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1.

### INTRODUCTION AND FURPOSE

The changed status of the small "country town" in the life of the farm population of Central Manses is ap arent to all who have an interest in the life and the welfare of that group. Keny have noted the changes in the villages themselves, but perhaps not so many are truly sware of the changes in the business organizations which have remained to comprise the town.

The question, "What is to become of the country town?" can be enswered only by a determination of what is becoming of the country town. What are the trends at present? What is its present condition?

During the past twenty years the community has witnossed the passing from the village of Little River of the harness shop, livery barn, cabinet shop, tin shop, bakery, men's clothing store, radio shop, sutemobile agency, ice and storage plant, and the general merchandise store. Yet the town remains, population virtually unchanged, and civic pride intect.

It is the purpose of this investigation to collect date concerning the extent of the retail trade and service territories surrounding one "country town", Little River, Kansas. This study endeavors to locate the breaking point

between the trace and service torritories of Little River and those of surrounding towns; that is, the points from which half of the individuals no one way to trade and helf so the other. It attourts, by cuestioning the individuals interviewed, to determine the reasons may people go where they do to trade and receive services. It asks individuals why they choose to trade at a certain town rather than at enother. In this way an attempt is made to discover the fectors which determine the size and share of Little River's trade and service ares, to determine, if possible, the present trend of change in the territory, and to discover some factors which will be important in maintaining and extending the territory of the term and the community. The present trends, of course, can only be estimated from what has occurred in the rast, and the future of this country town can be accurately forecast only by studies similar to this made at well chosen intervals in the Eutonro.

To many property owners, bisiness men, and yoursters who are ready to decide upon a career, the present and future of thousands of country towns are of west importance. To such individuals in and around Little Hiver is this study hopefully dedicated.

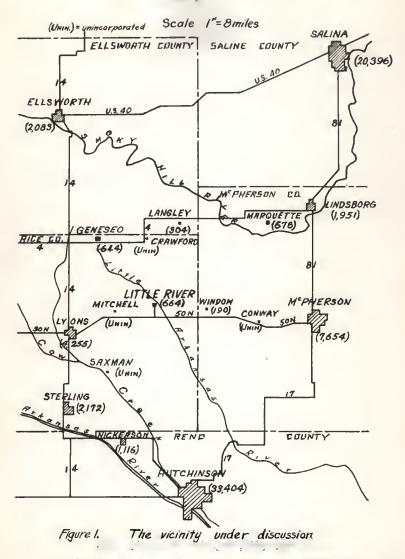
### PHELIMINARY CONSILERATIONS

Little River, with its GG4 inhabitants, lies in castern Rico County, in the center of Mansas, and also in the center of the hard winter wheat belt. The county is predominately agricultural, the only other businesses of mafor importance being oil development, salt mining, and flour milling. Along the branch line of the Atchison, Toroke and Santa No Railroad which peases through Little River, small towns or stations are located at intervals of from six to eight miles. The development of stations at this distance grew from the need of a convenient wheat elevator and loading facilities at the time when all wheat was hauled by team and vegon. At the present time some of the smaller of these stations are partially or wholly abandened; a result of the development of the automobile, auto truck, and good roads. When wheat was hauled to the nearest lording point by team and wagan, groceries, dry goods, and the few services needed were naturally secured at the same place, and thus a small trading point grew. However, with better roads and improved transportation facilities these cross-roads stores have lost much importance in this section. Such is the trend at the present time; the eliminstion of the smallest trading points.

The map on the following page (Figure 1) shows more clearly and briefly then written description, Little Niver, with competing towns and cities. It shows the State and Federal roads which doubtleas bring changes in the size and shape of the trade and service areas around any town. It shows relative distances between towns and the population of the towns, both of which are of prime importance in determining the source and volume of trade in each. Superimnose the picture presented by this map upon a gently rolling terrain and there is a situation typical of Centrel Eanses.

Fossibly the first preliminary to a study of this kind is a determination of the population trend of the political units in the area to be considered. A decided change in the number or distribution of the population would bring with it changes in the trade and service areas of the towns for which allowance should be made before attempting further conclusions. Some comparative population figures for this section are shown in the tables 1, 2, and 3.

Table 1 indicates a steady growth of total population in each of the five counties studied, but it also shows a tendency toward diminishing rural population and a marked



Showing State & Federal Roads — Names, 1937 Population, and relative locations of those towns & villages having an appreciable effect on The Trade and Service Territory of Little River trend toward increased city population. Table 1 and table 2, if studied together, show that the increase in city population which is so marked, is not due to the growth of the small towns with less than five thousand population. Towns this size have not changed in size materially in the twenty-seven years included by the tables. The exceptions to this statement are towns which are close to oil fields. The growth of Lyons, Helberson, Chase, and Bushton is an example of the manner in which oil activity esues towns to "boom" and yet is hardly felt in towns a few miles away.

Table 5 gives the trend which is more invortant from the standpoint of this study than any other, with the possible exception of the population trend of Little River, which is given in Table 2. The rural population of those townships which are in part the normal trade territory of Little River is only from one third to two thirds as great in 1957 as it was in 1910. The noticeable decline in the population of Galt Township may be attributed partly to the fact that Galt City (four miles north and four miles west of Little River) was one of the small trading points which has been eliminated. However, no such reasons can be given for the corresponding decline in the population G

of Rochville Township, which contains the best farm land in the vicinity, nor for the decline in the other townships. The answer doubtless lies in the fact that the advent of power machinory into the wheat belt has resulted in an increase in the size of farms and a resulting decrease in farm population. At the same time there has come a docrease in the importance of the small town as a merchandising center because of improved roads and methods of transportation.

## Table 1.

Comparative Population of Counties, Cities, and Towns shown in Figure 1.

	Year			
Name of Subdivision	1010	1020	1950	1037
Saline County Rural City Salina	9,501 10,837 9,688	3,713 16,390 15,095	6,976 92,361 20,155	7,501 21,644 20,396
Ellsworth County Rural City Ellsworth Langley	6,480 3,960 2,014	6,111 4,263 2,065 (Uninco	5,583 4,579 2,072 rporated	5,138 4,968 2,083
Leno County Rurel City Rutchinson Mickerson	17,202 20,651 16,364 1,195	14,706 29,627 23,298 1,049	13,750 34,038 27,085 1,052	16,854 39,663 33,404 1,116
McTherson County Rural City McTherson Lindsborg Marquette Windom Conway	18,029 8,490 8,546 1,920 715 176	12,060 9,785 4,595 1,397 780 248 (Uninco	12,025 11,563 6,147 2,016 714 197 rporated	18,501 13,246 7,654 1,951 679 190
Rice County Rural City	0,040 6,066	7,886 6,976	6,815 6,985	7,711 0,536

1. The population data for the years 1910, 1920 and 1930 were secured from the Neports of the United States Fogulation Census. The 1937 figures were secured from the rocords of the County Clerks of the several counties included.

### Table C.

## Comparative Population of Rice County Towns<sup>2</sup>

	Year			
Name of Tom	1010	1000	1000	1937
Alden	(Unin.)	333	206	320
Bushton	222	226	325	440
Caase	202	236	273	603
Frederick	151	145	135	144
Geneseo	566	361	536	644
LIPPLE RIVER	601	740	613	604
Lyons Sterling	2,071 2,123	2,516 2,080	2,939 1,068	4,255 2,172

### Table 3.

Comparative Rural Population of the Six Townships, Parts of which Form the Traje and Service Territory of Little River<sup>3</sup>

	Yeer			
liano of Trynship	1010	1990	1000	1937
Union=	207	420	\$30	364
Rockville	409	381	343	270
Eitchell .	503	402	370	336
OCODSG.		335	240	022
Galt	412	282	316	262
Wilson	544	498	394	371

Clittle Niver lies in Union Township

These declines in the population, and the significant decrease in the number of transient farm laborers doubtless have resulted in a net loss to those small towns as

2., 5. Ibid, F. 8.

merchandising centers, even though their own population has remained nearly constant. Little River has suffered in this way, and has not benefitted, as have some nearby towns, from increased trade due to oil activity.

### MATERIALS AND METHODS

The methods used in determining the extent of the trade and service territory of Little River, Ecnses, were sim-le and direct. The mailed questionnaire method was rut aside because it was not considered to be derendable for such a local survey. For instance, there is little likelihood that the number of questionnaires which would have been returned, properly answered, would have constituted a truly re-resentative sample. There were several reasons for doubting the devendability of this method. The author was very well secusinted north and east of town but not so well known in other directions. Differences in nationality and religion in different portions of the territory would doubtless have been a factor against securing a belanced sam le in the returns. Important too was the fact that the questionnaire would necessarily have been more lengthy than is compatible with good returns from a rural community such as this.

The general plan of procedure was to get the names of

the customers of a business by taking the names as the customers came to trade on two or more of the principal shopping days, usually Saturdays. The questions on the following blank data form, Figure 2, were answered by interviewing each customer. This information was checked and exmanded by going over some of the business records with the manager. From this information the location of each customer was plotted on a map, and the trade area for this business determined. Slight departures from this plan were found necessary and will be explained as each business is considered.

Converse, in his <u>Elements of Marketing</u>,<sup>4</sup>gives an idea on how the businesses in Little River may be classified, and how to proceed with the study. No says, "This classification may be useful in studying other cities and in classifying small towns and villages. Class A centers handle all of the nine chief commodity lines: food; general merchandise (at least one department, dry goods, goneral, or variety store); apparel (stores carrying clothing, shoes, and so forth, for the entire family); automobiles (at least a filling station); furniture (at least one store in the furniture or furnishing group); building

4. Converse, Faul D., The Elements of Marketing, New York, Frentice-Hall Inc., p 369, 1936.

		Customer
		Location of Customer
	Figure 2.	Receiving over half of Trade
These forms, filled with survey data, compute the appendix of this thesis.	Sample form used in collecting the dath to be used in plotting the outcomer location maps for each bus mess studied.	er for Trading at the B Conter Named
reey	for the such	Trade at tr Increasing
		Trade at the Center named Increasing Decreasing Same

12. ..

materials (at least a hardware store); meals (at least a place where a meal can be purchased, as a restaurant, lunchroom, cafeteria, or fountain); drugs; and jewelry (at least a place where simple watch re airs are made). Class B centers must have stores in seven grouns, Class C centers stores in five groups. If leas than five groups are represented, the section is called a neighborhood development and not a shopping center.<sup>8</sup>

while there is nothing inviolable in Converse's classification and other writers may not agree entirely, still the classification was useful as a general index of community development, and was useful in this study for separating the problem into divisions which could be readily investigated and presented. With this classification in mind, a list of businesses in Little River may be consulted. Table 4 reveals that Little River is a Class B shopping center according to this classification, in that it has businesses in seven of the nine groups listed by Converse.

The competing cities of Lycns, McPherson, and Rutchinson are ranked as Class A centers. Marquette and Geneseo are Class B centers, being directly comparable to Little River in eize and classification of businesses. Mitchell

has only a general store, a garage and filling station, an auto supply and hardware store, and two grain elevators. Samman, Langley, and Grawford are commarable to Mitchell in size and immortance while Mindom's business district includes a moduce and feed store, a barber and beauty shop, a farm immlement and repair dealer, a hardware store - also handling feeds and coal -, two geneeries with meat markets, a cream station, a garage, two filling stations, a restaurant, a bank, a blacksmith shop, a harmess and shoe shop, and a grain elevator.

## Table 4.

# Businesses Operating in Little Liver, Fenses, at the Time of This Study

	Number	
Businesres	Operating	
Grocery store and meat market	2	
Mercantile store (men's, ladies', an		
children's ready-to-wear)	1	
Filling station	4	
Tire and battery shop (also auto and	1	
tractor repairs and repairing)	1	
Carage (auto and tractor repair, far	1	
machinery dealer) Furniture store (furniture and under	-	
taking) Hardware and lumber yard	1	
Lardware, farm machinery, coal	î	
Coal yard	ī	
Ice and coal retailer	ī	
Restaurant	3	
Beer parlor and lunch	1	
Benk	11113112112	
Grain elevator	1	
roduce and feed store	2	
Dry cleaner shop	1	
Blacksmithing and welding shop	1	
Theatre	1	
Shoe repair shop		
Thoto shop (school supplies and nove ties)		
Fool room	1	
Jerber shop (beauty shop e)	2	
Fracticing physician	S	
Dentist	ĩ	
Hotel	ī	
Jospital	1 2 3 1 1 1 1 1 1	
Gas company office	1	
Library	1	
Leekly newspaper	1	

This preliminary survey of materials at hand and methods to be used will be expanded in the body of the thesis.

### FRESENTATION OF FINDINGS

#### Food

Figure 3 shows the plotted results of the survey to determine the extent of the trade area for one of the stores in the "food" classification. This store was Cesignated Food Store A. Customers were listed and questioned on two days in obtaining this information, and then the list of customers was cheeked with the manager of the store. He added a few names to the list, and each oustomer added was interviewed before he was put into the final list. A special effort was made to talk to those oustomers on the outskirts of the eres to determine more closely the breaking points. An examination of the data sheets for this business (Table 5 in the aprendix) will give the reader a rather definite ides of the regularity with which the overage customer traded at this store and also the reesons for trading for food in Little Liver. Ninety per cent of the customers contacted did most of their procery and meet trading in Little River according to their own statements. Those who listed other towns as their princirel trading points for these goods gave, almost without exception, one of two reasons. One group drove to some

larger town farther away than Little River because of what they considered to be better prices, and the other group traded at a similar or smaller town because they were closer to it than to Little River.

Foods, groceries and meats, were usually considered as convenience goods by the group which was questioned. That is, this group usually boucht its proceries and meats at the most convenient market, which in most cases was the nearest town. Relatively few people "shopped" in more distant places for the bulk of their food supplies.

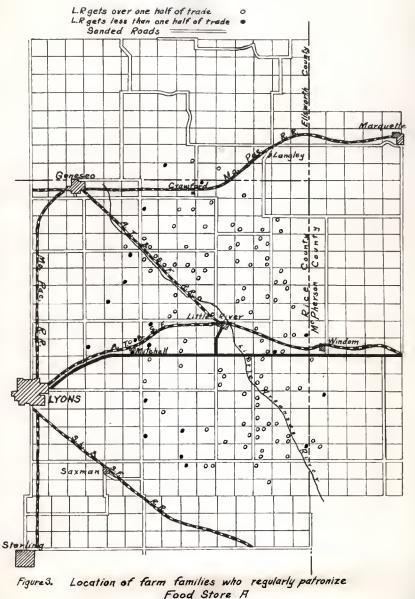
The most difficult question from the standpoint of positive and reliable answers was the one appearing on the data sheet which asked if the percentage of the customer's trade at the center named was increasing, decreasing, or was the same as it had been for a number of years. The trouble was encountered when this was put to those country folks who had lived in the vicinit' for a number of years. Their first enswer was almost invariably, "about the same as always". However, if the question as pressed, practically every one of them recognized the fact that with better cars and better roads they made more trips to make distant towns for various reasons, and that they often bought considerable supplies of fords in these towns. A portion

of those with whom this was discussed still maintained that the amount that they bought thus was inconsiderable, but many agreed that the quantity probably argregated an appreciable amount. The conclusion was that the value of the answers to this question was doubtful, and that probably there were more runchases of foods outside of Little Eiver them was apparent at first.

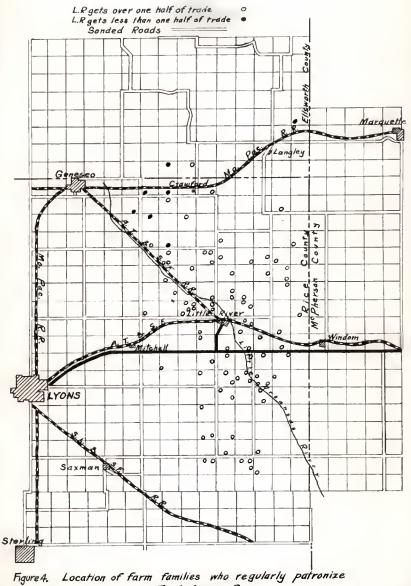
Figure 3 shows a rather bare area immediately around the town, especially to the south, which seemed a bit difficult to explain. It was gratifying from the stand-oint of the validity of this survey to note in Figure 4 that the other grocery and market seemed to draw from this area, thus making the combined territory for the two stores a more continuous one, which was what seemed to be a natural condition.

It was noted in making the study of Food Store B that some names spreared on the customer lists of both stores. This was to be expected and did not make the statements made by the customer as recorded on the data shoets inconsistent, since the question referred to the town in which more then one half of the trading was done, and not to the store at which more than one half of the trading was done.

The data for Food Store B, shown in Table 6 in the



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Food Store B

Aprendiz, and plotted on Figure 4 were taken in exactly the same manner as those for the preceeding store. Further remarks will be deferred until a more complete picture of the situation is available.

## General Merchandise

Had this study been conducted three years ago, it would have included a survey for two stores which carried general merchandise as well as groceries. Since that time, however, both of these general stores had been forced to close because of high overhead, too few sales, and the extension of excessive credit which became uncollectable. These, at least, were the reasons given to the author by the past proprietor of one of the stores during en interview made for the express rur ose of obtaining a first hand statement of the reasons for the store being closed. The store found itself in the resition of being overstocked from the stand oint of the ability to earn adequate returns on the investment and yet of being understocked from the standpoint of ability to satisfy and hold customers. The straw at which the store grasped to save itself was the straw of liberal credit extension, and this proved to be disasterous during the de re sion period beginning in 1929.

The principal reasons given by those who make Little River their trading point for their lack of support of these general stores seemed to attest to the truth of part of the preceeding statement. The complaints generally enumerated were the lack of a wide variety of goods from which to choose, incomplete stocks, and higher prices. Statements of traveling selesmen who made calls at Little River indiceted that similar conditions were found to a varying extent in practically every small town in their territories. The trend seemed to be definitely down for profitable general merchandise stores in all country towns in this vicinity.

### Apparel

Little River had a ready-to-wear store which came under Converse's classification of apparel, but it did not carry a complete stock. For instance, men's suits could be bought only by special order, the more expensive articles of women's apparel such as costs and formal dresses were never stocked, and men's topcosts and hats were never handled. The owner was contemplating enlarging his stock and putting in a general merchandize and dry goods line, but hesitated because of the increase in outlay and look of

room. He had no particular plans for holding or increasing his business other than his -lan of securing what bankrupt stock he could and making his appeal on price and convenience. Although the idea was not stated in so many words, it was evident that the manager was attempting to sell syparel as convenience goods rather than as shopping goods. His store was stocked with articles of apparel which were more nearly standardized as to quality and aprearance, and he left those goods which were more costly and more often selected for their style or individuality to the shops in larger towns. As may be seen by the data in Table 7 in the sprendix, the store's place in the Little Liver Trade Area was one of "filling in" the community's needs rather than that of its principal source of supply. Hardly sayone claimed that the store f rnished more than one half of his apparel.

Figure 5 shows the trade area as plotted from the tabular data of Table 7. The figure shows the store's customers to be rather scattered, hardly forming a definite territory. This situation was believed to be indicative of the trend in demand for "shopping goods" in the country town. It was also interesting to note that the customers who came in more frequently, at least on the days chosen,

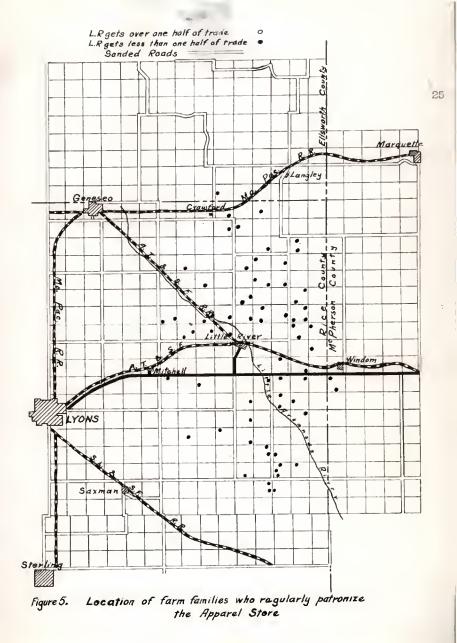
a

were from east of town. If this was representative of the true trend, and it almost certainly was, it probably indicated the factor of convenience, even in the case of shopping goods. Netherson was twenty-two miles east of Little River, and Lyons was only twelve miles wost. Both towns could be reached on good ciled roads, so that the difference in drawing rower was apparently one of relative distances. An added advantage to Lyons was that it was the County Soat of Rice County. These advantares annarently outweich the fact that Melherson was almost twice as large as Lyons.

As in the previous instances, the customers were noted and questioned as they entered the store on parts of three shopping days. The fact that a fever number of customers was listed for this store than for the food stores indicated that purchases of erparel were made more infrequently than purchases of groceries, and also that the total number of customers was smaller for this store.

### Automobiles

Table 4 lists four filling stations, a tire and battery shop, and a carage, all of which were to be classed under the heading of sutemobiles. Two of these filling



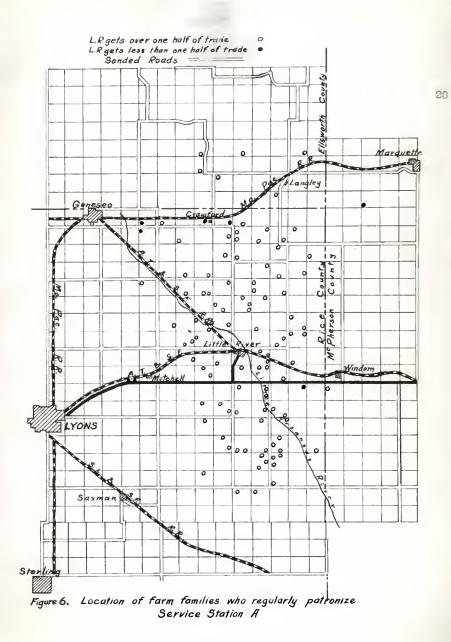
stations operated service trucks which delivered gasoline, oil, and tractor fuel. These two stations did nearly all of the gasoline and oil business, and were the only ones to be considered in this survey. A cursory examination of the cales records of the other two stations indicated that their inclusion would have no appreciable effect upon the service area plotted because their sales were relatively few and came well within the range of the other two stations.

In the study of the sales of these stations a new problem arose. Fatently, the methods used in contacting and listing the customers of the three businesses previously studied could not suffice in this instance. The first atep taken was to obtain a list of true' customers, which was readily available from the true man's duplicate order books. Next, a list of station customers who ran accounts was obtained. The remainder of those listed wore obtained by checking all of the names that had been listed for all business studied toward the close of this survey, and ricking the station's customers with the aid of the memory of the manager. Later most of these were interviewed as a further check upon the accuracy of the list.

Quich and efficient truck delivery service of tractor

fuel ranked high as a reason for trading with a particular filling station. The busiest time for these stations was during the three summer months beginning with the wheat harvest and ending when the wheat was drilled in the fall. The increase in the number of "farm-all" type tractors was lengthening this season and increasing the total gasoline, tractor fuel, and oil sales because of the increased fuel consumed in planting, tending, and hervesting row crops. In the majority of cases, the farmer bought his automobile gasoline and oil at the same station that he ratronized for his tractor needs and truck service.

Figure 6 and Figure 7 show the extent of the territories served by Service Station A and B respectively. Since these businesses carried their services to the customer instead of depending u on their rower to draw the customer to them, it was not sur-rising that the sreas served extended forther from Little River than 61d most any other areas plotted. The extent of the territory in a north and south direction was much proster than it was in an east and west direction, and this was found to be true for all of the areas studied. Three reasons, which cannot be entirely separated, were clearly res ensible for this fact. In the first place, the nearest towns were two or



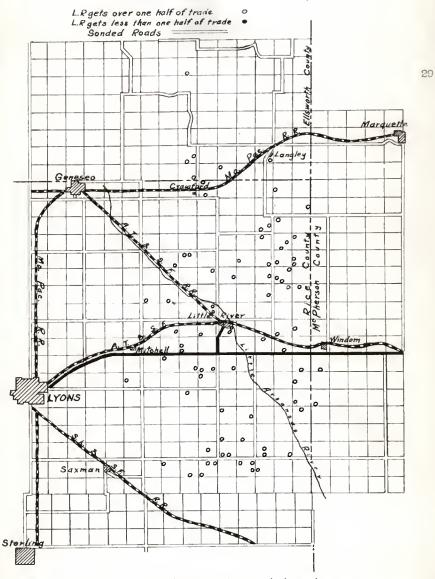


Figure 7. Location of farm families who regularly patronize Service Station B

three times as far away from Little Liver in a north and south direction as were the nearest towns to the east and west. Also, the larger towns, those which Converse chooses to call class A trading centers, were only helf as far away to the east or west as to the north or south. The third reason for the greater length than breadth of the trade and service territories of Little River was that the best roads left the town in an east and west direction. This condition doubtless existed in part because of the first two reasons given. These facts, and the discussion which follows pertain, not only to the business under consideration now, but to all of the businesses studied. The tendencies become increasingly evident in the following figures, so they may as well be considered at once.

Feerle who lived principally in an easterly or westerly direction from Little Niver found it convenient to drive to the oiled highway, U.S. SON, and then turn toward Little Niver or in opposite directions toward bindom, Conway, and McDherson or toward Fitchell and Lyons as the case might be. With the double advantage of size and of being County Sest towns, Lyons and otherson tended to narrow the trade area of Little Niver for anything which had the characteristics of a shopping good. For conven-

ience goods, the effect of Lyons and Netherson was less but the competition of the intervening small towns was greater.

