	3.4	---	3.7	2.23	96	7.86	.3	---		
Harrisburg	2.8	2.8	2.9	1.6	1.7	1.38	59	4.75	.2	11.0		
York	1.9	2.0	1.9	3.7	1.8	2.10	91	6.94	.2	23.5		
Lancaster	2.2	2.2	2.4	5.6	2.2	2.22	96	7.66	.2	29.2		
Reading	2.4	2.5	2.5	3.1	2.3	2.13	92	7.12	.2	15.3		
Allentown-Bethlehem-Easton	1.1	1.2	1.4	1.5	1.4	2.39	103	8.18	.3	3.9		
Philadelphia	34.9	34.5	36.9	53.3	37.0	2.38	103	8.30	.3	16.4		
Rhode Island												
Providence	85.8	86.8	88.8	19.2	83.8	1.95	84	6.25	.2	9.0		
South Carolina												
Columbia	6.7	6.8	10.5	1.0	16.1	3.29	142	12.20	.4	1.0		
Charleston	7.6	8.1	9.9	26.0	12.7	2.30	99	7.79	.3	31.8		
Tennessee												
Memphis	14.6	15.0	23.2	15.2	20.5	2.60	112	9.90	.3	24.1		
Nashville	9.7	10.0	13.3	6.0	15.2	3.08	133	10.70	.4	12.0		
Chattanooga	7.5	7.7	9.5	4.3	11.2	2.78	120	9.55	.3	12.5		
Knoxville	10.2	10.3	12.0	7.9	16.9	3.07	132	10.85	.4	15.3		
Texas												
El Paso	2.6	2.1	2.5	.2	1.6	1.48	64	5.73	.2	3.4		
Fort Worth	4.7	4.9	6.2	5.7	9.3	5.04	217	15.23	.5	23.4		
Dallas	7.9	8.2	10.8	2.1	13.9	4.16	179	12.23	.4	5.1		
Waco	1.7	1.7	1.8	.1	2.5	3.56	163	11.32	.4	1.5		
Austin	2.1	1.9	2.1	.9	3.2	3.65	157	12.58	.4	9.2		
San Antonio	6.4	5.8	6.0	1.5	5.9	2.18	94	7.77	.3	8.4		
Houston	10.4	10.8	12.6	1.9	13.4	3.06	132	9.51	.3	4.8		
Beaumont-Port Arthur	2.5	2.5	3.0	.2	4.3	4.06	175	15.12	.4	1.4		
Utah												
Salt Lake City	39.8	40.7	46.2	75.9	59.4	2.23	96	7.47	.2	16.7		
Virginia												
Roanoke	4.0	4.2	5.9	2.1	11.1	5.12	221	17.93	.5	3.7		
Richmond	9.8	10.5	15.3	19.5	26.8	5.02	216	17.26	.5	14.3		
Norfolk-Portsmouth	12.3	13.3	15.6	19.1	15.0	2.24	97	7.63	.3	25.0		
Washington												
Seattle	30.5	31.2	33.9	13.6	37.9	2.25	97	6.43	.2	22.4		
Tacoma	11.6	10.6	9.8	9.5	10.6	1.66	72	5.31	.2	22.5		
Spokane	9.3	8.9	10.0	5.2	12.8	2.51	108	7.61	.2	10.2		
West Virginia												
Wheeling, W. Va.												
Steubenville, Ohio	17.6	19.1	20.8	24.3	25.1	1.69	73	5.73	.2	7.8		
Huntington, W. Va.												
Ashland, Ky.	12.2	12.8	13.6	16.5	18.8	1.81	78	6.38	.3	20.0		
Charleston	15.9	16.0	20.1	2.7	16.5	1.23	53	4.48	.2	1.3		
Wisconsin												
Madison	4.9	4.6	5.3	.6	8.0	2.99	129	10.37	.3	.9		
Milwaukee	25.2	24.0	26.6	23.6	33.3	2.43	105	8.23	.2	9.5		

Table 60.- Horticultural specialty crops: Counties which are important for crop production but which are not included in the standard metropolitan areas, 1949

County	State	Wholesale value of crops 1,000 dollars	Floriculture - \$500,000 or more per county	
Baldwin .....	Alabama	578		
Middlesex .....	Connecticut	2,007		
Lake .....	Florida	794		
Lee .....	Florida	2,770		
Manatee .....	Florida	1,934		
Orange .....	Florida	1,516		
Palm Beach .....	Florida	1,254		
Seminole .....	Florida	831		
Volusia .....	Florida	1,377		
Christian .....	Illinois	1,498		
McHenry .....	Illinois	824		
Wayne .....	Indiana	2,407		
Strafford .....	New Hampshire	551		
Monmouth .....	New Jersey	796		
Chemung .....	New York	514		
New Hanover .....	North Carolina	665		
Clark .....	Ohio	922		
Lane .....	Oregon	540		
Columbia .....	Pennsylvania	675		
Nursery - \$150,000 or more per county				
Baldwin .....	Alabama	221		
Madison .....	Alabama	490		
Kern .....	California	155		
Mercer .....	California	239		
Pineywoods .....	California	408		
Tulare .....	California	217		
Ventura .....	California	209		
Middlesex .....	Connecticut	407		
Sussex .....	Delaware	806		
Baker .....	Florida	391		
Jefferson .....	Florida	214		
Polk .....	Florida	176		
Elkhart .....	Indiana	340		
Freemont .....	Iowa	263		
Page .....	Iowa	2,575		
Franklin .....	Kansas	235		
St. Tammany .....	Louisiana	235		
McCormick .....	Maryland	216		
Allegany .....	Michigan	248		
Benton .....	Michigan	615		
Monroe .....	Michigan	391		
Wabasha .....	Minnesota	296		
Washington .....	Minnesota	273		
Buchanan .....	Missouri	187		
Cumberland .....	New Jersey	702		
Monmouth .....	New Jersey	816		
Livingston .....	New York	551		
Ontario .....	New York	241		
Wayne .....	New York	511		
Clark .....	Ohio	253		
Miami .....	Ohio	316		
Marion .....	Oregon	169		
Umatilla .....	Oregon	186		
Butler .....	Pennsylvania	169		
Newport .....	Rhode Island	483		
Franklin .....	Tennessee	320		
Warren .....	Tennessee	667		
Cherokee .....	Texas	263		
Hidalgo .....	Texas	175		
Smith .....	Texas	2,700		
Van Zandt .....	Texas	252		
Augusta .....	Virginia	171		
Elizabeth City .....	Virginia	200		
Yakima .....	Washington	225		

## APPENDIX

## A.—FARM PRODUCTION

(From Introduction to Volume I United States Census of Agriculture, 1950)

"The 1950 Census of Agriculture was taken as of April 1, 1950. Inventory items relate to approximately that date. Data on acreage and quantity of crops harvested are for the crop year of 1949. Data on sales of crops relate to crops produced in the crop year of 1949; data on sales of livestock relate to the calendar year of 1949; data on sales of livestock products relate to the production in the calendar year of 1949....

"For the 1950 Census of Agriculture, places of 3 or more acres were counted as farms if the value of agriculture products in 1949, exclusive of home gardens, amounted to \$150 or more. The agricultural products could have been either for home use or for sale. Places of less than 3 acres were counted as farms only if the value of sales of agricultural products in 1949 amounted to \$150 or more.

"The Census enumerator... was instructed to obtain an agriculture questionnaire for every place that the operator considered a farm, for every place of 3 or more acres, whether or not it was considered a farm, and for certain specialized operations regardless of the size of the place. The specialized operations include greenhouses and nurseries.... Thus, agriculture questionnaires were filled for more places than those that qualified as farms.

"The determination as to which reports were to be included in the tabulations as representing farms was made during the processing of the questionnaires in Washington. This procedure was followed in order that uniform criteria could be applied....

"For the 1945 and earlier censuses of agriculture, the definition of a farm was somewhat more inclusive. Census enumerators were provided with the definition of a farm and were instructed to fill reports only for those places which met the criteria. From 1925 to 1945, farms for Census purposes included places of 3 or more acres on which there were agricultural operations and places of less than 3 acres with agricultural products for home use or for sale with a value of \$250 or more....

"The definition of a farm in the 1920 Census was similar to that used from 1925 to 1940 but was somewhat more inclusive. In that year, farms of less than 3 acres with products valued at less than \$250 were to be included, provided they required the continuous services of at least one person.

"Because of changes in price levels, the \$250 limit for value of products for farms under 3 acres resulted in the inclusion of varying numbers of farms at the several censuses....

"The change in definition has no appreciable effect on the data for livestock or crops as the total agricultural production for such places would usually account for less than 1 percent of the total for a county or state.

"Nursery and greenhouse products — The agriculture questionnaire included three inquiries on horticultural-specialty crops. One of these called for acres and value of sales in 1949 of nursery products (trees, shrubs, vines, ornamentals, etc.). Another asked for acres grown in the open, square feet under glass, and value of sales of flowers and flowering plants grown for sale. The third called for acres grown in the open, square feet under glass, and value of sales of vegetables under glass, flower seeds, vegetable seeds, vegetable plants, bulbs and mushrooms grown for sale.

"A special census of farms reporting the sale of horticultural-specialty crops valued at \$1,000 or more was made and the results of this census are issued as a special report....

