

THE TRADE AND SERVICE TERRITORY OF
LITTLE RIVER, KANSAS,
AND FACTORS INFLUENCING ITS EXTENT

by

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TABLE OF CONTENTS

INTRODUCTION AND PURPOSE	1
PRELIMINARY CONSIDERATIONS	3
MATERIALS AND METHODS	10
PRESENTATION OF FINDINGS	16
Food	16
General Merchandise	21
Apparel	22
Automobiles	24
Furniture	24
Building Materials	37
Meals	44
Drugs	44
Jewelry	45
The Bank	47
Produce Companies	47
The Elevator	49
Dry Cleaner	51
Miscellaneous	51
SUMMARIZATION OF TRADE AND SERVICE TERRITORY DATA	55
CONCLUSIONS	61
ACKNOWLEDGMENT	63
BIBLIOGRAPHY	69
APPENDIX	72

INTRODUCTION AND PURPOSE

The changed status of the small "country town" in the life of the farm population of Central Kansas is apparent to all who have an interest in the life and the welfare of that group. Many have noted the changes in the villages themselves, but perhaps not so many are truly aware 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 answered 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 witnessed 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, automobile agency, ice and storage plant, and the general merchandise store. Yet the town remains, population virtually unchanged, and civic pride intact.

It is the purpose of this investigation to collect data 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 trade and service territories of Little River and those of surrounding towns; that is, the points from which half of the individuals go one way to trade and half go the other. It attempts, by questioning the individuals interviewed, to determine the reasons why 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 another. In this way an attempt is made to discover the factors which determine the size and shape of Little River's trade and service area, 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 town and the community. The present trends, of course, can only be estimated from what has occurred in the past, and the future of this country town can be accurately forecast only by studies similar to this made at well chosen intervals in the future.

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

PRELIMINARY CONSIDERATIONS

Little River, with its 664 inhabitants, lies in eastern Rice County, in the center of Kansas, and also in the center of the hard winter wheat belt. The county is predominately agricultural, the only other businesses of major importance being oil development, salt mining, and flour milling. Along the branch line of the Atchison, Topeka and Santa Fe Railroad which passes 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 wagon. At the present time some of the smaller of these stations are partially or wholly abandoned; a result of the development of the automobile, auto truck, and good roads. When wheat was hauled to the nearest loading point by team and wagon, 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 elimination of the smallest trading points.

4

The map on the following page (Figure 1) shows more clearly and briefly than written description, Little River, with competing towns and cities. It shows the State and Federal roads which doubtless 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. Superimpose the picture presented by this map upon a gently rolling terrain and there is a situation typical of Central Kansas.

Possibly 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

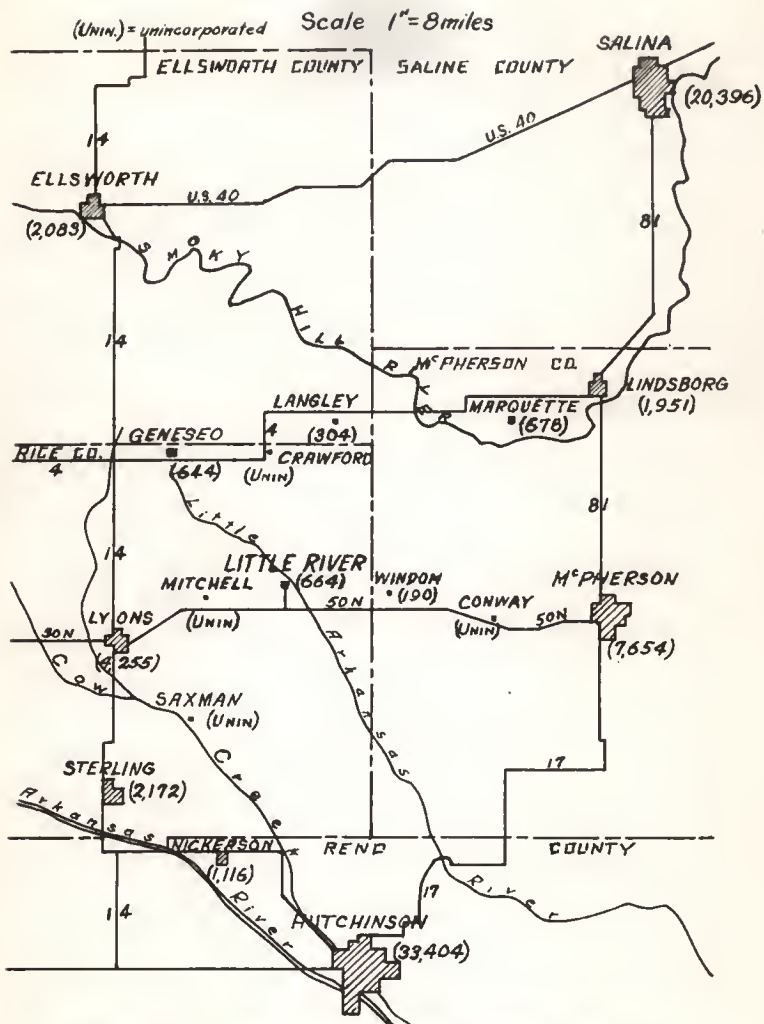


Figure 1. The vicinity under discussion

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, McPherson, Chase, and Bushton is an example of the manner in which oil activity causes towns to "boom" and yet is hardly felt in towns a few miles away.

Table 3 gives the trend which is more important 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 1937 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

of Rockville 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 machinery 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 decrease 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 1.¹

Name of Subdivision	Year			
	1910	1920	1930	1937
Saline County				
Rural	9,501	9,713	6,976	7,501
City	10,837	16,390	22,361	21,644
Salina	9,688	15,085	20,155	20,396
Ellsworth County				
Rural	6,480	6,111	5,553	5,138
City	3,960	4,263	4,579	4,968
Ellsworth Langley	2,014	2,065	2,072	2,083
		(Unincorporated)		
Meno County				
Rural	17,202	14,796	13,750	16,654
City	20,651	29,627	34,033	32,663
Hutchinson	16,364	23,298	27,085	33,404
Nickerson	1,195	1,049	1,052	1,116
McPherson County				
Rural	13,029	12,060	12,025	12,501
City	3,420	3,785	11,563	13,246
McPherson	3,346	4,395	6,147	7,654
Lindsborg	1,920	1,897	2,016	1,951
Marquette	715	780	714	679
Windsor	176	248	197	190
Conway		(Unincorporated)		
Rice County				
Rural	9,040	7,856	6,815	7,711
City	6,066	6,976	6,983	6,536

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

Table 2.

Comparative Population
of Rice County Towns²

Name of Town	Year			
	1910	1920	1930	1937
Alden	(Unin.)	333	296	330
Dushton	322	336	325	440
Chase	362	336	278	608
Frederick	151	146	135	144
Geneseo	563	561	536	644
LITTLE RIVER	621	749	613	664
Lyons	2,071	2,516	2,030	4,255
Sterling	2,133	2,060	1,268	2,172

Table 3.

Comparative Rural Population of the Six
Townships, Parts of which Form the Trade
and Service Territory of Little River³

Name of Township	Year			
	1910	1920	1930	1937
Union*	907	430	430	364
Rockville	409	381	343	270
Mitchell	503	402	372	336
Odeesa	---	335	245	222
Galt	412	389	316	362
Wilson	544	403	394	371

*Little River 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 these small towns as

2., 3. Ibid, p. 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, Kansas, were simple and direct. The mailed questionnaire method was put aside because it was not considered to be dependable 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 representative sample. There were several reasons for doubting the dependability of this method. The author was very well acquainted 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 balanced sample 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 expanded 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 Elements of Marketing,⁴ gives an idea on how the businesses in Little River may be classified, and how to proceed with the study. He 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, general, 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, Paul D., The Elements of Marketing, New York, Prentice-Hall Inc., p 362, 1936.

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same

Figure 2.

Sample form used in collecting the data to be used in plotting the customer location maps for each business studied.

These forms, filled with survey data, comprise the appendix of this thesis.

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 repairs are made). Class B centers must have stores in seven groups, Class C centers stores in five groups. If less than five groups are represented, the section is called a neighborhood development and not a shopping center.²

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 Lyons, McPherson, and Hutchinson are ranked as Class A centers. Marquette and Geneseo are Class B centers, being directly comparable to Little River in size 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. Saxon, Langley, and Crawford are comparable to Mitchell in size and importance while Windom's business district includes a produce and feed store, a barber and beauty shop, a farm implement and repair dealer, a hardware store - also handling feeds and coal -, two groceries with meat markets, a cream station, a garage, two filling stations, a restaurant, a bank, a blacksmith shop, a harness and shoe shop, and a grain elevator.

Table 4.

Businesses Operating in Little River, Kansas,
at the Time of This Study

<u>Businesses</u>	<u>Number Operating</u>
Grocery store and meat market	2
Mercantile store (men's, ladies', and children's ready-to-wear)	1
Filling station	4
Tire and battery shop (also auto and tractor repairs and repairing)	1
Garage (auto and tractor repair, farm machinery dealer)	1
Furniture store (furniture and under-taking)	1
Hardware and lumber yard	1
Hardware, farm machinery, coal	1
Coal yard	1
Ice and coal retailer	1
Restaurant	3
Beer parlor and lunch	1
Bank	1
Grain elevator	1
Produce and feed store	2
Dry cleaner shop	1
Blacksmithing and welding shop	1
Theatre	1
Shoe repair shop	2
Photo shop (school supplies and novelties)	1
Pool room	1
Barber shop (beauty shop)	2
Practicing physician	3
Dentist	1
Hotel	1
Hospital	1
Gas company office	1
Library	1
Weekly newspaper	1

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

PRESENTATION 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 designated Food Store A. Customers were listed and questioned on two days in obtaining this information, and then the list of customers was checked with the manager of the store. He added a few names to the list, and each customer added was interviewed before he was put into the final list. A special effort was made to talk to those customers on the outskirts of the area to determine more closely the breaking points. An examination of the data sheets for this business (Table 5 in the appendix) will give the reader a rather definite idea of the regularity with which the average customer traded at this store and also the reasons for trading for food in Little River. Ninety per cent of the customers contacted did most of their grocery and meat trading in Little River according to their own statements. Those who listed other towns as their principal 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 bought its groceries 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 vicinity for a number of years. Their first answer was almost invariably, "about the same as always". However, if the question was pressed, practically every one of them recognized the fact that with better cars and better roads they made more trips to more distant towns for various reasons, and that they often bought considerable supplies of foods 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 aggregated an appreciable amount. The conclusion was that the value of the answers to this question was doubtful, and that probably there were more purchases of foods outside of Little River than 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 standpoint 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 appeared 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 sheets inconsistent, since the question referred to the town in which more than 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

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

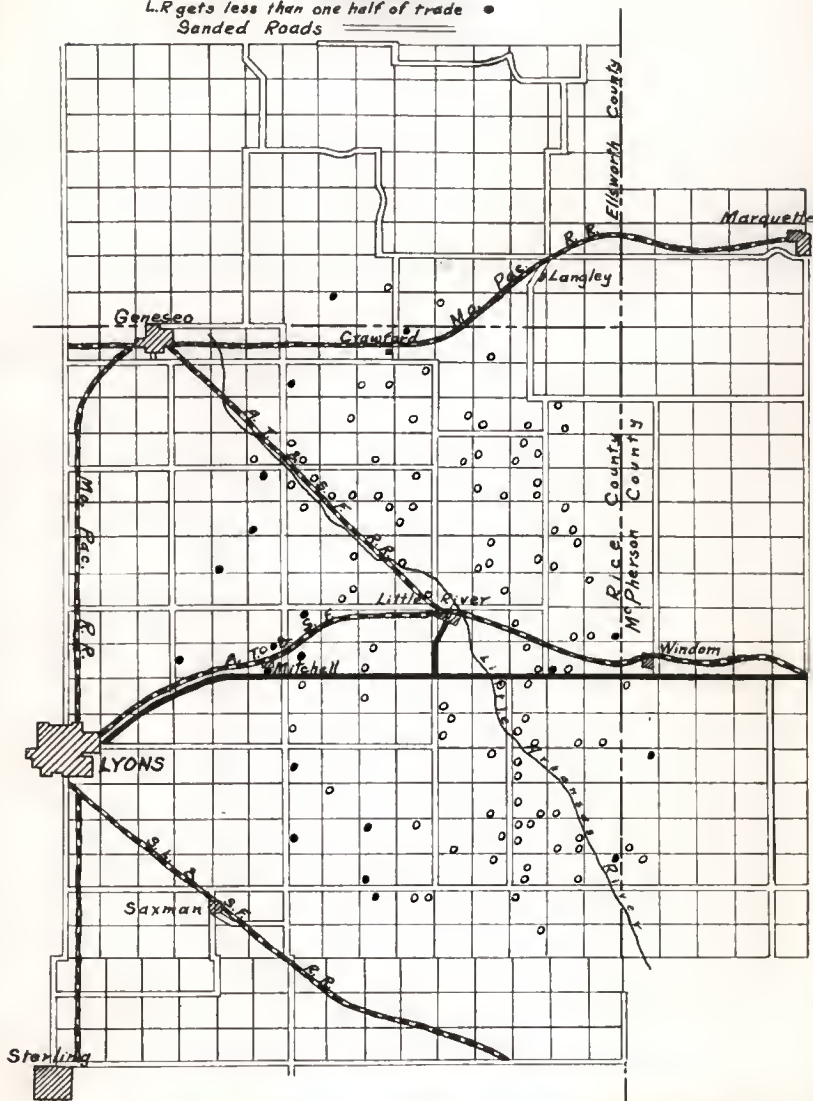


Figure 3. Location of farm families who regularly patronize Food Store A

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

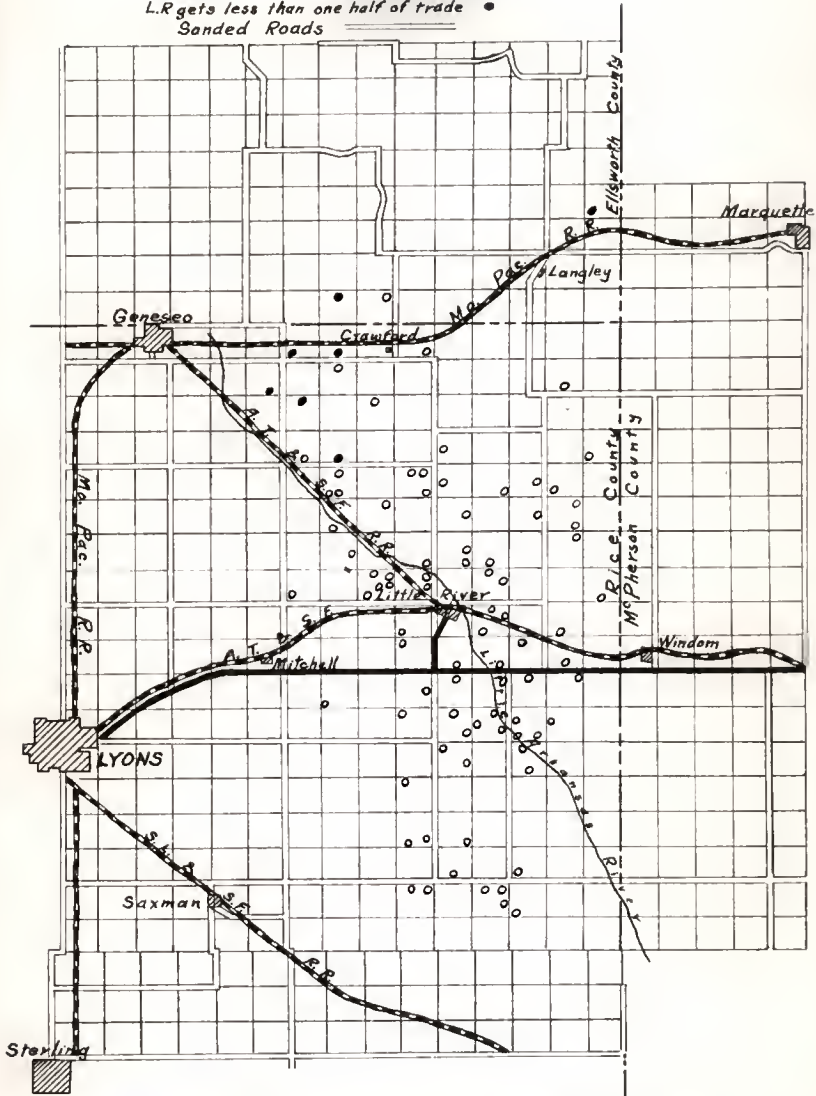


Figure 4. Location of farm families who regularly patronize Food Store B

Appendix, and plotted on Figure 4 were taken in exactly the same manner as those for the preceding 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 an interview made for the express purpose of obtaining a first hand statement of the reasons for the store being closed. The store found itself in the position of being overstocked from the standpoint 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 disastrous during the depression period beginning in 1928.