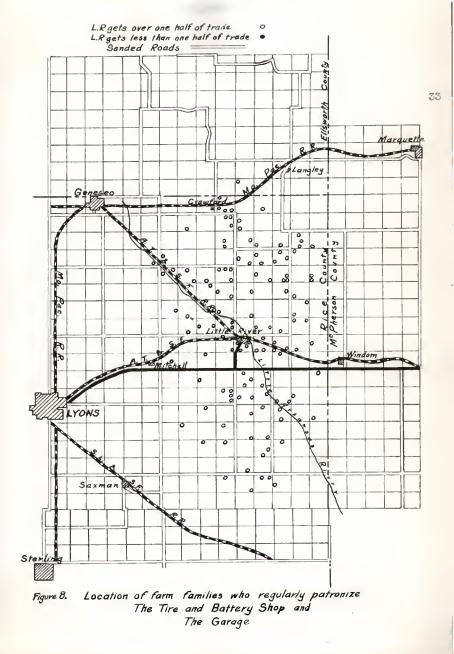
Those who lived vrincipally in a northerly or southerly direction from Little River and were within the area where they would be drawn at all toward Little River, also found it convenient in many instances to follow a sanded county road to U. S. 50% and then to follow it to a shopping center. However, by the time they had arrived at this highway, they found themselves relatively close to Little River, a drive of several miles behind them, and yet some distance from a competing town, and so more of them turned on the good road to Little River.

This explanation, although valid, still does not explain the isolated customers of the service stations north of Little River, who were well within the normal trade areas of other towns. These customers claimed better truck service as their reason for trading with the Little Eiver organizations, and they also pointed out that it was only a few miles farther on from the last true: customer to them. The truck men themselves, admitted that they made some such trips that did not pay, but they continued because they hoped to build up their trade in that vicinity.

The figures make it look as though the trucks made long drives for a small recentage of the business, but the country beginning eight or ten miles north of Little River was sparsely populated, a ranch country, and sales were large although the number of customers was small.

A study of the tire and battery shop and of the garage was next in order. These businesses were operated by one family. Located directly across Main Street from each other, the mechanics worked in either place in which they were needed. Both businesses serviced automobiles, trucks, tractors, combines, and other farm machinery. Whe did a tire, battery, and mate accessory service while the other dealt in farm machinery, parts, and retains. Both places held a sub-agency for Chrysler wroducts, but kept no ears in stock. For these reasons the customer lists obtained from their ledgers, from their managers, and from interviews with residents of the general trade territory, were considered together. So Table 10, in the Appendix, and Figure 8 give data for both of these establishments.

The stock of repairs or the facility with which they could be obtained, the resultation of the mechanics, and the convenience in times of rush or breakdown were the reasons predominating for patronizing these businesses.



Both customers and managers of the businesses voiced an opinion that a good welding and machine shop in Little River would hely their business materially. The only thing of that nature in Little Hiver at the time of this survey was the blacksmith and welding shor which was not ocuirped to do velding or machine work of a very elaborate nature. Esced with the necessity of going elsewhere for such work in many instances, the farmer also bought his machinery and remain service at the same place. These repairmen stated that farmers generally took a broken part to some shop for repair and naturally bought those parts which could not be remained at the same place. These small sales naturally established a relationshir which resulted in many major rurchases of machinery iron the same dealer. Firure 3 shows a trade area for these businesses which, while not as extensive as some others, is fairly compact and continuous. It maintains the same general share as the others, and could probably be extended by some move such as sugrested by these specially interested.

### Furniture

The sales area of the furniture store could not be plotted on the forms which have been used. The data,

Table 11, were not even taken with the same degree of care as the other data. Furniture sales were entirely too slow to allow a first hand tabulation of sustemers, and the manager's statement that very little of his business was strictly each seemed to indicate that the ledger would yield a true samele of his customers. Table 11 shows the results of checking the ledger, and the day-book entries for the past few months. Since the customers with Little River addresses were so numerous, and since they merged with the names of those having addresses of other towns without showing any sign of giving a breaking roint, the Little River customers are omitted from Table 11.

For the convenience of the reader, Table 11 may be simplified in the following manner:

Customers with Lindon address 20 Customers on Windom rural route 14 Customers with Lyone address 70 Custovers on Lyons sural route 15 Customers with McIherson address 51 Customers with lonan address 3 Customers with Convey address 11 Customers with Nutchingon address 5 Customors with Merquette address 5 Customers with Geneseo address 17 Other torns appearing on the ledeor are Canton, Galva,

Ellsworth, Ellinwood, Mitchell, Langley, Stis, Great Bend, and Wichita.

The wanager affirmed that those names in his ledger were bone fide customers with active accounts. His errla-

nation of his large trade was simply that he had furniture priced right and that he would trade in any old furniture. At this time he had three old buildings stored full of new and used furniture. Other business men attested to the magnitude of his business, stating that he has regularly loaded and delivered from one to three truck-loads of furniture almost deily.

The lower prices of the store were penerally known emeng everyone when the author interviewed in trying to determine the reason for such a large to deterritor. "one complaints were to be heard concerning the grade of merchandise handled but that is probably true of practically any busines which enjoys large volume of sales at prices somewhat below the everage rice in the field. The continued volume of business enjoyed b this store indicated that the merchandise was satisfactory to the wajority of its customers. Within the usual trade territory of Little Hiver, few saw how the store showed a profit, and yet agreed that the business must have been profitsble, since it had maintained itself with an unquestionably large volume of business for a number of years.

In this study it was refreshing to come across such a case, and yet it seemed to add little to the problem at

hand, unless it was that usual trade territories could be greatly expanded if proper tactics were used.

## Duilding Materials

Under this group Converse requires, "at least a hardware store". Since one of the hardware stores in Little River handled coal and farm machinery, and the other handled lumber; the coal yards, and the ice and storage rlant, which also handled coal, will be discussed under this heading too.

Since business was slow and sales relatively few in the hardware business the store manager went through his ledger with the investigator, and picked these customers whom he considered regular and active successors of his goods. The ariginal plan was to extend this list by questioning pee le about their hardware successes when they were interviewed for some other business, but it exceed that the hardware ledgers gave quite a complete list of out-of-town customers, and very few were added in the manner proposed.

Tables 12 and 13 show the data for the two hardware stores. The territory for Herdware A, which handled hardware, farm mechinery, and coal is plotted in Figure 9.

The territory drawn upon by Lordware B is shown in Figure 10. Both Windom and Mitchell, the necrest towns, had hardware stores, and yet many persons, when questioned, mave their reason for trading in Little River hardware stores to be that they were the closest hardware merchants. On several such occasions when it was known that the customer really lived closer to one of the other towns, he was questioned concerning his statement. It was revealed that the herdware stores in these smaller towns were not fully stocked. By claiming, mistokonly it would seen, that he traded in Little River because it contained the nearest herdware store fully equipped to care for his meeds, the oustomer would on lain himself. At first it seened surprising that hardware stores were so often found in the very smallest towns, but upon second thought, one of the most frequent meeds of the farmer is some small reveir or implement from such a store. Indeed, such articles pertake of many of the characteristics of convenience goods.

Since the one herdware store handled coal, this may be the proter clace to inject a brief note about the coal yord and the ice and storage plant. Neit or clace did a very large business nor kept much of a record of what was done. The ice and storage clant was originally designed

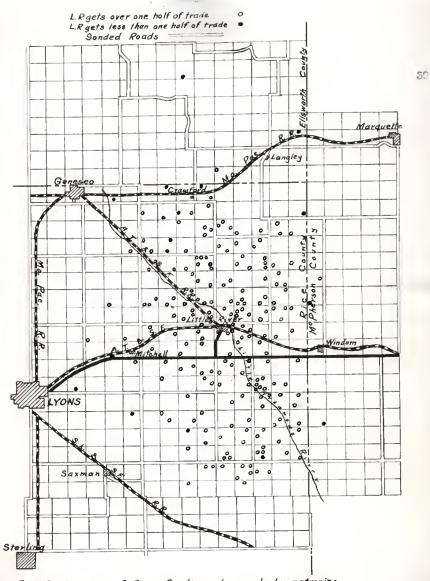


Figure 9. Location of farm families who regularly patronize Hardware Store A

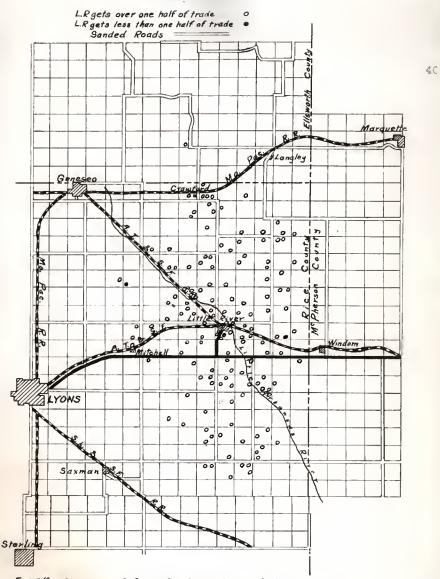
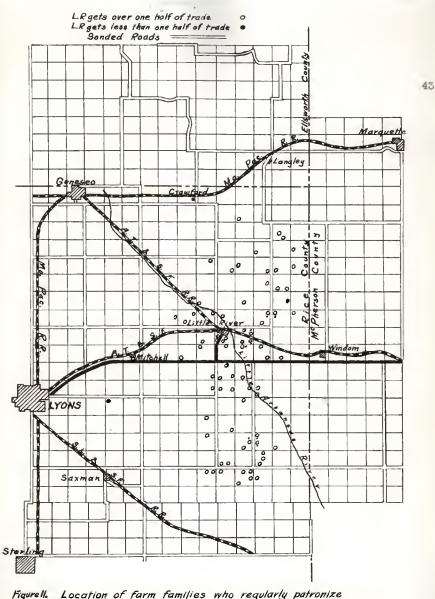


Figure 10. Location of farm families who regularly patronize Hardware Store B

as an emmonie flant for ice and cold storage. For some time the orld storage arece was rented to merchants and frimers, and the mechinery was kert in running condition. Several years ago, however, the orderation of the ice-making machinery was discontinued, and ice was shirped in and stored in the cold room for resale. The temperature in this ice storage, with no artificial refrigeration, was herdly low enough to make good storage and so the storage business was exceedingly small. To state definitely the reasons why the ice and stors o plant ceased to operate its refrige sting mechinery is difficult. The opinions of those men who cared to discuss the matter with the author were that no one reason was the answer, but rather that the cumulative effects of several develorments were to blame. These may be summarized as follows: 1. The town meat markets installed mechanical refrigoration . lents of their own which were large enough to afford a cold room for their home killed mests and fresh fruits on. veretables. It was only natural too that these shore were villing to accommodate their customers by storing meet for them when they butchered. 2. Nechanical refrigoration replaced the ice box in the homes of the town. 3. For some reason, which need not be discussed here, the practice of butcher-

ing his stoc' for ment on the farm declined ramidly with a resulting decrease in decand for cold storage feoilities. 4. Improved means of trans ortation made possible ice routes from larger tlants to serve the mural communities. Lecently, truc's from "utchinson have established rural ice routes throughout the country, leaving only a very small sale of ice for the local retailer. This loft the chal business the sain-star of the mlant, and it was divided with the two other dealers. Within the last yeer gas had been -ired into the town and rast some of the country homes, and it was readly curtailing the town coal trade. In the country, drouth had billed many trees, and the devression had made every farmer short of cesh. The result was evident. The farmer was seving these trees into fuel, further reducing the demend for coal. Table 14 lists the customers of the coal yard, and Trble 18 lists those of the ice and storege commany. This does not mean that no other rural peorle boucht mything from these businesses, but the lists show the ones who really ourchased regularly, and kent the businesses open. The territories are plotted torether in Figure 11.





Leals

Little River had three restaurants, and one beer parlor and lunch. In following Converse's suggestion as to what comprises a shopping district, these restaurants must be mentioned; but in plotting the trade and service territory of Little River they furnished little or no help. They zerved few people in a day, and these mostly a scattering of town people, a railroad crew, or some traveling men. When the rural resident of the vicinity partake of one of his infrequent meals in town, he was likely to make an occasion of it by going to some larger and nicer restaurant in Lyons, McFherson, or Hutchinson. The sales of tobacco and candies were made to people who were slready in town, and have been listed under other businesses; hence, nothing was to be gained by a further etudy of the restaurant business in Little River.

### Drugs

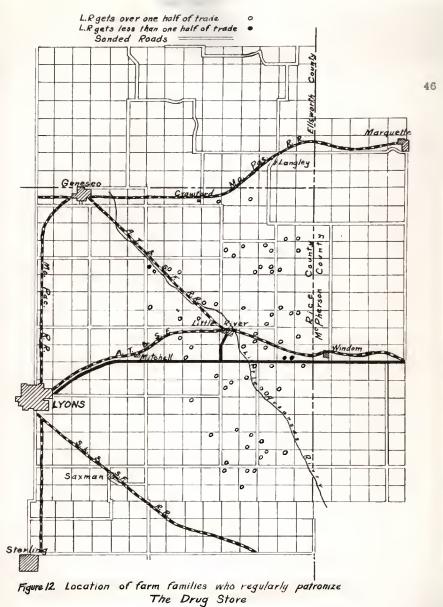
Sales of the town's drug store were studied by listing and questioning these people who were seen entering the store during parts of three shopping days. It was thought best not to supplement these dats from the ledger

since it was so voluminously full of old, inactive seconds that any selection which might have been made would have been no better than the incomplete data which were already at hand. These data, tabulated in Table 16, and plotted on Figure 12, are considered to be a fair sample, although not a complete list of customers.

#### Jewelry

Little River had no jewelry store. The drug store and the hardware stores sold some watches, knives, and other chearer qualities of jewelry, but Converse holds us to "at least a place where simple watch repairs are made".

This completed the list of nine chief commodity lines in Converse's classification as quoted on Fage 11 of this thesis. In Little River, and other small towns in this vicinity, however, there remained several businesses which were in ortant to the welfare of the town because of the services which they rendered. A study of the trade and service territory about any town would be incomplete without a study of the territories served by these other businesses.



## The Bank

The first of these service businesses to be considered was the bank. The list in Table 17 was taken as given to the author by a bank employee from a list of balance sheets which had been brought up to date for the menth of Decenber, 1937. No one was questioned about his benking habits, and the location of those who had not been located previously was obtrined from information on file in the offices of the County Clerk and County Tressurer. Firure 13 indicates a tendency for the bank's territory to be cut short on the east, and to extend farther than many of the territories to the west. The bank employee who sided in this matter explained this fact by stating that there was a bank in Mindows, but none in Mitchell. Fersonal friendships, and confidence in bank officials are arearently more effective in drawing business to a bank then the same feelings would be in attracting business to most other enterrises.

## Froduce Companies

The farmer need some place to sell his cream, poultry, and eggs. He sloo needs to buy the manufactured and

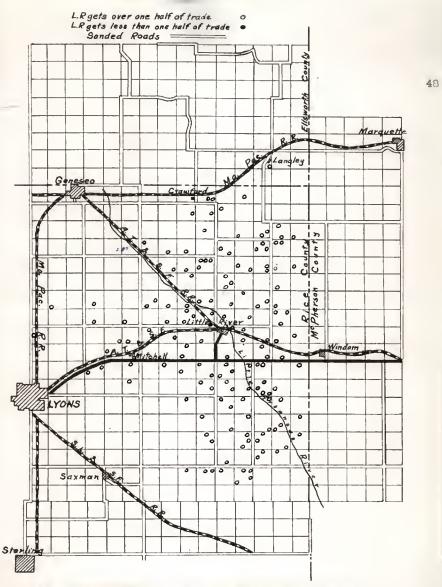


Figure 13. Location of Farm Families who regularly patronize The Local Bank

concentrated feeds for his livestock. These services were rendered by the produce houses, or cream stations.

Froduce Company A kept a day-book into which every transaction went, along with the name of the customer. This made it easy to list the customers of this business, and the list is tabulated in Table 18.

Froduce Company B kept no such day-book, hence a list of its customers shown in Table 19 was obtained principally from the ledger and the memory of the manager.

The territory served by these two organizations is shown in Figure 14.

#### The Elevator

A basic reason for the existence of many of the small towns in central and western Eanses was to formish a merket for the wheat which was raised. The elevator was one of the most 1 portant businesses in any of these terms. A glance at Table 20 indicates that the proximity of the elevator, the roads to the elevator, the price paid for wheat, the storage charges, and the banking connections of the farmer were the important considerations which determined the trade territory of the elevator. Windom and Crawford often paid a cent or two per bushel more than the

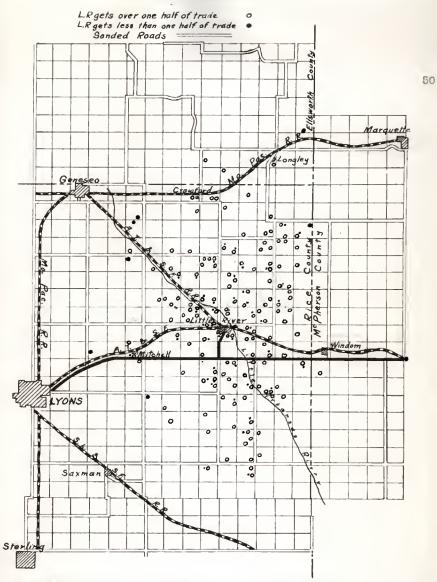


Figure 14. Location of farm families who regularly patronize Produce Stores A&B

price offered at Little Hiver, while the local elevator relied upon its storage facilities and free storage to draw wheat. The resulting trade territory is shown in Figure 15.

#### Dry Cleaner

Since Lyons had the nearest dry cleaners shop to Little River, the territory of the local shop was plotted. The tebulation, Table 21, was made for the author by the manager of the shop. It is impossible to say just how complete the list is, but it is probably reasonably inclusive. The manager stated that he believed that he had a few more regular customers, but that he could not recall their names at the time. Figure 10 shows the territory plotted on the man form.

## Miscelleneous

The remainder of the businesses enumerated in Table 4 (Fage 15) were these which were not listed by Converse as being of fundamental importance in making a shopping conter, and were not added by the author in his study of the Little fiver trade and service territory. They were considered by him to be of a contributory nature; they added

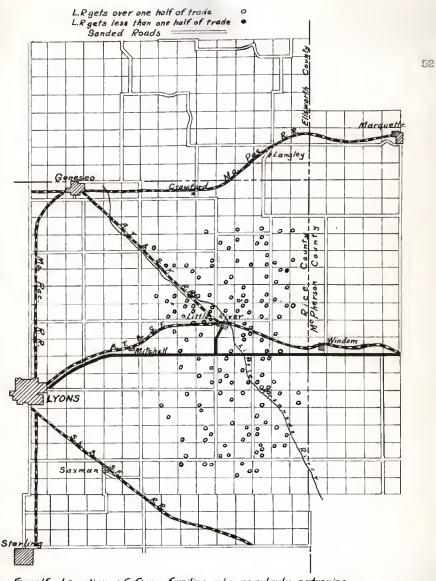


Figure 15. Location of farm families who regularly patronize The Grain Elevator

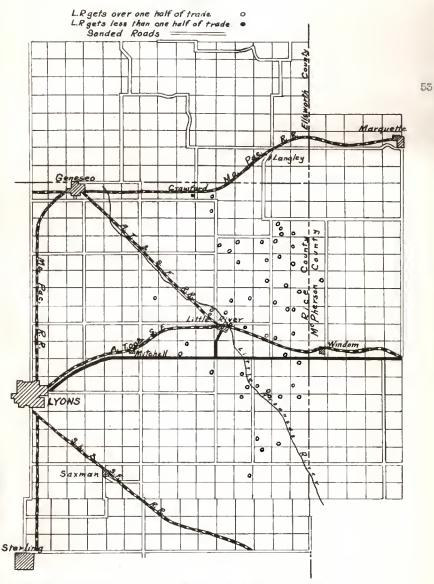


Figure 16. Location of farm families who regularly patronize The Dry Cleaner's Shop

to the desirability of establishing Little River as a trading center, but did not, in themselves, arrear to extend the territory. They were matronized by those who made Little River their trading center, they helped to maintain the territory of the businesses studied, but apparently did not extend the bounds of this territory. For this reason, and also because of the difficulty and probable inaccuracy entailed in making a detailed study of then. it was deemed best to discontinue the survey at this point. Two of the three precticing physicians were arproached, with the purpose of obtaining a tabulation of their petients, but their records indicated such an inconof any matter of anos and 2 outloss for platter that the ider the allowing of Bany persons named in the surveys of practically all of the businesses studied were known to get their medical aid from Lyons, Sterling, and Hutchinson doctors; and, many persons whose names did not appear in the survey ratronized local doctors.

It was easily evident that the patrons of the shoe shop, photo shop, pool room, barber and beauty shops, and library were those who made Little River their trading center, and that these enterprises were not in themselves the factors which attracted trade to the town.

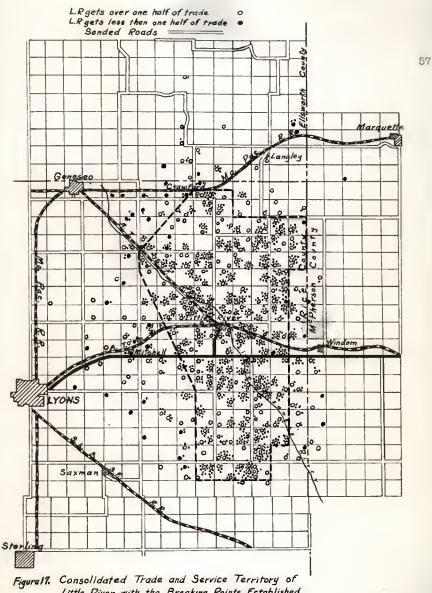
The theater was li ewice dismissed on the grounds that it served the community in the capacity of an auxiliary service for those who traded in the town anyway, and also because of the difficulty of obtaining data.

# SUMMARIZATION OF TRADE AND SERVICE TERRITORY DATA

There remains now the problem of using the sum of the information collected to determine the true trade and cervice territory of the town, and to draw pertinent conclusions. Two methods were considered in determining how to best use the information at hend to outline the existing trade territory. One method would have been to map the territory by sections, marking sections by different conventional markings according to the number of different services Little River furnished to residents of that section. This method was discarded for two ressons: first, because nearly every one of the surveys represented only a large sample of the customers of the business, and did not presume to list one hundred per cent of those who patronized the business; and, second, becruse it would be impossible for the reader to determine whother the differences in the markings for any two sections indicated real

differences in the importance of Little River as a trading center or merely a difference in population within that aquare mile. If this method had been used it would have been necessary to show the number of services rendered by the business men and merchants of Little River to each section as a percentage of the total services required by those living within the section under consideration. Some more direct method of summarization seemed to be more in keeping with the purces and method of this study.

The second method considered, and the one actually used, was to plot all names which were plotted in Figures 5 to 16 inclusive, on one map. This was done in Figure 17. When one person's name appeared more than once a dot was placed beside the regular mark indicating the first appearance of the name, perhaps not on the exact location of the building spot, but at least in the same section or half-section. The heavy, dashed line on Figure 17 locates, with reasonable accuracy, the breaking point between the trade territory of Little River and that of surrounding towns. The purpose of this line is to indicate as accurately as possible, the region where Little River and its principal competitors became equally important as trade and service centers to the potential customer. From this



Little River with the Breaking Points Established

region, one half of the trade went to Little River, and one half went to its commetitor.

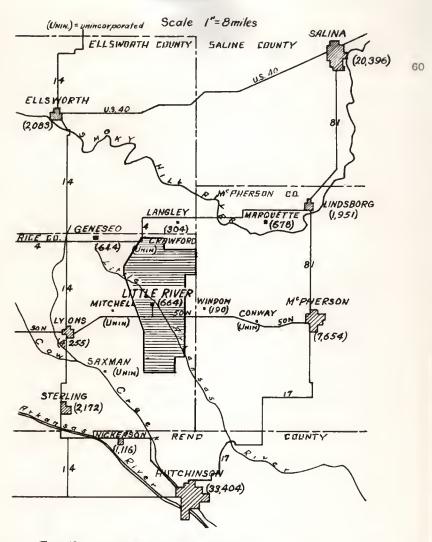
with this breaking point line established and drawn in Figure 17, one of the most important marts of this study was committed. For this reason, all presible care was utilized in locating this line on the true breaking point between the territories of the commeting towns. A good indication of the position of this line was first obtained from the individual plottings made in Figure 17. However, the plottings were so scattered on the vestern side of the territory that it was necessary to drive back and forth scross this whole side, stopping to make inquiries at intervals, to determine the true breaking point. There is still some question about the division between territories at the north-west corner of the Little River territory, but the area in question here emounted to no more than two sections at most.

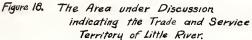
The breaking-point line on the south and east side of the territory was much more sharnly defined. There was no question at all as to the location of the breaking point on the south, since the territory broke off abrurtly at the north edge of the Arkansas River Valley sand hills. The eastern line was not quite so easily established but it

was eventually placed in a position which included within the territory about as many families who traded at some point other than Little River as it cut out of the territory those who traded principally at Little River. This was easily done when the number of families who lived in each section in the vicinity was known.

Figure 17, then, shows the Little fiver Trade and Service Territory, and the breaking points, based on an average of the individual territories studied. Naturally, some territories extended much farther from the town than did others. Business men may check their own territories, and analyze their efficiency at drawing trade. Those who have territories extending beyond the breaking point should analyze the reasons. Is it because of the efficiency of their own business, their advertising skill, lock of competing enterprises, or because of the peculiar promerties inherent in their special business? Those whose territories fall short of the breaking point of the average should study the same problems. If people came to Little hiver for certain goods or services why did they not obtain other needed services or goods at the same time?