"... In the case of vegetables harvested for sale and nursery and greenhouse products, average prices were not obtained because of the difficulty of securing a satisfactory common unit of production. When totals were obtained for the value of all crops harvested, the value of the sales of vegetables, and nursery and greenhouse products was used in the absence of the value of the quantity harvested.

"For many farms the sales enumerated do not represent their total gross cash income because certain sales were excluded and there was no provision for enumerating unusual sources of income. For example, sales of baby chicks, Government payments such as those for soil conservation, and income received by the farm operator for off-farm work, for custom work, and from land rents and other investments are not included.

"In general, the value of the sales of livestock, livestock products, nursery and greenhouse products, and forest products is for the calendar year 1949. On the other hand, the value of the various crops sold is for the crop year immediately preceding the census."

Horticultural-Specialty Classifications 1890-1950. (From Census publications for specified years)

1950 Enumerators Reference Manual: Nursery and Greenhouse Products.

"Nursery products — Report all trees, vines, shrubs, ornamentals, etc. grown for sale.

"Flowers and Flowering Plants — Report all flowers and flowering plants grown for sale whether under glass (greenhouses and frames) or in open. Plants grown in hotbeds should be considered as grown under glass. Plants grown under shade should be considered as grown in the open. For square feet under glass report the land area covered by greenhouses and frames.

"Vegetables grown under glass, flower seeds, vegetable seeds, vegetable plants, bulbs, and mushrooms — For hotbeds and coldframes, give only the area actually in the beds or frames. In reporting the area for mushrooms, give the area of bed space used in 1949 and not the square feet of floor space in the building."

1945

"Horticultural specialties — The instructions on the 1945 schedule specified that horticultural specialties were to include (1) crops grown under glass (flowers, plants and vegetables) and propagated mushrooms (2) nursery products (trees, shrubs, vines, ornamentals, etc.); and (3) flower and vegetable seeds, bulbs, and flowers and plants grown in the open."

1940

"Horticultural specialties. The enumerators in 1940 were given special instructions to secure a 1940 Farm and Ranch Schedule for all mushroom cellars, nurseries, greenhouses, and similar establishments if minimum requirements on value of farm products of a farm were met. Three inquiries were carried on the 1940 farm schedule asking the area and value of sales, 1939, of (1) crops grown under glass and propagated mushrooms (in square feet), (2) nursery products (in acres) and (3) flower and vegetable seeds, bulbs, flowers, and plants grown in the open (in acres)."

1935

"No inquiries were carried for horticultural specialties on the Farm and Ranch Schedule in 1935."

## 1930 Nurseries and Greenhouses.

"Nurseries and nursery products — No distinction has been made on the general farm schedule for several censuses between ordinary farms growing nursery products on a small scale and special establishments devoted exclusively to the growing of such products. The inquiry on the 1930 farm schedule called for the receipts in 1929 from sales of trees, plants, vines, etc., in nurseries; flower and vegetable seeds; and bulbs. Figures for 1919 include only receipts from sales of nursery products, and do not include receipts from sales of flowers and vegetable seeds and bulbs.

"Greenhouses, hothouses, and flowers grown in the open. — The inquiry on the 1930 general farm schedule called for the receipts in 1929 from sales of flowers, plants, and vegetables grown under glass, and flowers grown in the open. The inquiry in 1920 called for the receipts in 1919 from sales of flowers, flowering plants, vegetables and vegetable plants grown under glass. The receipts from sales of flowers grown in the open were not specifically called for by the 1920 schedule, although they may have been included in many cases, especially where flowers were grown on the same farm, both under glass and in the open.

"Receipts from sale of mushrooms, which were reported under vegetables in 1919, were included with receipts from greenhouses, hothouses, etc., in 1929."

## Census of Horticulture — 1929 and 1930.

Sections: 1. Flowers, plants, and vegetables grown under glass and flowers grown in the open.  
 2. Nurseries  
 3. Bulb farms  
 4. Flower-and vegetable-seed production  
 5. Mushrooms  
 6. Blueberries (including huckleberries)

## 1925

No inquiries for Nurseries and Greenhouses.

## 1920

"Nurseries and nursery Products. No distinction has been made on the farm schedules for the several censuses between ordinary farms growing nursery products on a small scale and the special establishments devoted exclusively to the growing of such products. All farms and establishments propagating nursery stock (young trees, shrubs, vines, etc., for transplanting) for commercial purposes have been classed as nurseries.

"Greenhouses and Greenhouse Products. The first inquiry under this subject on the farm schedule, both in 1920 and in 1910 related to the number of square feet under glass. This area included both the area in greenhouses or hothouses, and the area covered by hotbeds or cold frames, though the latter item is of relatively small importance.

"The receipts from sales as reported in 1910 included the sales of flowers and flowering plants grown in the open ground, as well as those grown under glass, and while in 1920 such receipts were not specifically called for by the schedule they were included in many cases, especially where flowers were grown both under glass and in the open ground. In 1920 the products of greenhouse establishments were divided into two classes, namely, flowers and flowering plants, and vegetables and vegetable plants."

1910

"Flowers and plants

"Nursery Products."

1900

"Commercial Floriculture — Floriculture in the United States as a commercial enterprise is confined chiefly to the growing of flowers and plants in greenhouses.

"Nursery products — It is only within the past twenty or thirty years that the nursery industry has grown to be of sufficient importance to admit of its separation from miscellaneous farms in the compilation of statistics."

1890

"Horticulture — The statistics for nurseries, commercial floriculture, seed farms, tropic and semitropic fruits and nuts, and truck farms are contained in the following pages. The subjects have not appeared in previous reports...."

#### B. —WHOLESALE DISTRIBUTION

(From Introduction and Explanatory Material — U. S. Census of Business — 1948. Wholesale Trade.)

"Census of Business figures represent a summary of reports for individual "establishments" rather than "companies". A separate report was obtained for each location at which business was conducted, including each location of multi-unit organizations. .... Each report was tabulated in accordance with the physical location at which the business was conducted.....

"Wholesale Trade, in the 1948 Census of Business, includes establishments primarily engaged in selling merchandise to retailers, to industrial, commercial, institutional, or professional users; or to other wholesalers; or acting as agents in selling merchandise to (or buying merchandise for) such companies or persons.....

"Although the 1948 Census of Business enumerated all wholesale establishments regardless of size, tabulations exclude data for those that operated during the entire year 1948 but had sales of less than \$5,000. In 1939 the corresponding figure for exclusion from the tabulation was \$500.....

"Sales figures.... represent total sales and receipts of all establishments primarily engaged in wholesale trade.....

"Total operating expenses, sometimes referred to as "overhead", includes all expenses incurred during the census year by the reporting establishment. It includes payroll as well as other overhead expenses, but not the cost of merchandise sold, nor does it include withdrawals by owners of unincorporated establishments. It covers such items as administrative, selling, warehousing, delivery, occupancy, and miscellaneous expenses.....

"Payroll includes all compensations (salaries, wages, commissions and bonuses) paid during the specified period to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation for proprietors or firm members of unincorporated businesses. Payroll is reported before deductions for Social Security, income tax withholding, insurance, dues, etc.

"Active proprietors include owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business during November 1948....

"Paid employees consist of the number of employees including salaried officers and executives of corporations who were on the payroll for the specified work-weeks.....

"Merchant wholesalers. This major group, which in the 1939 Business Census was known as "Service and limited-function wholesalers", consists of establishments usually known as wholesalers, distributors, or jobbers, primarily engaged in buying, taking title to, and where customary, physically storing and handling goods, and selling the goods at wholesale principally to retailers and to industrial and commercial users.....

"Agents and brokers. This group includes establishments the operators of which are in business for themselves, negotiating sales and/or purchases in domestic and foreign trade, but do not, as a rule, take title to the merchandise..... Compensation is usually in the form of commissions or brokerage. Net sales as shown for agents and brokers represents the sales (or purchase) value of the goods in the transactions negotiated, and includes some approximation as many of them do not maintain records of the dollar sales. In such cases carefully prepared estimates are included.

"Included in this classification are such types of operation as auction companies, merchandise brokers, commission merchants, export agents, import agents, manufacturers' agents, selling agents, resident or syndicate buyers, and cooperative sales agencies.

"Assemblers (mainly farm products). — This group consists of establishments primarily engaged in purchasing and assembling farm products and sea foods in local growers' markets, at local producing points, and in the cities of producing regions. These establishments are primarily engaged in concentrating farm products produced on a relatively small scale and assembling larger lots for shipment to other wholesale buyers. In addition to the actual buying and wholesale distribution of farm products, establishments included in this group frequently grade, pack, store, and in some cases finance the commodities they handle.

Type-of-operation and kind-of-business classifications for 1948  
with 1939 and 1929 equivalents

1948 classification	1939 equivalent classification	1929 equivalent classification
Total, all wholesale establishments	Total wholesale trade Less motion picture film exchanges and coffee roasting, spice grinding	Total wholesale trade Less chain store warehouses, and motion picture films
Merchant wholesalers	Service and limited function wholesalers Less motion picture film exchanges, and coffee roasting, spice grinding	Wholesalers only Less motion picture films
Agents and brokers	Agents and brokers Less motion picture films, plus cooperative sales agencies	Agents and brokers Less motion picture films, plus co-operative sales agencies
Assemblers (mainly farm products)	Assemblers (mainly farm products) Less cooperative sales agencies	Assemblers and country buyers

"Seeds — wholesale establishments primarily engaged in selling field, garden, and flower seeds.