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 preceding 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 salesmen who made calls at Little River indicated 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 coats and formal dresses were never stocked, and men's topcoats and hats were never handled. The owner was contemplating enlarging his stock and putting in a general merchandise and dry goods line, but hesitated because of the increase in outlay and lack of

room. He had no particular plans for holding or increasing his business other than his plan of acquiring 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 apparel 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 appearance, 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 appendix, the store's place in the Little River Trade Area was one of "filling in" the community's needs rather than that of its principal source of supply. Hardly anyone claimed that the store furnished 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,

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. McPherson was twenty-two miles east of Little River, and Lyons was only twelve miles west. Both towns could be reached on good oiled roads, so that the difference in drawing power was apparently one of relative distances. An added advantage to Lyons was that it was the County Seat of Rice County. These advantages apparently outweigh the fact that McPherson 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 fewer number of customers was listed for this store than for the food stores indicated that purchases of apparel 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 garage, all of which were to be classed under the heading of automobiles. Two of these filling

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

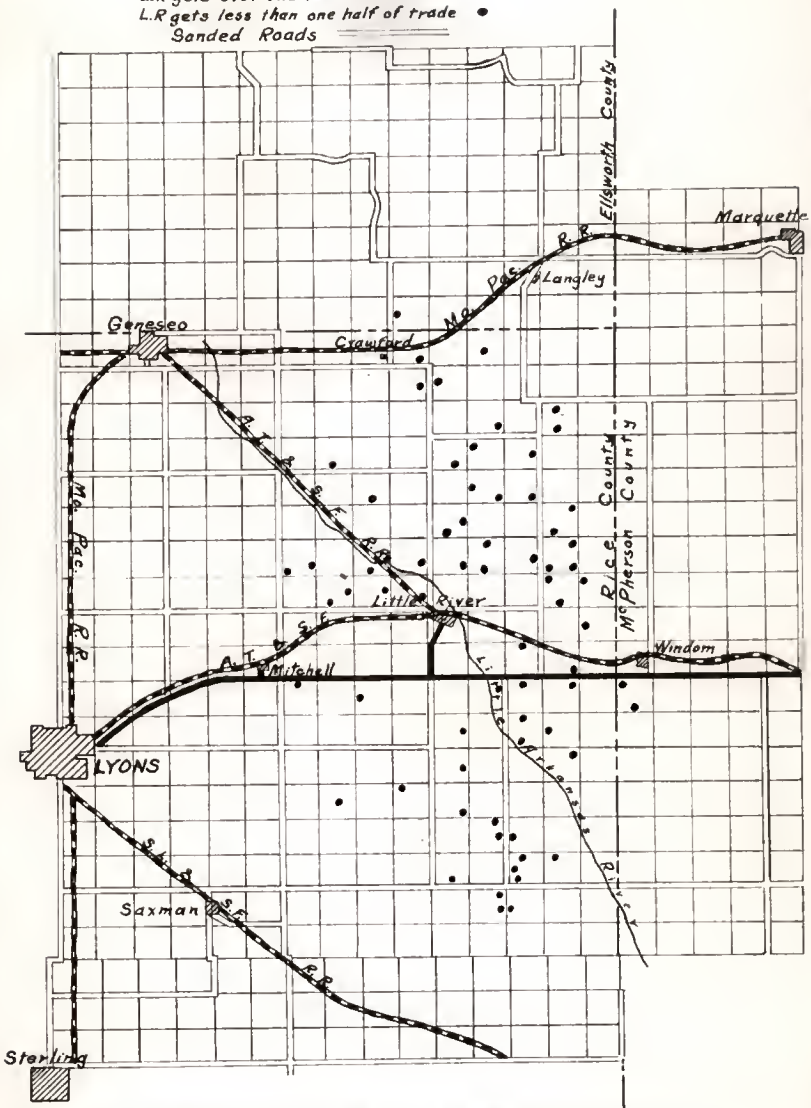


Figure 5. Location of farm families who regularly patronize the Apparel Store

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 sales 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. Patently, the methods used in contacting and listing the customers of the three businesses previously studied could not suffice in this instance. The first step taken was to obtain a list of truck customers, which was readily available from the truckman's duplicate order books. Next, a list of station customers who ran accounts was obtained. The remainder of those listed were obtained by checking all of the names that had been listed for all businesses studied toward the close of this survey, and picking 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.

Quick 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 harvesting row crops. In the majority of cases, the farmer bought his automobile gasoline and oil at the same station that he patronized 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 upon their power to draw the customer to them, it was not surprising that the areas served extended farther from Little River than did most any other areas plotted. The extent of the territory in a north and south direction was much greater 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 responsible for this fact. In the first place, the nearest towns were two or

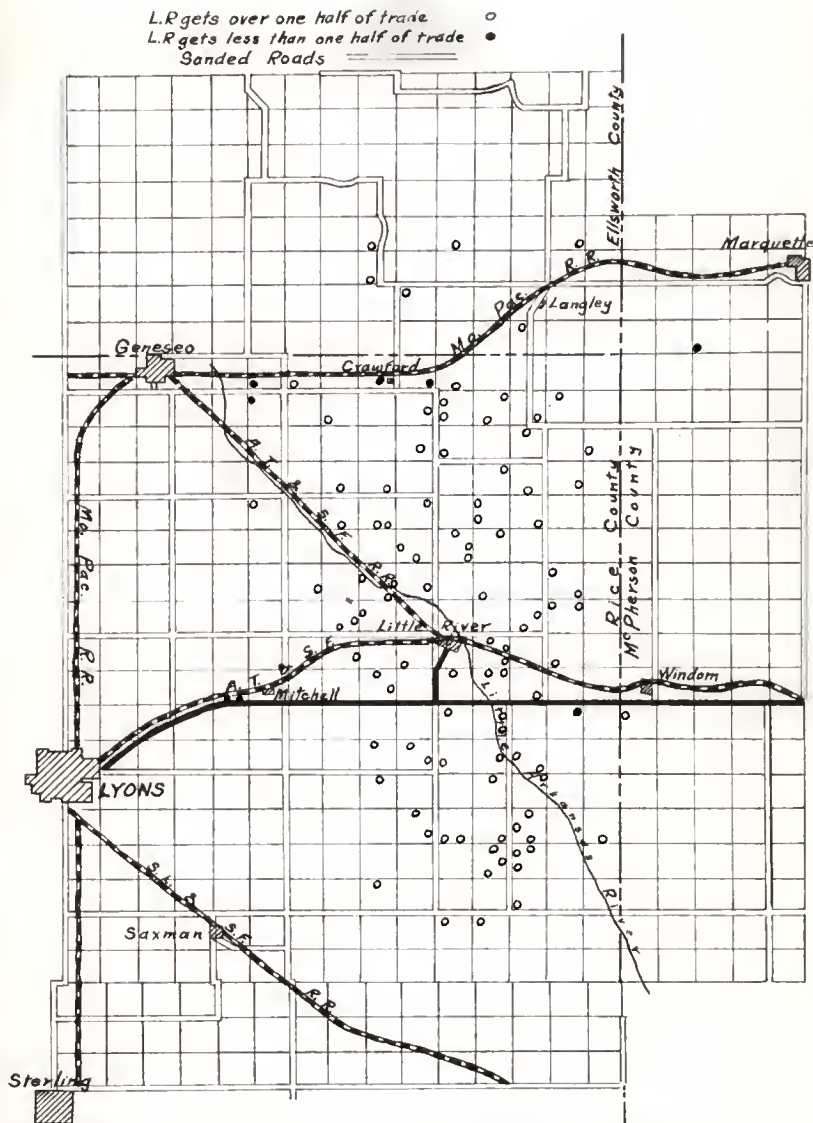


Figure 6. Location of farm families who regularly patronize Service Station A

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 SonDED Roads

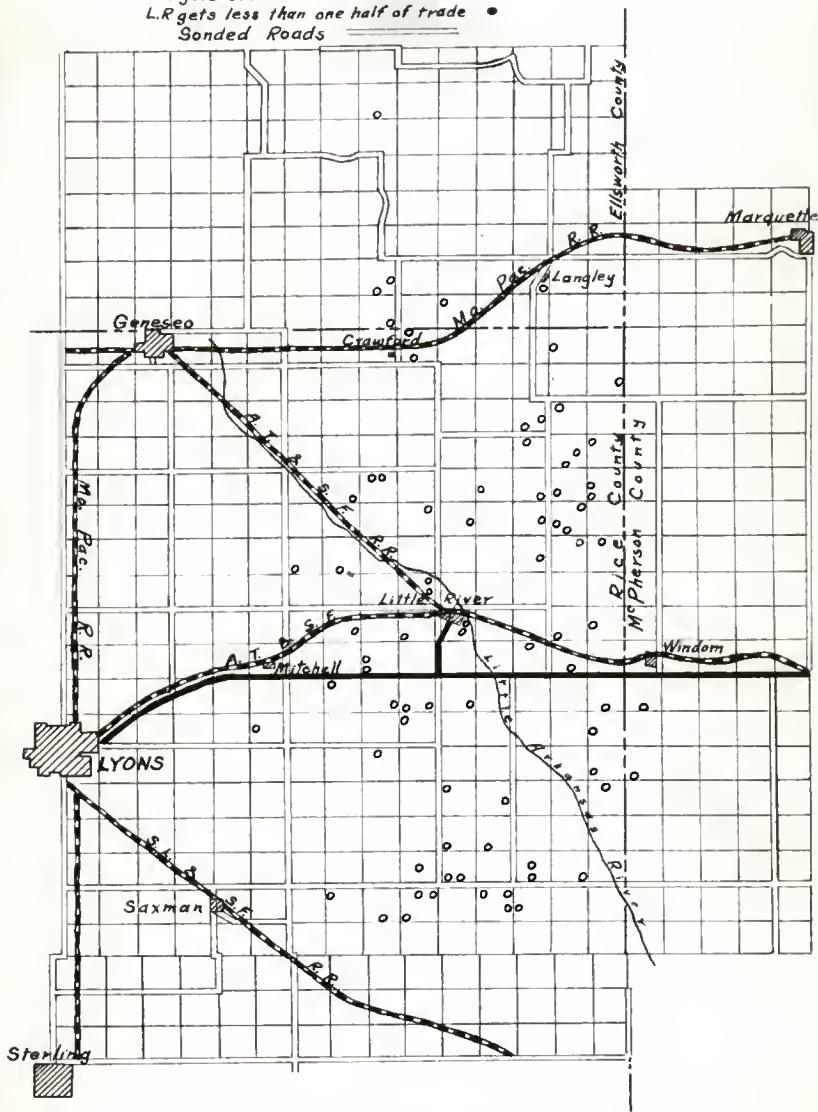


Figure 7. Location of farm families who regularly patronize Service Station B

three times as far away from Little River 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 half 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.

People who lived principally in an easterly or westerly direction from Little River found it convenient to drive to the oiled highway, U. S. 50N, and then turn toward Little River or in opposite directions toward Windom, Conway, and McPherson or toward Mitchell and Lyons as the case might be. With the double advantage of size and of being County Seat towns, Lyons and McPherson tended to narrow the trade area of Little River for anything which had the characteristics of a shopping good. For conven-

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

Those who lived principally 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. 50N 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 River organizations, and they also pointed out that it was only a few miles farther on from the last truck 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 percentage 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. One did a tire, battery, and auto accessory service while the other dealt in farm machinery, parts, and repairs. Both places held a sub-agency for Chrysler products, but kept no cars 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 9 give data for both of these establishments.

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

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

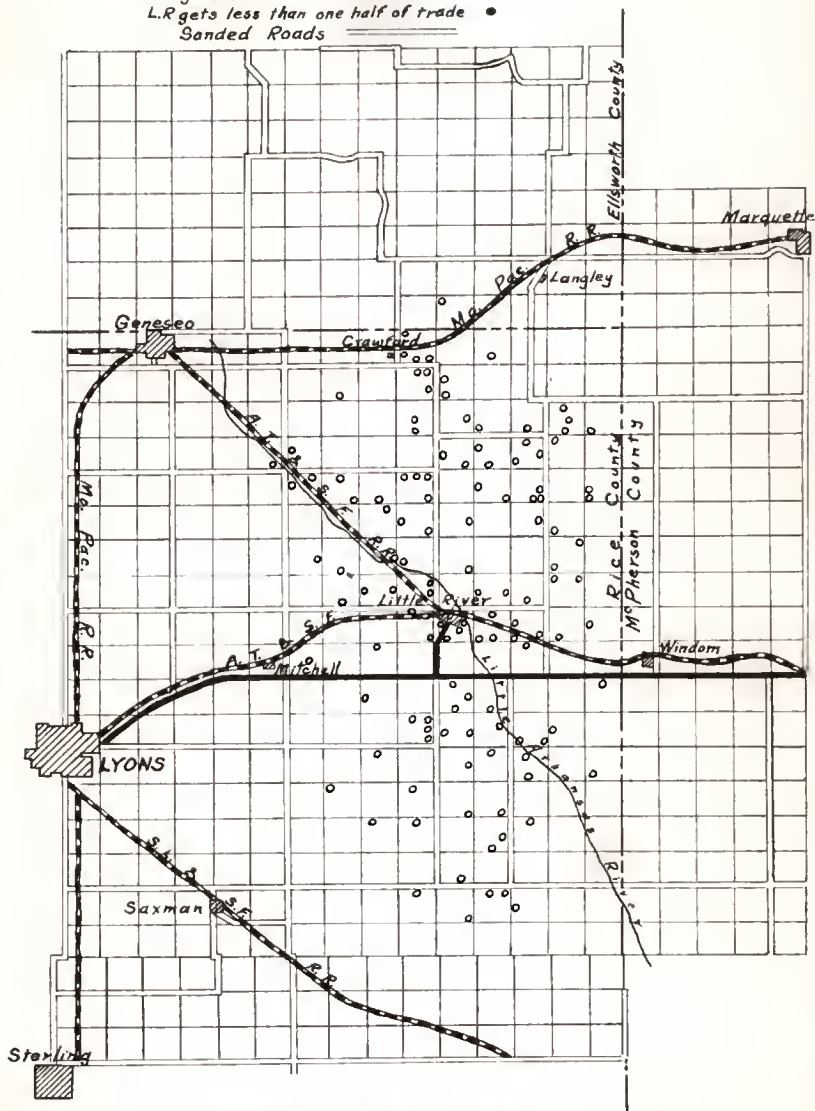


Figure 8. Location of farm families who regularly patronize
 The Tire and Battery Shop and
 The Garage

Both customers and managers of the businesses voiced an opinion that a good welding and machine shop in Little River would help their business materially. The only thing of that nature in Little River at the time of this survey was the blacksmith and welding shop which was not equipped to do welding or machine work of a very elaborate nature. Faced with the necessity of going elsewhere for such work in many instances, the farmer also bought his machinery and repair 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 repaired at the same place. These small sales naturally established a relationship which resulted in many major purchases of machinery from the same dealer. Figure 8 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 shape as the others, and could probably be extended by some move such as suggested by those 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 customers, and the manager's statement that very little of his business was strictly cash seemed to indicate that the ledger would yield a true sample 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 point, 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 Window address	20
Customers on Window rural route	14
Customers with Lyons address	70
Customers on Lyons rural route	15
Customers with McIherson address	51
Customers with Inman address	3
Customers with Conway address	11
Customers with Hutchinson address	5
Customers with Marquette address	5
Customers with Geneseo address	17

Other towns appearing on the ledger are Canton, Galva, Ellsworth, Ellinwood, Mitchell, Langley, Otis, Great Bend, and Wichita.

The manager affirmed that those names in his ledger were bona fide customers with active accounts. His expla-

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 daily.