Figure 13 shows the trade territory of Little Biver on a map of the general area. From this figure it is eas-





ier to great the relative importance of Little River as a trading center in the whole territory.

## CONCLUSIONS

The stated "urposes of this study were to determine the size and shape of the Little River trade and service territory, and to locate the breaking points; to discover the factors which determine this territory; to discover the present trend of change if possible; and to determine some factors which will be important in maintaining and extending the territory. The wish was also as reased that some of the information collected in this study would be of use to some of the members of this and other small communities, and also to other investigators who may conduct a related research.

The size and shape of the territory have been determined, and the breaking points located. The territory was from fourteen to sixteen miles long and from three to eight miles wide. This included territory somewhat over one-half of the way to Geneseo, about one-half way to Marquette, three-fourths of the way to Mindom, one-third of the way to Sutchinson, and one-half the way to "itchell or one-fourth of the way to Lyons.

The breaking point between Little River and Windom was much more clearly defined than was the one on the west side of the territory. This may indicate that the break east of town was between Little River and Windom, while that west of town was more or less obscured because it was in reality two breaking points; that between Little River and Mitchell, and also between Little River and Lyons. This is an interesting difference, and one to which Little River merchants should give some thought. Shall the Little River merchant attempt to extend his territory to the east in competition with a smaller town which has a rather definite trade area, or shall be use his sovertising to attempt to maintain or extend his territory to the west in Cirect com etition with Lyons? Which would be the more effective? It is a grobles in market research which should be attempted by an enterprising group of merchants. Apparently the limits of the area to the south and even to the north are more definitely fixed and would be less responsive to special efforts of Little River merchants. And then, too, the trade is already going to Little River from a distance north and south of the town so great that it is equally as close or closer for the individual to go in some other direction to a similar or larger town.

Before attempting a statement concerning the trend of Little River as a trading center, present and future, some background for our thinking might be obtained from some statements made by contemporary writers on the general field of marketing. After all, this study does not show a trend, but only gives something of the general feeling of those who have been in business long enough to note the trend. In talking with these men one will gather that business has decreased in the past fifteen years because of a small decrease in rural population, the progressivo decrease (fancied or real) in the value of the farmer's dollar, nower farming, which has done away with large harvest and threshing crews, and automobiles and good roads which have taken the trade to larger towns.

Clark says, "There has been a decided shifting of trade in certain lines of merchandise away from the small centers to the larger shopping centers. Cross-roads stores, village stores, and small-tewn stores have lost trade to stores located in county seats and other cities from 5,000 to 25,000 population. --- These channes have been taking place for a number of years, but have been particularly rapid since 1920.

"On the whole the stores which have suffered most from this shift in consumers' buying habits are those in the towns of less than 1,500 population, and particularly the very small villages with 500 people or less ------

"There are a number of reasons for this change in buying habits and a consequent widening of retail trading areas, mong which are the following: (1) The construction of good roads and the common use of automobiles are the most important causes. ---- (2) The wide distribution of market nows ----- (3) The display of the latest fashions in the 'movies'---- (4) With the stread of the rural free delivery for mail many farmers had no occasion to go to the nearby village. This made it unnecessary to make frequent trips to the post office, and the less frequent shopping trips banded toward the larger towns, thereby reducing the trade at the smaller centers."<sup>5</sup>

From another recent book on marketing comes this quotation. "The subemobile and raved reads have very greatly extended the trading areas of the larger cities. There were literally thousands of thriving little towns in the

5. Clark, Fred E., Frinciples of "erseting, New York, Macmillan, 1932, pr. 290-202.

early part of this contury, but now a great many of these towns have been reduced to a school, a few gas stations, and stores selling other merchandise which is used by the traveling public. Cities large enough to maintain good hotels, theaters, and well-stocked stores have gained by the greater case with which customers may come. In other words, their trading areas have been extended to cover the territory formerly supplied by the small stores in small towns, villages, and hemlets."

Elliot and "errill say, "The economic raison d'etre of hundreds of small towns is slowly disagreering."<sup>7</sup> Fegarding this statement the authors mention the relative decline in the price of farm products, the "folk depletion" of the country, and the dirth of retired farmers who ence moved into the small towns.

These quotations seen pessimistic to the small town resident, and yet they are the same facts which Little River merchants have noted. Their validity cannot be denied. They must be faced if those in small towns are to protect their investments.

6. Agnew, Hugh E., Jenkins, Nobert B., Drury, James C., Cutlines of Marketing, New Yor' and London, McGraw-Hill Book Company, Inc., 1936, p. 257.

7. Elliot Merrill, Social Disorganization, New York and London, Maryer Bros., 1954, p. 614.

What then of Little River? It is not exempt from these influences. And yet it is located between two smaller towns. Alert business men can benefit for a while from the decay of these smaller towns. A share of the demand for cortain services and convenience goods will probably pass from Window and Mitchell to Little River, and later merhaps it will pass from Little River to Lyons, "efferson, and Hutchinson. The rayidity with which Little River loses trade to these larger towns will doubtless be in inverse ratio to how well it cares for the trade and for the wishes of its potential customers.

Little River business and professional wen are taking some stope to maintain the town as an active center as long as it is of service to the community. Some of their activities may be uscless, some may even be harmful, but many are right and a marently are helping to maintain this particular country town in its position of being indispensible to its community. Some above which are being taken to prolong the future of Little River wight be mentioned.

A nowly formed Liers Club is promoting community activities and entertainments to make shopping trips to Little River more pleasurable occasions.

Dusiness men are fighting to keep a picture show and

GG

some other declining businesses open so that Little River may offer a more complete list of services to Fotential customers.

Business men are studying their sales areas with an idea of maintaining or extending them by use of new sales devices.

Business men are basing their cales a youls on community pride and community activities as well as upon convenience.

The High School is broadening its services and is offering more courses which have appeal and value to farm yout, a d it is takin an increased part in community activities.

Such are the attempts at present to make the country town of Little Liver an attractive, pleasant, and interesting place for country people to gather, visit, and buy.

# ACTION'LEDONETT

The writer wishes to express his appreciation to Dr. W. E. Orizes, head of the Department of Economics and Sociology, for his suggestions and guidance at the beginning of this study; to C. K. Ward, instructor in the Department, for his patient and painstaking help in the elimination of errors and in the presentation of the desired thought; and to the business men and customers of Little River for their co-operation which made the data available.

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APPENDIX

Table 5

Customer List for Food Store A ----- Orocery and West Sales

r         Lutten         half of Trede         Contor Named         Increasing         Decreasing         Decrecasing <th></th> <th>Location of</th> <th>Name of Center Receiving over</th> <th>Customer's Aegson for Trading at the</th> <th>Is the % of Trade et th</th> <th>Is the % of Customer's Trade at the Center named</th> <th>hed</th>		Location of	Name of Center Receiving over	Customer's Aegson for Trading at the	Is the % of Trade et th	Is the % of Customer's Trade at the Center named	hed
51     54     Lyona     Lyona     Bigger place       35     8 4     Lyona     Lyona     Closer     Closer       3     8 4     Lyona     Lyona     Closer     Closer       5     8 5     Lyona     Closer     Closer     X       5     8 5     Lyona     Closer     Closer     X       5     8 4     Little River     Closer     Closer     X       5     8 4     Little River     Closer     Closer     X       5     2 5     1     River     Closer     Closer       7     3 1     Little River     Closer     Closer     X       7     3 1     Little River     Aset or then Kiadom     X       7     3 1     Little River     Aset or tool     Aset or tool       1     8 1     Rindom     Relatives fin L. R.     X       7     8     Rittle River     Relatives fin L. R.     X       1     8     Rittle River     Relatives fin L. R.     X       1     8     Rittle River     Relatives fin L. R.     X       1     8     Rittle River     Relatives fin L. R.     X       1     8     Rittle River     Relatives fin L. R.	Customer	Customer	half of Trade	Conter Named	Increasing	Decreasing	Seme
3     3     4     Lyons     Closer     State     Lyons     Lyons </td <td>-</td> <td>5% S 42</td> <td>Lyons</td> <td>Bigger place</td> <td></td> <td></td> <td>н</td>	-	5% S 42	Lyons	Bigger place			н
2     N FN     Lyona     Better bargains     X       5     N SE     Little River     Little River     Closest     Little River     Closest     X       5     S S S     Little River     Closest     Closest     Closest     Closest     X       5     S S S     Little River     Closest     Closest     Closest     Closest     X       5     S S S     Little River     Closest     Closest     Closest     X       7     S S S     Little River     Boyt brook     Closest     X       1     Little River     Rinto     Relatives in L. A.     X       1     S S S     Rinto     Relatives in L. A.     X       1     S S S     Rinto     Relatives in L. A.     X       1     R N     Little River     Relatives in L. A.     X       1     R N     Rinto     Relatives in L. A.     X       1     R N     Rinto     Relatives in L. A.     X       1     R N     Rinto     Relatives in L. A.     X       1     R N     Rinto     Relatives in L. A.     X       1     R N     Rinto     Relatives in L. A.     X       1     R N     Rinto     Relatino <td>4 6</td> <td></td> <td>Lyons</td> <td>Closer</td> <td>н</td> <td></td> <td></td>	4 6		Lyons	Closer	н		
* N % % % % % % % % % % % % % % % % % %	2 1		Lyons	Better bargains	н		
<pre>8 N SE Little River 8 N Little River 8 S 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2</pre>		A 10 20		Closest			H
3     H 14     Little River     Cloeet       3     5     1     Little River     Cloeet       3     5     1     Little River     Chindre River     Chindre River       5     5     1     Little River     Chindre River     Chindre River       5     5     1     Little River     Chindre River     Chindre River       7     5     1     Little River     Detter rouds     Little River       7     5     1     Little River     Detter rouds     R       7     5     1     Little River     Detter rouds     R       7     5     1     Little River     Dester rouds     R       7     5     1     Ribtle River     Dester rouds     R       7     5     1     Ribtle River     Dester rouds     R       7     5     1     Ribtle River     Dester Rouds     R       8     1     Ribtle River     Dester Rouds     R       8     1     Ribtle River     Dester Rouds     R       8     1     Ribtle River     Dester Rouds     R       1     8     Ribtle River     Dester Rouds     R       1     8     R     Little River <td></td> <td></td> <td></td> <td>Closet</td> <td>-</td> <td></td> <td>н</td>				Closet	-		н
5 8 4 8     Little River     Better then Viadom     X       5 5 18     Little River     Better then Viadom     X       7 5 18     Little River     Bouter then in School     Chidden in School       7 5 18     Little River     Bouter then in School     X       7 5 18     Little River     Bouter then in School     X       7 5 18     Little River     Better rouda     X       14 5 5     Little River     Better rouda     X       15 5 5     Little River     Better rouda     X       15 5 5     Little River     Best place close     X       1 8 13     Little River     Best place close     X       1 8 14     Little River     Best place close     X       1 8 14     Little River     Close     Close       1 8 1     Little River     Close     Close       1 8 1     Little River     Close     Close       1 8 1     Little River     Soya in school     X       1 8 1     Little River     Close     Close       1 8 1     Little River     Doya in school     X       1 8 2     Little River     Doya in school     X       1 8 1     Little River     Doya in school     X       1 8 1     Conventabor <td></td> <td>S N 142</td> <td></td> <td>Closet</td> <td></td> <td></td> <td>H</td>		S N 142		Closet			H
<pre>5 3 2 % Little River 5 3 1% Little River 7 3 2% 7 3 1% Little River 7 3 1% Little River 7 3 1% Little River 9 % N % Little River 7 3 % Little River 7 3 % Little River 7 3 % Little River 7 3 % Little River 1 % 1 % Little River 7 3 % Little River 1 % 1 % Little River 7 % N % K 1 % Little River 7 % N % Little River 7 % N % Little River 1 % 1 % Little River 7 % N % Little River 7 % N % Little River 1 % N % Little River 7 % N % Little River 1 % N % N % N % N % N % N % N % N % N %</pre>	2.			Better then Wisdom	н		
<ul> <li>5 118 Little River</li> <li>5 218 Little River</li> <li>7 5 218 Little River</li> <li>7 5 218 Little River</li> <li>8 134 Concesson</li> <li>9 14 5 5 18 Little River</li> <li>9 14 5 5 18 Little River</li> <li>14 5 5 18 Little River</li> <li>15 5 18 Little River</li> <li>15 5 14 1 1 Little River</li> <li>15 5 14 1 1 Little River</li> <li>15 14 1 1 Little River</li> <li>15 14 1 1 Little River</li> <li>16 14 1 1 Little River</li> <li>17 5 5 14 1 1 Little River</li> <li>18 14 1 1 Little River</li> <li>18 14 1 1 Little River</li> <li>18 14 1 1 Little River</li> <li>19 14 1 1 Little River</li> <li>19 14 1 1 Little River</li> <li>19 14 1 1 Little River</li> <li>10 000000</li> <li>10 00000</li> <li>10 000000</li> <li>10 00000</li> <li>10 0</li></ul>		200		Children in School			H
7     5     2.8     Little River     Lawye have       7     5     1.8     Little River     Little River     Extends there       9     8     1.4     Rite River     Extends there       9     8     Little River     Extends there       1     5     8     Little River     Extends there       1     8     8     Rittle River     East place close       1     8     8     Rittle River     East place close       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8     8       1     8     8     8 <td></td> <td></td> <td></td> <td>Boy in School</td> <td></td> <td></td> <td>н</td>				Boy in School			н
<pre>7 3 14 7 3 14 8 8 8 8 8 8 14 14 8 14 er 7 8 8 14 14 8 14 er 7 8 8 14 14 8 14 er 7 8 8 14 14 8 14 er 1 8 14 1 1 8 14 1 8 14</pre>	10.	2 2 2 2	Little River	Alwys have			н
5 H 3 W     Geneseo     Better rouds       9 H     Little Hiver     Little Hiver       14 5 S M     Little Hiver     Conventence       7 5 S M     Little Hiver     Conventence       7 5 S M     Little Hiver     Best place close       7 5 S M     Little Hiver     Best place close       1 8 1 W     Little Hiver     Best place close       1 8 1 W     Little Hiver     Best place stond       1 8 1 W     Little Hiver     Conventence       1 8 1 W     Little Hiver     Best place stond       1 8 1 W     Little Hiver     Best place stond       1 8 1 W     Little Hiver     Best place stond       1 8 1 W     Little Hiver     Close as any       1 8 1 M     Little Hiver     Boys in school       1 8 1 M     Little Hiver     Boys in school       1 8 1 M     Little Hiver     Boys in school       1 8 1 M     Little Hiver     Boys in school		7 3 14	Little River	Friends there		м	
9 N     Little Niver     Relatives in L. R.     X       15 Six     Nindom     Conventence     Conventence       7 S Six     Little Niver     Best place close     X       1 S Six     Little Niver     Best place close     X       1 N L     Little Niver     Best place close     X       1 N L     Little Niver     Best place sround     X       1 N L     Little Niver     Best place sround     X       1 N L     Little Niver     Course memory     X       1 N L     Little Niver     Course memory     X       1 N L     Little Niver     Course memory     X       1 N L     Little Niver     Close as any       1 N N     Little Niver     Boys in school     X       1 N N     S of Gelt     Little Niver     Boys in school       1 N N     North & South road     X	12.		Genereo	Better roads			M
14     5 % Tindom     Conventence       7     5 % Tittle River     East place close       8     14     River     Best place close       7     5 % Tindom     East place close       7     5 % Tindom     East place close       7     5 % Tindom     Conventence       7     5 % Tintle River     East place around       15     1 % Tintle River     Conventence       15     1 % Tintle River     Close       15     1 % Tintle River     Close as any       15     1 % Tintle River     Close as any       16     16     River       17     16     River       18     16     River       19     17     Entitle River       10     Conseco     Close as any       11     River     Boys in school       18     1     Entitle River       18     1     Entitle River       18     1     Sof Galt       18     1     Sof Galt       18     1     Sof Galt       18     1     Foort       18     1     Foort       19     1     Sof Galt       11     1     Foort <td></td> <td></td> <td>Little River</td> <td>Reletives in L. R.</td> <td>н</td> <td></td> <td></td>			Little River	Reletives in L. R.	н		
7     5     7     5     7     5     7     5     7     5     7     5     7     5     7     7     5     7     7     5     7 <td>14.</td> <td>14 0 5 8</td> <td>window.</td> <td>Convenience</td> <td></td> <td>н</td> <td></td>	14.	14 0 5 8	window.	Convenience		н	
2     3     3     Little River     1       1     3     1     Little River     1       7     3     4     Natodinson     Conventence       5     3     8     8     8       1     1     Little River     Best place around       1     8     1     1       5     8     8     1       4     8     4     1       4     8     1     1       5     8     1     1       6     8     1     1       7     8     1     1       7     8     1     1       7     8     1     1       8     6     6     1       8     1     1     1       8     1     1     1       8     1     1     1       8     1     1     1       8     1     1     1       8     1     1     1       8     1     1     1       9     1     1     1       9     1     1     1       1     1     1	15.	Part S and	Little River	Best place close			н
1     N 142     Little River     1       7     5     4     Nutchinson     Best place around       5     5     1     1     Little River     0       1     1     1     Little River     0     0       1     1     1     1     1     0       1     1     1     1     1       1     1     1     1     0       1     1     1     1     1       4     5     1     1     1       5     1     1     1     1       6     1     1     1     1       7     8     1     1     1       5     6     0     0     0       5     6     0     0     0       5     6     0     0     0       5     7     1     1     1       7     8     1     1     1       7     8     1     1     1	16.	54 54 60	Little River	tile			
7 3 42 Matchinson Best place around 5 5 Windom Convenience 1 1 1 Little River Close 4 8 47 Lyone Close as any 5 8 132 Little River Close as any 7 8 132 Little River Close as any 5 8 135 Little River Close as any 1 1 1 Little River Boys in school 2 6 0 alt Little River Boys in school 2 8 1 2 1 Little River Boys in school 2 8 1 2 1 Little River Boys in school	17.	1 1 142	Little River	ette	-		
5     2     Windom     Convenience       1     N     1     Little River     Close       4     N     1     Little River     Close       4     N     1     Little River     Close       5     1     1     Little River     Close       7     N     1     Little River     Doys in school       5     0     Calt     Little River     Doys in school       1     N     Little River     0.00ser     0.00ser       1     N     Little River     0.00ser     0.00ser       1     N     Little River     North & South road	18-	7 3 452	Intchinson	Best place around	н		
13 M 1 W     Little River     Close       4 M 3 M     Little River     Close as any       5 M 145     Little River     Close as any       7 M 145     Little River     Property in town       5 S of Galt     Consesso     Close rs any       18 M 145     Little River     Boys in school       5 S of Galt     Consesso     Closer       18 M 2 M     Little River     Boys in school       18 M 2 M     Little River     Roser       18 M 2 M     Little River     Roser       18 M 2 M     Little River     Roser	19.	50 50	#indom	Convenience			
4     K     K     Little River     f       4     S     S     S     S       4     S     S     S     S       5     N     L     Little River     Boys in school       5     S     S     S     S       7     N     L     L     S       5     S     S     S     S       5     S     S     S     S       1     L     S     S     S       1     L     S     S     S       7     N     L     L       7     S     N     L       7     S     L     L       7     S     L     L	20.	12H1W	Little River	Close			4
4 S 4 M Lyone     Close as any       5 M 14S     Little River     Close as any       7 M 14S     Little River     Poys in school       15 M 14M     Consec     Close as any       15 M 14M     Consec     Close as any       16 M 14M     Consec     Close as any       17 M 14M     Consec     Close as any       18 M 14M     Little River     Closer       19 M 14M     Little River     M       7 S     Little River     M	21.	4 K 01	Little River	-			
5 M 14 M 14 M 14     1 M 14 M 14       7 M 14 M 14     1 M 14       7 M 14 M 14     1 M 14       15 M 14     1 M 14       16 M 14     1 M 14       17 M 14     1 M 14       18 M 14     1 M 14	22.	4 S 451	Lyone	Close as any			H I
7 N 142 Little River Boys in school S of Gait Geneseo Closer Closer 18 N 20 Little River 5 N 14 Little River 5 N 14 Little River 7 S Little River North & South road	23.	5 N 133	Little River	Property in town		~	M
is of Galt Genesso Closer In 24 Little River 8 H 124 Little River 7 S Little River North & South road	24 -	7 N 142	Little River	Boys in school	н		
Id         N         Little         Hiver           3         N         Little         Niver           7         3         Little         Niver	252.	5	Geneseo	Closer	н		
7 3 Ligh Little River	26.	325	Little River				
7 3 Little River	27.		Little River				_
-	28.	7 3	Little River	North & South road			4

Table 5 (Continued)

	. Escation of	Receiving over	Customer's Aegson for Trading at the	Is the % of Customer's Trade at the Center named	ar'e
Customer	Customer	half of Trade	Conter Named	Increasing Decreasing	sing Same
29.	6Å 11 2 1	Little River	Friende trade there		н
50.	(二) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1	Little River	1		
31.	5 M SAR	Little River	Best place		н
32. 1	4 II 4 4	Ceneso	Closer		н
33.	42 11 4 1	Little River	Relativee here		н
34.	5 3 3 2	Little River	-		
55.	5 3 2 8	Little River	*110		
36.	5	Little River	ulte .		
37.	53	Little River	-		
58.	6 3 5 22	Little River			
59.	223	Little River	Close		н
40.		Little River	-		_
41.		Little River	Close		н
42.	5	Little River	Close		н
45.	<i>හ</i> බ	Little River	Convenience		н
44.	10 10 10 10 10 10 10 10 10 10 10 10 10 1	w1ndom	Closer	-	н
45.	145555	Windom	Close	н	
46.	2 H 32H	Little River	Good place		н
47.	42 N 1 Z	Little River	Closest		н
48.	ST IS	Little River	Habit		H
49.	5 N 22	Genesso	Better roade		H
50.	6 3 5 8	Tindom	Closer		H
51.	1 87 1	Little River	Relativee here	н	
52.	54 H L R	Little River	Closet & best		H
53.	20 CO 20 E	Little Biver	Close		н
54.	9 N 2 M	Little Aiver	Like to trade here	н	
55.	6 3 53	Little River	Nel ghbore do		H
56.	50 50 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Little River	Convenience		H
		F Not interviewed		-	-

Table 5 (Continued)