"Flowers (cut), potted plants — wholesale establishments primarily engaged in selling cut flowers, greens, and potted plants. Nurseries primarily engaged in growing and selling nursery stocks are included in the Census of Agriculture.

"Bulbs, plants — wholesale establishments primarily engaged in selling bulbs, plants, cuttings, seeds, etc. Establishments engaged primarily in selling vegetable and flower seeds are included in 'Seeds.'"

### C. RETAIL DISTRIBUTION

(From Introduction and Explanatory Material — U. S. Census of Business — 1948. Retail Trade)

"Census of Business figures represent a summary of reports for individual "establishments" rather than "companies". A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. For such organizations a separate report also was obtained for each central warehouse, administrative and district office, and each other location (other than a manufacturing plant) which serviced, or was auxiliary to, establishments of the organization reported to the Business Census. Each report in the census was tabulated in accordance with the physical location where the business was conducted....

"Retail trade, as defined in the 1948 Census of Business, includes establishments primarily engaged in selling merchandise for personal, household, or farm consumption. Other important characteristics of a retail trade establishment are: It is a recognizable place of business and is engaged in activities to attract the general public to buy; it buys or receives merchandise as well as sells; it renders services or processes only incidental to selling; it is considered retail by the trade. Not all characteristics need be present and some are modified by trade practice. Excluded from Retail Trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on military posts, hospitals, etc.....

"Stores are separate places of business primarily engaged in selling merchandise at retail. In addition to ordinary retail stores such as grocery and hardware stores, this classification includes eating and drinking places, milk dealers, gasoline service stations, market stands (except farmers' stands), lumber and coal yards, mail order houses, direct selling (house-to-house) establishments, and establishments selling through coin-operated vending machines. Only business establishments obtaining their primary source of receipts from retail sales of merchandise are classified as retail.

"Data for retail leased departments located in retail stores are combined with data for the store in which located and are not reported or counted as separate stores. Retail leased departments not located in retail stores, however, are reported and tabulated as separate retail stores. Retail trade... exclude "service" leased departments, such as watch repair, beauty shops, shoe repair, and other leased departments deriving a major source of receipts from services to customers rather than from sale of merchandise.

"Although the 1948 Census of Business enumerated all retail stores regardless of size, tabulations exclude data for stores which operated during the entire year 1948, but had sales of less than \$500. In 1939, the corresponding figure for exclusion from the tabulations was \$100....

"Sales include total receipts from customers during 1948, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, but exclude amounts not received from customers, such as income from investments, rental of real estate, etc. They do not include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are included.

"The sales figures therefore, represent total sales and receipts of all establishments primarily engaged in Retail Trade. They do not include sales at retail accounted for by manufacturers, wholesalers, service establishments, and other business whose primary activity is other than Retail Trade.

"Payroll includes all compensations (salaries, wages, commissions, and bonuses) paid during the year to all employees. For corporations it includes amounts paid to officers and executives; it does not include compensation for proprietors or firm members of unincorporated businesses. Excluded from payroll are the value of payments in kind, such as free meals, lodgings, and so forth, or amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, withholding, insurance, dues, etc.

"Active proprietors include owners or partners of unincorporated businesses who devoted the major portion of their time to operation of the business during November 1948.

"Unpaid family workers consist of the number of family members (wives, sons, daughters, etc.) who worked in the business during November 1948, but were not paid a wage or salary. Family workers paid a wage or salary are included in the count of employees and their compensation included in payroll.

"Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for a specified work week....

"Full work week employees include employees, whether regular or seasonal, who, for a specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that work week were reported as part-work week employees.

Comparison of Kind of Business Classifications  
1948, 1939, and 1929

1948 Classification	Corresponding classification in 1939.	Corresponding classification in 1929.
Other farm, garden supply stores.	Farm and garden supply stores.	Farmers supplies: Fertilizer dealers. Harness shops. Irrigation and drainage equipment and supplies (retail). Farmers supply stores. Seed stores, bulbs and nursery stock. Coop- erage (barrels, boxes, crates, casks).
Florists (not including retail growers)	Florists (including retail growers)	Florists (including retail growers)

**"Farm, garden supply stores**—These are stores primarily engaged in selling, at retail, seeds, bulbs, and nursery stock, and other farm, lawn, and garden supplies and tools not elsewhere classified, irrigation and drainage equipment, and fertilizer. Stores primarily engaged in selling farm implements are classified as "Farm equipment dealers", and greenhouses and nurseries are not included in the 1948 Business Census.

**"Florists**—These are stores primarily engaged in selling, at retail, cut flowers and growing plants. Stores primarily engaged in selling bulbs and nursery stock are classified as "Farm, garden supply stores", and greenhouses and nurseries are not included in the 1948 Business Census."

#### J. INDUSTRIAL CLASSIFICATION FOR THE HORTICULTURAL SPECIALTIES

The following classification is based on the Standard Industrial Classification of Non-manufacturing Industries, as published by the United States Bureau of the Budget (1949). Numbers or letters in brackets following the major titles are those found in the Standard Industrial Classification Manual for the given item. Classifications also conform to the proposed International Standard Industrial Classification of the Statistical Commission of the United Nations.

The need for consideration of industrial classification for horticultural specialties was brought to the attention of professional workers in the industry by the author of this report at the annual meeting of the American Society for Horticultural Science in 1950. Pursuant to the recommendations of the author, that organization established a Special Committee for Taxonomy of Horticultural Products and Services. The classifications and descriptions presented herewith have been reviewed and accepted by this committee, which was composed of L. H. MacDaniels (Chairman), John G. Seeley, and L. C. Chadwick. The information was then reviewed and accepted by the executive secretaries of the Society of American Florists and the American Association of Nurserymen, Robert H. Roland and Richard P. White, respectively.

##### I. Agriculture (A)

Farms are the single units of agricultural activity. For the purpose of industrial classification, a farm is any tract of land comprising 3 or more acres on which agricultural operations are performed, and tracts of land of less than 3 acres, if income from the sales of agricultural products produced amounts to \$150 or more annually (1945 base).

###### A. Noncommercial or abnormal farms (012)

Noncommercial farms are those not having the production of farm products for sale as the principal purpose of business. This industry includes farm homes, self-sufficient farms, part-time farms, and institutional farms (including Federal, State, and municipal conservation and forest nurseries).

###### B. Commercial farms (011)

Commercial farms are those having the production of farm products for sale as the principal purpose of business. The total annual sale value of such farm products must be \$800 or more (1945 base). Commercial farms are classified according to the kind of commodity or groups of commodities from which the major share of the cash farm income is derived.

###### 1. Horticultural specialty farms (0114)

Farms having as the principal purpose of business the production for sale of horticultural specialty crops such as greenhouse, frame, cloth house, lath house, or outdoor-grown cut flowers, potted plants, cultivated florist greens, bedding and vegetable plants, fruit stocks, woody and herbaceous ornamental nursery plants, sod, bulbs, and flower and vegetable seeds.

Horticultural specialty crops may be further classified into two primary groups ordinarily known as floriculture and ornamental horticulture.

The distinction between ornamental horticulture and floriculture is determined by use of the plants rather than by the generic, specific, or variety names of plants or production facilities. In the business of ornamental horticulture, the plants are grown and sold primarily for replanting out-of-doors, whereas in the business of floriculture the cut flowers or plants are grown and sold primarily for decorating the interiors of homes and other buildings.

The best common denominator for determining the value of the crops grown and sold from horticultural specialty farms is the wholesale value to the grower. Retail and service sales, by horticultural specialty farms, of commodities grown or purchased are best considered as retail trade by retail growers. An establishment which qualifies as a grower or producer of horticultural specialty crops cannot properly be classified as retail trade. It must be classified as a farm.

Depending upon the nature of the sales of any given horticultural specialty farm, the establishment may be classified as primarily a wholesale grower or primarily a retail grower. Retail sales of either a wholesale or a retail grower are best considered as an entirely different value from that of the value of the crops grown and sold, which is best expressed as the wholesale value to the grower.

Wholesale sales of a grower establishment may be made directly to retailers and other growers or to establishments primarily engaged in wholesale trade.

#### a. Floriculture

Commercial floriculture is a trade term indicating the production and distribution of cut flowers, flowering and foliage potted plants, florist greens, bedding plants, and vegetable plants. (This section on Agriculture is restricted to production of the crops. Distribution is dealt with in the sections on Wholesale and Retail Trade).

##### (1) Finished stock

Depending upon the place or purpose for which they are to be used, finished cut flowers or plants may be considered as developed to the point of fulfilling the needs of the ultimate consumers to their satisfaction.

###### (a) Cut flowers

Crops grown for the purpose of selling the flowers, cut with varying lengths of stem, for consumer uses.

Examples: Roses, carnations, Chrysanthemums, Gladiolus, orchids, Gardenias.

###### (b) Potted flowering plants

Crops grown for the purpose of selling the plant or plants in an individual pot or container, when in bloom, for consumer uses.

Examples: Hydrangeas, poinsettias, lilies, African violets, Cyclamen, Calceolaria.

###### (c) Green or foliage plants

Crops grown for the purpose of selling potted or bare root plants, with leaf shape, color or size, or tolerance of growing conditions resulting in suitability for consumer uses.

