

H. P. RETAIL TRADE EXCEEDS 8 MILLIONS

Is Greater Per Capita Than in Chicago; Stores Average Higher Also

That Highland Park retail merchants are unusually successful in attracting business to this city is clearly shown in the 1930 census of distribution just released by the United States Department of Commerce.

Per capita retail sales in Highland Park are greater than in the city of Chicago or in eight other suburban places with populations between ten thousand and fifteen thousand, according to an analysis made by A. D. Brush, Highland Park resident, who is director of Market Research for the Abbott Laboratories of North Chicago, of which Dr. Alfred S. Burdick, who lives in Ravinia, is president.

Total for 1929

The retail business of Highland Park in 1929 was \$8,739,426 which is an average of \$716 for each of its 12,203 inhabitants as against \$638 for each of Chicago's 3,375,235 people. The corresponding figures for Winnetka and Willmette are \$439 and \$362 respectively. Figures for other suburban places with approximately the population are shown in the following table:

Place	No. of Pop.	Stores	Annual Business	Per Capita
Highland Pk	12,203	122	\$8,739,426	\$716
Harvey	16,374	244	7,846,276	475
Forest Park	14,555	219	7,246,014	498
Elmhurst	14,055	147	5,584,063	399
La Grange	10,103	124	5,563,583	550
Winnetka	12,166	79	5,346,507	439
Willmette	15,233	126	5,508,147	362
Melrose Pk.	10,741	148	3,858,864	360
Park Ridge	10,417	70	3,457,554	332

Chicago 3,375,235 \$43,625 \$2,153,626.553 \$638 Exceeds Chicago Average

The 122 retail stores of Highland Park did an average business of \$71,635 each as against \$49,365 each for Chicago's 43,625 stores. 31 per cent or \$2,746,110 of this eight million dollars was spent for food—groceries, meats, vegetables, fruits, dairy products, etc. Nearly 29 per cent or \$2,511,725 was spent on automobiles, gasoline, repairs, and other motor car requisites.

Nineteen per cent, or \$1,703,771 was spent in lumber and building materials, hardware, electrical, heating and paint supplies.

These three groups account for 79 per cent of the total business, leaving 21 per cent distributed among the apparel, furniture and household supplies, restaurants, and other miscellaneous stores, shown in the following table:

Food	\$2,746,110	31.42%
Automotive	2,511,725	28.74%
Lumber and Building	1,703,771	19.50%
Apparel	461,505	5.28%
Furniture and household	358,298	4.10%
Restaurants	334,934	3.83%
All others	623,083	7.13%
Total	\$8,739,426	

Most of Highland Park's retail stores averaged larger sales than corresponding stores in Chicago. For instance the 33 stores in the food group averaged \$83,518 in sales as against \$26,777 for Chicago's 15,966 stores in the same classification.

Highland Park's five drug stores averaged \$57,890 each in business as against \$40,828 each for Chicago's 1956 drug stores, or \$48,398 for Willmette's six stores.

Highland Park's 122 retail stores give fulltime employment to 514 men

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and women according to this report, with a pay roll of \$1,138,524.

This report is a comprehensive picture of the retail business in Highland Park and is part of the first nation-wide census of distribution now being compiled by the Bureau of the Census. It is worth the careful study of every Highland Park resident and may be obtained from the U. S. Department of Commerce at Washington, D. C.

It clearly shows the high caliber of Highland Park's residents, the splendid degree to which they support their own community and the merchandising ability of our local business people.

Winthrop Harbor Girl Sues Village; Demands \$25,000 for Injuries

June Alderman, 9, last week started suit for \$25,000 damages from the village of Winthrop Harbor for injuries she received when she fell on a sidewalk on January 23.

The court action was taken by Magdalene Leon Smith, in behalf of the little girl through attorneys. The bill filed in the circuit court states that June stepped on the sidewalk on Sheridan road in Winthrop Harbor and part of the sidewalk gave way. The concrete was broken and the sidewalk was in bad condition at the time.

In the fall the little girl fractured her left leg and the bone of her ankle separated, according to the bill. More than \$1,000 was spent for medical care and the child will have per-Martell, 28, of Chicago, were last bill.

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