Receiving over Half of Trade Intthing over Mitthing Niver Little River Little River			Name of Center	Customer's Aegson	Is the % of	Is the % of Customer's	
<ul> <li>Sign Bille Biver Bigger plees</li> <li>Sign Bille Biver Bille Biver Billeger plees</li> <li>Sign Bille Biver Billeger plees</li> <li>Sign Bille Biver Biver Billeger plees</li> <li>Sign Bille Biver Biver Close</li> <li>Bille Biver Biver Boy in school Little Biver Boy in school Little Biver Boy in school Close</li> <li>Sign Bill Witten Biver Biver Boy in school Close</li> <li>Sign Bill Witten Biver Biver Boy in school Close</li> <li>Sign Bill Witten Biver Biver Close</li> <li>Bille Biver Biver Biver Bille Biver Biver Bille Biver Bille Biver Biver Bille Bille Biver Bille Bill</li></ul>	Customer	Location of Customer	Receiving over half of Trade	for Trading at the Center Named	Increasing	Decreasing	Same
<pre>7 5 3% E Intohinacon Bigger place 4 E E Mitchinacon Bigger place 4 E E Mitchinacon Bigger place 4 E E Mitchinacon Bigger place 5 # 1 5 % E Mitchinacon Bigger place 6 # 1 15 % Mitchina River 1 15 % E Mitchina River 1 1</pre>	57.	63 3 23 2	Little River	Roada		н	
<ul> <li>I. 5 5 W Witchell River</li> <li>I. 5 5 W Witchell River</li> <li>S 4 Z Little River</li> <li>S 4 Z Little River</li> <li>S 2 Z Z Z Z Little River</li> <li>S 2 Z Z Z Z Little River</li> <li>S 2 Z Z Z Z Z Little River</li> <li>S 2 Z Z Z Z Z Z Z Little River</li> <li>S 2 Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z</li></ul>	58.	63	Entchinson		н		
1 5 5 % % Mitchell 5 % % S % % Mitchell 1 % S % % % % % % % % % % % % % % % % %	59.		Little River				Ĥ
**     5 **     Windom     Close       **     **     Little River     Glose       *     *     *     *       *     *     * <t< td=""><td>60.</td><td>1 55 1</td><td>M1 tchell</td><td>Close</td><td></td><td></td><td>H</td></t<>	60.	1 55 1	M1 tchell	Close			H
<pre>6. % Little River Close Little River Little River Little River Little River Little River Close Little River Little River Close Little River Little River Close Little River River Little River Little</pre>	61.	4 2 4 N	Windom	Close			H
<pre>11 S S W Little River Boy in achool 12 S S W Little River Close 14 S S M R W Little River Close 14 S S M R W Little River Close 14 S S S W Little River Close 14 S S S W Little River Close 15 S S M R W Close 15 S S W Little River Close 15 S S M R W Close 16 S S W Little River Close 17 S S M R W Close 18 M S W Little River Close 18 M S W Close 18 M S W Little River Close 18 M S W R W Close 18 M S W Little River W R S W R W Close 19 S S M R W Close 10 S S S W R W Close 10 S S M R W Close 10 S S S W R W R R R W R R R R R R R R R R</pre>	62.	64 10		North & South road			н
15     5     15     11 <t< td=""><td>63.</td><td>62 N</td><td></td><td>Boy in school</td><td></td><td></td><td>H</td></t<>	63.	62 N		Boy in school			H
2     2 2 2 2 4 2     Inthis River     2 0 0 0       1 4 5     2 2 2 2     Inthis River     Close       1 4 5     2 1 1 1 1 0     1 1 1 1 0     1 1 1 1 0       2 5     2 2 2 2     1 1 1 1 0     1 1 1 0       2 5     2 3 2 2     1 1 1 1 0     1 1 1 0       5 8 2 3 2     1 1 1 1 0     1 1 1 1 0     1 1 1 0       5 8 3 2     1 1 1 1 0     1 1 1 1 0     1 1 1 0       5 8 3 2     1 1 1 1 0     1 1 1 0     1 1 0       5 8 3 2     1 1 1 1 0     1 1 0     1 0 0       1 2 5 3 2     1 1 1 1 0     1 1 0     1 0 0       1 2 5 3 2     1 1 1 1 0     1 0 0     1 0 0       1 2 5 3 2     1 1 1 1 0     1 0 0     1 0 0       1 2 5 3 1 3     1 1 1 1 0     1 0 0     1 0 0       1 3 5 3 1 3     1 1 1 1 0     1 0 0     1 0 0       1 3 5 3 0 1 3     1 1 1 1 0     1 0 0     1 0 0       1 3 5 3 0 1 3     1 1 1 1 1 0     1 0 0     1 0 0       1 1 1 1 1 1 1 1     1 1 1 1 0     1 0 0     1 0 0       1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	64.	1.52 1		Close			н
Z X I S Z Z I Little River I S Z Z Z Little River S Z Z Z Little River S Z Z Z Little River 5 Z Z Z Z Little River 5 Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	65.	14 102 CO CO CO					1
14     5 25     E     Little River     E       7     7     7     8     2       7     7     8     2     1       7     7     8     2     1       7     7     8     2     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       5     8     1     1     1       8     8     1     1     1       8     8     1     1     1       8     8     1     1     1       8     8     1     1     1       8     8     1     1     1        8     8	66.	2 M 18 2		Close			н
35     N I W     Little River     F       7     N W     Little River     Eetter road       5     N S K     Little River     Boye in school       5     N S K     Little River     Boye in school       5     S S K     Little River     Doye in school       5     S S K     Little River     Commentance       1     S S K     Little River     Close       1     S S K     Little River     F       1     S S K     Little River     Closet place       1     M tebell     M tebell     M tebell       1     S S K     Little River     Closet       1     S S M     M tebell     M tebell       1     M tebell     M tebell     M tebell       1     M tebell     M tebell     Closet       2     S S M     S Closet     Closet	67.	11 3 2 2 E		-			
7     8     8     1 <td>68.</td> <td>Sant a</td> <td></td> <td>913</td> <td></td> <td></td> <td></td>	68.	Sant a		913			
4: N 2 N     1.11110 Niver     Boye in school       5: N 2 N     1.11110 Niver     Eore       5: S 5 X     1.1110 Niver     Convenience       5: S 5 X     1.1110 Niver     Convenience       5: S 5 X     Little Niver     Convenience       5: S 5 X     Little Niver     Convenience       1: 5 5 X     Little Niver     Convenience       1: 5 5 X     Little Niver     Closect place       1: 7 5 X     Little Niver     Closect place       1: 7 5 X     Little Niver     Closect place       1: 7 5 X     Kitchell     Closect place       2 5 on Plum     Mitchell     Closect	69.	7 H 2 H		Better road			н
5     H 2%     Little River     Boye in school       3%     H 2%     Little River     Boye in school       3%     H 3     E     Little River     Convenience       5%     H 4     E     Convenience     Close       5%     H 4     E     Convenience     Close       1%     S 1%     Little River     Best place     E       1%     S 1%     Little River     Close     E       1%     S 2%     M tochall     E     E       1%     S 3     M tochall     E     E       1%     S 3     M tochall     E     E       1%     S 4     Close     E     E       1%     S 5     M tochall     E     E       1%     S 5     M tochall     Close     E       1%     S 5     M tochall     Close     E       1%     S 5     M tochall     Close	70.	4 × 1 2 3					1
35     N S K     Little River     Convenience       5     5 S S K     Little River     Close       1     5 S K     Little River     Close       1     8 K     K     Close       1     8 S K     Little River     K       1     8 S K     Little River     K       1     8 S S M     K     Close       1     8 S S M     K     Close       3     5 S S M     K     Close	71.	5 N 2 R R		Boye in school			14
5     55     E     Little River     Close       1     5     5     E     Little River     Nore convenient       3     8     E     Little River     E       2     8     E     Little River     E       2     8     8     Little River     E       2     8     8     Little River     E       1     5     8     1     Little River     E       1     8     1     1     S     E       1     5     1     Ktohell     Closset     E       1     5     1     Ktohell     Closset     E       3     5     0     Nu     Closset     E	72.	35 M 35 K	Little River	Convenience	*		H I
61     N & W     Geneseo       1     5 3 2 3 W     Little Hiver       1     5 3 2 W     Little Hiver       1     5 3 W     Little Hiver       1     5 3 W     Little Hiver       1     8 S W     Little Hiver       1     8 S W     Little Hiver       1     8 S W     Little Hiver       2     8 W     Little Hiver       1     8 S M     Little Hiver       1     8 S M     Little Hiver       1     8 S M     Little Hiver       1     S S on Plum     Kitchell       3 S on Plum     Street     Lose	73.	8 83 F	Little Hiver	Close			H
15     53     2     Little Hiver     Best place       15     52     7     Little Hiver     E       15     52     7     Little Hiver     E       15     52     7     Little Hiver     E       3     7     2     1     1       1     7     5     1     Little Hiver       1     7     5     1     Little Hiver       2     8     1     1     1       1     7     1     1     1       1     7     1     1     1       1     8     1     1     1       1     8     1     1     1       1     8     1     1     1       1     8     1     1     1       1     8     5     1     1       1     8     5     1     1       1     8     5     1     1       1     8     1     1     1       2     3     1     1     1       1     8     1     1     1       2     3     1     1     1       3     3     1     1	74.	6% N 4 1	Geneseo	More conventent	н		1
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4.2.5     4.2.5     4.2.5     4.3.5     Tindom     Convenience       3.5     5.5     1.3     Little River     No reseon     No reseon       6     5.1     2     Little River     Noede     Noede       1.3     2     1.3     Little River     Noede       6.5     1.3     2     Little River     Noede       6.5     1.3     2     Little River     Reletives there       1.3     3     4.3     2     Little River       2     4.3     2     Little River     Acquainted there	4 2 4 2 4 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 20.		Little River	. Do all bueinees there		4.1
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6 5 13 # Little River Reeds 4 5 2 2 E Little River Beet pleve 6 5 1 2 E Little River Relatives there 4 2 2 2 E Little River Closs 1 7 5 2 Little River Closs 2 2 4 2 2 E Little River Acquainted there 2 2 4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	6 3 12 F Little River 42 3 2 E E Little River 6 3 12 E Little River 12 7 5 2 12 12 7 5 2 12 12 7 5 2 12 12 7 5 2 12 12 12 8 1 7 5 2 12 12 11 8 1 7 5 7 5 7 12 12 11 8 1 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7 5 7	131 -			No resear		• •
42 S Z Z ILITIO RIVOR Best place       6 S 12 Z ILITIO RIVOR Relatives thare       6 A R 12 T ILITIO RIVOR Relatives thare       1 R S Z LITTO RIVOR Close       1 R S Z LITTO RIVOR Relatives there       2 R 42 Z ILITIO RIVOR Relatives there	42 3 2 2 2 14the River 6 3 12 2 1 14the River 4 2 1 2 2 2 14the River 12 7 3 2 14the River 2 14the River 2 14the River	132.	5		Roads		• •
6 5 12 E Little River Relatives there 4 E 14 E Little River Close 18 N 5 E Little River Close 2 E 4 E Little River Request there 2 E 4 E Little River Request there 2 E 4 E Little River Request there 2 E 4 E E Little River Relatives there 2 E 4 E E E E E E E E E E E E E E E E E	6 5 12 2 Little River 4 X Li 7 1 Little River 15 7 5 X Little River 2 4 4 X Little River 2 1 4 5 X Little River	133.	6A 67		Beat place		• •
4 R 15 R     Little River     Close       18 R 5 R     Little River     S       2 R 45 R     Little River     Acquainted thore	4 2 12 5 1 12 5 1 12 12 12 12 12 12 12 12 12 12 12 12 1	154.	5 13		Relatives there		• •
12 N S Z Little River 8 Z M 42 Z Little River Acqueinted there	18 N 3 E Little River 2 E 42 E Little River	135.	「「「		Close		4
2 2 4 4 Z Little River Acquainted thore	2 14 42 Z Little River	136.	10				
		137.	10 40 M		Acquain ted there	4	
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# Not interviewed

Customer List for Food Store B ----- Grocery & Meat Sales

Same H н н Trade at the Center named HHH н HH н HH Increasing Decreasing Is the % of Customer's HH н HH for Trading at the Like to trade there Friends trade there Children in school Customer's Reason place around Like the store Cirl in school Center Named Can do better Acquain tance Alwaye have Conventence Conventence Convenience Conventence Convenience place Good store Closer Bast Good Receiving over Name of Center half of Trade RIVOL RIVOT RITCI TOATH Little River f Not Interviewed RIVOT RIVOF RIVOT River RIVER River Little River River RIVOT HIVOR Little River Little River Little Sirer Little River RIVOT RIVOT River RIVOR Little River Little River Little Hiver Lerquette Geneeo0 Little Lttla Little Location of Customer 80 50 11 64 14 94 - (1) 64 -128 88 5.3 33 20 54 64 64 5/7 14 6.0 2 1 2 1 2 1 17 I 63 10 2 5 1 5 10 173 62 -63 19 63 115 10 S 12 14 24 22 10 ch. 14 125 22 100 -125 03 22 -12-12 200000 -10 10 생리 10 100 10 90 23 10 -10 10 Customer 21. 22. 24. 25. 26. 27. 88. 10. 12. 14. 15. 16. 17. 19. 20. ..... 02 5 ..... -.9 .....

Table 6

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and .
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		Name of Center	Customer's Jegson	Is the % of Customer's
	Location of	Receiving over	for Trading at the	e Center nam
Customer	Customer	half of Trade	Center Named	Increasing Decreasing Same
29-	Sin Chi	Little River	1940	
20-	111 112 112 112 112 112 112 112 112 112	Little River	Easy access	H
51.	12 3 2 2	Little Hiver	Convenience	H
32.	02 (7)	Little River	Convenience	M
33.	61 63 63	Little River	-	
	101 -102 -102 -102 -102	Little River	Best place	н
10	50	Little River	Always have	н
36.	23 23 29	Little River	Convenience	
37.	5 14	Little River	Relatives there	H
38.	2 m	Little River	1	
38.	07	Little River	-10-	
40.	50 50 61-	Little Hiver	Know people there	H
41.	54 H	Little Hiver		
42.	15 1	Little River	-	
43.	5 0 2 k	Little River	Children in school	H
44.	1 R PR	Little River	tribe	-
45.		Little Siver	440	
46.	50 50 ES	Windom W	Boy in school	н
47.		Little Siver	Children in school	H
48.	4 N 35 N	Little River	amber of band	к
49.	NI	Little River	1000	
50.	\$31 a	Little River	-	
51.	20 CO	Little River	Parents there	H
52.	elt.	Little River	Convenience	н
53.	1503 2	Little River	Relatives there	н
54.	10 CS 11	Mtchell	Closör	н
55.	25 11 3 13	Little River	Best place close	N
56.	LULAR	Little River		
	-	Not interviewed		

Table 6 (Continued)

		Name of Center	Customer's Aegson	Is the % of Customer's	Customer's	
	Location of	Receiving over	for Trading at the	Trade at the Center named	e Center nar	ped
Customer	Customer	half of Trade	Conter Named	Increasing	Decreasing	Same
57.	2% 5	Little River	Close			н
53.		Little River	116			
59.	S		192			
60.		Little River				
61.	「この」	Little River	Convenience			н
62.	12 11 12 2	Little River	The			
63.		Little River	Hork in town			н
64.	95 N 1 1	Little River	Parente in L. R.		н	
65.	L H L E	Little Hiver .	444			
66.		Little Siver	atte			
67.	3	Little River	-			
68.	4 5 22 23	Little River	Most convenient			н
69.	2 1 2 1	Little River	Boy in school			н
70.	2 5	Little River	-			
-14	7 84 8	Geneseo	Better roeds	н		
72.	6 M 33 W	Geneseo	More convenient	н		
73.	2 第 25 第	Little River	Children in school			н
74.	L N 24 H	Little River	Girl in school	н		
75.	The so a	Little River	Girl in echool	н		
766	4% 10	Little River	Closest			н
- 22	4 12 F 21	Little Siver	Convenience			н
78.	3 K 3 N	Little River	Convenience			н
-64	1 14 1	Ritchell	Close			н
80.	14 3 5 5	Little River	Best at hend			н
81.	14	Little River	Pla -			
82.	では、	Little Hiver	-			
80.	52 -103 67 67	Little River	1			
84.	6 G1 E	Little River	Friends are there			н
		# Not interviewed				

Table 5 (continued)

Is the % of Customer's Trade at the Center named	Increasing Decreasing Same	ин ини инини
Customer's Jegson	Conter Named	Bost place close close Milk route there close and best close and best close curentenco dirls in school close conventent close conventent close conventent close
Name of Center	Receiving over half of Trade	Little River Little River
	Location of Customer	
	Customer	85. 85. 85. 85. 85. 85. 85. 85. 85. 85.

Customer List for the Apparel Store ----- Hen's, Ladies' and Children's Clothing

Same н нн н н н н н н Trade at the Center named Increasing Decreasing Is the % of Customer's HHH М н н н н н н Assortment of goods Land in that direc-Closest good place for Trading at the from More to pick from More to pick from Customer's Jeason at Salatives there Relatives there Relatives there Relatives there Closest supply Bigger variety Can do better Better supply Setter prices More to look More to pick Cetter place Center Named OT TO BOB Good place Cheaper Prices tion 01050 01086 C1060 C1 056 Receiving over Name of Center half of Trade S Not Interviewed ut chinson dail order Jut chinson But chinson lu tchinson lat chinson Gut chinson Dat chinson full Crder lutchinson Is tehinson But chinson Ratchinson dail Ordor Don't know Hel'herson ic/berson ic bhe raon Cerbarson. Lyons Lyons Cyons. Lyons LYOAB BEOL Lyons Crawford Location of an 64 64 64 64 64 54 65 188 Customer jin: 14 回复料理 398 120 C2 C2 C3 C3 -------(0) -14-10114 20 -In 03 н 19 19 4 1 11 83 23 -20 (7) 3 0 03 03 10 0 63 3 100 63 55 22 - - HR 000 114 220 10 3-3 -02 -Customer 81° 38 5 0000 15. -81 50° 25-25. -.... :0 4 :5 10. 11. 12. 13. 14. 16. 18.

Table 7

		Name of Center	Customer's Jegson	Is the % of	Is the % of Customer's	
10111	Location of	Receiving over helf of Trade	for Trading at the Center Named	Trade at th Increasing	Trade at the Center named Increasing Decreasing Si	Seme
LUSTOMAL	TOMONSIN					
28.	2 2 5 5 2	Mail order	Cheaper			
20°	134 3	Little fiver	Good as any		н	
30.	25 5 1 25	listeninson	Assortanent	н		
51.	10 00 00 1	Ratchinson	Not far			
\$2.	1304 8	Butchinson	Letter bargains			
33.	12 0 00 10		-			
54.0	7 5 25 3	Lyons	Acquainted there			
35.	141 642 365 642		-16			
33.	1 24 2	Matchinson.	Something to sea	н		
57.	10 24 24 01	-Mail order	Save money			
33.	24 M IN IN IN	Lyons	County seat business	н		
33.	1 2 2 2 2 2	Mail order	Can do botter			
40.	10 10 10 10 10 10 10 10 10 10 10 10 10 1	Lyons	County sect	н		
41.	10 20 10 10 10 10 10 10 10 10 10 10 10 10 10	Little River	Why not?			н
42.	50	Little River	. Cood enough for us			н
43.	51 102 O	Butchinson	Better pick	-		
44.		Little River	Closest place			
45.	* 20	He Phereon	Good ruads			
43.	22 00 00	Little Sitver	Convenience			н
47.	D C IS	ist chinson	Reletives there			
40.	3 H 18 H	Lyons	Close	н		
42.	3 3 5 S	Hatchinson	Can do bettar	н		
8.	20 E 20	Lyons	Close	н		
51.	33 N 1 R			,		
52.	4 1 1 1	Little River	Handlest			
8	18 29 29	Lyona	County seat	н		
54.	1 0 2 1	Lyons	Close			н
55.	50 50 50 50 50 50	Mail order	Reonomy			
		Not interviewed				

Table 7 (Continued)

Table 7 (Continued)

		Name of Center	Customer's Regson for Trading at the	Is the % of Customer's Trade at the Center ne	Is the % of Customer's Trade at the Center named	ped
Customer	Customer	helf of Trade	Center Named	Increasing	Decreasing	Same
56.	2 1 1 5 5	Lyons	Convenient place	н		
57.	63 63	Lyons	County seat business	н		
58.	1 15 2	Hatchinson	Greater variaty	н		
59.	54 -43 63	Lyons	. Convenience			н
60.	23 IL 4 IL	Lyons	Sell tarkeys there	н		
61.	14 8 3% 1	Lyons	Close			н
60	1 (III 3-411 6-1	Lyons	· Close	н		
3	1 2 N 20	Lyona	· Conveulent			н
64.	14 R 3 R	Mail order	Trice difference			
65.	22 23 25	Heil order	Cheeper			
66.	25 11 12	In tehinson	Best plece	н		
67 -	30.01	Lyons	Close			
68.	101	Mail order	Less trouble			
69-		Flatchinson	Son there			н
20-	14 10	Lyons	Convenience	н		
71.	8 2	HePherson	Relatives there	н		
-3 C3 -	23 12 23 23 24 24 24 24 24 24 24 24 24 24 24 24 24	Lyons	Close			н
			-76			
	đ	tak takamutanad				
	3					

Table 8

Customer List for Filling Station A -- Gasoline, Oil, Washing, Greesing and Truck Service

s named ng Same	
Customer's e Center nar Decreasing	
Is the % of Customer's Trade at the Center named Increasing Decreasing S	м
Customer's Regson for Trading at the Center Named	Cur trading point Better truck service Truck service All trading there Mil trading there Mil trading there Mil trading there Mil trading there all trading there for the service Convenience Closest Rearer Rearer Partice service Closest Rearer Rearer Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Rearer Closest Closest Rearer Closest Closest Rearer Closest Closest Rearer Closest Rearer Closest Rearer Closest Closest Rearer Closest Closest Rearer Rearer Closest Rearer Rearer Rearer Closest Rearer Reare
Name of Center Receiving over half of Trade	Little River Little River
Location of Customer	不能发展,不可能能是不是不是不是不是是是不是是是一些不是是是一些不是是一些不是不是不是不是不是不是
Cite + Omer	Cuta volues

Table 8 (Continued)

		Name of Center	Customer's Aegson	Is the % of Customer's	Customer's	
	Location of	Receiving over	for Trading at the	Trade at the Center named	enter nem	bed
Customer	Customer	half of Trade	Contor Named	Increasing	Decreasing	Same
29.	1 2 1 1 1 1 2 1 2 1	Little River				
30.	1 H 2 A	Little fiver	Truck service			н
31.	25 3 3 8	Little Niver	Farents there			н
33.	3 N TY A	Little Hiver	Boy in school			н
33.	「日本の日本の	Little River	Relatives hare	-		к
34.	55 10 10 10	Little River	Most convenient		1	н
35.	22 10-1	Little River	-			
36.	10	Little River	-			
37.	114 (3)	Little River	Pilla			
33		Little Siver	Close			н
39.		Little River	Nost convenient			к
40.	20 20 20	Little River	Boys in school			н
41.		Little Biver	Most convenient			н
42.	100 m	Little fiver	Eoy in school	н		
43.	2 12 C C	Gamesao	Closer			н
44.	13 3 5 2	Little River	Truck service	H		
45.		Little Biver	20			
46.	12 3 3 2	Little River	ethe .			
47.	TIN AS	Little River	Track Bervice			к
48.	N 33	Little River	uta			
49.	2 1	Little River	Close			н
50.	4 10 25 10	Little River	Convenience			к
51.		Little River	Close			н
52.	3 3 25 1	Little River	-			
53.	3	Little River	a the			
54.		Little River	44			
55.	13 3	Little River	Nearest place			н
56.	14 -00 -00 -	Little River	Convenience			н
	calla	Not interviewed				

Teble 8 (Continued)

		Name of Center Descipting over	Customer's Aegson for Trading at the	Is the % of Trade at the	Is the % of Customer's Trade at the Center named	Ded
Customer	Customor UL	half of Trade	Center Named	Increasing	Decreasing	Same
57.	13 11 13 2	Little River	-			1
53.	2 × 2 × 2 ×	Ceneseo	Closer			H
53	64 -{0 -0-	Little River	-		1	
60		Little Elver	Parents in L. R.		н	2
61.	11 11 13 18 18	Little River	Truck service			4
62	2 3 1 3	Little River	ula .			2
63.	6 N 4 B	Little River	Truck service			4 2
64.	7 14 1	Little River	Truck service			4 1
	10 11 13 1	Little River	Truck service			4
66-	1 13 2	Little River				
67.	1 0 14 1	Little River				
68.	15HS B					
63		Little River	1			>
70.	6 S 14 H	Little Siver	Close			4
21.	63 23	Little River	-			*
72.			Good roeds - close	-		4 2
73.	7 R 2 W	Little River	Children in school		-	4
74.	53	Little River			1	
75.	Langley	Little River	My place to trade		H	
76.	101		the <sup>1</sup>	~		
77.	12 CS 25					
78.	100 - 100 -	Little River				
-64	14 11 14 11					
80.	*S1 =	Little River				*
81.	N P	Little River	Truck service			• •
82	76 H 15 W	Little River	Truck service			•
83.	53 53 FS	Little Siver	-			+
04.	1 2	Little River	Closest place			4
		Not interviewed	-			

10
6
E
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100
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- 12
9

half of Trade liftle River liftle River		Toostion of	Name of Center Receiving over	Customer's Aegson for Trading at the	Ie the % of Customer's Trade at the Center named	Ŧ
Li N B W Little River 1. N B W Little River 5 8 3 8 8 Little River Little River 1. N B W Little River 1. N B W Little River 1. N B M M M M M M M M M M M M M M M M M M	Customer	Customer	half of Trade	Center Named	Decreseing	Seme
1       Note       Note <t< td=""><td>BK.</td><td>11 2 2 2</td><td>1</td><td>Conventence</td><td>H</td><td>н</td></t<>	BK.	11 2 2 2	1	Conventence	H	н
8     Nilit     Nittle River     Truck service       13     3     3     Nittle River     Truck service       13     3     3     Nittle River     Truck service       13     3     3     Nittle River     Truck service       14     14     Nittle River     Truck       15     1     Nittle River     Truck	B6.			Truck service		H
1     1 <td>89</td> <td>6 N LAN</td> <td></td> <td>Track service</td> <td></td> <td>H</td>	89	6 N LAN		Track service		H
1       1	BR.	1 6V	_	Truck service		н
11     <	89.	1 C7		liost convenient		н
7       Nilj K       Little River       Convenience         7       Nilj K       Little River       Convenience         5       8       5       5       K         5       5       5       5       K       Little River         5       5       5       5       K       Little River       Convenience         5       5       5       5       K       Little River       Convenience         5       5       5       5       K       Little River       Convenience         5       5       5       5       5       K       Convenience         5       5       5       5       K       Convenience         5       5       5       5       5       K         1       5       5       5       5       5         1       5       5       5       5       5         1       5       5       5       5       5         1       5       5       5       5       5         1       5       5       5       5       5         1       5       5       5       5 </td <td>90.</td> <td></td> <td></td> <td>Girl in school</td> <td>н</td> <td></td>	90.			Girl in school	н	
7     Nils X     Little River     Conventence       5     8     X     Little River     Dest service       5     8     X     Little River     Distribution River       5     5     X     Little River     Distribution River       1     X     X     Distribution River     Distribution River       1     X     X     Distribution River     Distribution River       2     X     X     River     Distribution River       2     X     X     River     Distribution River       2     X     X     River     Di	- 16	14		-		
25     25     1<	92.		-	Converience	-	н
2     2     2     1 <td>er.</td> <td></td> <td></td> <td>Best servica</td> <td></td> <td>н</td>	er.			Best servica		н
2     2 <td>2</td> <td>100</td> <td></td> <td>Service</td> <td></td> <td>н</td>	2	100		Service		н
2     2 <td>110</td> <td></td> <td>-</td> <td>-</td> <td></td> <td></td>	110		-	-		
5       8.85       Initial River       Truck service         5       5.318       Initial River       Boy in school         11410       River       Doy in school         11411       River       Doos         11411       River       Little River         114		100		Cirl in school		н
2     2     2     2     1 <td>00</td> <td></td> <td></td> <td>Truck service</td> <td></td> <td>н</td>	00			Truck service		н
1     1 <td>GR.</td> <td></td> <td></td> <td>Boy in school</td> <td></td> <td>н</td>	GR.			Boy in school		н
1     1 <td>65</td> <td>51</td> <td></td> <td>-</td> <td></td> <td>1</td>	65	51		-		1
1     5.7 W     Lyona     Close       2     1     K     Little River     Close       1     1     K     Little River     Close       1     5     1     K     Little River     Close       1     5     1     1     Little River     Close       1     5     1     1     Little River     Close       2     1     1     Little River     Little River	100-	10		Truck service		H
2     2     1     1     1     1     1       2     3     1     1     1     1     1     1       2     3     1     1     1     1     1     1     1       2     3     1     1     1     1     1     1     1       2     3     1     1     1     1     1     1     1       2     1     1     1     1     1     1     1       2     1     1     1     1     1     1       2     1     1     1     1     1       3     1     1     1     1     1       3     1     1     1     1     1       3     1     1     1     1       3     1     1     1     1       3     1     1     1     1       3     1     1     1     1	101.	3 7	Lyona	Close	-	н
2     2     2     2     14 the Street     Close       14     14     14 the Street     14 the Street     2       15     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14       2     1     14     14	102.	N 1	-	ulla		1
14     14     14     14     14     14       4     14     14     14     14     14       2     1     2     14     14     14       2     1     2     14     14     14       2     1     14     14     14     14       2     1     14     14     14     14       2     1     14     14     14     14       2     1     14     14     14     14       2     1     14     14     14     14       2     1     14     14     14     14       2     1     1     14     14     14       2     1     1     14     14     14       2     1     1     14     14     14       2     1     1     14     14     14       2     1     1     14     14     14       2     1     1     14     14     14       2     1     1     14     14     14       3     1     1     14     14     14       4     1     14     14     14	103.	5		Close		н
* H 12 H     Little River     Close       * S 1     * H 12 H     Little River     Close       * S 1     * H     Little River     0 losest place       2 1     * H     Little River     0 losest place       2 2 2     * Little River     *       2 3 2     * Little River     *       2 4 1     * Little River     *       2 4 1     * Little River     *	104.	14 10		entra de la composición de la composicinde la composición de la composición de la composición de la co		1
1     1 <td>105.</td> <td>4 H 13 H</td> <td></td> <td>Close</td> <td></td> <td>н</td>	105.	4 H 13 H		Close		н
2 N 2 T Little Siver Closest place 1 2 N 2 T Little Siver Closest place 2 N 2 T Little Siver 2 N 2 T 1 N Little Siver 2 N 1 N Little Siver 2 N 2 N 2 T N 2	106.	101		nata		1
1 bet 2 to the second s	107.			Closest place		н
7 H 2 H Little 22 H 1 W Little 23 H 1 W Little	108	-11		-		
20 20 20 20 20 20 20 20 20 20 20 20 20 2	109.	-14				
2011 1	110.	2		101		
A line turbury analy	-11	1 1		2034		
		240	Not interviend		-	