Examples: Ferns, palms, ivy, Philodendron, cacti, succulents.

###### (d) Cultivated cut florist greens

Crops grown for the purpose of selling the cut foliage as the commodity for consumer uses.

Examples: Asparagus plumosus, Adiantum, holly, privet, Acacia, Asparagus sprengeri.

## (e) Other finished stock

Crops not included in the above classifications or those sometimes considered as crops of ornamental horticulture but which may be considered as floriculture from the viewpoint of consumer uses. Examples: Christmas cherry, Christmas pepper and orange plants in fruit, specimen tropical and subtropical plants such as *Monstera*, *Musa*, tree ferns.

## (2) Unfinished stock

Depending upon the place or purpose for which to be used, unfinished crops may be considered as developed to a point intermediate between propagation and the ultimate satisfaction of the consumer.

## (a) Noncommercial consumption

Crops propagated and developed to a state of being useful to non-commercial consumers who will further grow or finish the crops to the point of fulfilling the satisfaction of the consumer.

## 1 Vegetative propagation

Unfinished stocks propagated from vegetative portions of other plants and sold as small potted plants or flats or containers of plants.

Examples: Bedding Begonias, bedding geraniums, heliotrope, Lantanas, cannas, Vinca.

## 2 Seed propagation

Unfinished stocks propagated from seed and sold as small potted plants or flats or containers of plants.

Examples: Bedding plants such as Petunia, marigold, Salvia, and vegetable plants or seedlings such as tomato, pepper, cabbage.

## (b) Commercial consumption

Crops propagated and developed to a point at which they are useful to commercial growers who will grow on or finish the crops to a point at which they are suitable finished stock to the satisfaction of the ultimate consumer.

## 1 Vegetative propagation

Unfinished stock propagated from vegetative portions of other plants and sold as rooted or unrooted cuttings, small potted plants, or flats or containers of plants.

Examples: Poinsettias, Chrysanthemums, azaleas, carnations, Hydrangeas, geraniums.

## 2 Seed propagation

Unfinished stock propagated from seed and sold as small potted plants or flats or containers of plants.

Examples: Snapdragon, stocks, Calceolaria, Primula, cineraria, Cyclamen

## (c) Other unfinished stock

Crops not included in the above classifications or those sometimes considered as crops of ornamental horticulture but which may be considered as floriculture from the viewpoint of consumer uses.

Examples: Rose plants for commercial cut-flower production, nursery-grown azalea plants for forcing, Rhododendrons for forcing, Delphinium clumps for forcing, Astilbe clumps for forcing, flowering shrubs or trees for forcing.

**(3) Other floricultural crops**

Crops not easily classified as finished or unfinished stock of floriculture but which may be considered as floriculture from the viewpoint of consumer uses.

Example: Wild bittersweet and other berried branches, flat fern, huckleberry, salal, mountain laurel, grasses, seeds, pods, and other dried materials.

**(4) Retail grower**

Retail grower (floriculture) is a trade term indicating establishments engaged in production of floricultural crops as well as retail selling of commodities grown and purchased. (See also section on Retail Trade.)

**b. Ornamental horticulture**

Commercial ornamental horticulture is a trade term indicating production and distribution of woody and herbaceous ornamental plants, fruit stocks, sod, bulbs, and flower and vegetable seeds. (This section on Agriculture is restricted to production of the crops. Distribution is dealt with in the sections on Wholesale and Retail Trade).

**(1) Finished Stock**

Depending upon the place or purpose for which to be used, finished woody or herbaceous nursery plants, sod, bulbs, and seed may be considered as developed to the state of fulfilling the needs of ultimate consumers to their immediate satisfaction.

**(a) Woody and herbaceous nursery plants**

Fruit, nut or shade trees, evergreens, shrubs, roses, vines, small fruit plants and perennial herbaceous plants, grown for commercial or noncommercial consumer uses.

**1 Deciduous shade trees**

Crops grown for the purpose of selling the plants as ornamental trees, with a single trunk, or in bush form or clumps, for consumer uses. They may be cut back or sheared, topiary or top worked.

Examples: Oak, elm, maple, linden, ash, beech.

**2 Deciduous shrubs**

Crops grown for the purpose of selling the plants as ornamental shrubs, with two or more canes, for consumer uses.

Examples: Deciduous azaleas, privet, Forsythia, Viburnum, barberry.

**3 Evergreens**

Crops grown for the purpose of selling the coniferous or broad-leaved evergreen plants, often with specified growth habit or shape, for consumer uses.

Examples: Evergreen azaleas, Rhododendrons, Camellias, juniper, spruce, yew.

**4 Roses**

Crops grown for the purpose of selling rose plants, bush or climbing, for consumer uses.

Examples: Tea, rugosa, perpetuas, moss, floribunda, polyantha, climbers.

**5 Ornamental vines**

Crops grown for the purpose of selling the plants, as vines or ground cover, for consumer uses.

Examples: Honeysuckle, Wisteria, ivy, Clematis, Pachysandra.

## 6 Deciduous fruit and nut trees

— Crops grown for the purpose of selling the plants for commercial or noncommercial fruit or nut production as the consumer use.

Examples: Apple, peach, pear, pecan, almond, walnut.

## 7 Small fruits and grapevines

— Crops grown for the purpose of selling the plants for commercial or noncommercial small-fruit production as the consumer use.

Examples: Strawberry, currant, blueberry, raspberry, gooseberry, grapevines.

## 8 Citrus and subtropical fruit trees

— Crops grown for the purpose of selling the plants for commercial or noncommercial fruit production as the consumer use.

Examples: Orange, lemon, grapefruit, avocado, olive, fig.

## 9 Other woody nursery plants

— Crops not included in the above classifications or those sometimes considered as crops of floriculture but which may be considered as woody nursery plants from the viewpoint of consumer uses.

Examples: Collected plants, cut Christmas trees, evergreen branches, mistletoe, Ming trees, poinsettia stock plants.

## 10 Herbaceous nursery plants

— Crops grown for the purpose of selling the plants as perennial herbaceous material for consumer uses.

Examples: Hardy Chrysanthemums, Delphinium, Sedum, Asparagus, rhubarb, horseradish.

## (b) Sod

Grasses, clovers and other plants grown for the purpose of turfing or plugs or stolons for lawn planting as the consumer use.

Examples: White clover, Kentucky blue grass, Bermuda grass bent, Dichondra, Zoysia, Marion blue grass, St. Augustine grass.

## (c) Bulbs

Corms, tubers, rhizomes, roots, pips, bulbs, and other similar plants for commercial or noncommercial consumer uses.

Examples: Gladiolus, Dahlia, Iris, Anemone, lily of the valley, tulip.

## (d) Seed

Flower, vegetable, shrub, or tree seed grown for commercial and noncommercial consumer uses. Especially among flower-and vegetable-seed varieties, the seed may be considered as regular or hybrid varieties.

## 1 Flower seed

— Crops grown for the purpose of selling the seed for flowering crops as the consumer use.

Examples: Stock, snapdragon, Cyclamen, Zinnia, nasturtium.

## 2 Vegetable seed

— Crops grown for the purpose of selling the seed for vegetable crops as the consumer use.

Examples: Tomato, cabbage, turnip, carrot, beet, cucumber.

**3 Other seed**

Crops not included in the above classifications but which may be considered as ornamental horticultural crops from the viewpoint of consumer uses.

Examples: Limited quantities of grass seed, shrub seed, tree seed, aquatic plant seed, rare plant seed, seed for trials or experimentation.

**(e) Other finished stock**

Crops not included in the above classifications or those sometimes considered as crops of floriculture but which may be considered as ornamental horticulture from the viewpoint of consumer uses.

Examples: Collected alpine plants, bulbs, aquatics, seed, and botanicals.

**(2) Unfinished stock**

Depending upon the place or purpose for which to be used, unfinished crops may be considered as developed to a state intermediate between propagation and ultimate consumer satisfaction.

**(a) Lining-out stock**

Lining-out stock includes all plant material coming from propagating houses, beds, or frames, and young material of suitable size to plant out in nursery rows.

**1 Vegetative propagation**

Unfinished stock propagated from vegetative portions of other plants and sold as cuttings or grafts; rooted or unrooted, small potted plants, flats or containers of plants, or in bunches or bundles.

Examples: Poplar, willow, lilac, yew, apple varieties, rose varieties.

**2 Seed propagation**

Unfinished stock propagated from seed and sold as small potted plants, flats or containers of plants or in bunches or bundles.

Examples: Elm, oak, pine, spruce, Berberis, Caragana.

**(b) Trees for forest planting**

Unfinished stock, usually propagated from seed or cuttings and sold for forest, game refuge, erosion control, shelterbelt, or farm woodlot plantings.

Examples: Pine, spruce, fir, ash, poplar.

**(c) Other unfinished stock**

Crops not included in the above classifications or those sometimes considered as crops of floriculture but which may be considered as ornamental horticulture from the viewpoint of consumer uses.

Examples: Bulb planting stock, seed planting stock, collected items to be grown in nurseries.

**(3) Other ornamental horticultural crops**

Crops not easily classified as finished or unfinished stock of ornamental horticulture but which may be considered as ornamental horticulture from the viewpoint of consumer uses.

Examples: Cacti, succulents, palms, and other exotic plant materials that can be used in outdoor plantings of Southern States.