The lower prices of the store were generally known among everyone whom the author interviewed in trying to determine the reason for such a large trade territory. Some complaints were to be heard concerning the grade of merchandise handled but that is probably true of practically any business which enjoys large volume of sales at prices somewhat below the average price in the field. The continued volume of business enjoyed by this store indicated that the merchandise was satisfactory to the majority of its customers. Within the usual trade territory of Little River, few saw how the store showed a profit, and yet agreed that the business must have been profitable, 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.

Building 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 plant, 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 those customers whom he considered regular and active purchasers of his goods. The original plan was to extend this list by questioning people about their hardware purchases when they were interviewed for some other business, but it seemed 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 Hardware A, which handled hardware, farm machinery, and coal is plotted in Figure 9.

The territory drawn upon by Hardware B is shown in Figure 10. Both Windom and Mitchell, the nearest towns, had hardware stores, and yet many persons, when questioned, gave 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 hardware stores in these smaller towns were not fully stocked. By claiming, mistakenly it would seem, that he traded in Little River because it contained the nearest hardware store fully equipped to care for his needs, the customer would explain himself. At first it seemed surprising that hardware stores were so often found in the very smallest towns, but upon second thought, one of the most frequent needs of the farmer is some small repair or implement from such a store. Indeed, such articles partake of many of the characteristics of convenience goods.

Since the one hardware store handled coal, this may be the proper place to inject a brief note about the coal yard and the ice and storage plant. Neither place did a very large business nor kept much of a record of what was done. The ice and storage plant was originally designed

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sounded Roads

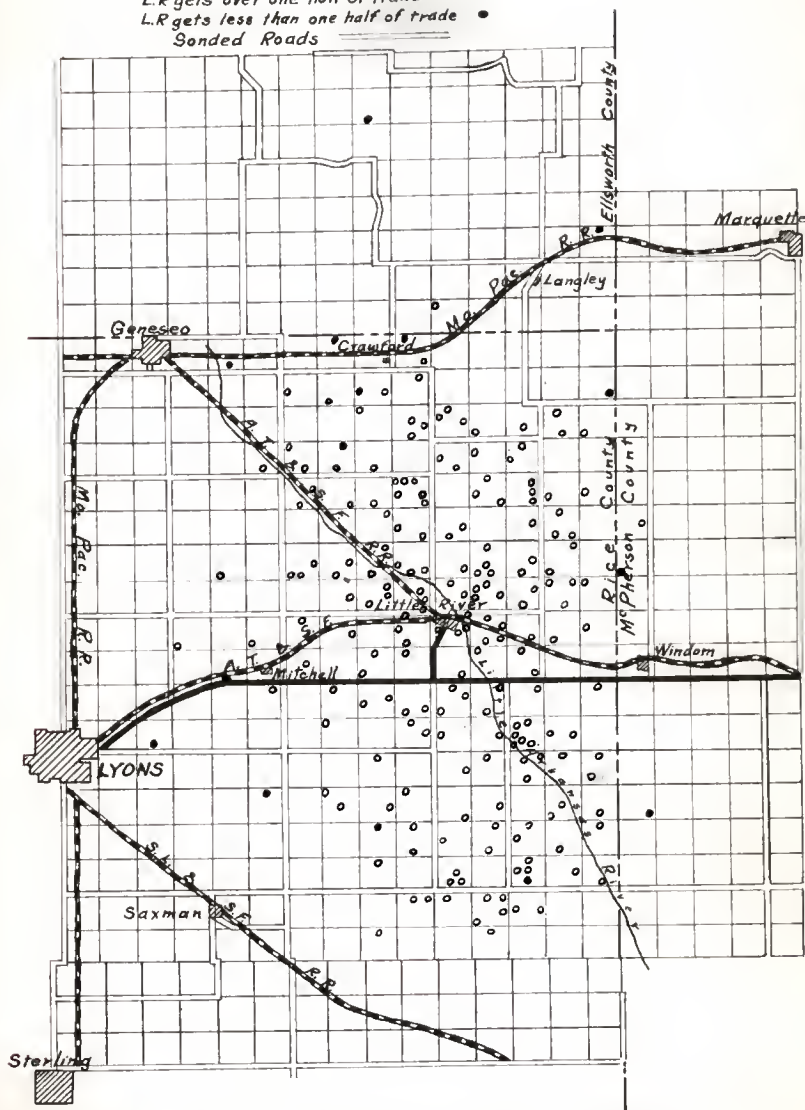


Figure 9. Location of farm families who regularly patronize Hardware Store A

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

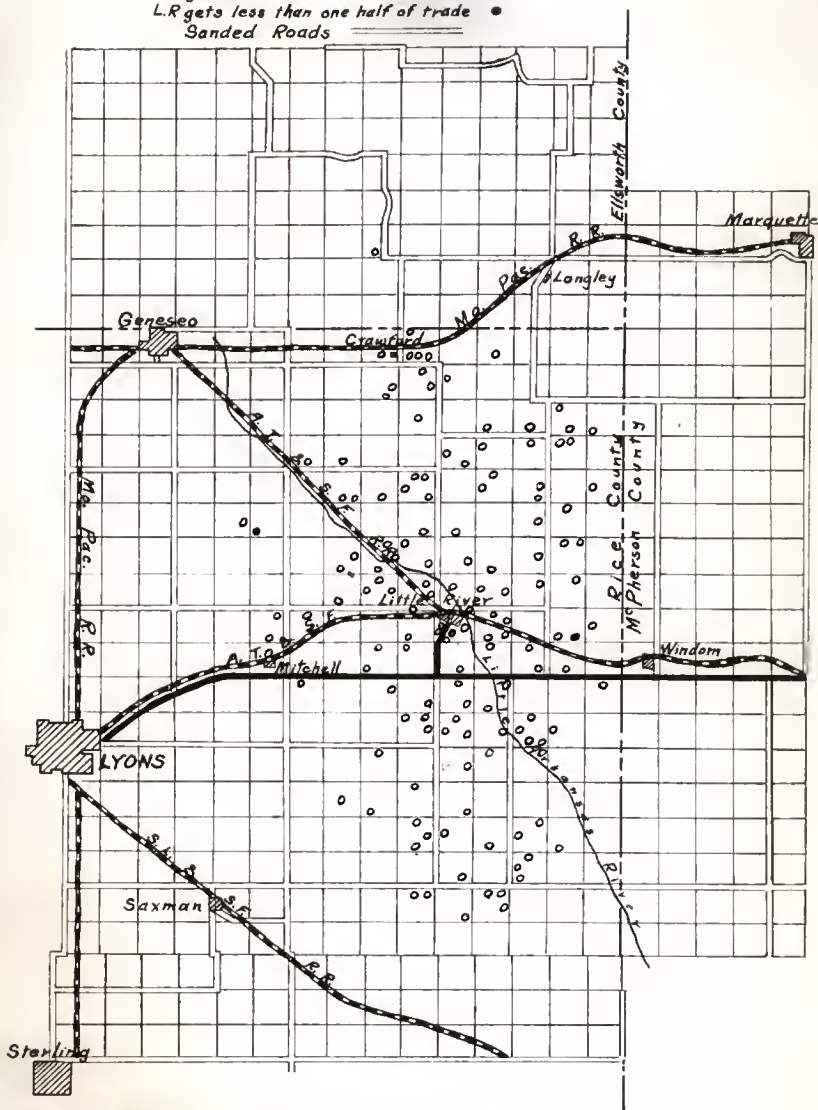


Figure 10. Location of farm families who regularly patronize Hardware Store B

as an ammonia plant for ice and cold storage. For some time the cold storage space was rented to merchants and farmers, and the machinery was kept in running condition. Several years ago, however, the operation of the ice-making machinery was discontinued, and ice was shipped in and stored in the cold room for resale. The temperature in this ice storage, with no artificial refrigeration, was hardly low enough to make good storage and so the storage business was exceedingly small. To state definitely the reasons why the ice and storage plant ceased to operate its refrigerating machinery 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 developments were to blame. These may be summarized as follows: 1. The town meat markets installed mechanical refrigeration plants of their own which were large enough to afford a cold room for their home killed meats and fresh fruits and vegetables. It was only natural too that these shops were willing to accommodate their customers by storing meat for them when they butchered. 2. Mechanical refrigeration 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 stock for meat on the farm declined rapidly with a resulting decrease in demand for cold storage facilities.

4. Improved means of transportation made possible ice routes from larger plants to serve the rural communities. Recently, trucks from Hutchinson have established rural ice routes throughout the country, leaving only a very small sale of ice for the local retailer. This left the coal business the mainstay of the plant, and it was divided with the two other dealers. Within the last year gas had been piped into the town and past some of the country homes, and it was rapidly curtailing the town coal trade. In the country, drought had killed many trees, and the depression had made every farmer short of cash. The result was evident. The farmer was sawing these trees into fuel, further reducing the demand for coal. Table 14 lists the customers of the coal yard, and Table 15 lists those of the ice and storage company. This does not mean that no other rural people bought anything from these businesses, but the lists show the ones who really purchased regularly, and kept the businesses open. The territories are plotted together in Figure 11.

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Bonded Roads

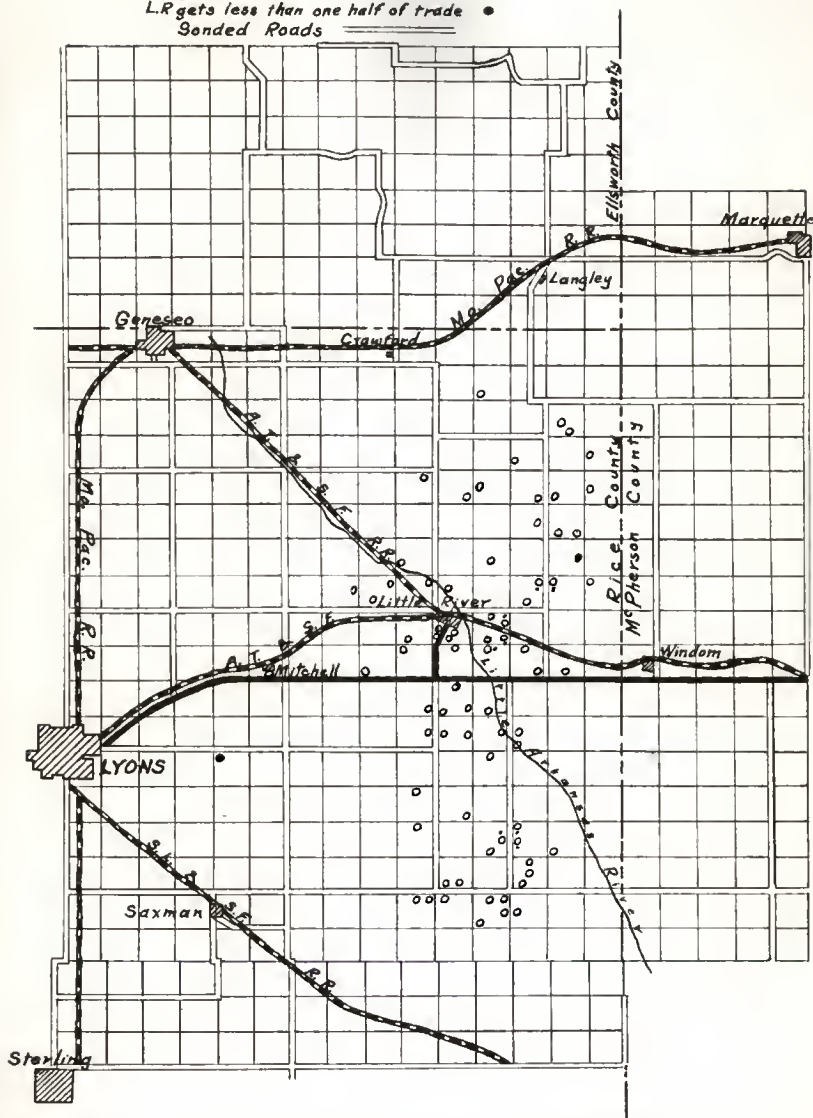


Figure 11. Location of farm families who regularly patronize
 The Coal Yards &
 The Ice and Storage Plant

Meals

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 served 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, McPherson, or Hutchinson. The sales of tobacco and candies were made to people who were already in town, and have been listed under other businesses; hence, nothing was to be gained by a further study of the restaurant business in Little River.

Drugs

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

since it was so voluminously full of old, inactive accounts 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 13, 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 cheaper 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 Page 11 of this thesis. In Little River, and other small towns in this vicinity, however, there remained several businesses which were important 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.

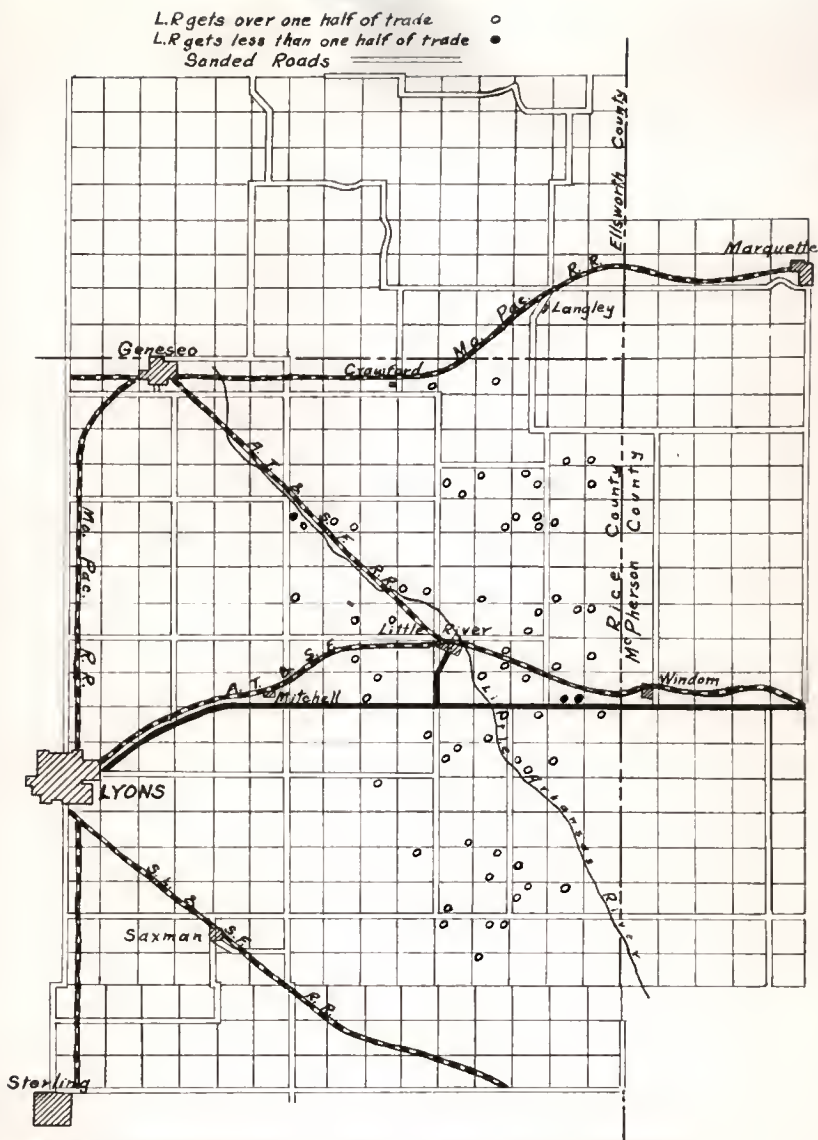


Figure 12. Location of farm families who regularly patronize
 The Drug Store

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 month of December, 1937. No one was questioned about his banking habits, and the location of those who had not been located previously was obtained from information on file in the offices of the County Clerk and County Treasurer. Figure 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 aided in this matter explained this fact by stating that there was a bank in Windes, but none in Mitchell. Personal friendships, and confidence in bank officials are apparently more effective in drawing business to a bank than the same feelings would be in attracting business to most other enterprises.