Customer List for Filling Station B ----- Gas, Oil, Gresse, and Truck Service

rr         Customer         helf of Trade         Conter Named         Increacing           7         5         2         2         1		Location of	Receiving over	for Trading at the	Trade at the Center named	Center name	P
<pre>5 # 2% % Little River 7 5 % % Little River 7 5 % % Little River 7 8 % Little River 7 % % % Little River 8 % % Little River 8 % % Little River 8 % % Little River 9 % % % % % % % % % % % % % % % % % % %</pre>	Customer	Customer	half of Trade	Center Named	I R	Decreasing	Same
7       5       7       5       7       5       7       5       7       5       7       5       7       5       7       5       7       7       5       7       7       5       7       7       5       7	-	5 1 2 K		by trading point			н
<pre>3 % % % % % % % % % % % % % % % % % % %</pre>	0	10 - 40 1 62		-	-		
1       N 24 N       Little River       Little River         2       N 45       Little River       Little River         2       S 25       Little River       Little River         2       S 25       Little River       Little River         2       S 25       Little River       Little River         3       N 1       Little River       Little River         5       N 25       Little River       Little River         5       N 25       Little River       Little River         5       N 1       Z       Little River         1       S       Little River       Cool as any         1       S       Little River       Cool as any         1       Little River       Cool as any       Little River         1       Little River       Cool as any       Little River         2       Little River       Cool as any	1	20 10 10 10 10 10 10 10 10 10 10 10 10 10		Boy in school			н
a     a     a     a       a     b     b     b     b       b     b     b     b     b       b     b     b     b     b       b     b     b     b     b       b     b     b     b     b       b     b     b     b     b       b     b     b     b     b       b     b     b     b     b       contraction     b     b     b     b       contratin     b		1 1 2 2 3		Girl in school	н		
<pre>2 N &amp; S N &amp; S N &amp; S N &amp; S N &amp; S Crewfore Little River City limite Little River City limite Little River N N &amp; S N &amp; S \\ N \\ N &amp; S \\ N \\ N &amp; S \\ N \\ N &amp; S \\ N</pre>				Eilk route there			н
A S 20				Always here			н
<ul> <li>A B Crawford</li> <li>B B B Crawford</li> <li>C B B B B B B B B B B B B B B B B B B B</li></ul>				-			
<pre>24 ga Crawfor Little River 7 % g u Little River 7 % g u Little River 7 % % 20 % 20 % 20 % 20 % 20 % 20 % 20 %</pre>	8	1	-	Alrays have			н
7 K ATT Inte Inttle Streer 7 K ATT Inte Intelle Streer 5 K ATT Intelle Streer 5 K A T Intelle Streer 6 S S T Intelle Streer 6 S S T Intelle Streer 5 K A T Intelle Streer 6 S S T Intelle Streer 5 K A T Intelle Stree	.0	SH AR Crewford		Truck service			н
7 H 2 H 1 Kttle Kiver 5 H 2 H 1 Kttle Kiver 3 H 1 K Little Kiver 3 H 1 K Little Kiver 5 H 4 K Little River 14 ttle River 4 9 3 2 Little River 4 9 3 2 Little River 4 9 3 2 Little River 4 8 1 Little River 5 H 2 Little River 5 H 1 Little River	10.	City limite		-			
5     8.2%     1.4000       7     5     2.4000       35     8.4     1.4000       35     8.4     1.4000       35     8.4     1.4000       36     8.4     1.4000       37     8.4     1.4000       38     8     1.4000       38     8     1.4000       38     8     1.4000       38     8     1.4000       38     8     1.4000       46     8     1.4000       1.8     8     1.4000       2.8     8     1.4000       2.8     8     1.4000       2.8     8     1.4000       2.8     8     1.4000       2.9     8     1.4000       2.9     8     1.4000	п.	111 111		Truck service			н
7     5     8     1.1 thtle River       3     8     1     2     1.1 thtle River       3     8     8     1.1 thtle River       3     8     8     1.1 thtle River       9     8     1.1 thtle River     1.1 thtle River       9     8     1.1 thtle River     1.1 thtle River       1     8     1.1 thtle River     1.1 thtle River       1     8     2.5     2.1 thtle River       1     8     1.1 thtle River     1.1 thtle River       2     8     8     1.1 thtle River       2     8     8     1.1 thtle River       2     8     1.1 thtle River     1.1 thtle River	12						
38 N.1. Z     14thle Kiver       38 N.4. Z     14thle Kiver       48 S.2. Z     14thle Kiver       48 S.2. Z     14thle Kiver       1.5. Z     14thle Kiver       1.5. Z     14thle Kiver       2.8 N.1     1.1thle River       2.8 N.1     1.1thle River       2.8 N.1     1.1thle River       2.8 N.1     1.1thle River       2.8 N.1     2.1thle River       2.8 N.1     1.1thle River	13.			Best place			н
<pre>25 N 4 Z Little Niver 35 N 4 Z Little Niver 3 H 4 Z Little Niver 4 3 S 2 Z Little Niver 4 3 S 2 Z Little Niver 1 2 S 2 Z Little Niver 2 H 2 Little Niver 2 H 2 Little Niver 2 H 2 Little Niver 2 H 1 Z Little Niver 2 Y Little</pre>	14.	1 1		Children in school			н
35 N 4 Z     Little River       3 N 4 Z     Little River       3 N 4 Z     Little River       40 3 Z     Z       11 11     River       12 5     Little River       13 5     Little River       14 5     Little River       15 5     Little River       18 8     Little River       18 8     Little River       2 8     Little River	15.			4			
<pre>3 # 4 # Little River 9 # Little River 45 5 # Little River 15 5 # Little River 4 # 2 # Little River 5 # Little River 5 # Little River 5 # Little River 2 #</pre>	16.	34 M 4 2		Cood as any	-		н
9     H       40     5     5       12     5     5       12     5     5       12     5     5       12     5     5       13     5     5       14     5     5       15     5     5       14     5     5       15     5     14110       14     5     5       14     5     14110       14     1     14100       2     7     14110       2     1     14110       2     1     14110       2     1     14110	27.	1 4 M		- Cha			
45 3 2 2 1     Little River       12 3 35 1     Little River       12 3 35 1     Little River       12 3 3     Little River       2 1     Little River	18.	3 5		Relatives there			н
12     5     K     Little River       12     K     Little River       5     Little River     F       5     Little River     F       5     Little River     F       6     Little River     F       6     Little River     F	19.			andre 1			
155 Little River Cirl 4 M 2 W Little River Cirl 5 M Little River Cirl 2 M Little River Cirl 2 M Little River F 2 M Little River F 2 M L Little River F 2 M L Little River F	20.			-			
4 M 2 W Little River Cirl 2 M Little River Cirl 2 M Little River 2 W Little River 2 W Little River 0 City limits River 0 for all w River 1 for River 0 for all w River 0 f	21.	14 5		the			
S M Little Miver 2 2 M L Little Alver 2 2 M Little Alver 4 2 M L Little	22.			Cirl in school			H
24 1 2 Little Alver 4 2 4 Little Alver 4 2 4 Little Alver 4 01ty limits Little Alver 4 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	23.	*		1010			
Z H Little Alver F 2 H Little River F olty limits Little River F	24.	I I		Sig. 1			
2 W Little River P City limits Little River P all of the Little River N	25.	111		otta			
City limits Little River #	26.	112					
all of the later war	27.	City limits	Little River	cline			1
ANT MAATUR BYAN THE ATTAC TO YO	28.	() () () () () () () () () () () () () (	Little River	No recon			H

Table 9

Table 9 (Continued)

Customer         Oustomer         Luttomer         Luttomer         Control         Instruction         Descreting         Descreting         Descreting         Second instruction         Second instruction         Instruction         Instruction         Second instruction         Instruction		Location of	Name of Center Receiving over	Customer's Regson for Trading at the	Is the % of Trade et th	Is the % of Customer's Trade at the Center named	peq
1:       5:1. F       Idition Ritter       Matter Ritter         7:       5:1. F       Idition Ritter       Diver         9:       11. F       Idition Ritter       Diver       Diver         9:       11. F       Idition Ritter       Diver       Diver       Diver         9:       11. F       Idition Ritter       Diver       Diver       Diver       Diver         9:       11. F       Idition Ritter       Diver       Diver       Diver       Diver       Diver         9:       11. F       Idition Ritter       Diver	Customer	Customer	half of Trade	Center Named	Increasing		Same
1:: 1: 1: 1: 1: 1: 1: 1: 1: 1: 1: 1: 1:	29.	-	Little Aiver				
7     3     2     14110     iffuri     0000     1	30.	1431 8		c the			
2       2	31.	44 63		Boy in school			н
9/8/11     141110     River     Farents in L. R.       9/8/11     141110     River     Farents in L. R.       9/8/12     141110     River     Farents in L. R.       9/8/13     141110     River     Farents in L. R.       9/8/13     141110     River     Farents in L. R.       9/8/13     141110     River     Liste comes by       9/8/13     141110     River     Liste comes have       9/8/13     141110     River     Closest place       9/8/13     141110     River     Closest place       9/8/13     141110     River     Closest place       11/8/15     River     Closest place     Relatives there       11/8/15     River     Relatives there     Relatives there       11/8/15     River     River     Relatives there       11/8/15     River     Relatives there     Relatives there	32.	-		Close - handlest			н
8 N1 W       141110 River       Truck comes by         9 N2 %       141110 River       River       141110 River         9 N2 %       141110 River       River       141110 River         9 N3 %       141110 River       Little River       Little River         9 N3 %       141110 River       Little River       Little River         9 N3 %       141110 River       Little River       Little River         9 N3 %       141110 River       River       Comes hare         15 N3 %       141110 River       River       Relatives there         18 N3 %       141110 River       Relatives there       Relatives there         18 N3 %       141110 River       Relatives there       Relatives there         18 N3 %       141110 River       Relatives there       Relatives there         18 N3 %       141110 River       River       Relatives there         18 N3 %       141110 River       River       Relatives there         18 N3 %       141110 River       Relatives there       Relatives there         18 N3 %       141110 River       Relatives there       Relatives there         18 N3 %       141110 River       Relatives there       Relatives there         18 S %       141110 Ri	33.	95 H 1 H		Parents in L. R.		н	
9       8 25       Idition River       Iditio	34.	8 NT #		Truck comes by			н
5. # 3. E       Little River       Best place close         1. # 1. # 1. # 1. # 1. # 1. # 1. # 1. #	35.	5 12 25 1		Like to trade there	H		
9) I & Ilittle River     Cleeest place       1     Lempley     Little River       5     H & S     Little River       7     S     Little River       1     F     F       1     F     Comentation       1     F     Comentation       2     F     Little River       1     F     Comentation       1     F     Comentati	36.	13		Best place close			н
Learnley Little River 5 # 4 % Little River 5 # 5 % Little River 5 # 5 % Little River 6 # 5 % Little River 7 %	37.	19 篇		Closest place			н
5       N 4       N       Little River       N         5       N 4       N       Little River       N         3       N 5       Little River       N       N         1       N 5       N       N       N         1       N 5       N       N       N         1       N 5       N       N       N         1       N 5       N       N       N         1       N 5       N       N       N         1       N 5       N       N       N         1       N 5       N       N       N      <	38.	Lengley		Truck comes hare			н
5 N 4 E       Little River       Relatives there         3 N 4 Z       Little River       Cn knock route         3 N 5 E       Little River       Cn knock route         3 N 5 E       Little River       Cn knock route         3 N 5 E       Little River       Cn knock route         1 N 5 E       Little River       F         1 N 5 E       Little River       Trucking service         2 S 5 E       Little River       Truck comes by         2 S 5 E       Little River       F         2 S 5 E       Little River       Roet track         2 S 5 E       Little River       Roet tr	39.			0.580			
8       N4 8       Little Niver       Cn truck routs         22       8 8 8       Little Niver       Nittle Niver         3       8 8 8       Little Niver       Nittle Niver         3       8 8 8       Little Niver       Nittle Niver         1       8 8 4       8       Little Niver         1       8 8 4       8       Little Niver         1       1       Niver       Niver         1       1       Niver       Niver         2       2       5       1         1       1       Niver       Niver         2       5       1       Niver         2       5       5       1	40.	5 12 4 13	1-10	Relatives there			н
21       13       11 <td< td=""><td>41.</td><td>0 1 4 D</td><td>Dan P</td><td>On truck route</td><td></td><td></td><td>н</td></td<>	41.	0 1 4 D	Dan P	On truck route			н
5       115       111110       81ver       1         1       115       2       111110       81ver       1         1       15       2       111110       81ver       1         1       15       2       1       111110       81ver       1         1       15       2       1       11110       81ver       1         1       5       2       1       11110       81ver       1         1       5       2       1       11110       81ver       1         1       5       2       1       11110       81ver       1       1         1       5       5       1       11110       11ver       1       1       1         2       5       5       1       11110       11ver       1<	42.						
5       #5       Exittle River       #         1       #5       Exittle River       Exittle River       Exittle River         7       5       2       E       Exittle River       Exittle River         8       5       2       5       E       Exittle River         1       1       1       1       1       1         2       5       2       5       1       1         2       5       5       1       1       1         2       5       5       1       1       1         1       1       1       1       1       1         2       5       5       1       1       1         3       5       5	43.	なの言の		200			
1     1 <td>44.</td> <td>なるなの</td> <td></td> <td>etas</td> <td></td> <td></td> <td></td>	44.	なるなの		etas			
0.0     M 5 R     Little River     Little River       7     5     2     Little River     Truck Service       7     5     2     Little River     Delivery conventence       7     5     2     Little River     Delivery conventence       7     5     2     Little River     Delivery conventence       7     5     2     1     Little River       7     5     2     1     Little River       7     5     2     1     Little River       8     5     1     Little River     Truck comes by       2     5     5     1     Little River       2     5     5     5     1       2     5     5     5     5       2     5     5     5     1       2     5     5     5     5       2     5     5     5     5       2     5     5     5     5       3     5     5     5       3     5<	45.	17 H R R E		*1=			
7     5     5     1 <td>46.</td> <td>62 N 5 Z</td> <td>and</td> <td>Like to trade there</td> <td></td> <td></td> <td>н</td>	46.	62 N 5 Z	and	Like to trade there			н
69 3 28 R     Little River     Delivery conventence       7 3 28 R     Little River     Truck comes by       7 5 5 8 R     Little River     Truck comes by       4 3 5 8     Little River     Truck comes by       2 5 5 8     Little River     Truck comes by       2 5 5 8     Little River     Rent L. R. phone       2 5 5 8     Little River     Relatives there       2 5 5 8     Little River     Relatives there       2 5 5 8     Little River     Relatives there	47.	80 80 -(3)		Truck Service			н
7     5     2%     Little River     Truck comes by       7     5     4     2     Little River     Truck comes by       4     5     5     Little River     Truck comes by       2     5     5     Little River     Truck comes by       2     5     5     Little River     Truck comes by       2     5     5     Little River     Rent to there       2     5     5     1     Little River       2     5     5     5     1	48 <b>.</b>	62 3 23 X		Delivery convenience			н
7     5     4     2     1 <td>49.</td> <td>10 10 10 10 10 10 10 10 10 10 10 10 10 1</td> <td></td> <td>Truck comes by</td> <td></td> <td></td> <td>н</td>	49.	10 10 10 10 10 10 10 10 10 10 10 10 10 1		Truck comes by			н
4     3.5     E     Little River     Truck comes by       4     5     4     E     Little River     Ecre 1. R. phone       2     5     5     E     Little River     Truck comes by       2     5     5     E     Little River     Relative there       2     5     5     E     Little River     Relative there       2     5     5     E     Little River     Noet trading there       2     5     5     5     E     Little River	50.	7 S & N		Trucking cervice			н
4 5 4 5 Little River     Marre L. R. phone       2 5 4 8 Little River     Truck comes by       2 5 5 8 1 Little River     Relatives there       1 5 4 8 Little River     Relatives there       2 5 5 8 1 Little River     Relatives there       2 5 4 8 Little River     Relatives there       2 5 5 8 8 1 Little River     Relatives there	51.	10 10 10 10 10 10 10 10 10 10 10 10 10 1		Truck comes by			н
2 3 4 2 Little River Truck comes by 2 3 5 2 E Little River Relatives there 1 5 4 E Little River Rost trading there 2 5 4 E Little River Nost trading there	52.	4 2 4 2 1		Here L. R. phone			н
2 5 53 E Little River Relatives there 14 5 4 E Little River Nost trading there 25 5 4 ° E Little River #	53.	10		Truck comes by			н
15 5 6 E Little River Nost trading there	54.	0000		Relatives there			н
22 5 4 B Little	55.	1% S 4 R		Most trading there			н
	56.	90 •					

Table 9 (Continued)

	-	Name of Center	Customer's Regson	Is the % of Customer's Trade at the Center nemed
Customer	Location of Customer	heceiving over half of Trade	Conter Named	Increasing Decreasing Same
57.	2 1 4 1	Little River	Acquainted there	H
58.	10 3 H	Little River	-	1
59.	2 N 3 E	Little Aiver	Near - L. R. phone	H
60.	2 N 3 R	Little River	L. R. phone	H
61.		Little River	100	
62.	72 5 2 2	Little Firer	All treding there	H
63.	100 F	Little River	Converience	н
64.	7 5 2 1	Little Civer	102	
65.	53	Little River	100	
66.	1 II II II II II II II II II II II II II	Little River	Truck comes by	н
67.	7 53 W	Little River	On truck routs	ĸ
63.	8 C 19 11	Little River	Truck converience	н
63.	100 100 100 100	Little River	My trading point	н
70.	01	Little Siver	Truck serves well	н
91.	4 32 2	Little River	Truck comes by	н
72.	S 2	Little Hiver	abe.	-
73.	23-40 	Little Niver	9150	-
74.	S P	Little River		
75.	03	Little River	Mearest plece	H
76.	1	Little Siver		
77.	63	Little River	100	
78.	62	Little River		
79.	63	Little Aiver		
80.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Little Birer	L. R. Thone	H
81.	5	Little Hiver	Truck service	H
				-
	-	Not interviewed	_	-

Customer	Location of Customer	Name of Center Receiving over helf of Trade	Customer's Regson for Trading at the Center Named	Is the % of Trads at the Increasing	Is the % of Customer's Trads at the Center named Increasing Decreasing S	ned Same
	· · · · · · · · · · · · · · · · · · ·	Little River	-			
	M \$	Little River	100 march 100 ma			н
•••			Close		-	н
-	5 11 2		Property Ware			н
6.	C8 <sup>16</sup>		14 mm			ł
		Little River	CLOSSET Rest service			4 14
			All treding there			×
10.	-90					
11.	1 2	Little River	Mearest repairs			н
12.			About 50-50			
13.	4					1
14.			Dest repoir service			4
	5 5 5 19	LISTLE HIVET	Zaaraat courins	-		н
10.			Bast roeds			н
18.	1 1 2 2		wilk routs there			н
19.	10	Little 1ver	Menrest service			н
20.	N 1	Little River	ette			
21.	7 10 10 10	Little Alver	Relative in shop			н
22.	1 CO2	Little Slyer	Nearsat mechanic			н
23.	S 12	Little River	-			
24.	N N N N	Little River	Heares, repairs			н
25.	よう に に	Little River				
26.	西 33 <sup>1</sup>	Little River	It's our town			н
27.	TNI		Closest			н
		7 2 2 4 4 7 - 11 6				

Table 10

Table 10 (Continued)