**(4) Retail grower**

Retail grower (ornamental horticulture) is a trade term indicating establishments engaged in production of nursery, bulb, and flower and vegetable seed crops, as well as the retail selling of commodities grown and purchased. (See also section on Retail Trade.)

## II. Wholesale trade (F)

Wholesale trade includes establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional or professional users; or to other wholesalers; or acting as agents in buying merchandise for or selling merchandise to such persons or companies.

## A. Noncommercial or abnormal wholesalers

Tabulations for the 1948 Census of Business excluded data for those establishments that operated during the entire year of 1948 but had sales of less than \$5,000. In 1939 the corresponding figure for exclusion from tabulations was \$500.

## B. Commercial wholesalers

The chief functions of establishments included in commercial wholesale trade are selling goods to trading establishments, or to industrial, commercial, institutional, and professional users, and bringing buyer and seller together. In addition to selling, functions frequently performed by wholesale establishments include maintaining inventories of goods, extending credit, physically assembling, sorting, and grading goods in large lots; breaking bulk and redistribution in smaller lots; delivery; refrigeration; and various types of promotion, such as advertising and label designing.

## 1. Merchant wholesalers (50)

Merchant wholesalers include establishments usually known as wholesalers, merchant wholesalers, or jobbers, primarily engaged in buying, taking title to, and where customary physically storing and handling goods, and selling the goods at wholesale, principally to retailers and industrial or commercial users.

## a. Cut flower, florist green, and potted plant wholesalers

Wholesale establishments primarily engaged in selling cut flowers, florist greens, and potted plants to retailers and other wholesalers.

## b. Bulb, plant, and seed wholesalers

Wholesale establishments primarily engaged in selling bulbs, plants, cuttings, and seed to retailers and growers of horticultural specialty crops.

## c. Seed wholesalers

Wholesale establishments primarily engaged in selling flower, vegetable, shrub, and tree seed to retailers and growers of horticultural specialty crops.

## d. Nursery stock wholesalers

Wholesale establishments primarily engaged in selling woody and herbaceous nursery stock to retailers, other wholesalers, and growers of horticultural specialty crops.

## e. Supply wholesalers

Wholesale establishments primarily engaged in selling florist and nursery supplies to retailers and growers of horticultural specialty crops.

## f. Insecticide and fungicide wholesalers

Wholesale establishments primarily engaged in selling insecticides and fungicides to retailers, other wholesalers, and growers of horticultural specialty crops.

## g. Other horticultural specialty wholesalers

Wholesale trade pertaining to horticultural specialty production and distribution but not included in the above classifications, such as fertilizers, machinery, and other equipment.

2. Commission merchants, agents and brokers (513)

This group includes establishments, the operators of which are in business for themselves, negotiating sales and/or purchases in domestic and foreign trade, but who do not, as a rule, take title to the merchandise.

(See merchant wholesalers for sub-classes that apply)

3. Assemblers, mainly of farm products (514)

Establishments primarily engaged in buying and assembling farm products and sea foods in local growers' markets at local producing points, and in cities of producing regions. These establishments are primarily engaged in concentrating farm products produced on a relatively small scale and assembling larger lots for shipment to other wholesale buyers. In addition to the actual buying and wholesale distribution of farm products, establishments in this group frequently grade, pack, store, and in some cases finance the commodities they handle.

(See merchant wholesalers for sub-classes that apply)

4. Other wholesalers

Wholesale trade not easily classified as merchant wholesalers, agents, and brokers or assemblers.

**III. Retail trade (G)**

Retail trade includes establishments engaged in selling merchandise for personal, household, or farm consumption, and rendering services incidental to sale of the goods. In general, retail establishments are classified by kind of business according to the principal lines or commodities sold, or the usual trade designation.

**A. Noncommercial or abnormal retail trade**

Tabulations for the 1948 Census of Business excluded data for those establishments that operated during the entire year of 1948 but had sales of less than \$500. In 1939, the corresponding figure for exclusion from the tabulations was \$100.

**B. Commercial retail trade**

Some of the important characteristics of commercial retail trade establishments are as follows: The establishment is usually a place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment processes only incidental or subordinate to selling; the establishment is considered as retail by the trade; and the establishment sells to customers for personal, household, or farm use. Not all these characteristics need be present and some are modified by trade practices.

Buying of goods for resale to users is a characteristic of retail-trade establishments which particularly distinguishes them from the agricultural and extractive industries. For example, farmers who sell their own products at or from the point of production are not classified as retailers.

1. Floriculture

Retail floriculture is a trade term indicating consumer spending for the goods and services of floriculture.

a. Retail florist (5992)

Retail florists are establishments primarily engaged in selling, at retail, cut flowers and potted plants.

b. Retail grower (0114)

Retail grower (floriculture) is a trade term indicating establishments engaged in production of floricultural crops as well as retail selling of commodities grown and purchased.

## c. Other retail floriculture

Other retail floriculture is such sales of vendors and establishments not primarily engaged as retail florists or as retail growers, but which provide the goods and services of floriculture to consumers.

## 2. Ornamental horticulture

Retail ornamental horticulture is a trade term indicating consumer spending for the goods and services of ornamental horticulture.

## a. Farm and garden supply stores (5969)

Farm and garden supply stores are establishments primarily engaged in selling at retail, seeds, bulbs, and nursery stock, and other farm, lawn, and garden supplies and tools, irrigation and drainage equipment, and fertilizer. Seeds, bulbs, and nursery stock make up about a third of the sales of such stores in the United States.

## b. Retail grower (0114)

Retail grower (ornamental horticulture) is a trade term indicating establishments engaged in production of nursery, bulb and flower and vegetable seed crops, as well as the retail selling of commodities grown and purchased.

## c. Other retail ornamental horticulture

Other retail ornamental horticulture is such sales of landscape, arborist, and maintenance business and establishments not primarily engaged as farm- and garden-supply stores or as retail growers, but which provide the goods and services of ornamental horticulture to consumers.

The standard industry classification of Horticultural Services (0731) is included and consists of establishments primarily engaged in performing horticultural services such as cemetery upkeep (when independent of ownership and management); landscape gardening, garden planning, garden maintenance; tree planting, pruning, bracing, spraying, and surgery; and garden advisory or counseling services.

## IV. Educational services (82)

This major group includes establishments furnishing formal academic or technical courses, correspondence schools, commercial and trade schools, and libraries.

## A. Colleges, universities, and professional schools (8221)

Colleges, universities, and professional schools requiring for admission at least a high school diploma or equivalent general academic training, and granting academic degrees.

Examples: Departments of Floriculture and Ornamental Horticulture in Land Grant Colleges, Departments of Landscape Architecture at universities.

## B. Junior colleges and normal schools (8222)

Junior colleges and normal schools requiring for admission at least a high school diploma or equivalent general academic training, and granting academic degrees.

Examples: Southern Illinois University, Hampton Institute, North Dakota School of Forestry.

## C. Correspondence Schools (8241)

Establishments primarily engaged in furnishing educational courses by mail. Offices maintained for the sale of correspondence courses are included.

Examples: American Landscape School, Davey Institute of Tree Service, Standard School of Floriculture.

## D. Vocational schools (8242)

Noncollegiate schools offering specialized trade or commercial courses but not academic training.

Examples: Schools of Floral Design such as American Floral Art School, Vocational Agriculture Schools, such as Farmingdale, (N. Y.), California Polytechnic, Bartlett School of Tree Surgery, Lowthorpe School of Landscape Architecture, and Camden County Vocational School (N. J.).

**E. Other educational services.**

Educational services not easily classified in the above classifications.

Examples: High schools, libraries, public lectures, short courses.

**V. Botanical gardens and other public services (84)**

Federal, State, municipal, endowed or private institutions devoted to the growing of living plant collections, collecting dried and preserved specimens and disseminating information about plants, including cultural practices, taxonomy, genetics, physiology, anatomy, morphology, etc.

**A. Botanical gardens**

Gardens for the culture of plants collected chiefly for scientific purposes.

Examples: New York Botanical Garden (Bronx), Huntington Botanical Garden (Calif.), Missouri Botanical Garden (St. Louis), United States Botanic Garden (Washington, D.C.), Phipps Conservatory (Pittsburgh), Longwood Gardens (Delaware).

**B. Arborets**

Places where trees and shrubs are cultivated for scientific or educational purposes. They may be considered as botanical gardens of trees.

Examples: Arnold Arboretum (Mass.), National Arboretum (Washington, D.C.), Morris Arboretum (Philadelphia), Montgomery Pinetum (Conn.), Morton Arboretum (Ill.), Hemlock Arboretum (Philadelphia).

**C. Special living collections**

Collections of living plants not ordinarily considered as arborets or botanical gardens.

Examples: Test gardens, All-American Selections, Cornell Plantations, Tyler Rose Garden (Texas), Institute of Forest Genetics (Walnuts), Wisconsin Pharmaceutical Garden.

**D. Special museums or herbaria**

Collections of non-living plants or specimens not ordinarily considered as a part of arborets or botanical gardens.

Examples: Bailey Hortorium (Cornell), Gray Herbarium of Harvard University, Farlow Reference Library and Herbarium (Harvard).

**E. Other public services**

Public or botanical garden services not easily classified in the above classifications.

Examples: Foundations, tours, information centers, directories.