Produce Companies

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

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

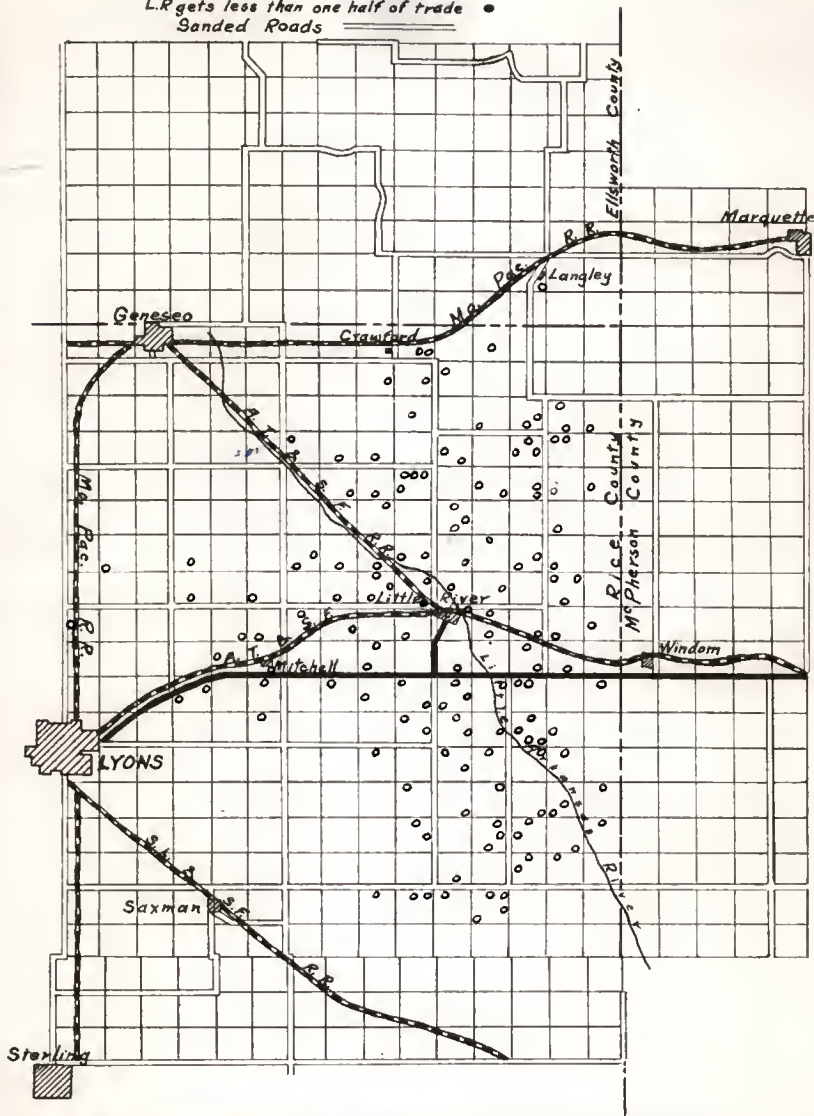


Figure 13. Location of farm families who regularly patronize The Local Bank

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

Produce 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.

Produce 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 Kansas was to furnish a market for the wheat which was raised. The elevator was one of the most important businesses in any of these towns. 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. Winom and Crawford often paid a cent or two per bushel more than the

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

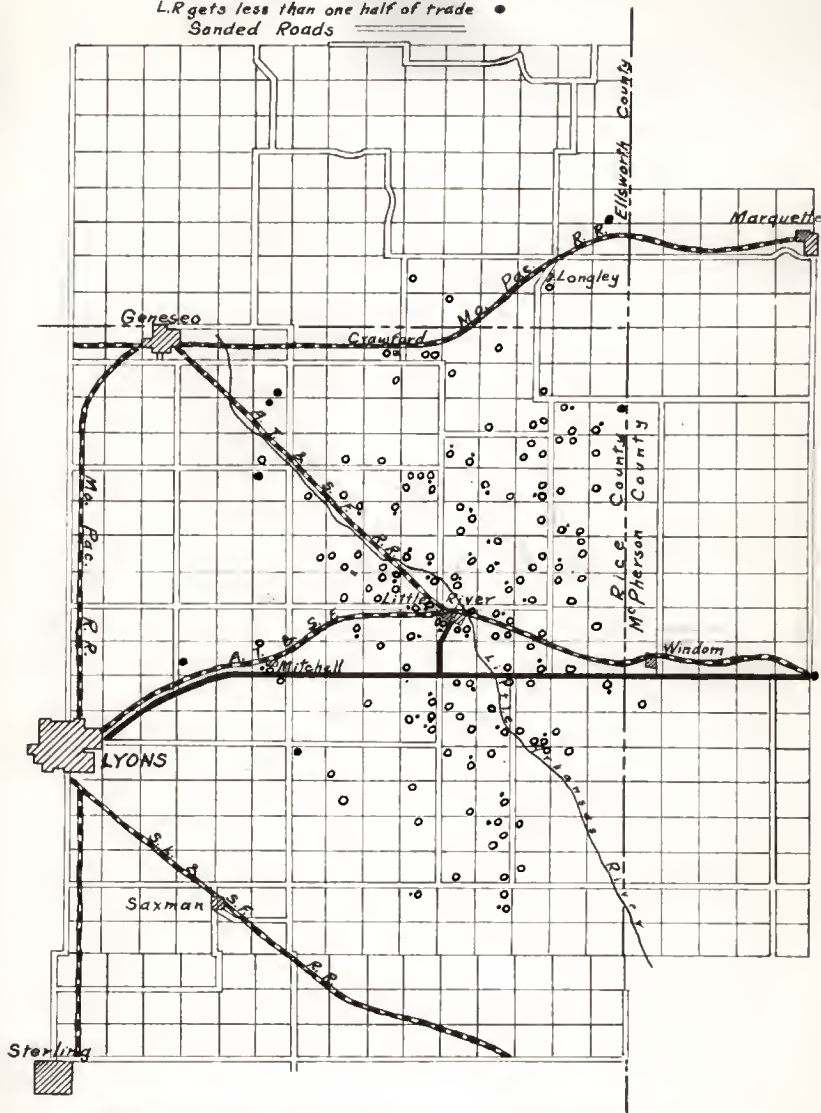


Figure 14. Location of farm families who regularly patronize Produce Stores A & B

price offered at Little River, 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 tabulation, 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 19 shows the territory plotted on the map form.

Miscellaneous

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

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

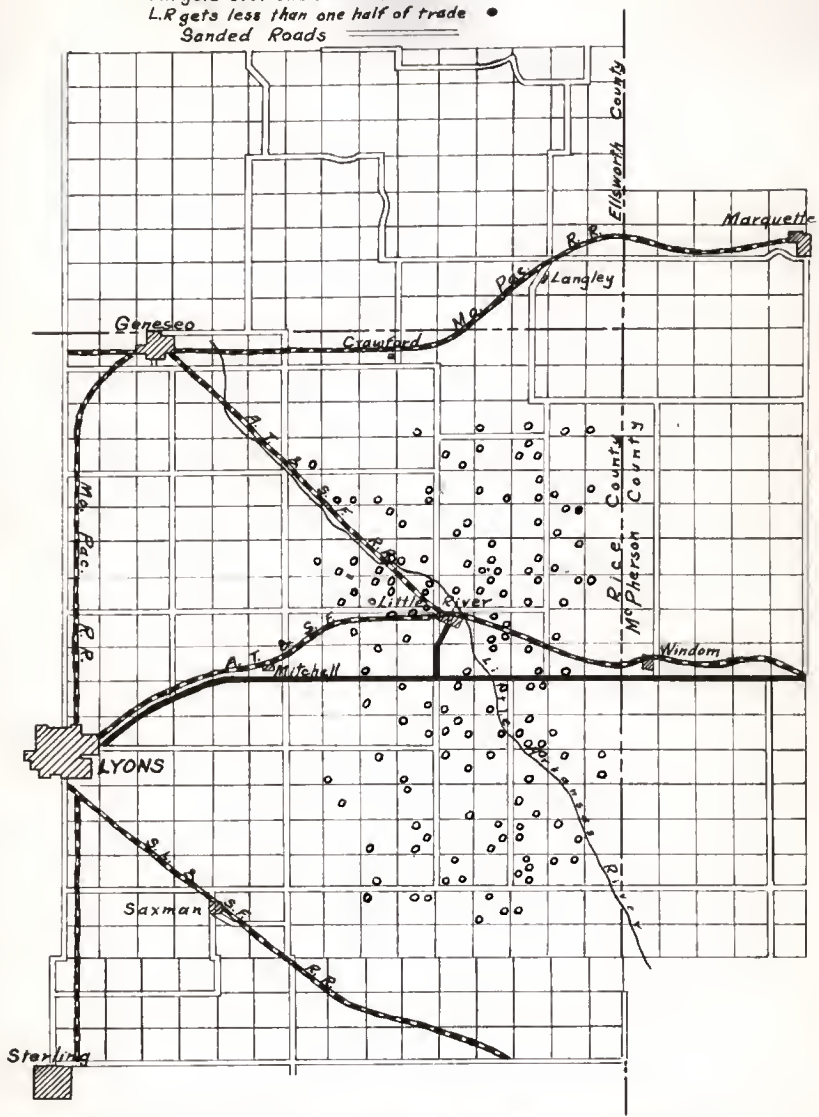


Figure 15. Location of farm families who regularly patronize The Grain Elevator

L.R gets over one half of trade. ○
 L.R gets less than one half of trade. ●
 Sanded Roads

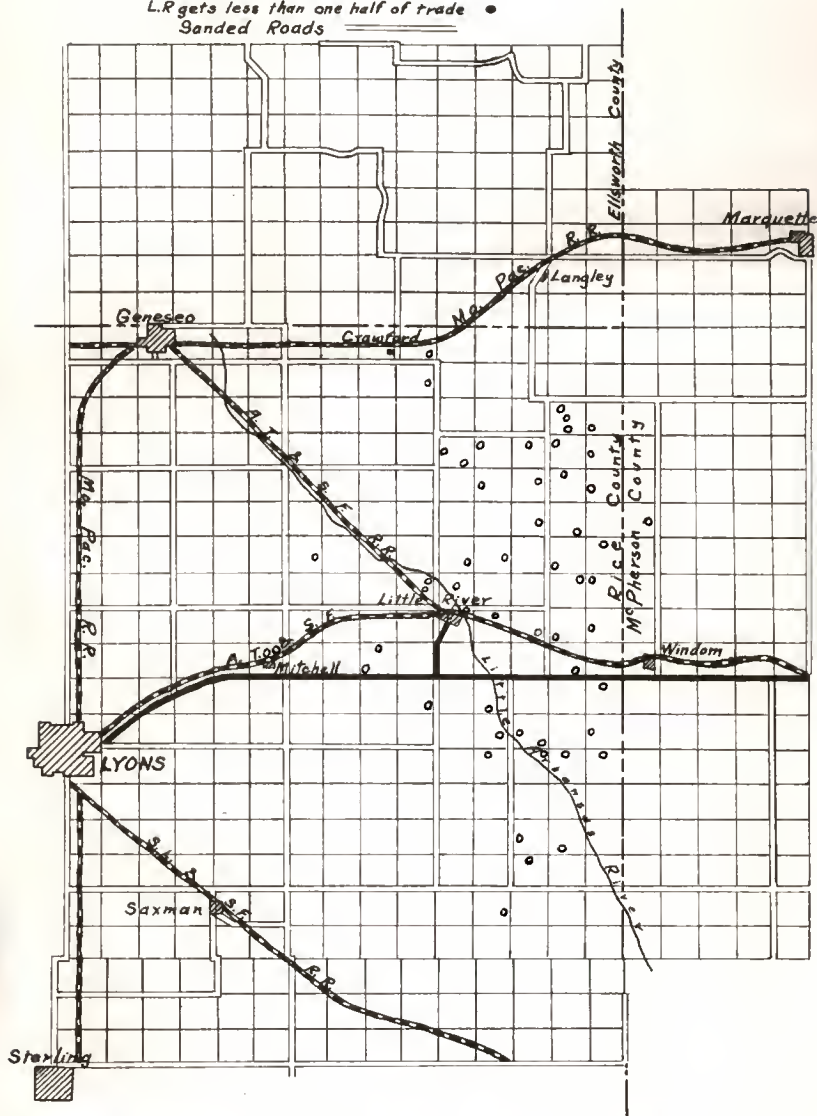


Figure 16. Location of farm families who regularly patronize
 The Dry Cleaner's Shop

to the desirability of establishing Little River as a trading center, but did not, in themselves, appear to extend the territory. They were patronized 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 them, it was deemed best to discontinue the survey at this point. Two of the three practicing physicians were approached, with the purpose of obtaining a tabulation of their patients, but their records indicated such an inconclusive list of names and locations for statistics that the idea was abandoned. Many 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 patronized 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 likewise 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 service territory of the town, and to draw pertinent conclusions. Two methods were considered in determining how to best use the information at hand 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 reasons: 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, because it would be impossible for the reader to determine whether 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 square 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 purpose and method of this study.

The second method considered, and the one actually used, was to plot all names which were plotted in Figures 3 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

L.R gets over one half of trade ○
 L.R gets less than one half of trade ●
 Sanded Roads

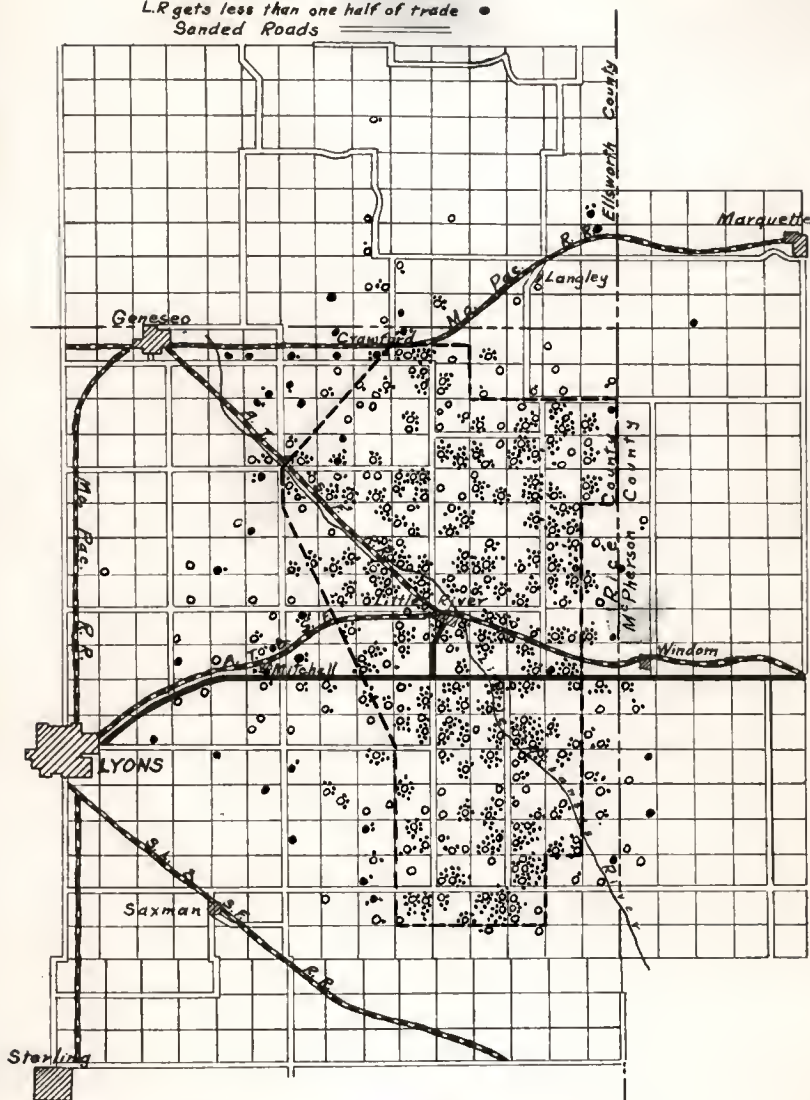


Figure 17. Consolidated Trade and Service Territory of Little River with the Breaking Points Established

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

With this breaking point line established and drawn in Figure 17, one of the most important parts of this study was completed. For this reason, all possible care was utilized in locating this line on the true breaking point between the territories of the competing 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 western side of the territory that it was necessary to drive back and forth across 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 amounted to no more than two sections at most.

The breaking-point line on the south and east side of the territory was much more sharply defined. There was no question at all as to the location of the breaking point on the south, since the territory broke off abruptly 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 River 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, lack of competing enterprises, or because of the peculiar properties 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 River for certain goods or services why did they not obtain other needed services or goods at the same time?