nalf of Trade     Conter Named       little Siver     Relative in mop       little Siver     Relative in mop       little Siver     Nearest service       little Siver     Our town       little Siver     Conventence       little Siver     Neart direct       little Siver     Solosest tence       little Siver     Closest repair       little Siver     Closest sod service       little Siver     Slose onventent		Incetion of	Name of Center Receiving over	Customer's Regson for Trading at the	Is the % of Customer's Trade at the Center named
Crewford 1 N 3 X 11 W 1 N 3 X 11 W 2 N 11 X 11111 Alver 2 N 1 X 11111 Alver 2 N 1 X 11111 Alver 2 N 1 X 11111 Alver 1 N 1 X 1 X 1 X 1 X 1 X 1 X 1 X 1 X 1 X	Customer	Customer	half of Trade	Center Named	Increasing Decreasing Sam
3       N 1 J W       IIIthe HVAT       Marthe HVAT       Marthe HVAT         5       N 2 W       IIIthe HVAT       Marthe HVAT       Marthe HVAT         5       N 1 J W       IIIthe HVAT       Marthe HVAT       Marthe HVAT         5       N 1 J W       IIIthe HVAT       Marthe HVAT       Marthe HVAT         5       N 1 J W       Marthe HVAT       Marthe HVAT       Marthe HVAT         5       N 1 J W       Marthe HVAT       Marthe HVAT       Marthe HVAT         5       N 3 W       Marthe HVAT       Marthe HVAT       Marthe Marthe Closest and best         1       Marthe HVAT       Marthe Marthe Closest and best       Marthe	90	Granford		Ralative in mico	н
<pre>1 N S E Little River 5 N S E Little River 5 N S E Little River 5 N S E Little River 5 N S E Little River 6 N Little River 7 S N Little River 6 N Little River 8 N S E Little River 6 N Little River 7 S N Little River 8 N S E Little River 1 Little River 8 N S E Little River 1 Little River 8 N S E Little River 9 N S E E Little River 1 Little River 1</pre>	30-	3 12 12 H		Mearest service	H
<pre>6 % % % % % % % % % % % % % % % % % % %</pre>	31.			192	
2     1 <td>32.</td> <td>10</td> <td>1-4</td> <td>.0124</td> <td></td>	32.	10	1-4	.0124	
<pre>5 % % % % % % % % % % % % % % % % % % %</pre>	33.	25 H 1 B			н
5, N 1, Z       Initio River       Closest and beat         3, N 1, Z       Initio River       Conventence         4, N 2       Initio River       Conventence         5, N 3       T       Lintue River         5, N 3       Lintue River       Conventence         6       N       Lintue River         1.111       River       Closest repair         6       N       Lintue River         1.111       River       Closest repair         1.1111       River       Closest repair <td>34.</td> <td>0 34 10 11</td> <td></td> <td>Relatives there</td> <td>H</td>	34.	0 34 10 11		Relatives there	H
A       X	35.	SANL Z		Closest and best	H
<pre>4 K % W Initio River Convenience</pre>	36.	21 17 X		1.00	
1       1	37.			Corvenience	H
<pre>% N 2 W Little Niver Nost direct 5 N 2 W Little Niver Nost direct 2 N 35 E Little Niver Nost direct City limite Little Niver Always have 6 N 2 M Little Niver Always have 5 N 15 W Little Niver Closest repair 5 N 15 W Little Niver Closest repair 5 N 15 W Little Niver Closest repair 1144 B Niver Closest repair 1144 B Niver Closest repair 1144 B Niver Closest wood service 1144 B Niver Closest wood service 1144</pre>	58.	H 2		1613	
5       N       N       N       Inithis Niver       Nost direct         2       N       N       N       Inithis Niver       Nost direct         2       N       N       N       Inithis Niver       Nost direct         2       N       N       N       Nost       Nost         2       N       N       Inithis Niver       Nost       Nost         4       N       Inithis Niver       Closest       Closest       Nost         5       N       N       Nost       Closest       Closest       Nost         5       N       N       Nost       Closest       Nost       Nost       Nost         5       N       N       Nost       Nost       Nost       Nost       Nost         5       N       N       Nost       Nost       Nost       Nost       Nost         5       N       N       Nost       Nost       Nost       Nost       Nost         6       N       N       Nost       Nost       Nost       Nost       Nost         6       N       N       Nost       Nost       Nost       Nost       Nood       Nood	53°	N 2		Converience	H
2       N % %       Little River       Alwaye have         2       N % %       Little River       Alwaye have         2       N % %       Little River       Alwaye have         0       Little River       Boy in school       X         1       R       Little River       Boy in school       X         2       S       T       Little River       Boy in school       X         2       S       T       Little River       Boy in school       X         3       H %       Little River       Closset repair       Closset       X         5       S       Little River       Closset spoil       X       X         2       S       S       Little River       Closset spoil       X         2       S       S       Little River       Closset spoil service       X         2       S       S       Little River       Closset spoil service       X         3       S       Little River       Closset spoil service       X         3       S       Little River       Closset spoil service       X         3       S       Little River       Closset spoil service       X         3 <td>40.</td> <td>-10</td> <td></td> <td>Most direct</td> <td>H</td>	40.	-10		Most direct	H
2       N 55 Z       Little River       N         City limite       Little River       S         city limite       Little River       S         1       N 25 Y       Little River         1       N 25 Y       Little River         1       N 25 Y       Little River         2       2 Z Y       Little River         2       2 X       Little River         3 X       Little Ri	41.	14 A	2114	Always have	H
City limite     Little River     #       4 H     Little River     #       6 H     H     H     Little River       6 H     H     H     Little River       8 H     H     Little River     Boy in school       2 S     Z     H     Little River       2 H     H     Little River     Nost conventent       2 H     E     Little River     Little River	42.	1971		1304	
4) K     Little River     f       6     N     Little River     Closest       6     N     Little River     Closest       2     5     T     Little River     Closest repair       2     5     T     Little River     Closest repair       2     5     T     Little River     Closest repair       5     N     Little River     Closest repair       5     K     Little River     Nost conventent       4     K     Little River     Nost conventent       5     Z     E     Little River       1     Little River     Little River     Little River       1     S     E     Little River	43.	City limite			
6     N     Initia Sirer     Closest       8     N     N     N     N       2     2     7     Little River     Boy in school       2     3     N     Little River     Boy in school       3     N     1     Y     Little River       5     7     Little River     Closest repair       5     8     N     Little River       1     8     1     Little River	44.	400 M		ste	
2       2       2       2       2       2       1	45.			Closest	H
2     2     2     2     2     Little River     Closest repair       5     N     1     Little River     Closest     Little River       5     N     N     Little River     Closest there       5     N     Little River     Closest prod       5     N     Little River     Closest prod       5     S     Little River     Closest prod       5     S     Little River     Little River       1     S     Little River     Closest prod       5     S     Little River     Little River       1     S     Little River     Little River       5     S     Little River     Little River       5     S     Little River     Little River	46.	2 N 25 W		Boy in school	н
S H 1% W     Little River     Closest       S H 1% W     Little River     Reletives there       S H 2     Little River     Reletives there       S H 2     Little River     Nost consentent       S H 2     Little River     Nost consentent       A H 2     Little River     Nost consentent       A H 2     Little River     Nost consentent       A H 2     Little River     Almer- have       A H 2     Little River     Almer- have       A H 2     Little River     Almer- have       A H 5     Little River     Almer- have       A 5     E     Little River       A 5     E     Little River	47.		21-4	Closest repeir	H
4     K 4     K     Little River     Relatives there       1     5     K     Little River     Nost convenient       1     2     5     Crearford     Little River       4     X     Little River     Nost convenient       4     X     Little River     Alwern have       5     2     E     Little River       1     5     2     E       1     5     2     E       1     5     2     E       1     5     2     E       1     5     2     E       1     5     1     Little River       5     1     E     Little River	48.	3 第 1 2 第		Closest	H
Image: Second set of the second second set of the second second set of the second	49.	42 11 4 18		Relatives there	H
Image: Second control of the second service       A     K       Initia Sires     Airen have       A     K       A<	50.			Nost convenient	H
Image: Second Structure     Almon have       Second Second Second Second     Second Second Second       Second S	51.			Closest good service	H
3 3 % E     Little River     #       14 S     Little River     #       15 S     Little River     #       5 % N S     S     Little River	52.	2		Alwarn have	H
Life     Little River     N       B     S     E     Little River     Close - roade good       5%     N     S     E     Little River	53.	3 2		45.0	
8 2 1 E Little River Close - roade good	54.	0		1003	
5h N 3h Z I Little	55.	10		Close - roade good	H
	56.	N 52			_

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Table 10 ((

		Name of Center	Customer's Jegson	Is the % of Customer's
a chome to the	Location of	Receiving over half of Trade	for Trading at the Center Named	Trade at the Center named Increasing Decreasing Same
Tamon Bho	TOHOGENA			
57.	24 5 29 20	Little River	cita	
58.	3 5 15 B	Little River	· the	
50.	3 N N 3 B	Little Hiver		
60.	20 TO-	Little River	4	
61.	6 N 32 E	Little River	Best place clore	H
62.	4 H 2 H	Little River	Convenience	H
63.	20	Little litver	Repairs svaileble	H
64.	()3 -<03 -<03 -<03 -<03	Little Alver	Close	н
65°	P M P M	Little Miver	Closest repeirs	H
56.	4 12 2	Little siver	2 Ma	
67.	74 3 2 1	Little River	Convenience	н
68.	7 3 2 2	Little River	Convenience	н
69.	115542	Little niver	Relatives there	H
70.	2 2 2 2	Little River	Stock of repairs	н
71.	4 N N	Little River		
72.	101 00 02	Little River	-	
73.	4 NIES	Little River	Neerest mechanic	H
74.	34 NL B	Little River	-	
75.	S H 2 E			
76.	二の四合			
- 44	1 2		100	
78.	51) 67 67	Little River	Best plece	H
.67	and	Little River	Title	
80.	City limits	Little River	alla a	
81.	The to the	Little River	Nearest service	H
82.	a S Calt	Little River	Best repair service	H
83.	5	Little River	ette :	
84.	24 -ta -ta -ta	Little Biver	2764	-
	1	Not interviewed		

4 4 musad	1011110	
100m	200	
00	DT	
Charles a	LONL	

1 61-	Decreasing Same	н			_	н				н	н	н	н								H		н	н	H	н		H
Is the % of Customer's Trads at the Center na	Increasing						н										-											
Customer's Aegson for Trading at the	Conter Named	liest convenient	-		100	Quickest service	Beet mechanics	1		Quickest repairs	Closest reptire	Good place	Cirl in school	005	-	P16	Pata	6483	-	ribs.	Rearest and beat		Closs	Best place	Bert stock repaire	Parents there	144	Bieiness there
Name of Center Receiving over	half of Trade	Little River	Little River	Little River	Little River	Little Hiver	Little River	Little River	Little River	Little River	Little River	Little River	Little Siver		Little River			Little River	Listle River	Little River	Little River	Little River	Little River					
Location of	Customer	111	6 3 14 B	7 5 15 1	1	10 10 10 10	a N	2 14 12		24	14 63 63 63 64 64 64 64 64 64 64 64 64 64 64 64 64	35 1 4 10		S S	5-7	SALL B	1 5	a a	S I S B	1 22 69	2 3 1 3		ころ	53	2 0 25 M		T H	City limits
	Customer	85.	56.	87.	58.	.69	90.	91.		8.	94.	95.	96.	57.	58°	58°	100.	101.	102.	103.	104.	105.	103.	107.	103.	103.	110.	112.

Table 10 (Continued)

ogical place ertica mem ertea mem earest place	ogical place bervice mem bervice mem berest place	ogicel place errice men lose elrest place
ervice mem Lose Lose pince	ervice men	ervice men
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		Name of Center	Customer's Regson	Is the % of Customer's	8
	Location of	Receiving over	for Trading at the Center Named	Trade at the Center named Increasing Decreasing S	emed
Customer	Customer	AND TT TO TTOT	normal Teatron		0
1.	Windom				
•••	Windom				
3.	Windom				
4.	Windom Route 1			***	
5°	Windom Route 1				
	20				
7.	Conway Route 1				
0	Tindom Route 2				
°6	Windom Route 2				
10.	Imman Route 1				
11.	Findom Route 1				
12.	14 19 19 19 19				
13.	34 24 2				
14.	M 4 03	5			
15.	6 0 5 E				
16.	12 00 m				
17.	22 5 4 2				
18.	aladom			-	
19.					
20.	44 0 42 1				
21.	Innen				
22.	McPherson			-	
23.	Conway Route 1				
24.	Conway Route 1				
25.	Conway Route 1				
26.	Conway Route 1				
27.	Conway Route 1				
28.	Findom				

Increasing Decreasing Same Trade at the Center nemed Is the % of Customer's for Trading at the Customer's Aegson Center Named Name of Center Receiving over half of Trade Findom Route 1 Conway Route 1 Lyons Route 1 Route 4 Route 4 Lyons Route 2 Location of Customer 100 S 15 *illadom* **Zindod** Lyone Lyons Lyona Lyona Lyons Lyons Lyons LTORS Lyons Lyons Lyons Lyons Lyons Lyons Lyona Lyons Lyons Lyons Lyons Lyons 10 Customer 52. 51. 53. 31. 33. 34. 33. 37. 38. 39. £0. 41. 63. 14. 12. 16. 69° ÷8-20. 55. -00 30-32.

Table 11 (Continued)

Table 11 (Continued)

	Location of	Name of Center Receiving over	Customer's degson for Trading at the	Is the % of Customer's Trade at the Center name	Is the % of Customer's Trade at the Center named	led
Customer	Customer	half of Trade	Conter Named	Increasing	Decreesing	Same
57.	Lyons Route 3					
58.	Lyons				-	
59.	Lyona				-	
60.	Lyons					
61.	Lyons					
62.	Lyons					
63.	Lyons			<b>.</b>	-	
- 96	Lyons					
65.	Lyons					
56.	Lyons				-	
67.	Lyons					
69.	Lyons Route 2					
69.	Lyons Houte 2					
70.	Lyons					
71.	Lyons					
72.	Lyons					
73.	Lyons					
74.	Lyons					
75.	Lyons Route 4					
76.	Lyona					
- 22.	Lyona			-		
78.	Lyons					
-64	Lyons Route 2					
80.	Lyons Route 3					
81.	Lyons					
82.	Lyons					
83.	Lyons					
DA.	I.votes					

Table 11 (Continued)

		Name of Center	Customer's Jeeson	Is the % of Customer's	
	Location of	Receiving over	for Trading at the	91	med
Customer	Customer	half of Trade	Center Named	Increasing Decreasing	Sene
85.	Lyons				
86.	Lyons				
87.	McPherson				
88.	#ci <sup>p</sup> hereon				
89.	McPherson				
90.	Tichita				
91.	McPherson				
92.	0\$18				
93.	McTherson				
94.	Merhorson				
95.	McPherson				
96.	Lefherson				
97.	McTherson				
98.	Terberson				
58 <b>.</b>	ELL enor th			-	
100.	Elkhert				
IOL.	Conway				
102.	McPherson				
103.	Celva				
104.	Marquette			-	
105.	McPherson				
106.	Marquette				
107.	Geneseo				
108.	Ceneseo				
103.	Melherson				
-OII	Calva				
111.	Geneseo				
112.	McPherson				
	-				-

Table 11 (Continued	-
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Is the % of Customer's Trede at the Center named Increasing Decreasing Same	
Customer's Aegson Is the % for Trading at the Trade at Center Named Increasin	
Name of Center Receiving over half of Trade	
Location of Customer	erherson erherson erherson ensso 55 % sensso 55 % sensso erherson
Customer	115. 114. 116. 116. 116. 116. 118. 118. 128. 128. 128. 128. 128. 128

		Name of Center	Customer's Aegson	Is the % of	Is the % of Customer's	
	Location of	Receiving over	for Trading at the	Trade et th		ed
Customer	Customer	half of Trade	Center Named	Increasing	Decreasing	Dana
141.	Kellerson					
142.	Genesoll.					
145.	Buhler					
144.	Merberson					
145.	Mapherson					
146.	ciberson.					
147.	Rephereon					
148.	Findom					
149.	Tindom					
150.	Finder					
151.	Geneseo					
152.	Windom.					
153.	lint ch Inson					
154.	Hutchinson					
155.	Chase					
156.	LON 24 B			-		
157.	Windom					
158.	Gene seo					
159.	Reymond					
160.	"itchell					
161.	I'coberson					
162.	J'elherson					
163.	Солтау					
164.	Consay					
165.	Geneso					
166.	Langley					
167.	Lyons					
168.	Lyons					

Table 11 (Continued)

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Table 11 (Continued)

Same	
Is the % of Trade at the Increasing	
Customer's Jeason Is the % of Customer's for Trading at the <u>Trade at the Center na</u> Conter Named <u>Increasing Decreasing</u>	
Name of Center Receiving over half of Trade	
Location of Customer	Chase Lyons Mitchell Lyons Mitchinson Sterling Sterling Sterling Sterling Sterling Sterling Merberson Merberson Mitchell Lyons Gelva Werberson Lyons Gelva Censco Crewford Crewford Kitchell Lyons Mitchell Mitchell Mitchell Mitchell Mitchell Mitchell Mitchell Mitchell Mitchell Mitchell
Customer	169. 171. 171. 172. 173. 175. 175. 176. 176. 176. 177. 189. 188. 188. 188. 188. 188. 188. 188

Table 11 (Sontinued)

Customer's Reason Is the % of Customer's for Trading at the <u>Trade at the Center nemed</u> Center Named <u>Increasing Decreesing Same</u>	
Customer's Aegson for Trading at the Center Named	
Name of Center Receiving over half of Trade	
Location of Customer	Lyons 4 3 2 8 Marquette Marquette Marquette Marguette Marguette Marguette Lyons Lyon
Customer	197. 198. 198. 200. 200. 200. 200. 200. 205. 205. 205

Table 11 (Continued)

		Name of Center	Customer's Aseson	TO & AUA ST	Ta the solution of the solution is a second	Por
Customer	Location of Customer	Receiving over half of Trade	Center Named	Increasing	Decreasing	Same
225.	Genezao					
226.	Windom					
227.	Lyons					
220.	s.yone					
229.	windom					
230.	5 8					
231.	Windom		-			
232.	Langley					
233.	-yone					
204.	Great Bend					
235.	Geneseo					
236.	"I Indom					
237.	Lyona					
238.	Lyons .					
239.	Lyons					
240.	Lyons					
241.	Lyons					
242.	Nerhorson					
243.	litchell					
244.	CPherson.					
245.	cPherson					
246.	charson					
247.	Carter and a second and a second and a second a			-		
248.	Lyons					
249.	Geneseo					
250.	Geneseo					
251.	Lyons					
980	"an and			_		

Same	1
Is the % of Customer's Trede at the Center neu Increasing Decreasing	
Customer's Aegson for Trading at the Conter Named	
Name of Center Receiving over half of Trade	
Location of Customer	Lyons Lyons Lyons Chase
Customer	2010. 2010. 2010. 2017. 2017.

Table 11 (Continued)

Table 12

Customer List for Hardware Store A ----- Hardware, Farm Machinery, Coal

	Location of	Name of Center Receiving over	Customer's Aeeson for Trading at the	Is the % of Customer's Trade at the Center named	
Customer	Customer	half of Trade	Conter Named	Increasing Decreasing St	Seme
1.	1 11 12 12	Windom	Cloear	H	
63	54	Little River	Convenience	H	
5	54	Little River	Convenience	H	м
4		Little River	Close	H	ы
10	12.5 2 2	Little River			
6.	5 11 2 10	Little River	-		
7.	1 83	Little River	Neurest hardware	H	ы
°0	4 03 03 18 18	Little Siver	Nearest hardware	H	ы
.0	1 1 1 1 2 2	Little River	1		
10.	23.55	Little River			
11.		Little River	-		
12.	2 C 1 N	Little River	100		
13.	14 00		All trading there	H	н
14.		Little River	Better assortment	H	ы
15.	5 C 14 H	Lyons & L. R.	About 50-50		
16.	201-0 01-0 01-0 01-0	Little Siver	2100		
17.	5 3 4		All trading there	H	н
18.	第二日の	Little River	Closest	H	н
19:	5 NI E	Little River	Property there	H	н
20.		Little River	Nearest	•	н
21.	N 1	Little River	Milk route there		н
22.	4 C 2 2 1 2	Little River	Nearest hardware		н
23.		Little River	-		
34.	3 22 2	Little River	Boy in school	R	н
25.	-	Little River	Meereot hardware	H	н
26.	N 25	Little River	etta		
27.	3 H 3 H 1	Little River	Children in school	1	н
28.	N 35	Little Hiver	It's our town		
	N a	Not interviewed			

Teble 12 (Continued)

Customer	Location of Customer	Receiving over half of Trade	for Trading at the Center Named	Trade at the Center named Increasing Decreasing Same
29.	G N 12 W	Little River		
30.	5	Little Siver	c)2,	
31.	1 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		1012	-
32.				*
.23.	0.0	Little Hiver	county ald	
		-	Closest	
20.0			Convenience	×
37-			cile	
38.	1. MI B	Little River	Close	H
59.	25 N 1 W	Little River	Always trade there	н
40.		Little River	Convenience	M
41.	1	Little River	cita	
42.	1 83 8	Little River	cola	
43.	14 2 日 二	Little Hiver		
44-	N J	Little River	Closest and best	M
45.	5 2 4 B	Little Masr	Relatives there	M
46.	5 K	Little Hiver	Most direct	M
47.	6% N L H	Little River	Better acquainted	M
48.	N 12	Little Niver		
49.	72 5 2 1	Little River	All trading there	H
50.		Little Siver	Close - rosde	H
51.	11 AN	Little River	Closest	N
52.	2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Little River	12/10	
53.	2 NA E	Little River	Always have	H
54.	きた」 Creatord	Geneseo	Closest place	н
53.	3 N 14 W	Little fiver	Closest	H
56.	AR A NA	Little River	Relatives here	H
	f Not	it interviewed		

helf of Trade Little River Little River		I creation of	Name of Center Receiving over	Customer's Aegson for Trading at the	Trade et th	Is the % of Customer's Trade at the Center named	ned
5% %     %     %     %     %     %       1     N11     %     %     %     %       1     N1     %     %     %     %       1     1     %     %     %     %       1     1     %     %     %     %       1     1     %     %     %     %       1     1     %     %     %     %       1     %     %     %     %     %       1     %     %     %     %     %       1     %     %     %     %     %       1     %     %     %     %     %       2     %     %     %     %     %       2     %     %     %     %     %       1     %     %     %     %     %       2     %     %     %     %     %       2     %     %     %     %     %       2     %	Customer	Customer	half of Trade	Center Named	Increasing		Same
<ul> <li>I.N.I.F.K. Little River</li> <li>R.S.R.K. Little River</li> <li>J.F.S.K. Little River</li> <li>J.F.S.K. Little River</li> <li>J.F.S.K. Little River</li> <li>Gity Lintle River</li> <li>S.S.K. Little River</li> <li>S.S.K. Little River</li> <li>S.S.K. Little River</li> <li>B.S.K. Lintle River</li> <l< td=""><td>57.</td><td></td><td></td><td>Most convenient</td><td></td><td></td><td>н</td></l<></ul>	57.			Most convenient			н
<sup>1</sup> / <sub>4</sub> <sup>1</sup> / <sub>5</sub> <sup>1</sup>	53.				_		
<ul> <li>4 K</li> <li>1 K K</li> <li< td=""><td>59.</td><td>23 23 18 19-1</td><td></td><td>-</td><td></td><td></td><td></td></li<></ul>	59.	23 23 18 19-1		-			
14.5       3.5       1.41110       Hittle River       0.0	60.	50		Almeys bave			н
<pre>/ // // // // // // // // // // // // /</pre>	61.	-10		-			
City limite little litver City limite litver 5 2 2 2 1 14110 River 5 3 2 1 2 14110 River 5 4 1 15 2 1 2 14110 River 5 4 1 15 2 14110 River 5 4 1 15 2 14110 River 5 8 1 15 2 14110 River 1 8 9 1 2 1 14110 River 1 9 0 10000 1 9 1 1 14110 River 1 9 1 1 14110 River 1 9 1 14110 Rive	62.	2 3		Close			н
66     52     Exittle River     Boys in school       51     5     24     Exittle River     Boys in school       5     5     7     Exittle River     Boys in school       5     5     7     Exittle River     Boys in school       1     8     5     1     Exittle River     Boys in school       1     8     5     1     Exittle River     Boost       2     8     5     1     Exittle River     Closest hardware       2     8     5     1     Exittle River     Closest hardware       2     8     5     1     1     1       2     8     1     1     1     1       2     8     1     1     1     1       2     8     1     1     1     1       1     8     1     1     1     1       1     8     1     1     1     1       1     8     1     1     1     1       2     8     1     1     1     1       2     8     1     1     1     1       1     8     1     1     1       1     8 <td< td=""><td>63.</td><td>City Limits</td><td></td><td>vija</td><td></td><td></td><td></td></td<>	63.	City Limits		vija			
51     5<	64.	63		4			
6     2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	65.	<b>63</b>		Soys in school			н
No. 20       No. 20       Initial River       Boy in school       X         2       2       1	65.	20		Roads good		н	
2       2       1       14 the River       Closest hardmare         1       1       1       1       1         2       1       1       1       1         2       1       1       1       1         2       1       1       1       1         2       1       1       1       1         2       1       1       1       1         2       1       1       1       1         2       1       1       1       1         2       1       1       1       1         3       1       1       1       1         3       1       1       1       1         3       1       1       1       1         1       1       1       1       1         1       1       1       1       1         1       1       1       1       1         1       1       1       1       1         1       1       1       1       1         1       1       1       1       1         1	67.	100 100 100 100 100 100 100 100 100 100		Boy in school	н		
1       H 1 % This River       Initia River       Initia River         2       H 1 % This River       Initia River       Close - roads         2       H 1 % This River       Initia River       Close - roads         2       H 1 % This River       Close - roads       Initia River         2       H 1 % This River       Close - roads       Close         1       H 1 % This River       Close       Close         1       Elyons       Lyons       Close         1       Elyons       Lyons       Close         1       Elyons       Lyons       Close         1       Elyons       Lyons       Resconventent         2       Elittle River       Best place close       Nore close         2       Elittle River       Nerrest hardware       Merset hardware         2       Elittle River       Do better there       Merset hardware	68.	52		Closest hardware			м
8       31       2       Little River       Close = roads         2       2       1       1       1       Little River       0         1       1       1       1       1       Little River       0         3       1       1       1       1       1       0       1         3       1       1       1       0       0       0       0         3       1       1       1       0       0       0       0         3       1       1       1       0       0       0       0         3       1       1       1       0       0       0       0       0         3       1       1       1       0 <t< td=""><td>69.</td><td>1 11 12 12</td><td></td><td></td><td></td><td></td><td></td></t<>	69.	1 11 12 12					
2     H 1 1 2     Little River     Little River       1     H 1 2     Little River     Little River       2     H 1 2     Little River     Convenience       3     H     Little River     Closer       1     5     H     Little River       1     H     H     Loser       1     H     Loser     Closer       1     H     Loser     Closer       1     H     Loser     Loser       1     H     Loser     Loser       1     H     Loser     Loser       2     H     Little River     Loser       2     L     Little River     Loser    <	-04	8 31 8		Close - roads			н
A H I H     Idttle Kiver       I H I E     Idttle Kiver       S H S H     Idttle Kiver       I E Lyons     Lyons       Lyons     Lyons       Lyons     Lyons       Little Kiver     Closer       C S H S H     Idttle Kiver       S S I F     Idttle Kiver       A H S F     Little Kiver       Little Kiver     Neerest hardware       A H S F     Little Kiver       Little Kiver     Defter there	-14	1 1 <sup>2</sup>					
1     1 <td>72.</td> <td>N 1</td> <td></td> <td>-</td> <td></td> <td></td> <td></td>	72.	N 1		-			
8     8     8     8     8       3     1     Little River     Convenience       1     5     5     1     Little River       1     5     5     1     Little River     Convenience       1     5     5     1     Little River     Closer       7     8     5     1     Little River     Closer       7     8     5     1     Little River     Best place close       5     1     1     Little River     Best place close       5     2     1     1     Little River       5     2     1     1     Little River       6     3     5     1     Little River       6     5     1     1     Nearest hardware       6     5     1     1       6     5     1     1       6     5     1     1       6     7     1     1	73.	N 15	Little Hiver	cite:	-		
Signal     Little River     Convenience       Lists     Little River     Closer       List     Lyons     Lyons       List     Lyons     Lyons       R Signal     Convenience       R Signal     Choser       R Signal     Choser       R Signal     Lyons       R Signal     Choser       R Signal     Choser       R Signal     Little River       R Signal     Little River       R Signal     Little River       R N Signal     Little River	74.	(C) [2] [2] [2] [2] [2] [2] [2] [2] [2] [2]	Geneseo	Closer			н
15 3 2     Little Kiver     Closer       18 2 Lyons     Lyons     Lyons       18 2 Lyons     Lyons     Lose       7 7 8 5 2     Little River     Close       6 7 3 2 4     Little River     Best place close       2 3 1 7     Little River     Best place close       2 3 1 7     Little River     Best place close       2 3 1 7     Little River     Best place close       2 3 1 7     Little River     Best place close       4 1 3 7     Little River     Dester thardware       6 3 4 2     Little River     Dester there       4 1 2 4     Little River     Conventence	75.	52 H	Little River	Convenience			н
14 2 Lyons     Lyons     Lyons       7 H 54 2     Conseco     Close       6 H 54 2     Little Hiver     Best place close       2 S 1 F     Little Hiver     Best place close       2 S 1 F     Little Hiver     Best place close       2 S 1 F     Little Hiver     Best place close       2 S 1 F     Little Hiver     Best place close       2 S 1 F     Little Hiver     Nearest hardware       4 N 24 E     Little Hiver     Do better there       4 N 25 F     Little Hiver     Convenience	76.	5 3	Little Fiver	Closer			н
7 H 5 S Concesso Nore convenient 6 H 3 R 1 Little Hiver Best place close 2 S 1 R Little Hiver Neerest hardware 2 S 1 R Little Hiver Neerest hardware 6 S 4 E Little River Neerest hardware 6 S 4 E Little River Do better there 6 N 2 R Little River Convenience	-27.	14 Z Lyons	Lyone	Close			н
6 H 3 A     Little Hiver     Best place close       2 S 1 H     Little Hiver     Nesrest hardware       3 S 1 H     Little Hiver     Nesrest hardware       3 S 1 H     Little Hiver     Nesrest hardware       4 H     S 1 L     Little Hiver       6 S     2 L     Little Hiver       4 H     2 L     Little River	78.	7 # 5% 8	Geneseo	More convenient			н
2 2 1 F Little River Neerest hardware 2 2 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	.64	20	Little Hiver	Best place close			н
1     1 <td>80.</td> <td>2</td> <td></td> <td>Nearest hardware</td> <td></td> <td></td> <td>H</td>	80.	2		Nearest hardware			H
4 N 32 F     Little River Neerest hardware       68 S 4 Z     Little River Do better there       4 N 22 T     Little River Convenience	81.	-		TTIN .			
6 2 4 Z Little River Do better there 4 N 2 2 I Little River Convenience	82.	N 35		Nearest hardenre			н
4 N 2 N 2 N 2 N 2 N 2 N 2 N 2 N 2 N 2 N	63.	4	Little River	Do better there			н
	84.	4 N 25 1	Little River	Convenience			H