**VI. Business associations (861)**

Non-profit membership organizations, such as trade associations, chambers of commerce, boards of trade (other than security and commodity exchanges) and other organizations engaged in promoting business interests.

**A. National trade associations**

A trade association has been defined as a nonprofit, cooperative, voluntarily joined, organization of business competitors designed to assist its members and its industry in dealing with mutual business problems in several of the following areas: accounting practices, business ethics, commercial and industrial research, standardization, statistics, trade promotion and relations with Government, employees, and the general public.

Examples: American Association of Nurserymen, Society of American Florists, American Seed Trade Association, Wholesale Commission Florists of America, Wholesale Bulb Dealers Association, Inc., National Landscape Nurserymen's Association.

**B. Area, State, or city organizations**

Most local organizations fulfill for the membership of a given area one or more of the qualifications for a national trade association.

Examples: Southern California Floral Association, New York State Flower Growers, Inc., North Jersey Landscape Association, Southeastern Florists Association, Illinois Nurserymen's Association, Allied Florists Associations.

**C. Crop or interest organizations**

To a certain degree, a crop or interest organization fulfills for its membership one or more of the qualifications for a national trade association but with interest confined to or concentrated upon a restricted subject.

Examples: Roses Incorporated, American Carnation Society, National Association of Plant Patent Owners, National Mail Order Nurserymen's Association.

**D. Related-purpose organizations**

Organizations not based on crops or business of the horticultural specialties but pertaining to matters closely associated with the industry.

Examples: Florists Hail Association of America, Michigan Catastrophe Association, Florists Credit Association, Inc.

**E. Other Business Associations**

Business Associations not easily classified in the above classifications.

Examples: Chambers of commerce, better business bureaus.

**VII. Professional membership organizations (862)**

Nonprofit membership organizations of professional persons for the advancement of their profession.

**A. Scientific**

Professional workers in research, extension, teaching, and practice of the physical, biological, and social sciences.

Examples: American Society for Horticultural Science, American Farm Economic Association, National Shade Tree Conference, American Association of Botanical Gardens and Arborets, American Association for the Advancement of Science.

**B. Artistic**

Professional workers in research, extension, teaching, and practice of the arts.

Examples: American Society of Landscape Architects, American Federation of Arts, College Art Association of America, American Scenic and Historic Preservation Society.

**C. Application**

Professional workers in the application of horticultural procedures and practices.

Examples: American Institute of Park Executives, National Greenkeeping Superintendents Association, National Association of Gardeners, National Arborist Association, Inc., American Cemetery Association.

**D. Honorary**

Professional workers in research, extension, teaching, and practice including floriculture or ornamental horticulture.

Examples: Pi Alpha Xi, Sigma Xi, Phi Kappa Phi, Gamma Sigma Delta.

**E. Other professional membership organizations**

Professional membership organizations not easily classified in the above classification.

Examples: Northwest Association of Horticulturists, Entomologists and Plant Physiologists, Association of Horticulturists in Industry.

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Table 61.- Floriculture, wholesale trade: Sales, employees, and payroll of wholesale and commission merchants reporting employees by occupational groups, United States, 1939

Item	Wholesale merchants						Commission merchants					
	Amount		Percentage distribution		Average wage per week		Amount		Percentage distribution		Average wage per week	
	Number	Percent	Dollars	Dollars	Number	Percent	Dollars	Dollars	Number	Percent	Dollars	Dollars
Establishments reporting employees by occupational groups												
Establishments	343	---	---	---	45	---	---	---	---	---	---	---
Sales	37,941,000	---	---	---	7,979,000	---	---	---	---	---	---	---
Employees	Number											
Full-time	Number											
Executives	249	9.0	---	---	47	12.3	---	---	---	---	---	---
Office and clerical	428	15.5	---	---	61	15.9	---	---	---	---	---	---
Inside selling	575	20.9	---	---	---	---	---	---	---	---	---	---
Outside selling	187	6.8	---	---	1/ 151	39.4	---	---	---	---	---	---
Warehouse	434	15.3	---	---	---	---	---	---	---	---	---	---
All other	692	25.1	---	---	116	30.3	---	---	---	---	---	---
Total	2,566	93.1	---	---	375	97.9	---	---	---	---	---	---
Part-time	189	6.9	---	---	8	2.1	---	---	---	---	---	---
Total employees	2,754	100.0	---	---	383	100.0	---	---	---	---	---	---
Weekly payroll	Dollars											
Full-time employees	Dollars											
Executives	19,836	25.3	80	4,153	3,284	27.0	70	3,633	---	---	---	---
Office and clerical	10,500	13.3	25	1,276	1,471	12.1	24	1,954	---	---	---	---
Inside selling	17,426	22.1	30	1,576	---	---	---	---	---	---	---	---
Outside selling	6,797	8.6	36	1,890	1/ 4,863	40.0	32	1,675	---	---	---	---
Warehouse	8,415	10.7	19	1,008	---	---	---	---	---	---	---	---
All other	13,574	17.6	20	1,042	2,353	19.3	20	1,055	---	---	---	---
Total	76,903	97.6	---	---	11,971	96.4	---	---	---	---	---	---
Part-time employees	1,886	2.4	---	---	199	1.6	---	---	---	---	---	---
Total payroll	78,789	100.0	---	---	12,170	100.0	---	---	---	---	---	---

1/ Buying and selling employees.

Bureau of the Census.

Table 62.- Floriculture, wholesale trade: Operating expenses, including salaries of proprietors of unincorporated establishments, of wholesale and commission merchants, United States, specified years, 1929-48

Item	Unit	Wholesale merchants				Commission merchants			
		1948		1939		1935		1929	
		Number	Dollars	Number	Dollars	Number	Dollars	Number	Dollars
Unincorporated establishments									
Sales less than \$50,000									
Establishments	Number	174	498	398	319				
Rate for evaluating proprietors' salary	1,000 dollars	5	2	2	2				
Salary of proprietors	do.	870	996	796	638				
Sales more than \$50,000									
Proprietors 2/	Number	306	162	81	181				
Rate for evaluating proprietors' salary	1,000 dollars	10	4	2	4				
Salary of proprietors	do.	1,060	643	162	724				
Total	Number	480	660	479	500				
Proprietors	Number	3,320	1,644	998	1,362				
Salary of proprietors	1,000 dollars								
Percentage of sales of all establishments									
Salary of proprietors	Percent	2.7	3.9	4.0	3.1				
Other operating expense of all estab.	do.	19.7	20.1	20.1	30.3				
Operating expense including salary of proprietors of all establishments	do.	22.4	24.0	24.1	33.4				
Unincorporated establishments									
Proprietors	Number	3/ 20	36	35	38				
Rate for evaluating proprietors' salary	1,000 dollars	10	4	4	4				
Salary of proprietors	do.	200	144	140	152				
Percentage of sales of all establishments									
Salary of proprietors	Percent	---	1.6	1.5	.6				
Other operating expense of all estab.	do.	---	16.1	14.4	14.4				
Operating expense including salary of proprietors of all establishments	do.	---	17.7	15.9	15.0				

1/ Calculations based on one proprietor per establishment. 2/ Calculations based on active proprietors of unincorporated establishments not allocated to establishments with sales of less than \$50,000. 3/ Estimated.

Bureau of the Census.

Table 63.- Floriculture retail trade: Sales, employees and payrolls of retail florists and retail growers, reporting employees by occupational groups, United States, 1935 and 1939

Item	1939				1935			
	Amount		Average wage per-		Amount		Average wage per-	
	Actual	Percentage	Week	Year	Actual	Percentage	Week	Year
Establishments reporting employees by occupational groups								
Establishments	1,564	---	---	---	5,081	---	---	---
Salaries	60,018,000	---	---	---	---	---	---	---
Employees								
Full-time								
Executive	229	10.1	---	---	803	5.6	---	---
Office and clerical	916	9.9	---	---	2,894	6.2	---	---
Selling	3,182	34.4	---	---	4,691	32.6	---	---
All other	3,591	30.8	---	---	5,074	35.4	---	---
Total	8,626	93.2	---	---	11,452	79.8	---	---
Part-time	633	6.8	---	---	2,900	20.2	---	---
Total employees	9,259	100.0	---	---	14,352	100.0	---	---
Weekly payroll								
Full-time employees								
Executive	14,834	20.3	48	2,483	32,613	13.0	41	2,112
Office and clerical	19,697	8.9	22	1,118	16,970	6.8	19	987
Selling	76,433	34.7	24	1,289	92,885	37.1	20	1,032
All other	71,237	32.6	20	1,082	84,144	33.6	27	852
Total	212,901	99.5	---	---	226,612	90.5	---	---
Part-time employees	7,777	3.5	---	---	23,831	9.2	---	---
Total payroll	220,678	100.0	---	---	250,443	100.0	---	---

Bureau of the Census.

Table 64.- Floriculture, retail trade: Operating expenses, including salaries of proprietors of unincorporated establishments, of retail florists and retail growers, United States, specified years, 1929-48

Item	Unit	1948 1/	1939		1935		1929
			Number	Dollars	Number	Dollars	
Active proprietors of unincorporated establishments							
Number	15,840		16,074		10,976		10,015
Rate for evaluating proprietors' salary	2,100		1,100		1,000		1,300
Salary of proprietors of unincorporated establishments	1,000						
dollars	33,264		17,681		10,976		13,020
Percentage of sales							
Salary of proprietors	Percent	8.7		11.9		11.1	7.4
Other operating expense	Percent	35.4		36.0		37.2	35.9
Operating expense, including salaries of proprietors	Percent	44.1		47.9		48.3	43.3

1/ Retail florists not associated with crop production.