Figure 18 shows the trade territory of Little River on a map of the general area. From this figure it is eas-

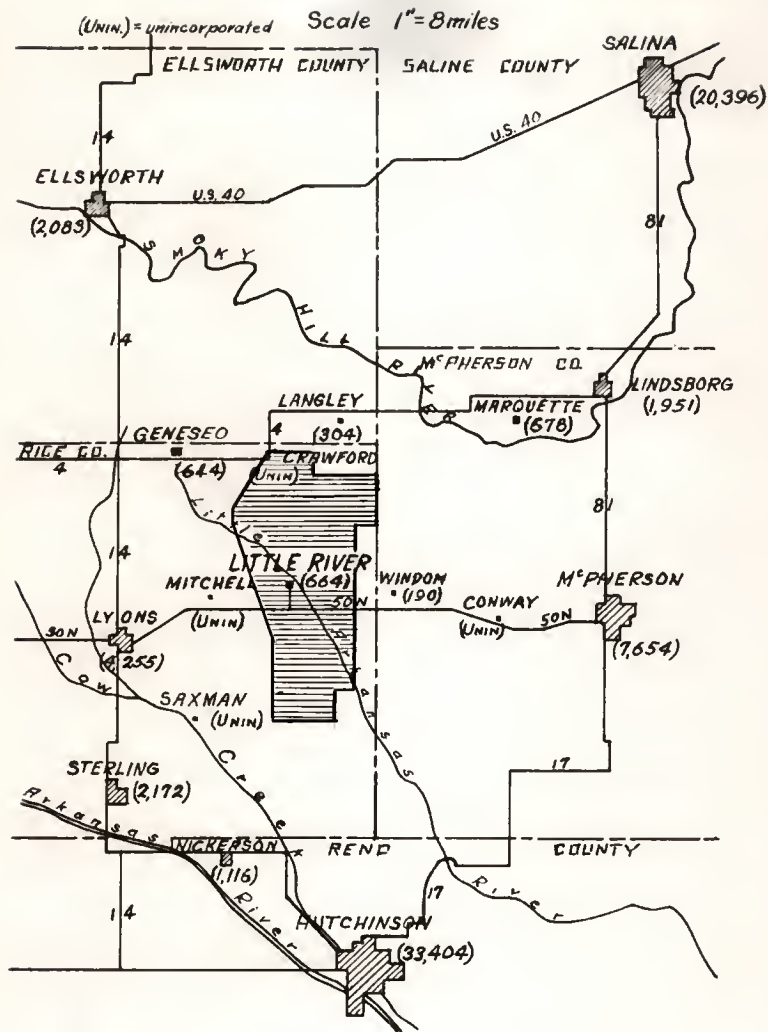


Figure 16. The Area under Discussion
indicating the Trade and Service
Territory of Little River.

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

CONCLUSIONS

The stated purposes 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 expressed 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 Windom, one-third of the way to Hutchinson, and one-half the way to Mitchell 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 he use his advertising to attempt to maintain or extend his territory to the west in direct competition with Lyons? Which would be the more effective? It is a problem 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 progressive decrease (fancied or real) in the value of the farmer's dollar, power 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-town stores have lost trade to stores located in county seats and other cities from 5,000 to 25,000 population. --- These changes 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, among 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 news ----. (3) The display of the latest fashions in the 'movies'----. (4) With the spread 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 tended toward the larger towns, thereby reducing the trade at the smaller centers."⁵

From another recent book on marketing comes this quotation. "The automobile and paved roads 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., Principles of Marketing, New York, Macmillan, 1932, pp. 290-293.

early part of this century, 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 ease 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 hamlets.⁶

Elliot and Merrill say, "The economic raison d'être of hundreds of small towns is slowly disappearing."⁷ Regarding 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 once moved into the small towns.

These quotations seem 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, Robert B., Drury, James C., *Outlines of Marketing*, New York and London, McGraw-Hill Book Company, Inc., 1936, p. 257.

7. Elliot Merrill, *Social Disorganization*, New York and London, Harper Bros., 1934, 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 certain services and convenience goods will probably pass from Window and Mitchell to Little River, and later perhaps it will pass from Little River to Lyons, McPherson, and Hutchinson. The rapidity 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 men are taking some steps to maintain the town as an active center as long as it is of service to the community. Some of their activities may be useless, some may even be harmful, but many are right and apparently are helping to maintain this particular country town in its position of being indispensable to its community. Some steps which are being taken to prolong the future of Little River might be mentioned.

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

Business men are fighting to keep a picture show and

some other declining businesses open so that Little River may offer a more complete list of services to potential 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 sales goals 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 youth, and it is taking an increased part in community activities.

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

ACKNOWLEDGMENT

The writer wishes to express his appreciation to Dr. W. E. Grimes, 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 ----- Grocery and Meat Sales

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	5 ¹ / ₂ S 4W	Lyons	Bigger place			X
2.	3 ¹ / ₂ S 4W	Lyons	Closer	X		
3.	2 N 5W	Lyons	Better bargains	X		
4.	4 N 2E	Little River	Closest			X
5.	3 N 3E	Little River	Closest			X
6.	3 N 1 ¹ / ₂ W	Little River	Closest			X
7.	3 S 4E	Little River	Better than Wisdom	X		
8.	3 S 2 ¹ / ₂ E	Little River	Children in School			X
9.	5 S 1 ¹ / ₂ E	Little River	Boy in School			X
10.	7 S 2E	Little River	Always have		X	
11.	7 S 1 ¹ / ₂ W	Little River	Friends there		X	
12.	5 N 3W	Geneseo	Better roads			X
13.	9 N 3E	Little River	Relatives in L. R.	X		
14.	1 ¹ / ₂ S 3E	Wisdom	Convenience		X	
15.	7 S 1 ¹ / ₂ W	Little River	Best place close			X
16.	2 N 3E	Little River	# #			
17.	1 N 1 ¹ / ₂ E	Little River	# #			
18.	7 S 4E	Hatchinson	Best place around	X		
19.	5 E	Wisdom	Convenience			X
20.	1 ¹ / ₂ N 1 W	Little River	Close			X
21.	4 N 1 ¹ / ₂ W	Little River	#			X
22.	4 S 4W	Lyons	Close as any			X
23.	5 N 1 ¹ / ₂ E	Little River	Property in town			X
24.	7 N 1 ¹ / ₂ E	Little River	Boys in school	X		
25.	1 S of Galt	Geneseo	Closer	X		
26.	1 ¹ / ₂ N 2W	Little River	# #			
27.	3 N 1 ¹ / ₂ W	Little River	# #			
28.	7 S	Little River	North & South road			X

Not interviewed

Table 5 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
29.	6 $\frac{1}{2}$ N 2 W	Little River	Friend trade there		X
30.	3 S 4 E	Little River	Best place		X
31.	5 N 3 $\frac{1}{2}$ E	Little River	Closer		X
32.	4 N 4 $\frac{1}{2}$ W	Genesso	Relative here		X
33.	4 $\frac{1}{2}$ N 4 W	Little River	/		
34.	5 S 3 $\frac{1}{2}$ E	Little River	/		
35.	5 S 2 $\frac{1}{2}$ E	Little River	/		
36.	5 $\frac{1}{2}$ S 4 E	Little River	/		
37.	6 S 3 $\frac{1}{2}$ E	Little River	/		
38.	6 S 3 $\frac{1}{2}$ E	Little River	Close		X
39.	3 $\frac{1}{2}$ N 1 E	Little River	/		
40.	1 W 4 $\frac{1}{2}$ W	Little River	Close		X
41.	4 N 4 $\frac{1}{2}$ W	Little River	Close		X
42.	2 $\frac{1}{2}$ S	Little River	Close		X
43.	2 S	Little River	Convenience		X
44.	6 S 5 E	Windom	Close		X
45.	1 $\frac{1}{2}$ S 5 E	Windom	Close		X
46.	2 N 3 $\frac{1}{2}$ E	Little River	Good place		X
47.	4 $\frac{1}{2}$ N 1 E	Little River	Closest		X
48.	3 $\frac{1}{2}$ N 3 W	Little River	Habit		X
49.	5 N 2 $\frac{1}{2}$ W	Genesso	Better road		X
50.	6 S 5 $\frac{1}{2}$ E	Windom	Close		X
51.	1 S 7 W	Little River	Relative here	X	
52.	5 $\frac{1}{2}$ N 1 E	Little River	Closest & best		X
53.	5 S 4 $\frac{1}{2}$ W	Little River	Close		X
54.	9 N 2 $\frac{1}{2}$ W	Little River	Like to trade here	X	
55.	6 S 4 $\frac{1}{2}$ E	Little River	Neighbors do		X
56.	1 $\frac{1}{2}$ S 2 E	Little River	Convenience		X

/ Not interviewed

Table 5 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	6 1/2 S 2 1/2 E	Little River	Roads	X		
58.	7 S 2 1/2 E	Hutchinson	Bigger place		X	
59.	4 E	Little River	Always have			X
60.	1 S 5 W	Mitchell	Close			X
61.	4 S 4 1/2 E	Windom	Close			X
62.	6 1/2 N	Little River	North & South road			X
63.	6 1/2 N	Little River	Boy in school			X
64.	1 S 2 W	Little River	Close			X
65.	2 S 2 1/2 E	Little River	//			X
66.	2 N 1 1/2 E	Little River	Close			X
67.	1 1/2 S 2 1/2 E	Little River	//			X
68.	3 1/2 N 1 W	Little River	//			X
69.	7 N 1 1/2 W	Little River	Petter road			X
70.	4 1/2 N 2 1/2 E	Little River	Boys in school			X
71.	5 N 3 E	Little River	Convenience			X
72.	3 N 3 E	Little River	Close			X
73.	3 S 3 E	Little River	More convenient			X
74.	6 1/2 N 4 W	Genasco	Best place	X		
75.	1 1/2 S 3 E	Little River	//			
76.	1 1/2 S 1 1/2 W	Little River	Closest place			
77.	1 1/2 S 2 W	Little River	//			
78.	3 N 2 E	Little River	//			
79.	1 N 3 E	Little River	//			
80.	2 N 1 1/2 E	Little River	//			
81.	4 N of Mitchell	Mitchell	Closest			X
82.	1 1/2 S 3 1/2 W	Mitchell	Close		X	
83.	3 S on Plum Street	Windom	Closest			X

// Not interviewed

Table 5 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
84.	5 N 2 $\frac{1}{2}$ E	Little River	Good roads, close		X
85.	3 S 1 $\frac{1}{2}$ E	Little River	/		
86.	2 E	Little River	Best at hand		X
87.	1 $\frac{1}{2}$ S 3 $\frac{1}{2}$ E	Little River	Close		X
88.	5 $\frac{1}{2}$ S 2 E	Little River	Convenience		X
89.	3 S 6 E	Windom	Close		X
90.	2 $\frac{1}{2}$ S 2 E	Little River	Closest		
91.	1 $\frac{1}{2}$ S 4 $\frac{1}{2}$ W	Mitchell	Close	X	
92.	7 S 4 E	Windom	/	X	
93.	2 S 1 $\frac{1}{2}$ E	Little River	Always have		
94.	2 N 4 E	Little River	Better acquainted		X
95.	6 $\frac{1}{2}$ N 1 W	Little River	Convenience		X
96.	7 S 1 $\frac{1}{2}$ W	Saxman	Can do better there	X	
97.	1 N 4 E	Little River	Community activities		X
98.	1 $\frac{1}{2}$ S 3 $\frac{1}{2}$ W	Mitchell	Close		
99.	1 N 5 $\frac{1}{2}$ W	Mitchell	Close		X
100.	3 $\frac{1}{2}$ W	Mitchell	Larger place	X	
101.	5 S 1 $\frac{1}{2}$ W	Lyons	County seat	X	
102.	4 $\frac{1}{2}$ S 2 $\frac{1}{2}$ W	Lyons	/		
103.	4 S 5 W	Lyons	Closest place	X	
104.	1 N Crawford	Cemeseo	Boy in school	X	
105.	2 $\frac{1}{2}$ W	Little River	/		
106.	4 S 1 $\frac{1}{2}$ W	Little River	/		
107.	1 N 1 $\frac{1}{2}$ E	Little River	Most convenient		X
108.	5 $\frac{1}{2}$ N 1 $\frac{1}{2}$ W	Little River	Close - school		X
109.	3 N 2 W	Little River	/		
110.	1 $\frac{1}{2}$ N 2 E	Little River	Do better there		X
111.	2 $\frac{1}{2}$ S 4 E	Little River	/		

/ Not interviewed

Table 5 (Continued)

Customer	Location of Customer	Names of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
112.	Langley	Little River	Business interests		
113.	2 1/2 E	Little River	/	X	X
114.	6 1/2 S 2 E	Little River	/		
115.	3 1/2 S 2 E	Little River	Boys in school	X	X
116.	6 S 2 1/2 E	Little River	Good road	X	X
117.	8 S 1 E	Little River	Close - roads		
118.	1 N 4 E	Little River	Best place close		
119.	5 1/2 S 2 E	Little River	Most convenient		
120.	5 N 5 1/2 E	Little River	Convenience	X	
121.	7 N 1 W	Crawford	Close		
122.	3 1/2 N 5 W	Genesee	Better roads		
123.	6 N 5 1/2 E	Little River	Best place close	X	X
124.	4 N 3 1/2 W	Genesee	Neighbors so there		
125.	5 1/2 N 5 E	Little River	/		
126.	9 1/2 N 2 W	Little River	Close	X	X
127.	9 1/2 N 1 W	Little River	Parents in L. R.		
128.	4 N 4 W	Genesee	Habit		
129.	3 N 2 1/2 W	Little River	Do all business there		
130.	4 1/2 S 4 1/2 E	Windom	Convenience	X	X
131.	3 1/2 S 4 1/2 E	Little River	No reason	X	X
132.	6 S 1 1/2 E	Little River	Roads	X	X
133.	4 1/2 S 2 E	Little River	Best place	X	X
134.	6 S 1 1/2 E	Little River	Relatives there	X	X
135.	4 N 1 1/2 W	Little River	Close		
136.	1 1/2 N 3 E	Little River	/		
137.	2 N 4 1/2 E	Little River	Acquainted there	X	X

/ Not interviewed

Table 6

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	3 N 4 E	Little River	Convenience			X
2.	3 N 1 1/2 W	Little River	Girl in school			X
3.	3 N 3 E	Little River	Convenience			X
4.	7 1/2 N 1 1/2 E	Little River	#			
5.	7 1/2 S 2 E	Little River	Like the store			X
6.	1 N 1 1/2 E	Little River	#			
7.	3 1/2 N 4 E	Little River	Good place			X
8.	5 1/2 N 3 1/2 E	Little River	Best place around			X
9.	3 1/2 N 3 E	Little River	#			
10.	2 1/2 N 3 E	Little River	#			
11.	6 1/2 N 2 W	Little River	Friends trade there			X
12.	11 N 4 1/2 E	Marquette	Closer		X	
13.	4 S W	Little River	Convenience			X
14.	3 N	Little River	Convenience			X
15.	3 S 3 E	Little River	#			
16.	2 1/2 S 2 E	Little River	#			
17.	9 N 2 1/2 W	Little River	Like to trade there	X		
18.	7 N 2 1/2 W	Little River	Can do better	X		
19.	2 1/2 N 1 E	Little River	#			
20.	2 1/2 S 3 W	Little River	Good store			X
21.	6 N 4 1/2 W	Genesee	Convenience		X	
22.	7 N 4 1/2 W	Little River	Children in school		X	
23.	3 S 1 E	Little River	Acquaintance		X	
24.	3 1/2 E 1 E	Little River	#			
25.	2 1/2 S 1 E	Little River	#			
26.	1 N 1 1/2 E	Little River	#			
27.	1 1/2 W 1 1/2 W	Little River	Always have			X
28.	1	Little River	#			