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haif of Trade Little Siver Little Siver Little Siver Little River Little River		Location of	Name of Center Receiving over	Customer's Jeason for Trading at the	Trade et th	Is the % of Customer's Trade at the Center named	pad
<pre>2 5 5 1 5 % Little River 3 5 1 5 % Little River 2 5 5 % Little River 5 5 8 % Little River 5 5 8 % Little River 5 5 8 % Little River 5 8 % S % Little River 6 8 % S % Little River 7 9 5 % Little River 7 9 % Conventence 8 % N % S % Little River 1 % N % M % M % M % M % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M % % M %</pre>	Cuetomer	Customer	half of Trade	Center Named	Increasing		Same
5     5     1     3     5     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1 </td <td>85.</td> <td>68 +11 03 61</td> <td>Little Siver</td> <td>Close</td> <td></td> <td></td> <td>н</td>	85.	68 +11 03 61	Little Siver	Close			н
25     52     11111e     River     1       2     52     2     11111e     River     1       2     52     2     11111e     River     1       1     52     2     11111e     River     1       1     52     2     11111e     River     Closest hardware       1     53     2     11111e     River     Closest hardware       5     53     2     11111e     River     Closest hardware       5     8     11111e     River     Closest hardware       5     8     11111e     River     Closest hardware       5     8     11111e     River     Cood hardware       6     8     8     11111e     River       1     8     11111e     River     Cood hardware       7     9     2     11111e     River       1     8     11111e     River     Conventent       1     8     11111e     River     Conventent       7     9     2     11111e     River       1     8     11111e     River     Conventent       7     9     8     11111e       7     9     8	86.	2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		183			
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1 35 % Interinson Intro Closest hardwere 7 3 22% E Intrie Niver Closest hardwere 5 8 8 E Intrie Niver Reade are good 5 8 8 E Intrie Niver Reade are good 6 8 8 5 E Intrie Niver 6 8 8 5 E Intrie Niver 8 8 8 E Intrie Niver 7 9 2 2 E Intrie Niver 7 9 2 E Intrie Niver 8 8 8 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	63.	03		100			
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64 3 25 E     Inttle River     Roade are good       58 E     Inttle River     Nerquette       58 E     Inttle River     Good hardware       58 E     Inttle River     None conventent       5 E     Inttle River     None conventent       7 3 2 E     Inttle River     Conventent       7 3 2 E     Inttle River     Conventence       1 5 4 5 E     Inttle River     Conventence       1 5 4 5 E     Inttle River     Conventence       1 5 8 2     Inttle River     Conventence       6 8 8 E     Inttle River     Conventence       1 8 8 1     Inttle River     Conventence       6 8 8 2     Inttle River     Conventence       1 8 8 1     Inttle River     Conventence       1 8 8 8     Inttle River     Conventence       1 8 8 9     Inttle River     Reace       1 8 8     Inttle River       1 8 8     Inttle River <td>91.</td> <td>7 5 2 5 5</td> <td>Matchinson</td> <td>El CEBY place</td> <td>н</td> <td></td> <td></td>	91.	7 5 2 5 5	Matchinson	El CEBY place	н		
<pre>3 3 5 1 Little River Cood Acdwerte 6 8 8 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1</pre>	92.	65 3 21 E	Little River	Roade are good		н	
37 N 3 E       Little River       Merquette         6 N 3 E       Merquette       Merquette         7 N 3 E       Little River       Merquette         8 N 3 E       Little River       Merquette         8 N 3 E       Little River       Merquette         1 N 15 E       Little River       Merquette         1 N 15 E       Little River       Merculant         7 S 2 E       Little River       Merculant         7 S 2 E       Little River       Convenience         7 S 2 E       Little River       Convenience         1 S 2 E       Little River       Convenience         1 S 4 E       Little River       Convenience         1 S 4 E       Little River       Convenience         5 8 E       Little River       Convenience         6 N Z V       Little River       Conventence         1 N S E       Little River       Conventence         5 8 1 S       Little River       Conventence         6 N Z V       Little River       Conventence         1 M S E       Little River       Conventence         5 8 1 S       Little River       Meeneet hardware         6 N Z V       Soud Place       Meeneet hardware <td>93.</td> <td>14 00 1-11</td> <td></td> <td>Good herdware</td> <td></td> <td></td> <td>н</td>	93.	14 00 1-11		Good herdware			н
<pre>6 K 5 Z Nerquetta A X 2 Z Little River A X 2 Z Little River A X 2 Z Little River 7 3 2 Z Little River 7 3 2 Z Little River 7 3 2 Z Little River 7 9 2 Z Little River 9 8 2 Z Little River 1 8 4 Z Little River</pre>	2.	SAN 3 E	Little River	1012			
4: N 2 N       Initio River       1         5 N 3 E       Initio River       1         5 N 3 E       Initio River       1         1 N 1 5 E       Initio River       1         2 S 2 E       Initio River       1         1 5 5 E       Initio River       Convenience         1 5 5 E       Initio River       Convenience         1 5 5 E       Initio River       Convenience         1 8 N 2 E       Initio River       Convenience         6 N 2 E       Initio River       Convenience         1 8 N 3 E       Initio River       Convenience         2 9 1 8 I       Initio River       Convenience         2 8 1 8 I       Initio River       Beet hardware         6 N 3 E       Initio River       Beet pare	95.	52 ES	Merquette	More convenient	X		
% N 13 w       Inttle River       %         % N 3 w       Little River       %         1 N 1 w       k       Little River         1 N 1 w       k       Little River         1 N 1 w       k       Little River         7 S w       Little River       Ly trading point         7 S w       Little River       Ly trading point         7 S w       Little River       Conventence         1 % w       Little River       Conventence         2 % w       Little River       Conventence         2 % w       Little River       Beet hardware         2 % w       Little River       Beet place	96.	4- N 2 2		>the			
8       N 5       Little River       Little River         1       N 1       E       Little River       Little River         1       N 1       E       Little River       Little River         7       5       E       Little River       Ly trading point         7       5       2       E       Little River         7       5       2       E       Little River         7       5       2       E       Little River         7       5       5       5       Conventence         1       5       5       1       Little River         6       N 3       E       Little River       Conventence         6       N 3       E       Little River       Conventence         1       N 3       E       Little River       Conventence         1       N 3       E       Little River       Conventence         1       N 3       E       Little River       Conventence         2       1       S       Little River       Conventence         2       3       5       Little River       Soutence         2       3       5       Little Rive	97.	5 M 13 W					
* N = Z       Little River       *         1 N 1 = Z       Little River       *         7 3 = Z       Little River       Non         7 9 = Z       Little River       Non         1 5 4 = Z       Little River       Convenience         1 5 4 = Z       Little River       Convenience         5 3 6       R       Little River       Convenience         6 N Z       Little River       Conventence       Conventence         1 N S Z       Little River       Non       Conventence         2 3 1 K       Little River       Non       Non         2 3 1 K       Little River       Non       Non         2 4 Z       Little River       Non       Non         2 3 1 K       Little River       Non       Non         2 4 Z       Little River       Non       Non         2 5 1 K       Little River       Non       Non         2 5 1 K       Little River       Non       Non         2 5 1 K       Little River       Non       Non      <	98.	5 X 5 B					
1     N 15 E     Little River     F       7     3     E     Little River     Ever treding point       7     5     E     Little River     Conventence       7     5     E     Little River     Conventence       7     5     E     Little River     Conventence       1     5     5     E     Little River       5     5     E     Little River     Conventence       6     N S     N     Little River     Conventence       1     N S     E     Little River     Peet hardware       2     1     K     Little River     Neareat hardware       2     1     K     Little River     Neareat hardware       5     5     K     Little River     Neareat hardware	99°	e14					
7 3 % E Little River Ny trading point 7 5 2 % Little River Convenience 7 5 2 % Little River Convenience 1 5 2 % E Little River Convenience 5 8 6 % Inman Goest 4 # 1 % E Little River Convenience 6 % M 2 % Little River Convenience 1 % % E Little River Geet hardware 2 3 1 % E Little River Geet hardware 6 % % E Little River Geet hardware 6 % % E Little River Geod place	100.	-in		1	-		
7     5     2     Little River     Convenience       1     5     2     2     1     Little River     Convenience       1     5     5     1     Little River     Convenience       5     5     7     Little River     Convenience       6     N     8     Little River     Convenience       1     N     5     1     Little River       1     N     5     1     Little River       2     1     8     1     Little River       7     5     8     Little River     Lood place	101.	-64		ky treding point			н
7     5     5     1     1.41110 River     Convenience       1     5     5     5     5     5     5       5     5     5     5     5     5     5       6     N     2     1.41110 River     Convenience       6     N     3     5     1.41110 River     Convenience       1     N     3     5     1.41110 River     Convenience       1     N     3     5     1.41110 River     Beet hardware       2     3     1     5     1.4110 River     Nearest hardware       2     3     4     1.4110 River     Nearest hardware       7     5     5     1.41110 River     Deet place	102.	2 22 24		Conventence			н
16 5 45 E     Little River     Relatives there       5 3 6 E     Immen     Closer       4 N 15 E     Little River     Conventence       6 N 2 U     Little River     Beet hardware       18 N 3 E     Little River     Nearest hardware       19 N 3 E     Little River     Nearest hardware       18 N 3 E     Little River     Nearest hardware       19 N 3 E     Little River     Nearest hardware       19 N 3 E     Little River     Nearest hardware	105.	03		Conventence			н
5     3     6     R     Inman     Closer       4     R lå til River     Little River     Convenience       6     N 2     Little River     Beet hardware       1     N 3     E     Little River       2     3     1     E       2     3     2     Little River       2     3     2     Little River       6     N 4     E     Little River       7     5     2     Little River	104.	1 2 4 2 2		Relatives there			H
4     N 1% E     Little River     Convenience       6% N 2     Little River     Beet hardware       1% N 3     E     Little River       2     3     1% E     Little River       6% N 4     E     Little River       7     5     E     Little River	105.	63	Incom	Closer			н
6     N Z W     Little River     Beet hardware       1     N Z E     Little River     F       2     3     1     E       2     3     1     E       2     3     1     E       2     3     1     E       2     3     1     E       2     3     1     E       2     3     2     E       3     5     E     Little River       6     N 4     E     Little River       7     5     5     Little River	106.	N 12		Convenience			н
1     M S E     Little River     #       2     3     1     E     Little River       2     M S E     Little River     Nearest hardware       5     N S E     Little River     Nearest hardware       7     S E     Little River     Bost place	107.	25		Beet hardware			н
2 3 12 S Little River # 2 M 3 2 Little River Nearest hardware 6 M 4 W Little River Good place 7 S 2 E Little River Best place	109.	M		-			
2 M 3 2 Little River Nearest hardware 6 M 4 W Little River Good place 7 S 2 E Little River Best place	109.	3 14					
6 H 4 W Little River Good place	110.	N 32		Nearest hardware			н
7 S & E Little River Best place	111.	* 2	Little River	Good place			н
	112.	et 4 53	Little River	Best place			н

Teble 12 (Continued)

Customer 7 3 5 5		for Trading at the	Trede at the Center na	Trade at the Center named	hed
04 9 10 -	half of Trade	Center Named	Increasing	Decreasing	Same
2	Little River	Fully stocked			н
8	Little River				
4 E	Merquette	Closer		н	1
11 2	Little River	Close			н
23	Little River	Convenience			н
0 C3 (0)-		alla a			
		0. 4			
64, 1 64,2 64,2 64,2					
83 6	Little Hiver	1a *1			
	LARGE RANGE	Mearest hardware			н
1	Little River	Rather trade there			н
1	Little River	Mearest hardware			н
8	Little River	-			
14 -(3 63	Little firer		-		1
H O H	Little River	Girl in school			н
5 14 75	Little Hiver	-02			
3 1 k		-			
M	Little River	-			
64 •	Little River	Good place			н
3 4% U	Lyons	Close as any			н
60 60	LI . LIe RIVET				
N 6	Little River	Relatives there	н		
N 2. 1	Lyons	Boy in school			н
	Lyons	Cen do better			н
64 62 63	Little River	*104			
(1) (2) (2) (2) (2) (2) (2) (2) (2) (2) (2	Little River	Rearest hardware			н

		Name of Center	Customer's Regson	Is the % of Customer's	H
Customer	Location of Customer	Receiving over half of Trade	for Trading at the Center Named	Trade at the Center named Increasing Decreasing Same	0
	0 10 1	TAAD DAme	1		
	-		1		
-257	144				
143.	ini) Aice	Little River	-		
144.	調め	Little River	1		
145.	図 20 m	Little River	' My trading point	H	
146.	63	Little River	Rasy access	н	
147.	1 5 2 3	Little Siver	*		
148.	20	Little River	-		
149.	12 23 49	Little River	The state		
150.	3 3 24 2	Little River	Girle in school	н	
12.	S S IN R	Little River	Boy in school	н	
152.	1季545日	Little River	Neerest hardware	H	
153.	100 M	Little Siver	Girl in school	H	
154.	14 5 45	Little River	Nearest hardware	H	
155.	1 3 6 1	Lyons	Just se close	H	
156.	STRL B	Little River			
157.	22	Little River			
158.	1 H	Little River	-110		
159.	2 C 2 H	Little River	Relatives here	н	
160.	1 5	Little River			
161.	3	Little River	No reason	H	
162.	N L	Little Siver			
163.	20 X1 27 X1	Little River	-		
164.	City Limits	Little River	1000		
165.	511	Little River			
166.		Little Hiver	200		
167.	63	Little River	Nearest hardware	H	
168.		Little River	Rearest	H	
	4760	Not interviewed	-		

	focation of	Name of Center Receiving over	Customer's Aegson for Trading at the	Is the % of Customer's Trade at the Center named	
Cuetomer	Customer	half of Trade	Center Named	Increaeing Decreasing Same	8
169.	2 H 7 E	Little River	-		
170.	1 3	Little River	102		
171.	3	Little River	118		
172.	30		Nearest hardware	H	
1.73.	2		485		
174.	-		-		
175.			100 c		
176.	22 11 3 2	Little River	uts.		
177.	1 NG N	Little River	attra		
178.	4 M	Little River	44		
179.	1 N 24 E	Little River	100		
180.	20 20	Little River	Parents there	н	
181.	A N	Little River	Close .	H	
182.	12 12 12 12 12	Little River	Nerrest good herdware	H	
183.	1	Little River	Neerest herdware	H	
164.	N 6	Little River	Reletives there	H	
185.	1 SI #	Little River	2000		
186.	N 40-	Little River	Rearest hardware	H	
187.	1 24 5		-		
168.	3	Little River	Most convenient	H	
185.	8 3 13 1	Little River	Do business there	H	
190.	6å N	Little River	-		
191.		Little River	Good roads- close	н	
192.	7 16 2 10	Little River	Girl in school	H	
193.	5 S	Little Biver	star		
194.	4 NO 3 NO 8	Little River	4		
195.	24 20 20	Little River	-		
156.	5 3 22 1	Little River			
		No t interviewed			

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Teble 12 (Continued)

		Name of Center	Customer's Jeason for Trading at the	Is the % of Trade at th	Is the % of Customer's Trade at the Center named	ned
Customer	Location of Customer	half of Trade	Center Named	Increasing	Decreasing	Same
197.		Little River	194.4			
199.	0 00 1		10 200g 5			
200.		Little Hiver Little River	Converience			н
202.			Most convenient Boy in school			нн
204.	「三」		Just as handy			I H
205.	(cs. (c) -/12:	Little River	Close			н
207.	E CA I		2 T. Do 1			
203.	n E	Little Aiver	cta eta			
210.			1 - 10 a			
21.	l alla	Little Siver	-	-		
	-	Not interviewed				

		stomer	Receiving over	for Trading at the	Trade at the Center named	DIMONT TOATION OF	pe
2     2     14ttle River     0ur treding point       7     3     2     14ttle River     0ur treding point       7     3     3     1     14ttle River     0ur treding point       2     3     2     1     14ttle River     0ur treding point       3     3     1     2     1     14ttle River       3     3     1     1     1     1       3     1     1     1     1     1       3     1     2     1     1     1       1     5     1     1     1       1     5     1     1     1       1     5     1     1     1       1     5     1     1     1       1     5     1     1     1       1     5     1     1     1       1     5     1     1     1       1     5     1     1     1       1     1     1     1     1       1     1     1     1     1       1     1     1     1     1       1     1     1     1     1       1     1     1 <th>ระบุล แนะออนสอ</th> <th>00</th> <th>helf of Trade</th> <th>Center Named</th> <th></th> <th>Decreasing</th> <th>Seme</th>	ระบุล แนะออนสอ	00	helf of Trade	Center Named		Decreasing	Seme
7 525 E Little River Dur treding point 7 8 1 5 1 2 1 Little River Boys in solool X 2 8 5 1 2 Little River Boys in solool X 3 8 1 2 2 Little River Boys in solool X 2 8 5 1 2 2 Lyone Bost at hand 1 8 5 3 2 1 2 Lyone Bost at hand 1 8 5 3 2 1 2 Lyone Bost at hand 1 8 5 3 2 1 2 Little River Property there 5 8 1 2 Little River Property there 5 8 1 2 2 Little River Property Property Property Property Little River	นั้น และควา		Little River	-			
<pre>7 % % % % % % % % % % % % % % % % % % %</pre>		-11	Little Hiver	our trading point			н
* S = * W     Initibe River     *       S = 1 w     Little River     *       S = 1 w     Lyona     *       S = 1 w     Little River     *       Little River     *     *       S = 1 w     Little River     *       Little River     *     *       S = 1 w     Little River     *       Little River     *     *       Little River     * <td< td=""><td>งถ์ก็ม ณาาา</td><td>Ha H</td><td>Little River</td><td>Boys in school</td><td>н</td><td></td><td></td></td<>	งถ์ก็ม ณาาา	Ha H	Little River	Boys in school	н		
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11/2 5 30 % Little River     Rest at hand       11/5 5 % % Little River     Finture River       5 % % Little River     Property there       5 % % Little River     Closer       1 % % River     Closer       1 % River     Closer       5 % S % R     River       5 % S % R     River       5 % S % R     River       6 % R 1     River       8 % R 2     Little River <td< td=""><td>·/아/아 ㅋ ㅋ</td><td>13</td><td>Lyons</td><td>Better place</td><td>н</td><td></td><td></td></td<>	·/아/아 ㅋ ㅋ	13	Lyons	Better place	н		
15.2.2 T     Little River     Property there       5 H 12 E     Little River     Property there       5 S 1 E     Little River     Property       5 S 2 L     Little River     Property       5 S 3 L     R     Little River       5 R 2     Little River     Property       6 R River     Property     Route there       7 R 2     Little River     Property       8 R 2     Little River     Property       8 R 2     Little River     Route there       8 R 2     Little River     Route there </td <td>1. Lat</td> <td>33.</td> <td>-</td> <td>Best at hand</td> <td></td> <td></td> <td>н</td>	1. Lat	33.	-	Best at hand			н
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5     5     5     5     1       21     5     1     1     1       5     1     2     5     1       5     1     2     1     1       5     1     2     1     1       5     1     2     1     1       1     1     1     1     1       1     1     1     1     1       2     1     1     1     1       3     1     1     1     1       3     1     1     1     1       3     1     1     1     1       3     1     2     1     1       3     1     2     1     1       3     1     2     1     1       3     1     2     1     1       3     1     2     1     1       3     1     2     1     1       3     1     1     1       3     1     1     1       3     1     1     1       3     1     1     1       3     1     1     1       3     1     1 </td <td>10</td> <td>12</td> <td></td> <td>Property there</td> <td></td> <td></td> <td>н</td>	10	12		Property there			н
245 5 H 24 X 14 the Hver 5 H 24 X 14 the Hver 5 S 1 Z 14 the Hver 5 S 12 X 14 the Hver 14 the H	10	n-la		-			
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3     2     2     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1 <td>IT</td> <td>Li tohell</td> <td></td> <td>Closer</td> <td>-</td> <td></td> <td>н</td>	IT	Li tohell		Closer	-		н
5     5     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1 <td>63</td> <td>60</td> <td></td> <td>une.</td> <td></td> <td></td> <td></td>	63	60		une.			
31 M 1 W     Edite River     4       5 5 32 E     Little River     Our trading point       5 5 32 E     Little River     Our trading point       5 5 32 E     Little River     Our trading point       5 8 32 E     Little River     Our trading point       5 8 32 E     Little River     Our trading point       5 8 32 E     Little River     Our trading point       2 8 1 2 W     Little River     Malk route there       2 8 1 2 W     Little River     Boy in school       3 8 1 2 W     Little River     Boy in school       7 7 3     2 W     Little River       7 8 1 2 W     Little River     Boy in school       7 8 1 2 W     Little River     Route there	10	-19		-18-2			
5 % Si Z     Little River     Our trading point     X       4 % N 1     E     Little River     Our trading point       5 % N 3     E     Little River     Glossest       5 % N 3     E     Little River     Glossest       1 % N     Little River     Gounty sid       2 % N     E     Little River     Glossest       1 %     Little River     Maik route there       2 % N     E     Little River     Boy in school       7 %     E     Little River     Poy in school       7 %     E     Little River     F       1 % Z     E     Little River     F       7 %     E     Little River     F       7 %     E     Little River     F	C3	-		ups.			
4% N I E     Little River     Closest       5 N S% E     Little River     County sid       5 N S% E     Little River     County sid       4 N % Little River     Malk route there     X       2 N     Little River     Malk route there       2 N     Little River     Boy in school       3 N 2 N     Little River     P       1 N 2% N     Little River     Necrest hardwere	20	3		Our trading point			н
3 N 3% E     Little River     County eid       4 N % Little River     Malk route there       3 N % Little River     Boy in school       3 N % Little River     Boy in school       1 N 2% % Little River     Boy in school       2 N % Little River     Route there       2 N % Little River     Route there	44	-		Closet			н
* N     Idttle Niver     Milk route there     X       N     Idttle Niver     %       5 N 2 N     Idttle Niver     %       7 5 N     Idttle Niver     %       1 N 2%     Idttle Niver     %       7 8 M     Idttle Niver     %       1 N 2%     Idttle Niver     %       7 8 M     Idttle Niver     %       1 N 2%     Monreat hardwere	2	3		County eid			н
2 N     Idttle River     8       3 N 2 W     Idttle River     Boy in school       7 5     1 Idttle River     8       1 N 20     1 Idttle River     8       0 rewford     Little River     8	4			Milk route there			н
3 N 2 W     Little Niver     Boy in school     x       7 5     Little Niver     #       1 N 20 W     Little Niver     #       Crewford     Little River     Noerest hardwere	elle:						
7 S Little River # 1 H 25 H Little River # Grewford Little River Noerest hardwere	69	63		Boy in school			н
1 H 26 W Little Hiver 8 Grewford Little River Noerest hardwere	6	50		-			
Greeford Little River Noerest hardwere	н			-			
	-	wford		Noerest herdwere	-	-	

mmber Ruflding Materials

Table 13

	Location of	Name of Center Receiving over	Customer's Regson for Trading at the	Is the % of Customer's Trade at the Center named	mer's er næmed
Customer	Customer	half of Trade	Center Named	Increasing Decreasing	esing Seme
29.	S N S E	Little River	ette		
50.	LET N L	Little River	Nearest hardware		н
31.		Little River	ette		
52.		Little River	Convenience		H
53.	A 14 B	Little River			
.W.	5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Little River	Relatives there		н
35.	64 N L W	Little River	Better acquainted		н
36.	14 00 M	Little River	1		
37.	N CO N	Little Hiver	2.00		
38.	1 IN I W	Little Hiver	100		
59.	50 20 20	Little River	Always have		н
40.	2 11 32 2	Little River	-		
41.	0	Little River	1000		
42.		Little River	Closest		н
43.	1 S 29 3	Little River			
44.	03	Little River	Roads good	H	
45.	i-iti	Little River	-		
46.	1	Geneseo	Closest plece	н	
47.	03	Little River	-		
48.	22 C2 23	Little River	Boys in school		н
49.	N 3	Little River	Close	-	H
50.	4 B	Little River	Alweys have		н
51.	24 H 10-	Little River	Most convenient		н
52.	N 15	Little River	Closest		н
8.		Little River	Boy in school	н	
54.	171 II	Little River			
55.	1433 8	Little River	Closer		н
56.		Little River		-	
	-	Not interviewed			1