Bureau of the Census.

Table 65.- Floriculture, retail trade: Number of establishments and value of sales of retail florists and retail growers, by date business was established, United States, 1939

Date business was established	Establishments			Sales			Per establishment	
	Actual	Percentage	distribution	Total	Percentage	distribution		
Total	16,055	100.0		148,741	100.0		9,264	
Unknown or not reported								
Prior to 1890	606	3.8		5,463	3.7		9,015	
1890-1906	458	2.9		10,589	7.1		23,120	
1907-1916	1,271	7.9		22,033	14.8		17,335	
1917-1926	1,539	9.6		20,394	13.7		13,245	
1927-1936	472	2.9		5,728	3.9		12,136	
1937-1946	4,163	25.9		36,886	26.1		9,341	
1930-1933	2,511	15.6		19,823	13.3		7,894	
1934-1937	2,597	18.7		19,730	12.6		6,250	
1938	954	5.9		4,768	3.2		4,993	
1939	1,084	6.8		2,337	1.6		2,156	

Bureau of the Census.

Table 66.- Floriculture, crop production: Number of establishments and wholesale value of crops by value of sales per establishment, United States, 1949

Item	Establishments		Wholesale value of crops	
	Actual	Percentage of total	Value	Percentage of total
			1,000 dollars	Percent
Value of sales per establishment				
Total	25,000	100.0	146,000	100.0
Less than \$1,000				
\$1,000-\$9,999	12,573	50.3	2,910	1.6
10,000-\$49,999	5,159	32.8	27,160	14.6
50,000-\$99,999	2,165	9.9	32,980	17.0
100,000-\$249,999	960	3.8	29,100	15.0
250,000 and over	459	1.8	27,160	14.0
	293	1.0	32,980	17.0
	161	.4	41,710	21.5

Bureau of the Census.

Table 67.- Floriculture, retail trade: Number of establishments and value of sales, by value of sales per establishment, United States, 1949

Item	Establishments		Sales	
	Actual	Percentage of total	Value	Percentage of total
			1,000 dollars	Percent
Value of sales per establishment				
Total	25,000	100.0	650,000	100.0
Less than \$5,000				
\$5,000-\$9,999	5,000	20.0	13,000	2.0
10,000-\$19,999	4,000	16.0	29,250	4.5
20,000-\$29,999	5,750	23.0	54,500	13.0
30,000-\$49,999	3,500	14.0	87,750	13.5
50,000-\$99,999	3,500	14.0	136,500	21.0
100,000-\$249,999	2,500	10.0	175,500	27.0
300,000 and over	710	2.5	97,500	15.0
	40	.2	26,000	4.0

Bureau of the Census.

Table 68.- Floriculture, crop production, wholesale trade, and retail trade: Number of establishments and value of crops or sales, by value of crops or sales per establishment, United States, 1949

Item	Establishments		Value of crop or sales	
	Grower	Wholesale trade	Retail trade	Grower 1/ Wholesale trade
Value of sales per establishment				
Total	24,000	689	25,000	194,000
Less than \$10,000				
\$10,000-\$9,999	20,762	---	9,000	30,070
50,000-\$99,999	3,425	174	12,750	60,080
100,000 and over	459	48	2,500	27,160
	354	367	750	74,690
				136,324
				121,200
			Percentage distribution	
Total	100.0	100.0	100.0	100.0
Less than \$10,000	83.1	--	36.0	15.5
\$10,000-\$9,999	13.7	27.7	51.0	82.0
50,000-\$99,999	1.8	14.0	10.0	14.0
100,000 and over	1.4	58.3	3.0	38.5
				93.1
				19.0

1/ Wholesale value of crops.

Bureau of the Census.

Table 69.- Floriculture: Marketing margin and distribution costs, by items, retail florists and retail growers, United States, specified years, 1929-49

Item	1949		1939		1935		1929	
	Amount	Percentage of sales	Amount	Percentage of sales	Amount	Percentage of sales	Amount	Percentage of sales
Sales of retail florists and retail growers	1,000		1,000		1,000		1,000	
Marketing margin								
Retail	509,729	100.0	148,741	100.0	98,718	100.0	176,201	100.0
Operating expenses	276,931	54.3	86,270	58.0	55,230	56.0	91,695	52.0
Payroll	130,270	25.4	53,660	36.0	36,724	37.2	63,342	35.9
Other expenses	71,329	14.0	22,641	15.2	15,904	16.2	30,760	17.4
Supplies	103,941	21.4	30,909	20.8	20,760	21.0	32,532	18.5
Salaries of proprietors of unincorporated establishments	25,436	5.0	7,437	5.0	4,936	5.0	8,810	5.0
Profit	14,352	8.7	17,632	11.9	10,976	11.1	13,020	7.4
Wholesale	26,823	5.2	7,601	5.1	2,646	2.7	6,453	3.7
Operating expenses	61,339	3.2	13,327	9.0	3,835	9.0	21,144	12.0
Payroll	32,390	6.4	10,161	6.8	6,695	6.8	17,851	10.1
Other expenses	18,390	3.6	5,131	3.4	3,495	3.5	8,795	5.0
Salaries of proprietors of unincorporated establishments	14,040	2.8	3,030	3.4	3,200	3.3	9,056	5.1
Profit	4,130	.8	1,733	1.2	1,098	1.1	1,514	.9
Total marketing margin	5,369	1.0	1,438	1.0	1,092	1.1	1,779	1.0
Wholesale value of growers' sales	315,320	68.5	99,697	67.0	64,167	65.0	112,769	64.0
	190,909	37.5	49,054	33.0	34,551	35.0	63,432	36.0

Bureau of the Census.

Table 70.- Floriculture: Marketing margin and distribution costs, United States, specified years, 1929-49

Item	1949		1939		1935		1929	
	Amount	Percentage of retail sales						
Sales of retail floriculture	1,000		1,000		1,000		1,000	
Marketing margin								
Retail	659,000	100.0	187,800	100.0	126,200	100.0	220,600	100.0
Wholesale	425,202	64.6	125,329	66.8	84,764	66.1	136,024	61.6
Total marketing margin	41,839	6.4	13,327	7.1	8,885	6.9	21,144	9.6
Wholesale value of growers' sales	467,092	71.0	129,716	73.9	93,649	73.0	157,168	71.2
	190,909	29.0	49,054	26.1	34,551	27.0	63,432	28.8

Bureau of the Census and Bureau of Foreign and Domestic Commerce.

Table 71.- Ornamental horticulture: Marketing margin and distribution costs, United States, 1949

Item	1949		Percentage of retail sales
	Amount 1/		
	1,000 dollars	Percent	
Sales of retail ornamental horticulture	350,000		100.0
Marketing margin			
Retail	266,379		76.1
Wholesale	1,505		.4
Total marketing margin	267,884		76.5
Wholesale value of growers' sales	82,116		23.5

1/ Nursery, bulb, and flower seed crops.

Bureau of the Census.

Table 72.- Personal consumption expenditures, by selected items, United States, specified years, 1929-49

Item	1949	1939	1935	1929
	Million dollars	Million dollars	Million dollars	Million dollars
Total	180,174	67,466	56,215	78,761
Food and tobacco	62,870	21,072	17,693	21,374
Clothing, accessories and jewelry	22,890	8,299	6,928	11,018
Personal care	2,214	1,004	802	1,116
Housing	18,129	8,940	7,597	11,421
Household operation	23,529	9,446	7,652	10,909
Medical care and death expenses	5,927	3,386	3,304	3,620
Personal business	1,730	3,725	5,179	5,221
Transportation	19,327	6,250	2,625	7,496
Recreation	10,269	3,446	507	4,327
Private education and research	1,057	628	862	664
Religious and welfare activities	1,762	938	352	1,196
Foreign travel	1,070	317	1	799
Retail floriculture	658	186	128	221

Bureau of Foreign and Domestic Commerce.

Table 73.- Persons engaged in production, by kind of industry, United States, specified years, 1929-49

Item	1949	1939	1935	1929
	Thousands	Thousands	Thousands	Thousands
Total - All industries	57,348	46,177	42,206	45,683
Agriculture, forestry, and fisheries	7,865	8,020	8,590	8,850
Mining	962	870	876	1,017
Contract construction	3,266	1,827	1,514	2,306
Manufacturing	14,335	10,091	8,986	10,561
Wholesale and retail trade	11,056	8,271	7,097	7,736
Finance, insurance, and real estate	1,974	1,582	1,435	1,576
Transportation	2,848	2,169	2,022	3,059
Communications and public utilities	1,289	871	866	1,034
Services	7,280	6,379	5,756	6,374
Government and Government enterprises	7,068	6,112	5,043	5,154
Other	5	1	1	---
	Percentage distribution			
	Percent	Percent	Percent	Percent
Total - All industries	100.0	100.0	100.0	100.0
Agriculture, forestry, and fisheries	12.7	17.4	20.4	19.4
Mining	1.7	1.9	2.1	2.2
Contract construction	5.7	3.2	3.6	5.0
Manufacturing	25.0	21.9	21.3	21.1
Wholesale and retail trade	19.3	17.9	15.9	16.9
Finance, insurance, and real estate	3.4	3.4	3.4	3.5
Transportation	5.0	4.7	5.0	6.6
Communications and public utilities	2.2	1.9	1.9	2.3
Services	12.7	13.7	13.6	14.0
Government and Government enterprises	12.3	13.3	11.9	7.0
Other	1/	1/	1/	---

1/ Less than 0.5 percent.