Not interviewed

Table 5 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	W	Little River	#			X
30.	6 S	Little River	Easy access			X
31.	1 1/2 S	Little River	Convenience			X
32.	7 S	Little River	Convenience			
33.	2 S	Little River	#			
34.	7 S	Little River	Best place			X
35.	7 S	Little River	Always have			X
36.	2 1/2 S	Little River	Convenience			X
37.	7 S	Little River	Relatives there			X
38.	1 N	Little River	#			
39.	2 S	Little River	#			X
40.	3 S	Little River	Know people there			
41.	5 N	Little River	#			
42.	1 N	Little River	#			
43.	3 S	Little River	Children in school			X
44.	1 N	Little River	#			
45.	1 1/2 S	Little River	#			
46.	3 S	Little River	Boy in school		X	
47.	2 N	Little River	Children in school			X
48.	4 N	Little River	Member of band			
49.	1 N	Little River	#			
50.	1 1/2 S	Little River	Parents there			X
51.	3 S	Little River	Convenience			X
52.	1 1/2 S	Little River	Relatives there			X
53.	1 1/2 S	Little River	Close.			X
54.	4 S	Mitchell	Best place close			X
55.	2 1/2 N	Little River	#			X
56.	1 N	Little River	#			

Not interviewed

Table 6 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
57.	2 S	Little River	Close		X
58.	2 S	Little River	#		
59.	2 S	Little River	#		
60.	1 S 1 W	Little River	#		X
61.	1 N 3 E	Little River	Convenience		X
62.	1 N 1 W	Little River	#		
63.	1 N 1 W	Little River	Work in town		
64.	9 N 1 W	Little River	Parents in L. R.		X
65.	1 N 1 E	Little River	#		
66.	1 N 1 E	Little River	#		
67.	3 S	Little River	#		
68.	4 S 2 E	Little River	Most convenient		X
69.	2 N 2 W	Little River	Boy in school		X
70.	7 S	Little River	#		
71.	7 N 4 W	Geneseo	Better roads	X	
72.	6 N 3 W	Geneseo	More convenient	X	
73.	3 N 2 W	Little River	Children in school		X
74.	1 N 2 W	Little River	Girl in school		X
75.	1 N 3 W	Little River	Girl in school	X	
76.	4 N	Little River	Closest	X	
77.	4 N 1 W	Little River	Convenience		X
78.	3 N 3 W	Little River	Convenience		X
79.	1 N 4 W	Mitchell	Close		X
80.	1 S 3 W	Little River	Best at hand		X
81.	2 E	Little River	#		X
82.	3 N 2 E	Little River	#		X
83.	2 S 1 E	Little River	#		X
84.	6 S 1 E	Little River	Friends are there		X

Not interviewed

Table 5 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
85.	7 S 1/2 E	Little River	Best place close			X
86.	1 1/2 N 1 E	Little River	Close			X
87.	1 W	Little River	/			
88.	4 N 1/2 E	Little River	Milk route there			X
89.	1 1/2 S 1/2 E	Little River	Close			X
90.	1 N 3 E	Little River	Close and best			X
91.	1 1/2 S 2 1/2 E	Little River	/			
92.	1 N 1 W	Little River	/			
93.	3 E 1 1/2 S	Little River	/			
94.	2 1/2 S 2 E	Little River	Close			X
95.	4 N 2 1/2 W	Little River	Convenience		X	
96.	6 N 1 1/2 W	Little River	Girls in school			X
97.	1 S 1 1/2 E	Little River	Close			X
98.	5 1/2 S	Little River	Convenient			X
99.	2 S 1 W	Little River	Close			X
100.	2 1/2 S 2 E	Little River	Convenient			X
101.	1 1/2 S 4 E	Little River	Relatives there			X

/ Not interviewed

Table 7

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	M Crawford					
2.	N N	McPherson	Relative there			X
3.	N N	McPherson	Relative there			X
4.	N N	McPherson	Relative there			X
5.	N N	Lyons	Closest supply	X		
6.	N N	Hatchinson	Can do better	X		
7.	N N	Hatchinson	Better supply			
8.	N N	Lyons	More to pick from			
9.	N N	Mail Order	Better prices	X		
10.	N N	Hatchinson	Bigger variety			
11.	N N	Mail Order	Cheaper			
12.	N N	Lyons	Close			
13.	N N	Don't know				X
14.	N N	Lyons	Closest good place			X
15.	N N	Hatchinson	More to look at	X		
16.	N N	Lyons	Close	X		
17.	N N	Hatchinson	More to pick from	X		
18.	N N	McPherson	Land in that direction	X		
19.	S S	Lyons	Close			X
20.	S S	Hatchinson	Assortment of goods	X		
21.	S S	Hatchinson	More to see	X		
22.	S S	Mail order	Prices			
23.	S S	Hatchinson	Better place	X		
24.	S S	Lyons	Close			
25.	S S	Hatchinson	Good place			X
26.	S S	Hatchinson	Relative there			X
27.	S S	Hatchinson	More to pick from			X

/ Not interviewed

Table 7 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
28.	2 S 5 ¹ E	Mail order	Cheaper			
29.	1 S 4 E	Little River	Good as any	X		X
30.	2 S 1 E	Hatchinson	Assortment			
31.	6 S 3 ¹ E	Hatchinson	Not far			
32.	1 S 4 E	Hatchinson	Better bargains			
33.	1 S 5 E		§			
34.	7 S 2 ¹ E	Lyons	Acquainted there			
35.	6 N 2 E		§			
36.	1 N 4 E	Hatchinson	Something to see	X		
37.	3 N 4 E	Mail order	Save money			
38.	3 N 3 E	Lyons	County seat business	X		
39.	1 N 1 ¹ E	Mail order	Can do better			
40.	6 N 3 ¹ E	Lyons	County seat	X		
41.	9 N 3 ¹ E	Lyons	Why not?			X X
42.	4 E	Little River	Good enough for us			
43.	1 S 2 ¹ E	Hatchinson	Better pick			
44.	4 N 3 E	Little River	Closest place			
45.	1 N 4 E	McPherson	Good roads			
46.	5 S 2 E	Little River	Convenience			X
47.	5 S 1 ¹ E	Hatchinson	Relatives there			
48.	3 N 1 ¹ E	Lyons	Close	X		
49.	3 S 2 ¹ E	Hatchinson	Can do better	X		
50.	2 N 3 E	Lyons	Close	X		
51.	3 N 1 E		§			
52.	4 N 1 E	Little River	Handiest			
53.	1 S 2 E	Lyons	County seat	X		
54.	1 S 2 W	Lyons	Close			
55.	2 S 2 ¹ E	Mail order	Economy			X

§ Not interviewed

Table 7 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
56.	2 H 1 E	Lyons	Convenient place	X	
57.	1 1/2 S 2 E	Lyons	County seat business	X	
58.	1 H 3 E	Hatchinson	Greater variety	X	
59.	2 S 1 E	Lyons	Convenience	X	X
60.	2 H 4 E	Lyons	Sell turkeys there	X	
61.	1 1/2 E 3 1/2 W	Lyons	Close	X	
62.	2 H 1 W	Lyons	Close	X	
63.	2 H 2 W	Lyons	Convenient		
64.	1 1/2 H 3 E	Mail order	Price difference		
65.	1 1/2 S 2 E	Mail order	Cheaper		
66.	2 H 1 E	Hatchinson	Best place	X	
67.	3 1/2 S 1 E	Lyons	Close		
68.	3 1/2 E	Mail order	Less trouble		
69.	7 S 1 E	Hatchinson	Son there		
70.	1 1/2 H 3 E	Lyons	Convenience	X	
71.	1 H 3 E	Repherson	Relatives there	X	
72.	3 H 2 E	Lyons	Close		X

* Not interviewed

Table 8

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	7 S 2 $\frac{1}{2}$ E	Little River	Our trading point			X
2.	2 E	Little River	#			
3.	2 $\frac{1}{2}$ N 2 $\frac{1}{2}$ E	Little River	#			
4.	2 $\frac{1}{2}$ S	Little River	#		X	
5.	1 N 4	Little River	Better truck service			
6.	1 N 1 $\frac{1}{2}$ E	Little River	Truck service			
7.	5 S 1 $\frac{1}{2}$ W	Little River	#			X
8.	5 S 1 E	Little River	All trading there			X
9.	5 S 2 E	Little River	My town			X
10.	5 N 2 E	Little River	#			
11.	3 S 1 $\frac{1}{2}$ W	Little River	#			X
12.	3 N 2 $\frac{1}{2}$ W	Little River	Children in school			
13.	5 N 3 $\frac{1}{2}$ E	Little River	#			
14.	3 N 1 $\frac{1}{2}$ W	Little River	#			
15.	3 N 3 $\frac{1}{2}$ E	Little River	All trading there			X
16.	4 $\frac{1}{2}$ N 2 E	Little River	Handiest place			X
17.	6 N 3 W	Little River	Truck service			X
18.	1 $\frac{1}{2}$ N 1 W	Little River	Close			X
19.	2 N 2 W	Little River	Close			X
20.	4 N 1 $\frac{1}{2}$ E	Little River	Convenience			X
21.	1 $\frac{1}{2}$ N 1 $\frac{1}{2}$ E	Little River	#			
22.	5 N 4	Little River	Relatives there			X
23.	6 N	Little River	Close			X
24.	4 $\frac{1}{2}$ N	Little River	Closest			X
25.	20 N 5 W	Ellsworth	Nearer			X
26.	8 N 7 E	Marquette	#			X
27.	1 $\frac{1}{2}$ S 4 $\frac{1}{2}$ E	Little River	Relatives there			X
28.	11 N 4 $\frac{1}{2}$ E	Little River	Truck service			X

Not interviewed

Table 8 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	1 1/2 S 1 1/2 W	Little River	/			X
30.	1 N 5 1/2 E	Little River	Truck service			X
31.	2 1/2 S 3 E	Little River	Parents there			X
32.	3 N 1 1/2 W	Little River	Boy in school			X
33.	4 1/2 N 4 W	Little River	Relatives here			X
34.	5 1/2 N 4 W	Little River	Most convenient			X
35.	2 N 1 1/2 E	Little River	/			
36.	1 1/2 S 2 1/2 E	Little River	/			
37.	1 1/2 S 3 E	Little River	/			
38.	1 1/2 N 3 E	Little River	Close			X
39.	6 1/2 S 2 E	Little River	Most convenient			X
40.	5 1/2 S 2 E	Little River	Boys in school			X
41.	6 S 2 1/2 E	Little River	Most convenient		X	X
42.	1 1/2 N 2 1/2 W	Little River	Boy in school		X	X
43.	7 N 5 W	Genesee	Close			X
44.	1 1/2 S 5 E	Little River	Truck service		X	
45.	3 N 1/2 E	Little River	/			
46.	1 1/2 S 3 E	Little River	/			
47.	1 1/2 N 1 1/2 E	Little River	Truck service			X
48.	6 N 3 1/2 E	Little River	/			
49.	2 S 1 W	Little River	Close			X
50.	4 N 2 1/2 W	Little River	Convenience			X
51.	5 1/2 S	Little River	Close			X
52.	3 S 2 1/2 E	Little River	Close			X
53.	2 1/2 S 3 E	Little River	/			
54.	2 1/2 S 3 E	Little River	/			
55.	3 N 3 E	Little River	Nearest place			X
56.	7 S	Little River	Convenience			X

/ Not interviewed

Table 8 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
57.	1 1/2 N 1 1/2 E	Little River	/ Closer		X
58.	7 N 5 W	Geneseo	/		
59.	1 S 1/2 E	Little River	/ Parents in L. R.	X	
60.	9 1/2 N 1 W	Little River	Truck service		
61.	11 N 1 1/2 E	Little River	/		
62.	2 S 1 1/2 E	Little River	Truck services		X
63.	6 N 4 E	Little River	Truck service		X
64.	7 N 4 W	Little River	Truck service		X
65.	10 N 1 1/2 E	Little River	/		
66.	1 S 1 1/2 E	Little River	/		
67.	15 N 3 E	Little River	/		
68.	2 N 4 E	Little River	/		
69.	6 S 1 1/2 W	Little River	Cloze		X
70.	6 1/2 N 1 W	Little River	/		
71.	6 1/2 N 1 W	Little River	Good roads - close		X
72.	6 1/2 N 1 W	Little River	Children in school		X
73.	7 N 1 1/2 W	Little River	/		
74.	5 S	Little River	My place to trade	X	
75.	Langley E	Little River	/		
76.	5 S 4 1/2 E	Little River	/		
77.	5 S 2 1/2 E	Little River	/		
78.	1 N 2 W	Little River	/		
79.	14 N 1 1/2 W	Little River	/		
80.	1 S 1 E	Little River	Truck service		X
81.	7 N 1 1/2 E	Little River	Truck service		X
82.	7 1/2 N 1 1/2 E	Little River	/		
83.	2 1/2 S 2 E	Little River	/		
84.	3 1/2 N 1 E	Little River	Closest place		X

/ Not interviewed

Table 8 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
85.	1 1/2 N 2 W	Little River	Convenience		X
86.	1 N 5 1/2 W	Little River	Truck service		X
87.	6 N 1 1/2 W	Little River	Truck service		X
88.	5 S 2 E	Little River	Truck service		X
89.	5 1/2 S 2 E	Little River	Most convenient		X
90.	1 1/2 N 3 W	Little River	Girl in school	X	
91.	6 N 1 1/2 E	Little River	#		
92.	7 N 1 1/2 E	Little River	Convenience		
93.	5 1/2 S 2 E	Little River	Best service		X
94.	5 1/2 S 3 1/2 E	Little River	Service		X
95.	2 E	Little River	#		
96.	3 S 2 1/2 E	Little River	Girl in school		X
97.	6 N 5 1/2 E	Little River	Truck service		X
98.	5 S 1 1/2 E	Little River	Boy in school		X
99.	5 S 2 W	Little River	#		
100.	1 1/2 S	Little River	Truck service		X
101.	1 1/2 S 7 W	Lyons	Close		X
102.	2 1/2 N 1	Little River	#		
103.	2 1/2 S	Little River	Close		X
104.	1 1/2 N	Little River	#		
105.	4 N 1 1/2 W	Little River	Close		X
106.	1 S 1 E	Little River	#		
107.	2 N 1 1/2 W	Little River	Closest place		X
108.	1 1/2 N 1 1/2 E	Little River	#		
109.	7 N 1 1/2 W	Little River	#		
110.	2 1/2 S 2 E	Little River	#		
111.	2 1/2 N 1	Little River	#		

Not interviewed

Table 9

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	5 N 2 1/2 E	Little River	My trading point			X
2.	7 S 2 W	Little River	Boy in school			X
3.	3 N 2 W	Little River	Girl in school	X		
4.	1 N 2 1/2 W	Little River	Milk route there			X
5.	4 N 2 W	Little River	Always here			X
6.	2 N 4 E	Little River	Always here			X
7.	1 S 2 1/2 E	Little River	Always here			X
8.	4 E	Little River	Truck service			X
9.	1/2 N 1/2 E Crawford City limits	Little River	Truck service			X
10.	7 N 2 W	Little River	Truck service			X
11.	5 N 2 1/2 E	Little River	Best place			X
12.	7 S 2 E	Little River	Children in school			X
13.	3 1/2 N 1 E	Little River	Good as any			X
14.	3 1/2 N 1 E	Little River	Relatives there			X
15.	3 1/2 N 4 E	Little River	Relatives there			X
16.	3 N 4 E	Little River	Relatives there			X
17.	9 N	Little River	Relatives there			X
18.	4 1/2 S 2 E	Little River	Relatives there			X
19.	1 1/2 S 3 1/2 E	Little River	Relatives there			X
20.	1 1/2 S 3 1/2 E	Little River	Relatives there			X
21.	1 1/2 S 3 1/2 E	Little River	Relatives there			X
22.	4 N 1/2 W	Little River	Relatives there			X
23.	3 N 1 E	Little River	Relatives there			X
24.	2 1/2 N 1 E	Little River	Relatives there			X
25.	2 1/2 N 1 E	Little River	Relatives there			X
26.	2 W	Little River	Relatives there			X
27.	City limits	Little River	Relatives there			X
28.	3 1/2 S 4 1/2 E	Little River	No reason			X