haif of Trade Conter Named [4ttle River [4ttle River [4		Location of	Name of Center Receiving over	Customer's Regson for Trading at the	Is the % of Customer's Trade at the Center named	er's r named
8 5 1 8 Little River 5 5 1 8 Little River 5 5 1 8 Little River 5 8 8 8 8 1 8 Little River 5 8 8 9 8 1 1 1 1 8 River 5 8 8 9 8 1 1 1 1 1 8 River 5 8 8 9 8 1 1 1 1 1 8 River 5 8 8 9 8 1 1 1 1 1 1 8 River 5 8 9 1 8 Little River 6 8 1 8 9 1 8 Little River 7 8 8 9 1 8 Little River 6 8 1 8 9 1 8 Little River 7 8 8 9 1 8 Little River 6 8 1 8 9 1 8 Little River 7 8 8 9 1 8 Little River 7 8 8 9 1 8 Little River 7 8 8 9 1 1 8 Little River 7 8 8 9 1 1 8 Little River 7 8 8 9 1 1 1 1 8 River 7 8 8 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Customer	Customer	half of Trade	Conter Named	Increasing Decreas	sing Same
<pre>8 5 1% % Little River 2% 5 2 % Little River 5% 8 % % Little River 5% 8 % % Little River 5% 8 % % Little River 5 % 8 % % Little River 5 % 9 % % Little River 5 % 1% % Little River 6 % Little River 8% 5 1% % Little River 8% 5 1% % Little River 6 % Little River 6 % Little River 7 % % % % % % % % % % % % % % % % % % %</pre>	57.	s 1		Glose - rosds		н
<pre>28 5 2 % Initio Siver 4 N 28 % Initio Siver 5 N 28 % Initio Siver 5 N 28 % Initio River 5 N 28 % Initio River 7 N 20 % N</pre>	58.	S 15		2020	-	
<ul> <li>* N 2% W Little River</li> <li>5 N 3% S Little River</li> <li>5 N 3% S Little River</li> <li>5 N 3% S Little River</li> <li>6 N 3% S Little River</li> <li>8 N 3% K Little River</li> <li>9 N 3% K Little River</li> <li>9 N 3% K Little River</li> <li>1 N 4% K M 1% K M 1</li></ul>	59.	02 03		ette		
01/15       Exittle River       Close         05       N 35/2 K       Exittle River       Exittle River         05       N 35/2 K       Exittle River       Exect place close         05       N 11/2 K       New       New         1       N 12 K       New <td< td=""><td>60.</td><td>N 25</td><td></td><td>Convenience</td><td></td><td>н</td></td<>	60.	N 25		Convenience		н
<pre>3. N 3 E Little River 5 N 35 E Little River 6 N 35 E Little River 5 N 35 N Little River 6 N 35 N E Little River 7 N 5 N E Little River 6 N 35 N E Little River 6 N 35 N E Little River 7 N 5 N E Little River 7 N 8 N 1 E Little River 7 N 8 N 8 N 8 N 8 N 8 N 8 N 8 N 8 N 8 N</pre>	61.	S		Close		н
5       N 35       Exittle River       Feet ylace close         6       N 35       Exittle River       Feet ylace close         2       5       1       Exittle River       Feet ylace         2       5       1       Exittle River       Feet ylace         7       8       1       Exittle River       Feet ylace         7       8       1       Exittle River       Feet oclose         7       8       1       Exittle River       For oclose         7       8       1       Exittle River       For oclose         7       8       1       Exittle River       For oclose         1       8       1       Exittle River       For oclose         1       8       1       For oclose       For oclose         1       8       1       For oclose       For oclose         1	62.	5 2				
<pre>6 N 35 E Little River 2 S 2 % E Little River 2 S 3 % Little River 2 S 3 % Little River 2 S 3 % Little River 2 S 1 % Little River 6 % 1 % E Little River 5 % 1 % E Little River 7 % 2 % E Little River 8 % 1 % E Little River 9 % 2 % E Little River 9 % 2 % E Little River 9 % 1 % 1 % 1 % 1 % 1 % 1 % 1 % 1 % 1 %</pre>	63.	N S		1000		
<pre>2 S 25 E Little River 4 N 35 W Little River 2 S 3 W Little River 2 S 3 F Little River 5 N 15 W Little River 5 N 15 W Little River 5 N 15 W Little River 7 N 3 W Little River 8 N 1 N 1 N 1 W 1 W 1 W 1 W 1 W 1 W 1 W 1</pre>	. 70	AS N		Best place close		н
<ul> <li>* N 35 W Little River</li> <li>* S 1 W Little River</li> <li>* S 1 W Little River</li> <li>* S 2 % Little River</li> <li>* S 1 W Little River</li> <li>* S 1 W Little River</li> <li>* S 2 % Little River</li> <li>* S 3 % Little River</li> <li>* S 1 % Little River</li> <li>* S 1 % Little River</li> <li>* * * * * * * * * * * * * * * * * * *</li></ul>	65.	S ST		-		
2 31 W LAttle River 2 3 31 W LAttle River 5 3 31 W LAttle River 5 3 31 W LAttle River 7 W 3 W LAttle River 7 W 3 W LAttle River 7 9 8 W LAttle River 9 9 1 actool 1 1 1 2 2 1 W LATC 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	66.	N 31		Nearest hardware		н
2:52       1       14ttle River       1         5       1       1       14ttle River       1         5       1       1       1       1         5       1       1       1       1         5       1       1       1       1         5       1       1       1       1         7       1       1       1       1         7       1       1       1       1         7       1       1       1       1         7       2       2       1       1         7       2       2       1       1         7       2       2       1       1         1       3       2       1       1         1       3       3       1       1         1       3       3       1       1         1       3       3       1       1         1       3       3       1       1         1       3       1       1       1         1       3       1       1       1         1       3       <	67.	31				
# Soll R       Little River       Cirls in school         * Soll R       Little River       Cirls in school         * Soll R       Little River       Cirls in school         * Soll R       Little River       Relatives - nenr         * Soll R       Little River       Boy in school         * Soll R       Little River       Boy in school         * Soll R       Little River       Boy in school         * Soll R       Little River       Conventence	68.	3		-		
6 H 1 W Little River       Cirls in school       X         2 S       Little River       Cirls in school       X         7 H 2 W Little River       Little River       Boy in school       X         7 H 2 W Little River       Boy in school       Boy in school       X         7 H 2 W 2 W 1       Little River       Boy in school       X         7 H 2 W 2 W 2 W 2       Little River       Boy in school       X         7 H 2 W 2 W 2 W 2 W 2 W 2 W 2 W 2 W 2 W 2	69.	S 14		1		
2       2       Little River       Right River       Relatives       Relatives         7       8       8       8       Little River       Relatives       Relatives         7       8       8       1       Little River       Roy in school       Relatives         7       9       8       8       Little River       Roy in school       Rowenience         1       8       8       Little River       Rowenience       Rowenience         2       8       1       Little River       Conventence       Rowenience         1       8       8       Little River       Conventence       Rowenience         1       8       1       Rowenience       Conventence       Rowenience         1       8       1       Rowenience       Conventence       Rowenience         1       8       1       Rowenience       Conventence       Rowenie         1	70.	AL N		Cirls in school	н	
7     N     N     Little River     Relatives - mear       5     N     5     N     Little River     Relatives - mear       7     S     S     Little River     Roy in school       7     S     S     Little River     Roy in school       7     S     S     Little River     Roy in school       1     S     S     Little River     Rowentence       1     S     Little River     Rowentence       2     S     Little River     Somwentence       1     S     Little River     Somwentence       2     Little River     Somwentence     Little River       2     Little River     Somwentence     Somwentence	71.			-		
S       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H       H	72.			Relatives - near	-	н
4       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K       K	73.	3 11 3 15				
72     22     14ttle River     Convenience       73     28     14ttle River     Convenience       13     54     2     14ttle River     Convenience       13     54     2     14ttle River     Roletives there       14     15     14ttle River     Roletives there       15     14ttle River     Roletives there       15     14ttle River     Roletives there       25     2     14ttle River       2     1     1       2     1     1       2     1     1       2     1     1       2     1     1       2     1     1       2     1     1       3     1     1	74.	614 24		Boy in school		H
7     5 % %     Little River     Conventence       1 % 5 % %     Little River     Roletives there       1 % 1 %     5 %     Little River       1 % 7 %     1 %     Little River       1 % 7 %     Little River     %       1 % 1 %     Little River     %       2 % 1 %     Little River     %       2 % 1 %     Little River     %       1 % 1 %     Little River     %       1 % 1 %     Little River     %       1 % 1 %     Little River     %	75.	രു ഗ		Convenience		н
12     5     4     E     Little River     Relatives there       1     11     5     E     Little River     F       5     2     1     Little River     F       5     2     1     Little River     F       6     2     2     1     Little River       5     2     2     1     Little River       6     1     7     Little River       1     1     1     Little River       5     1     1     Little River	76.	50		Conventence		н
1     N     N     N       1     N     N     N     N       1     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N       2     N     N     N     N	- 44	S 45		Relatives there		н
15     2     Initile River     feerest hardware       52     2     2     1     1       2     5     2     1     1       2     5     2     1     1       2     5     2     1     1       2     5     2     1     1       2     5     2     1     1       2     5     1     1     1       2     1     3     1     1       3     1     3     1     1       3     1     3     1     1       4     8     1     3     1       5     1     8     1     1	78.	TT N				
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Table 14

Customer List for the Coal Yards

heir of Trade     Conter Named       Little River     Closest plece       Little River     Rest plece       Little River     Closest plece       Little River     Rest plece       Little River     Roset place       Little River     R		Tarattan of	Name of Center	Customer's Aseson for Trading at the	Is the % of Trade at th	Is the % of Customer's Trade at the Center named	bed
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Table 15

Customer List for the Ice and Storage Company ----- Sales of Ice and Coal

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Customer List for the Drug Store ----- Seles and Preseriptions Filled

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Name of Center Receiving over half of Trade	Little River Little River Little River Little River Little River Little River Little River Windom	
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57.	Location of Customer	Name of Center Receiving over half of Trade	Customer's Aegson for Trading at the Conter Named	Is the % of Customer's Trade at the Center neu Increasing Decreasing	Is the % of Customer's Trade at the Center named Increasing Decreasing S	Same
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Is the % of Customer's Trade at the Center na Increasing Decreasing		
Customer's Asgson for Trading at the Conter Named		
Name of Center Receiving over half of Trade		
Location of Customer	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Tel I
Customer	855 866 887 889 889 890 920 920 920 920 920 920 920 920 920 9	113.

Same	
Is the % of Customer'e Trade at the Center named Increasing Decreasing St	
Is the % of Trade et th Increasing	-
Customer's Aegson for Trading at the Center Named	
Name of Center Receiving over helf of Trade	
Location of Customer	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
Customer	114. 115. 117. 117. 119. 122. 122. 122. 122. 122. 125. 125. 125

Charles and and a second

Same	
Is the % of Customer's Trade at the Center named Increasing Decreasing S	
Is the % of Customer's Trade at the Center new Increasing Decreasing	
Customer's Regson for Trading at the Canter Named	
Name of Center Receiving over half of Trade	
Location of Customer	
Customer	142. 145. 145. 147.

Table 18

Customer List for Froduce Store A ..... Feede, Foultry, & Green Station

Customer         Customer         Customer         Dustomer         Customer         Increasing         Decreasing		Location of	Name of Center Receiving over	Customer's Aegson for Trading at the	Is the % of Trade at th	. 9	ed
4       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N       N	Customer	Customer	half of Trade	Center Named	Increasing	_	Same
7       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1	1.	-		Close - relatives			н
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<pre>5 M # % % Little River 2 M % % % % % % % % % % % % % % % % % %</pre>	•			Close			н
<pre>2 # 3 % Little River 1 % % % % % % % % % % % % % % % % % % %</pre>	4.	irda E		Close			н
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I HS E Little River Little Ri	2.			-			
* 5       * 1       11       5 2       Initia River       Closeet         13       5 2       * 1       11       81ver       River       Nearest poultry market         13       5 2       *       11       11       81ver       Nearest poultry market         13       8       *       *       *       *       *       *         13       *       *       *       *       *       *       *       *         1       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *       *	8.	1 N 2 N					
1       5 2 x       Little River       Mearest poultry market         1       5 4 x       Little River       Nearest poultry market         6       1 x       Little River       Nearest poultry market         1       1 x       Little River       Setter acquainted         1       1 x       Little River       Setter acquainted         1       1 x       Little River       Good variet         1       1 x       Little River       Cood variet         1 x x       Little River       Cood variet       Ferenta         2 x x       1 x x       Little River       Cood variet         2 x x       1 x x       Little River       Cood variet         2 x x       1 x x       Little River       Cood variet         2 x x       1 x x       Cood variet       Prove         2 x x       1 x x       Cood variet       Prove         2 x x       1 x x       Cood variet       Prove         2 x x       1 x x       Cood variet       Prove         2 x x       1 x x       Cood variet       Prove         2 x x       1 x x       Cood variet       Prove         2 x x       1 x x       Prove       Prove	.6	100 100 100 100 100 100 100 100 100 100		Closeot			н
15 5 45 W       Little River       Nearest poultry market         6 N 4 8 Little River       Little River       Better acquainted         1 H 15 8       Little River       Better acquainted         1 H 15 8       Little River       Better acquainted         1 H 15 8       Little River       Good veriet         2 8 8 8       Little River       Children in school         2 8 8 8       Little River       Cood veriet         2 8 8 8	10-			2700			
64     HI K     Little River     Bateer acquainted       1     H & S     Little River     Bood variet       1     H & S     Little River     Good variet       1     H & S     Little River     Good variet       1     H & S     Little River     Cood variet       1     H & S     Little River     Cood variet       1     H & S     Little River     Children in echool       2     S & S     E H & Dool     Cood warket       1     H & S     Little River     Cood warket       2     S & S     E H & Dool     Cood warket       1     H & S     Little River     Cood warket       2     S & S     E H & Dool     Cood warket       2     S & S     E H & Dool     Cood warket       2     S & S     E H & Dool     Cood warket       2     S & S     E H & Dool     Cood warket       3     S & S     E H & Dool     Cood warket       4     H & S     Little River     Cood warket       5     S & S     E H & Dool     Dood       5     S & S     E H & Dool     Dood       5     S & S     E H & Dool     Dood       6     H & Dool     Dood     Li	11.	+83		Nearest poultry market			н
4       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1	12.			Better acquainted			н
I       H11	13.	-		Good market			н
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S N S N N       Ittle River       Children in school         3 S S N       Little River       Good market         1 N N       Little River       Good market         1 N N       Little River       Parents thore         2 S S N       Little River       Good market         6 N N       Z       Little River         6 N N       Z       Little River         6 S S N       Z       Little River         6 S S N       Z       Little River         6 S S N       Z       Little River         7 S S N       Z       Little River         8 S       Little River       Close	18.	<b>M</b> 4		1984			1
3     3     3     3     3     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1 <td>19.</td> <td>3 N 3 N</td> <td></td> <td>Children in school</td> <td></td> <td></td> <td>н 1</td>	19.	3 N 3 N		Children in school			н 1
2: 5 3 3     Ittle fiver     Parents thore       1 N 2: 1     Little fiver     Parents thore       4 N 2: 1     Little fiver     0000 merket       5 8 4: 7     Little fiver     0000 merket       5 8 3: 2     Little fiver     0000 merket       5 8 3: 5     2     Little fiver	20.	50		Good market			H I
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1     #     Little River     #       4     N 5     #     Closer       4     N 5     #     Closer       5     2     Little River     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #       1     5     4     #	104.	-		Girl in school			4
4     N 5     N     Genease     Closer       4     N 2     Little River     N       2     2     Little River     N       1     5     2     Little River       5     2     1     1       5     2     1     1       5     2     1     1       5     2     1     1       5     2     1     1       6     2     0     market	105.	128					1
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15 S 45 W Little River Jood market	111.	64 63 63 63					
	112.	15 5 45 1	Little River	Good market	н		

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Table 19

Customer List for Produce Store B ----- Traders in Feeds, Poultry, Mggs, and Cream

C N C C C C C C C C C C C C C C C C C C	for Trading at the Trade at the Center nemed Center Named Increasing Decreasing St	ter nemed sealng Same
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<ul> <li>A SS # 14 the River</li> <li>S H 15 H 14 the River</li> <li>S H 15 H 14 the River</li> <li>S H 2 the River</li> <li>I the River</li></ul>		
<ul> <li>S N 2 by W Little River</li> </ul>	rket	H
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Sent     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1     1	001	н
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Teble 19 (Continued)

	Location of	Name of Center Receiving over	Customer's Asson for Trading at the	Trade at th	. 21	ned
Customer	Customer	half of Trade	Center Named	Increasing	Decreesing	Same
29.		Little River	-			
30.	2 N LE 2					
31.		Little hiver	Close			н
32.	5	Little River	Best place close			н
33.		Little River	200			_
34.	20 20 20 20 20 20	Little River	Alle			
35.	20 23 23	Little River	ulta			
36.	23	Marquette	Closer		н	
37.	10 The II	Little River	T-file		2	
36.	22	Little Hiver	vîne			
39.	24 25 25 25 25 25	Little River	Relatives there			н
40.	949 173-0 225 14	Little siver				
41.	7 3 2 3	Little River	Convenience			н
42.	73 23 29	Little Liver	Conventence			н
43.	17 5	Little River	Relatives there			н
44.	S 1st	Little River	otta	-		
45.	6 N 3 3	Little River	Neerest place			н
45.		Karquette	Closer		н	
47.0	13 N L W	Little strer	Close			H
48.	IN	Little River	Pila Pila			
49.	N S.	Little River	No ferther			н
50-	22	Little River	dia a			
51.	10H (3)	Little River	Inte			_
52.	1 1	Little Aiver	01112	-		
53.	50	Little Siver	Lost convenient	_		н
54 e	12 11 22 11	Little Hiver				_
55.	63	Little Hiver	· the			
212	2440 340440	little dump	- 50			

Customer Customer 57. 1.0 59. 1.0 50. 1.0 50. 1.0 50. 5 60. 5 50 1.0 50	181	Lecel Vilk UVEL	ANA AF SHITTEST. JOT	TLANG CA PILA ADIAN TANDA	bemed
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10	-	Little River	Rearest produce		н
	per per	Little Hiver	Boy in school		н
			aQ# ;	•	
83. 25 S					_
22 N	64		1		
City	limits	Little River	1000		
-	-	Little River	Close		H
	14	Little River	. Better mirket		н
63		Little River	-		
н	84	Little River	elle		
70. 1 N 1	54	Little River	-		
	14	Little River	100		
72. 2. 3		Little Siver	eth	-	
weat	-	Little River	2010		
74. 24	-	Little River		-	
	13	Little River	122		
76. 28		Little River	1		
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Customer List for the Crain Elevator ----- Furchases of Wheat

half of Trado         Center Name         Increasing         Decreasing           Little River         Evee etcrage         Increasing         Decreasing           Little River         Close         Free etcrage         Increasing         Decreasing           Little River         Close         Free etcrage         Free etcrage         Increasing         Decreasing           Little River         Free etcrage         Free         Free etcrage         Free		Location of	Name of Canter Receiving over	Customsr's Aegson for Trading at the	Is the % of Trade at th	Is the % of Customsr's Trade at the Centsr named	hed
<pre>% K % K % K % K % K % K % K % K % K % K</pre>	Istomer	Customer	half of Trade	Centsr Named	Increasing	Decreasing	Seme
3     N N N N N N N N N N N N N N N N N N N	1.	E3(4		Free storage			H
<pre>3 % 1% % Little River 3 % 3 % % % % % % % % % % % % % % % % %</pre>	<b>6</b> 1	3 M 3 M		Close			н
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<pre>3 5 22 2 11 21 11 11 11 11 11 11 11 11 11 1</pre>		N 40 10		Tree storege			н
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7 5 11 1 11 11 11 11 11 11 11 11 11 11 11	.9	5 C 1%		The state			
<pre>3 # 1. # Inttle River Free storage 1. # 1. # Inttle River Free storage 1. # 1. # Inttle River Free storage 2. # 1. # Inttle River Close 2. # 1. # Inttle River Close 2. # 1. # Inttle River Free storage 2. # # # # # # # # # # # # # # # # # # #</pre>	2.	5		-			
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5     N11     N11     Little Niver       1     N11     Little Niver     Little Niver       1     N13     Little Niver     Little Niver       2     N3     Eittle Niver     Cleee       3     S     S     Little Niver       5     S     Little Niver     Little Niver       5     S     S     Little Niver       5     S     Little Niver     Closest       6     S     S     Little Niver       1     S     S     Little Niver       6     S     S     Little Niver       1     S     S     Little Niver       1     S     S     Little Niver       1     S     S     Little Niver <td< td=""><td>9.</td><td>Làn 2 a</td><td></td><td>*Ita</td><td></td><td></td><td></td></td<>	9.	Làn 2 a		*Ita			
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Table 20 (Continued)

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<pre>1 N 1% W Little River 2 N 2% W 5% W</pre>	52.	13 2		Alweys have			н
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Table 20 (Continued)

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Is the % of Customer's Trade at the Center named Increasing Decreasing St		N			ĸ	н	_
Customer's Jeqson for Trading at the Center Named	Closer # B	g Free etarage Close Close	Close Close Close Close	Altere have Conventence Better Harket Conventence	Close Close Better warket Free sbrage Bark there	Free storage Better market Better market Close Free storage	lla
Name of Center Receiving over half of Trade	Ritchell Little River Little Biver	Little River Little River Little River Little River	Windom Little Tiver Little Alver Little Alver		Little River Little River Windom Little River Little River	Little River Little River Windom Granafor d Little River Little River	pensionatin tog
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Customer	113. 114. 115.	115.	121.	126. 125. 126.	128. 139. 131. 131.	133. 135. 135. 137. 139.	• 76T

Table 20 (Continued)

ed Sene	нн	
Is the % of Customer's Trade at the Center named Increasing Decreasing S		-
Is the % of Trade at th Increasing		-
Customer's Jeason for Trading at the Conter Named	Conventence Gonventence Convente	
Name of Center Receiving over half of Trade	Little River Little River Little River Little River Little River	# Not interviewed
Location of Customer		10
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Increasing Decreasing Same н HHH NH ы HHH н н Trade at the Center named Is the % of Customer's roads - close for Trading at the Nearest cleaners cleanors Hearest cleaners Marrest cleanero Customer's Jeason Reletives there Go there of ton Girl in school Dry Cleaners Shop Girl in school Conter Named Nearest Closest Close CLOSS Good -Customer List for the TOVIN SIVET TOY IN Name of Center Receiving over Not Interviewed RIVOL HIVER NIVOR RITOL · DA TH HIVOT HIVER LIVOR half of Trade TOVIL Tevili RIVER RIVOF TOTIL TOA TH SOATE S TOVIN NAGE TOATH H RIVer Little River RETER RIVOT Lyur TOV IS TOVIN Little Li tile Little Little Little Little Little Little Little Little Litile Little Little PAMMPA 24 14 Location of PENMA Zitchell Zisst Z 6.6 12 101 53 54 98 \$4 pt 100 20 23 Customer 24 -14 10 2 01 19 2 2 -3 4 -10 10 -03 20 1 10 -008 63 03 03 NMMO -51 22 14 325 323 125 24 22 32 175 55 101 578 -AL 03 --10 -101-14 20 14 -10 83 -101-14 10 62 -125 -2. 10 Customer 24. 25. 26. 5 19. 22. 33. 997 15. នដ -10. -0.0 4 10 :0 20 0.

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		Name of Center	Customer's Jegson	Is the % of	Is the % of Customer's	
Customer	Location of Customer	Receiving over helf of Trade	for Trading at the Conter Named	Trade at th Increasing	the Center named B Decreasing S	Same
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23.	3 5 12 3	Little River	100			
30.	63	Little firer	My trading point			н
31.	53 53 -	Little River	cite			
38.	S 22	Little River	Roade good		н	
33.,	5 3 2 3	Little River	Boys in school			н
34.	7 5 20 10	Little River	Conventance			н
35.	1.3	Littlo River	*1ba			
36.	12 3 13 B	Little River	104			
37.		Little River	1400			
33.	4 MI N	Little River	Closet			н
39.	6 N 31 B	Little Aiver	Closest place			н
40.	5 25 25	Little Alver				
41.	S # 3 E		-	-		
42.	14	Little River	Reletivas there			н
43.	4 1 4 4 1	Little River	Neerest cleaners			н
44 ·	N 53	Little River	Rearest cleanors			м
45.	53 N 33 X	Little River				
46.	witchell	Little River	Rearest house			н
47.	31 M 4 N	Little hiver	Good place			н
48.	M 3.	Little River	Nerrost			н
49.	23 H 6 K	Little siver	Go there cojway			н
50.	11 4 <sup>1</sup>	Little River	1992			
51.	1 de 1	Little Hiver	Nearsst			н
52.	2. 11 4 12	Little Siver	Iche			
S3.	10	Littla River	Always have			к
54.	12	TACLE RIVER	102			
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