Bureau of Foreign and Domestic Commerce.

Table 74.- Floriculture and ornamental horticulture: Establishments, value of sales, payroll, and labor force, United States, 1949

Item	Establishments		Sales		Payroll		Labor force				
	Total	Number	Per cent	Value	Per cent	Per cent	Proprietors	Paid employees	Total	Per cent	
	Total	Number	Per cent	Value	Per cent	Per cent	of uninc.	Unpaid	Total	Per cent	
		1,000		1,000							
	Total	45,194	100.0	1,503,352	100.0	296,338	100.0	45,786	27,165	176,372	108,000
Floriculture	30,678	67.9	1,000,993	66.6	187,753	63.4	31,870	19,282	103,203	73,031	30,172
Ornamental horticulture	14,516	32.1	1,502,359	33.4	108,585	36.6	13,916	7,883	73,169	34,969	38,200
		Number	Percent	Number	Percent	Number	Number	Number	Number	Number	Percent
	Total	45,194	100.0	1,503,352	100.0	296,338	100.0	45,786	27,165	176,372	108,000
	Floriculture	30,678	67.9	1,000,993	66.6	187,753	63.4	31,870	19,282	103,203	73,031
	Ornamental horticulture	14,516	32.1	1,502,359	33.4	108,585	36.6	13,916	7,883	73,169	34,969

1/ Includes some recognition of inventory - See Ornamental horticulture.

Bureau of the Census.

Table 75.- Population, income payments to individuals, and retail trade of floriculture by retail florists and retail growers, by geographic divisions and States, specified years

Division and State	Population			Income payments						Retail trade of floriculture		
				To individuals			Per capita			by retail florists and retail growers		
	1,000 persons			1,000 persons	Million dollars	Million dollars	Percent	Dollars	Dollars	Percent	1,000 dollars	1,000 dollars
	1930-1950			1929-1950			1929-1950			1929-1950		
UNITED STATES	1,227,775	150,697	22.7	82,617	197,511	132.1	680	1,230	25.6	176,201	502,722	169
Geographic divisions:												
New England	8,166	9,311	14.1	6,792	13,747	95.0	—	—	—	17,067	39,285	130
Middle Atlantic	26,261	30,164	14.9	25,085	47,626	90.7	—	—	—	64,705	120,126	86
E. North Central	12,297	20,399	20.2	19,225	44,155	129.7	—	—	—	40,863	121,460	197
W. North Central	13,297	16,061	5.7	7,979	17,337	137.0	—	—	—	13,027	45,313	248
S. Atlantic	15,794	21,182	34.1	6,797	21,499	216.3	—	—	—	11,955	57,125	378
E. South Central	9,867	11,477	16.1	3,215	8,964	178.8	—	—	—	4,822	23,866	395
W. South Central	12,177	14,538	19.4	5,171	15,652	202.7	—	—	—	6,721	38,699	476
Mountain	3,702	5,075	37.1	2,094	6,222	197.1	—	—	—	3,007	16,805	459
Pacific	8,194	14,484	76.8	6,926	22,629	226.8	—	—	—	14,034	47,049	235
NEW ENGLAND:												
Maine	797	914	14.6	443	1,004	123.6	666	1,087	92.0	941	2,776	195
New Hampshire	465	533	15.6	225	621	105.6	652	1,195	83.3	771	1,866	142
Vermont	365	376	5.0	216	400	82.2	601	1,075	78.9	264	594	261
Massachusetts	4,600	4,661	10.4	3,787	6,892	82.0	897	1,417	58.0	10,014	20,260	102
Rhode Island	687	792	15.2	579	1,117	92.9	851	1,403	64.9	1,237	3,198	159
Connecticut	1,607	2,007	21.9	1,459	3,213	120.2	918	1,591	73.3	3,840	10,220	166
MIDDLE ATLANTIC:												
New York	12,588	14,830	17.8	14,479	26,340	81.9	1,125	1,758	56.3	39,322	61,172	56
New Jersey	4,041	4,835	19.6	3,268	7,018	114.7	947	1,546	63.3	8,617	20,970	137
Pennsylvania	9,631	9,498	9.0	7,338	14,468	97.2	767	1,416	84.6	17,736	38,454	130
E. NORTH CENTRAL:												
Ohio	6,647	7,947	19.6	4,290	11,443	132.6	748	1,436	92.0	9,327	31,680	210
Indiana	3,239	3,934	21.5	1,877	5,097	171.6	883	1,290	121.3	3,284	12,607	311
Illinois	7,631	8,712	14.2	7,036	11,073	110.5	922	1,618	73.6	15,716	39,902	138
Michigan	4,842	6,372	31.6	3,543	9,013	134.4	725	1,413	93.7	5,523	23,681	214
Wisconsin	2,939	3,435	16.9	1,849	4,495	131.1	634	1,329	109.6	3,071	12,595	217
W. NORTH CENTRAL:												
Minnesota	2,566	2,982	16.3	1,443	3,603	119.7	566	1,227	116.8	3,221	10,233	218
Iowa	2,471	2,621	6.1	1,348	3,301	114.9	566	1,292	136.6	2,115	8,953	323
Missouri	3,629	3,955	9.0	2,210	5,052	128.6	612	1,286	110.1	4,682	13,232	183
North Dakota	681	620	9.0	264	703	166.3	389	1,202	209.0	233	1,576	576
South Dakota	693	653	5.8	288	734	154.9	417	1,174	181.5	373	1,121	201
Nebraska	1,378	1,326	3.8	764	1,653	116.4	557	1,294	132.2	1,059	3,956	277
Kansas	1,881	1,905	1.3	997	2,291	129.8	532	1,210	127.4	1,344	6,200	361
S. ATLANTIC:												
Delaware	238	315	33.4	218	541	148.2	919	1,675	82.3	1,34	1,430	229
Maryland	1,652	2,363	43.6	1,106	3,081	178.6	703	1,401	99.3	2,075	7,933	282
Dist. of Columbia	487	600	64.8	638	1,919	200.8	1,191	1,820	52.2	1,872	4,756	154
Virginia	2,422	3,319	37.0	987	3,221	226.3	1,279	1,039	116.2	1,810	9,556	228
West Virginia	1,729	2,006	16.0	793	1,928	131.1	664	998	115.1	5,738	388	388
North Carolina	3,170	4,062	28.1	966	3,349	264.7	309	854	176.4	1,249	8,886	611
South Carolina	1,739	2,117	21.8	430	1,584	261.6	252	787	212.3	4,38	3,676	705
Georgia	2,909	3,445	18.4	956	2,928	206.3	329	876	166.3	1,733	8,178	370
Florida	1,168	2,771	88.8	695	2,948	324.2	484	1,102	127.7	1,159	7,083	511
E. SOUTH CENTRAL:												
Kentucky	2,615	2,945	12.6	964	2,476	156.8	271	865	132.2	1,610	6,237	287
Tennessee	2,617	3,292	25.8	905	2,858	215.8	319	873	130.1	2,791	9,111	350
Alabama	2,616	3,062	15.7	802	2,213	188.4	305	773	135.4	662	5,233	689
Mississippi	2,710	2,179	8.4	544	1,317	112.1	273	634	132.2	458	2,986	552
W. SOUTH CENTRAL:												
Arkansas	1,851	1,910	3.0	562	1,443	156.8	305	778	155.1	455	2,926	543
Louisiana	2,102	2,684	27.7	862	2,647	207.1	415	1,022	111.4	1,123	5,557	395
Oklahoma	2,396	2,233	6.8	1,079	2,297	112.9	455	1,068	134.7	1,669	5,927	276
Texas	5,825	7,711	32.4	2,668	9,265	247.3	465	1,205	159.1	3,574	24,289	580
MOUNTAIN:												
Montana	538	591	9.9	325	787	112.2	602	1,390	130.9	332	2,549	668
Idaho	445	589	32.3	230	707	207.4	518	1,221	135.7	281	2,776	639
Wyoming	226	291	28.8	154	419	172.1	657	1,481	115.6	153	940	514
Colorado	1,056	1,325	27.9	633	1,705	169.0	616	1,386	125.0	1,328	4,788	261
New Mexico	423	681	60.9	161	665	313.0	383	1,033	189.7	97	1,575	52
Arizona	436	750	72.1	245	839	262.4	575	1,165	105.3	262	1,771	538
Utah	508	689	35.6	272	825	235.3	537	1,213	125.9	466	2,648	468
Nevada	91	160	75.8	74	277	274.3	817	1,731	111.9	88	560	536
PACIFIC:												
Washington	1,563	2,379	52.2	1,104	3,529	219.7	713	1,469	106.0	1,988	7,885	297
Oregon	954	1,521	59.5	603	2,095	247.4	640	1,148	126.2	1,372	5,886	329
California	5,677	10,586	86.5	5,217	17,205	226.0	946	1,665	76.0	10,674	33,278	212

Bureau of the Census and Bureau of Foreign and Domestic Commerce.