Not interviewed

Table 9 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	1 ¹ / ₂ S 1 E	Little River	#			
30.	1 ¹ / ₂ S 1 W	Little River	#			X
31.	7 S 1 E	Little River	Boy in school			X
32.	8 S 1 E	Little River	Close - handiest			
33.	9 ¹ / ₂ N 1 W	Little River	Parents in L. R.			
34.	8 N 1 W	Little River	Truck comes by		X	
35.	9 N 2 ¹ / ₂ W	Little River	Like to trade there			
36.	6 N 3 ¹ / ₂ E	Little River	Best place close	X		
37.	5 ¹ / ₂ N 3 E	Little River	Closest place			
38.	Langley	Little River	Truck comes here			
39.	5 N 3 ¹ / ₂ E	Little River	#			
40.	5 N 4 E	Little River	Relatives there			X
41.	3 N 4 E	Little River	On truck route			X
42.	2 ¹ / ₂ N 3 E	Little River	#			
43.	3 N 3 E	Little River	#			
44.	3 N 3 E	Little River	#			
45.	1 ¹ / ₂ N 3 E	Little River	#			
46.	6 ¹ / ₂ N 5 E	Little River	Like to trade there			
47.	7 ¹ / ₂ S 3 E	Little River	Truck Service			X
48.	6 ¹ / ₂ S 2 ¹ / ₂ E	Little River	Delivery convenience			X
49.	7 S 2 ¹ / ₂ E	Little River	Truck comes by			X
50.	7 S 4 E	Little River	Trucking service			X
51.	4 S 3 E	Little River	Truck comes by			X
52.	4 S 4 ¹ / ₂ E	Little River	Part L. R. phone			X
53.	2 S 4 ¹ / ₂ E	Little River	Truck comes by			X
54.	2 S 5 ¹ / ₂ E	Little River	Relatives there			X
55.	1 ¹ / ₂ S 4 E	Little River	Most trading there			X
56.	2 ¹ / ₂ S 4 E	Little River	#			X

Not interviewed

Table 9 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
57.	2 N 4 ¹ E	Little River	Acquainted there		X
58.	4 E 3 ¹ E	Little River	Near - L. R. phone		X
59.	2 N 3 ¹ E	Little River	L. R. phone		X
60.	2 ¹ N 3	Little River			
61.	14 N 1 ¹ W	Little River	All trading there		X
62.	7 ¹ S 2 E	Little River	Convenience		X
63.	7 ¹ S 2 E	Little River			
64.	7 S 2 E	Little River			
65.	7 S	Little River	Truck comes by		X
66.	8 S 1 W	Little River	On truck route		X
67.	7 S 3 W	Little River	Truck convenience		X
68.	8 S 1 ¹ W	Little River	My trading point		X
69.	6 S 1 ¹ W	Little River	Truck serves well		X
70.	6 S 2 W	Little River	Truck comes by		X
71.	4 S 2 E	Little River			
72.	6 ¹ S 2 ¹ W	Little River			
73.	3 S 1 ¹ W	Little River			
74.	2 S 1 W	Little River	Nearest place		X
75.	1 ¹ S 2 ¹ W	Little River			
76.	2 S 1 W	Little River			
77.	1 ¹ S 2 W	Little River			
78.	1 ¹ S 1 W	Little River			
79.	1 ¹ S 1 W	Little River	L. R. phone		X
80.	1 N 4 W	Little River	Truck service		X
81.	2 ¹ S 5 W	Little River			

/ Not interviewed

Table 10

Customer List for the Tire and Battery Shop --- Auto & Tractor Repairs, Accessories, Combine Repair Services

Customer List for the Garage --- Auto & Tractor Repairs, Farm Machinery Sales, Parts & Service

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	1/2 N 2 1/2 E	Little River	#			X
2.	3 E	Little River	#			X
3.	2 N 2 E	Little River	Close			X
4.	1 1/2 N 1 W	Little River	Close			X
5.	5 N 1 E	Little River	Property there			
6.	5 S 2 E	Little River	#			
7.	4 S 2 W	Little River	Closest			X
8.	4 S 3 W	Little River	Best service			X
9.	5 S 1 E	Little River	All trading there			X
10.	5 S 1 1/2 W	Little River	#			
11.	5 N 2 1/2 E	Little River	Nearest repairs			X
12.	5 S 1 1/2 W	Lyons, L. A.	About 50-50			
13.	3 1/2 S 1 E	Little River	#			
14.	7 N 1 1/2 E	Little River	#			X
15.	2 1/2 S	Little River	Best repair service			
16.	1 N 2 1/2 E	Little River	Nearest service			X
17.	4 S 2 E	Little River	Best roads			X
18.	4 N 7 W	Little River	Milk routs there			X
19.	1 1/2 S 3 1/2 W	Little River	Nearest service			X
20.	1 1/2 N 1 E	Little River	#			
21.	7 N 1 1/2 W	Little River	Relative in shop			X
22.	3 N 2 W	Little River	Bearsat mechanic			X
23.	3 S 1 1/2 W	Little River	#			
24.	3 N 5 E	Little River	Nearest repairs			X
25.	5 N 3 1/2 E	Little River	It's our town			X
26.	5 N 3 1/2 E	Little River	Closest			X
27.	4 1/2 N 1 E	Little River	#			
28.	7 S 1 W	Little River	#			

Not interviewed

Table 10 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	Crawford	Little River	Relative in shop			X
30.	3 N 1 1/2 W	Little River	Nearest service			X
31.	1 N 3 E	Little River	#			
32.	6 N 2 1/2 W	Little River	#			
33.	2 1/2 N 1 E	Little River	Our town			X
34.	5 N 4 E	Little River	Relatives there			X
35.	5 1/2 N 1 E	Little River	Closest and best			X
36.	2 1/2 N 1 1/2 E	Little River	#			
37.	4 N 1 W	Little River	Convenience			X
38.	1 1/2 N 2 E	Little River	#			
39.	1 1/2 N 2 W	Little River	Convenience			X
40.	5 N 1 1/2 W	Little River	Most direct			X
41.	2 N 4 E	Little River	Always have			X
42.	2 N 3 1/2 E	Little River	#			
43.	City limite	Little River	#			
44.	4 1/2 N	Little River	#			
45.	6 N	Little River	Closest			X
46.	1 1/2 N 2 1/2 W	Little River	Boy in school	X		
47.	2 S 2 W	Little River	Closest repair			
48.	3 N 1 1/2 W	Little River	Closest			X
49.	4 N 4 W	Little River	Relatives there			X
50.	5 1/2 N 1 1/2 W	Little River	Most convenient			X
51.	1 1/2 N 1 1/2 E Crawford	Little River	Closest good service			X
52.	4 N	Little River	Always have			X
53.	1 1/2 S 2 1/2 E	Little River	#			
54.	1 1/2 S	Little River	#			
55.	8 S 1 E	Little River	Close - roads good			X
56.	5 1/2 N 5 1/2 E	Little River	#			

Not interviewed

Table 10 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	2 1/2 S 2 E	Little River	#			
58.	3 S 1 1/2 E	Little River	#			
59.	3 1/2 N 3 E	Little River	#			
60.	3 S 1 1/2 E	Little River	#			
61.	6 N 2 1/2 E	Little River		Best place close		
62.	4 N 2 1/2 W	Little River		Convenience		
63.	2 S 3 E	Little River		Repairs available		
64.	2 S 1/2 W	Little River		Close		
65.	7 N 1/2 W	Little River		Closest repairs		
66.	4 1/2 N 2 E	Little River	#	Convenience		
67.	7 1/2 S 2 E	Little River		Convenience		
68.	7 S 2 E	Little River		Relatives there		
69.	1 1/2 S 4 1/2 E	Little River		Stock of repairs		
70.	3 N 3 E	Little River	#			
71.	4 N 1/2 E	Little River	#	Nearest mechanic		
72.	2 S 1 1/2 E	Little River	#			
73.	4 N 1 1/2 E	Little River	#			
74.	3 1/2 N 1 E	Little River	#			
75.	3 N 2 1/2 E	Little River	#			
76.	4 1/2 N 3 E	Little River	#			
77.	1 1/2 N 1 W	Little River	#	Best place		
78.	7 S 1/2 E	Little River	#			
79.	1/2 S 1 1/2 W	Little River	#			
80.	City limits	Little River	#			
81.	1 1/2 N 3 W	Little River		Nearest service		
82.	1 1/2 S Calt	Little River	#	Best repair service		
83.	1/2 S	Little River	#			
84.	1/2 S 1/2 E	Little River	#			

Not interviewed

Table 10 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
85.	3 H	Little River	Most convenient		X
86.	6 S 1 1/2 E	Little River	#		
87.	7 S 1 1/2 E	Little River	#		
88.	4 H	Little River	#		
89.	2 1/2 S 2 E	Little River	Quickest service		X
90.	9 N 4 E	Little River	Best mechanics		
91.	3 N 4 E	Little River	#		
92.	1 1/2 W	Little River	#		
93.	1 S 3 1/2 E	Little River	Quickest repairs		X
94.	5 1/2 S 2 E	Little River	Closest repairs		X
95.	3 1/2 N 4 E	Little River	Good place		X
96.	4 N 1/2 W	Little River	Carl in school		X
97.	2 1/2 S	Little River	#		
98.	2 E	Little River	#		
99.	2 1/2 N 1 E	Little River	#		
100.	1 E	Little River	#		
101.	1 N	Little River	#		
102.	2 1/2 N 3 E	Little River	#		
103.	1 N 3 E	Little River	#		
104.	2 1/2 S 1 E	Little River	#		
105.	1 1/2 S 1 E	Little River	#		X
106.	1 1/2 S 1 E	Little River	Close		
107.	3 S 3 E	Little River	Best place		X
108.	3 S 2 1/2 E	Little River	Best stock repairs		X
109.	2 1/2 S 3 E	Little River	Parents there		X
110.	1 N 1 E	Little River	#		X
111.	City limits	Little River	Business there		X
112.	7 N 1 1/2 W	Little River	Nearest repairs		X

Not interviewed

Table 10 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
113.	3 ¹ S 4 ¹ E	Little River	#			X
114.	2 N 4 ¹ W	Little River	#	Logical place		
115.	1 N 4 ¹ E	Little River	#			
116.	4 N 4 ¹ W	Little River	#	Service men		X
117.	2 ¹ S	Little River	#			
118.	7 N 4 ¹ W	Little River	#			
119.	6 ¹ N N	Little River	#			
120.	6 ¹ N N	Little River	#			
121.	4 ¹ N 1 ¹ W	Little River	#	Close		X
122.	4 ¹ N 3 ¹ W	Little River	#	Nearest place		X
123.	4 N 3 ¹ W	Little River				
124.	5 S 2 ¹ E	Little River				

Not interviewed

Table 11

Customer List for the Furniture Store ----- Furniture & Undertaking

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
1.	Windom				
2.	Windom				
3.	Windom				
4.	Windom Route 1				
5.	Windom Route 1				
6.	S S E				
7.	Conway Route 1				
8.	Windom Route 2				
9.	Windom Route 2				
10.	Inman Route 1				
11.	Windom Route 1				
12.	S S E				
13.	N 4 E				
14.	S 4 E				
15.	S S E				
16.	S 4 E				
17.	S 4 E				
18.	Windom				
19.	S 4 E				
20.	S 4 E				
21.	Inman				
22.	McPherson				
23.	Conway Route 1				
24.	Conway Route 1				
25.	Conway Route 1				
26.	Conway Route 1				
27.	Conway Route 1				
28.	Windom				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
29.	Conway Route 1				
30.	Windom				
31.	Windom Route 1				
32.	Windom Route 1				
33.	Windom				
34.	Lyons				
35.	Lyons				
36.	Lyons				
37.	Lyons				
38.	Lyons				
39.	Lyons				
40.	Lyons Route 4				
41.	Lyons Route 4				
42.	Lyons				
43.	Lyons Route 2				
44.	Lyons				
45.	5 S 1 ¹ / ₂ W				
46.	Lyons				
47.	Lyons				
48.	Lyons				
49.	Lyons				
50.	Lyons				
51.	Lyons				
52.	Lyons				
53.	Lyons				
54.	Lyons Route 1				
55.	Lyons				
56.	Lyons				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
57.	Lyons Route 3				
58.	Lyons				
59.	Lyons				
60.	Lyons				
61.	Lyons				
62.	Lyons				
63.	Lyons				
64.	Lyons				
65.	Lyons				
66.	Lyons				
67.	Lyons				
68.	Lyons Route 2				
69.	Lyons Route 2				
70.	Lyons				
71.	Lyons				
72.	Lyons				
73.	Lyons				
74.	Lyons				
75.	Lyons Route 4				
76.	Lyons				
77.	Lyons				
78.	Lyons				
79.	Lyons Route 2				
80.	Lyons Route 3				
81.	Lyons				
82.	Lyons				
83.	Lyons				
84.	Lyons				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
86.	Lyons				
86.	Lyons				
87.	McPherson				
88.	McPherson				
89.	McPherson				
90.	Wichita				
91.	McPherson				
92.	Otis				
93.	McPherson				
94.	McPherson				
95.	McPherson				
96.	McPherson				
97.	McPherson				
98.	McPherson				
99.	Ellsworth				
100.	Elkhart				
101.	Conway				
102.	McPherson				
103.	Galva				
104.	Marquette				
105.	McPherson				
106.	Marquette				
107.	Gene seo				
108.	Gene seo				
109.	McPherson				
110.	Galva				
111.	Gene seo				
112.	McPherson				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
113.	epheron					
114.	epheron					
115.	Andsborg					
116.	Denaseo					
117.	Denaseo					
118.	S 5 W					
119.	Denaseo					
120.	epheron					
121.	N 3/4 Mitchell					
122.	epheron					
123.	epheron					
124.	Atchinson					
125.	epheron					
126.	epheron					
127.	Denaseo					
128.	Farman					
129.	Arquette					
130.	epheron					
131.	Donway					
132.	epheron					
133.	epheron					
134.	epheron					
135.	epheron					
136.	epheron					
137.	Great Bend					
138.	Anton					
139.	N 5 W					
140.	Widom					

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
141.	McPherson				
142.	Gausell				
143.	Buhler				
144.	McPherson				
145.	McPherson				
146.	McPherson				
147.	McPherson				
148.	Kindon				
149.	Kindon				
150.	Kindon				
151.	Cenaseo				
152.	Windon				
153.	Hutchinson				
154.	Hutchinson				
155.	Chase				
156.	10 N 2 $\frac{1}{2}$ E				
157.	Windon				
158.	Cenaseo				
159.	Raymond				
160.	Mitchell				
161.	McPherson				
162.	McPherson				
163.	Conway				
164.	Conway				
165.	Cenaseo				
166.	Langley				
167.	Lynna				
168.	Lynna				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
169.	Chase				
170.	Lyons				
171.	Mitchell				
172.	Lyons				
173.	Windon				
174.	Hutchinson				
175.	Sterling				
176.	Phillipsburg				
177.	S N 2 1/2 W				
178.	McPherson				
179.	McPherson				
180.	McPherson				
181.	Mitchell				
182.	1 1/2 S 2 1/2 W				
183.	McPherson				
184.	Lyons				
185.	4 N 6 W				
186.	Galve				
187.	McPherson				
188.	Lyons				
189.	Geneseo				
190.	Crawford				
191.	Crawford				
192.	Lyons				
193.	Mitchell				
194.	Mitchell				
195.	Hutchinson				
196.	Hutchinson				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
197.	Lyons				
198.	4 S 2 E				
199.	1 1/2 S 4 1/2 W				
200.	Marquette				
201.	McPherson				
202.	McPherson				
203.	Galva				
204.	Centon				
205.	McPherson				
206.	Great Bend				
207.	Langley				
208.	Chase				
209.	Marquette				
210.	Lyons				
211.	Lyons				
212.	Lyons				
213.	Lyons				
214.	9 N 1 1/2 W				
215.	Lyons				
216.	Windon				
217.	McPherson				
218.	McPherson				
219.	Windon				
220.	McPherson				
221.	Lyons				
222.	McPherson				
223.	Lyons				
224.	Geneseo				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
225.	Geneseo				
226.	Windom				
227.	Lyons				
228.	Lyons				
229.	Windom				
230.	S. E.				
231.	Windom				
232.	Langley				
233.	Lyons				
234.	Great Bend				
235.	Geneseo				
236.	Windom				
237.	Lyons				
238.	Lyons				
239.	Lyons				
240.	Lyons				
241.	Lyons				
242.	McPherson				
243.	Mitchell				
244.	McPherson				
245.	McPherson				
246.	McPherson				
247.	Saxman				
248.	Lyons				
249.	Geneseo				
250.	Geneseo				
251.	Lyons				
252.	Geneseo				

Table 11 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
253.	Lyons					
254.	McPherson					
255.	Lyons					
256.	Lyons					
257.	Chass					

Table 12

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
1.	N 5 E	Windom	Closer		X
2.	E	Little River	Convenience		X
3.	E	Little River	Convenience		X
4.	N 2 E	Little River	Close		X
5.	S 2 W	Little River	#		
6.	N 2 E	Little River	#		
7.	S 3 W	Little River	Nearest hardware		X
8.	S 3 W	Little River	Nearest hardware		X
9.	N 1 E	Little River	#		
10.	S	Little River	#		
11.	S	Little River	#		
12.	S 1 E	Little River	#		
13.	S 3 E	Little River	All trading there		X
14.	N 4 E	Little River	Better assortment		X
15.	S 1 W	Lyons & L. R.	About 50-50		
16.	S 1 W	Little River	#		
17.	S 1 E	Little River	All trading there		X
18.	S 4 E	Little River	Closest		X
19.	N 1 E	Little River	Property there		X
20.	N 1 W	Little River	Nearest		X
21.	N 1 W	Little River	Milk route there		X
22.	S 2 E	Little River	Nearest hardware		X
23.	S 1 W	Little River	#		
24.	N 2 W	Little River	Boy in school		X
25.	S 3 W	Little River	Nearest hardware		X
26.	N 2 W	Little River	#		
27.	N 3 E	Little River	Children in school		X
28.	N 3 E	Little River	It's our town		X

Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	3 N 1 1/2 W	Little River	#			X
30.	7 S	Little River	#			X
31.	7 S 1/2 W	Little River	#			X
32.	3 N	Little River	#			X
33.	3 N 3 1/2 E	Little River	County aid			X
34.	4 S 2 1/2 E	Little River	Best roads			X
35.	4 N 1 E	Little River	Closest			X
36.	3 N 3 E	Little River	Convenience			X
37.	1 N 7	Little River	#			X
38.	1 1/2 N 1 E	Little River	Close			X
39.	2 1/2 N 1 W	Little River	Always trade there			X
40.	4 N 1 1/2 W	Little River	Convenience			X
41.	1 1/2 N 1 W	Little River	#			X
42.	1 N 3 E	Little River	#			X
43.	1 N 2 E	Little River	#			X
44.	5 N 1 E	Little River	Closest and best			X
45.	5 N 4 S	Little River	Relatives there			X
46.	5 N 1 1/2 N	Little River	Most direct			X
47.	6 N 1 W	Little River	Better acquainted			X
48.	4 N 1 1/2 E	Little River	#			X
49.	7 N 3 E	Little River	All trading there			X
50.	6 N	Little River	Close - roads			X
51.	4 1/2 N	Little River	Closest			X
52.	2 N 3 1/2 E	Little River	#			X
53.	2 N 4 E	Little River	Always have	X		
54.	2 N 4 E	Genesee	Closest place			X
55.	3 N 1 1/2 W	Little River	Closest			X
56.	4 1/2 N 4	Little River	Relativise here			X

Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	1 N 1/2 E	Little River	Most convenient			X
58.	1 N 1/2 E	Little River	/			
59.	1 S 2 1/2 E	Little River	/			
60.	4 E	Little River	Always have			X
61.	1 S 1/2 E	Little River	/			
62.	1 N 3 E	Little River	Close			X
63.	City Limits	Little River	/			
64.	6 S 2 E	Little River	/			
65.	5 S 2 E	Little River	Boys in school		X	
66.	6 S 2 E	Little River	Roads good			
67.	1 N 2 1/2 E	Little River	Boy in school	X		
68.	2 S 2 W	Little River	Closest hardware			
69.	1 N 1 1/2 E	Little River	/			
70.	8 S 1 E	Little River	Close - roads			X
71.	2 N 1 1/2 E	Little River	/			
72.	1 N 1 W	Little River	/			
73.	1 N 1 1/2 E	Little River	/			
74.	8 N 3 W	Geneseo	Closer			X
75.	5 N	Little River	Convenience			X
76.	1 S 3 E	Little River	Closer			X
77.	1 1/2 E Lyons	Lyons	Close			X
78.	7 N 5 1/2 E	Geneseo	More convenient			X
79.	6 W 3 1/2 E	Little River	Best place close			X
80.	2 S 1 W	Little River	Nearest hardware			X
81.	1 S 1 1/2 E	Little River	/			
82.	4 N 3 1/2 E	Little River	Nearest hardware			X
83.	6 S 4 E	Little River	Do better there			X
84.	4 N 2 1/2 W	Little River	Convenience			X

/ Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
85.	2 S 1 ¹ / ₂ W	Little River	Close		X
86.	2 S 1 ¹ / ₂ E	Little River	//		
87.	2 S 2 ¹ / ₂ E	Little River	//		
88.	2 S 2 ¹ / ₂ E	Little River	//		
89.	2 S 2 ¹ / ₂ E	Little River	//		
90.	1 S 5 W	Little River	Closest hardware		
91.	7 S 2 ¹ / ₂ E	Hatchinson	Bigger place	X	
92.	6 S 2 ¹ / ₂ E	Little River	Roads are good		
93.	4 S 3 E	Little River	Good hardware		
94.	5 N 3 E	Little River	//		
95.	6 N 5 E	Marquette	More convenient	X	
96.	4 N 2 E	Little River	//		
97.	4 N 1 ¹ / ₂ W	Little River	//		
98.	3 N 3 E	Little River	//		
99.	4 N 4 E	Little River	//		
100.	1 N 1 ¹ / ₂ E	Little River	//		
101.	7 S 2 E	Little River	By trading point		
102.	7 S 2 E	Little River	Convenience		X
103.	7 S 2 E	Little River	Convenience		X
104.	1 S 4 ¹ / ₂ E	Little River	Relative there		X
105.	5 S 6 E	Inman	Closer		X
106.	4 N 1 ¹ / ₂ E	Little River	Convenience		X
107.	6 N 2 W	Little River	Best hardware		X
108.	1 N 3 E	Little River	//		
109.	2 S 1 ¹ / ₂ E	Little River	//		
110.	2 N 3 E	Little River	Nearest hardware		X
111.	6 N 4 W	Little River	Good place		X
112.	7 S 4 E	Little River	Best place		X

// Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
113.	7 S 5 E	Little River	Fully stocked		X
114.	1 1/2 N 1 E	Little River	/		
115.	1 1/2 N 4 E	Marquette	Closer	X	
116.	4 N 1 1/2 W	Little River	Cross	X	X
117.	2 S 2 E	Little River	Convenience		
118.	1 1/2 W 1 S	Little River	/		
119.	3 N 1 E	Little River	/		
120.	5 N 2 1/2 E	Little River	/		
121.	4 E 3 E	Little River	/		
122.	1 N 2 W	Little River	/		
123.	1 N 4 W	Little River	Nearest hardware		X
124.	3 N 3 W	Little River	/		X
125.	1 N 5 W	Little River	Rather trade there		X
126.	3 E 3 S	Little River	Nearest hardware		X
127.	1 S 3 E	Little River	/		
128.	1 S 1 W	Little River	/		
129.	1 E 9 W	Little River	/		
130.	6 S 1 1/2 E	Little River	Carl in school		X
131.	7 S 1 1/2 E	Little River	/		
132.	3 N 4 E	Little River	Good place		X
133.	4 S 4 E	Lyons	Close as any		X
134.	2 S 2 E	Little River	/		
135.	9 N 2 W	Lyons	Relative there	X	
136.	5 N 2 W	Lyons	Boy in school		X
137.	6 W 2 W	Lyons	Can do better		X
138.	4 S 2 E	Little River	/		
139.	1 S 2 W	Little River	Nearest hardware		X
140.	1 S 2 W	Little River	/		

/ Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
141.	1 S	Little River	/			
142.	3 S 1 E	Little River	/			
143.	5 E 1 N	Little River	/			
144.	3 N 1 E	Little River	/			
145.	3 S 3 E	Little River	By trading point			X
146.	6 S 2 E	Little River	Easy access			X
147.	1 S 2 E	Little River	/			
148.	2 E 1 E	Little River	/			
149.	1 S 3 E	Little River	/			
150.	3 S 2 E	Little River	Girls in school			X
151.	5 S 1 E	Little River	Boy in school			X
152.	1 S 4 W	Little River	Nearest hardware			X
153.	4 E 4 W	Little River	Girl in school			X
154.	1 S 4 W	Little River	Nearest hardware			X
155.	1 S 6 W	Lyons	Just so close			X
156.	2 N 1 E	Little River	/			
157.	2 S 1 E	Little River	/			
158.	1 S 1 W	Little River	/			
159.	1 S 7 W	Little River	Relatives here	X		
160.	1 E	Little River	/			
161.	3 S 4 E	Little River	No reason			
162.	2 N 1 E	Little River	/			
163.	2 N 1 W	Little River	/			
164.	City Limits	Little River	/			
165.	2 E	Little River	/			
166.	7 E 1 E	Little River	/			
167.	6 S 1 E	Little River	Nearest hardware			X
168.	6 N 2 W	Little River	Nearest			X

/ Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
169.	2 N 1/2 E	Little River				
170.	1 N 1 E	Little River				
171.	3 S 3 E	Little River				
172.	3 S 2 1/2 E	Little River				
173.	1 1/2 S 1 E	Little River				
174.	1 1/2 S 1 E	Little River				
175.	2 1/2 S 4 E	Little River				
176.	2 1/2 N 3 E	Little River				
177.	1 N 3 E	Little River				
178.	1 N N	Little River				
179.	1 N 2 1/2 E	Little River				
180.	2 1/2 S 3 E	Little River				
181.	1 N 1 1/2 E	Little River	Parents there			
182.	4 1/2 S 4 1/2 E	Little River	Close			
183.	5 S 4 1/2 E	Little River	Nearest good hardware			
184.	2 1/2 N 6 E	Little River	Nearest hardware			
185.	1 S 1 N	Little River	Relatives there			
186.	4 N 4 1/2 N	Little River	Nearest hardware			
187.	1 N 4 E	Little River	Moet convenient			
188.	7 1/2 S 3 E	Little River	Do business there			
189.	6 S 1 1/2 W	Little River				
190.	6 1/2 N	Little River	Nearest hardware			
191.	6 1/2 N	Little River	Moet convenient			
192.	7 N 1 W	Little River	Do business there			
193.	5 1/2 S	Little River	Good roads- close			
194.	4 1/2 S 3 1/2 E	Little River	Girl in school			
195.	5 S 4 1/2 E	Little River				
196.	5 S 2 1/2 E	Little River				

Not interviewed

Table 12 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
197.	6 S 3 1/2 E	Little River	#			
198.	5 S 3 E	Little River	#			
199.	2 1/2 S 2 E	Little River	#			
200.	2 N 2 W	Little River	#			
201.	6 S 1 1/2 W	Little River	Convenience			X
202.	7 S 1 1/2 E	Little River	Most convenient			X
203.	7 S 1 1/2 E	Little River	Boy in school			X
204.	14 N 1 1/2 W	Ellesworth	Just as handy			X
205.	4 1/2 S 2 1/2 W	Little River	Close			X
206.	4 1/2 N 2 1/2 W	Little River	#			
207.	4 1/2 S 2 1/2 W	Little River	#			
208.	4 1/2 S 2 1/2 W	Little River	#			
209.	4 1/2 S 1 1/2 W	Little River	#			
210.	1 1/2 N 1 1/2 W	Little River	#			
211.	1 N 1 1/2 W	Little River	#			

Not interviewed

Table 13

Customer List for Hardware Store B ----- Hardware, Lumber, Building Materials

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
1.	2 S	Little River	f		
2.	7 S 2 ¹ / ₂ E	Little River	Our trading point		X
3.	7 N 1 ¹ / ₂ E	Little River	Boys in school	X	
4.	4 S 1 ¹ / ₂ W	Little River	f		
5.	2 S 1 ¹ / ₂ E	Little River	f		
6.	3 ¹ / ₂ S 1 E	Little River	f		
7.	5 S 1 ¹ / ₂ W	Little River	f		
8.	2 E 5 W	Lyons	About 50-50		
9.	1 S 3 ¹ / ₂ E	Little River	Better place	X	
10.	1 S 2 W	Little River	Best at hand		
11.	5 N 1 ¹ / ₂ E	Little River	f		
12.	5 S 1 ¹ / ₂ W	Little River	Property there		X
13.	2 ¹ / ₂ S	Little River	f		
14.	5 N 2 ¹ / ₂ E	Little River	f		
15.	5 S 1 E	Little River	f		
16.	IN Mitchell	Little River	Closer		X
17.	3 N 2 ¹ / ₂ W	Little River	f		
18.	3 S 1 ¹ / ₂ W	Little River	f		
19.	3 ¹ / ₂ N 1 W	Little River	f		
20.	5 N 3 ¹ / ₂ E	Little River	Our trading point		X
21.	4 ¹ / ₂ N 1 E	Little River	Closest		X
22.	3 N 3 ¹ / ₂ E	Little River	County aid		X
23.	4 N 1 ¹ / ₂ W	Little River	Milk route there		X
24.	1 N 2 W	Little River	f		
25.	3 N 2 W	Little River	Boy in school		X
26.	7 S	Little River	f		
27.	1 N 2 ¹ / ₂ W	Little River	f		
28.	Crawford	Little River	Nearest hardware		X

f Not interviewed

Table 13 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
29.	5 N 3 ¹ E	Little River	# Nearest hardware		X
30.	7 N 4 ¹ W	Little River	# Convenience		X
31.	4 N 4 ¹ W	Little River	# Convenience		X
32.	4 N 1 ¹ E	Little River	# Relatives there		X
33.	5 N 4 ¹ E	Little River	# Better acquainted		X
34.	6 N 1 ¹ W	Little River	#		
35.	6 N 2 ¹ W	Little River	#		
36.	6 N 2 ¹ W	Little River	#		
37.	1 ¹ N 1 ¹ W	Little River	# Always have		X
38.	1 ¹ N 1 ¹ W	Little River	#		
39.	2 N 4 ¹ E	Little River	#		
40.	2 N 3 ¹ E	Little River	#		
41.	4 N 1 ¹ S	Little River	# Closest		X
42.	4 N 2 ¹ S	Little River	#		
43.	6 S 2 ¹ E	Little River	# Roads good		X
44.	6 S 2 ¹ E	Little River	#		
45.	1 ¹ S 2 ¹ E	Little River	# Closest place	X	
46.	8 N 4 ¹ E Crawford	Genesee	#		
47.	6 S 2 ¹ E	Little River	# Boys in school		X
48.	5 S 2 ¹ E	Little River	# Close		X
49.	4 N 3 ¹ E	Little River	# Always have		X
50.	4 E	Little River	# Most convenient		X
51.	5 N 1 ¹ W	Little River	# Closest		X
52.	3 N 1 ¹ W	Little River	# Boy in school	X	
53.	1 N 1 ¹ W	Little River	#		
54.	1 N 1 ¹ E	Little River	# Closer		X
55.	1 S 3 ¹ E	Little River	#		
56.	1 N 1 ¹ W	Little River	#		

Not interviewed

Table 13 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	B S 1 E	Little River	Close - roads			X
58.	3 S 1 1/2 E	Little River	#			
59.	2 1/2 S 2 W	Little River	#			
60.	4 N 2 1/2 W	Little River	Convenience			X
61.	5 1/2 S	Little River	Close			X
62.	3 N 3 E	Little River	#			
63.	5 N 3 1/2 E	Little River	#			
64.	6 N 3 1/2 E	Little River	Best place close			X
65.	2 S 2 1/2 E	Little River	#			
66.	4 N 3 1/2 W	Little River	Nearest hardware			X
67.	2 S 1 W	Little River	#			
68.	2 S 2 E	Little River	#			
69.	1 1/2 S 1 1/2 E	Little River	#			
70.	6 N 1 1/2 W	Little River	Girls in school	X		
71.	1 S	Little River	#			
72.	7 N 1 1/2 W	Little River	Relatives - near			X
73.	3 N 3 E	Little River	#			
74.	4 N 2 E	Little River	Boy in school			X
75.	7 1/2 S 2 E	Little River	Convenience			X
76.	7 S 2 E	Little River	Convenience			X
77.	1 1/2 S 4 1/2 E	Little River	Relatives there			X
78.	1 N 1 1/2 E	Little River	#			
79.	1 1/2 N 3 E	Little River	#			
80.	3 1/2 W	Little River	Nearest hardware			X
81.	2 S 1 1/2 E	Little River	#			
82.	4 N 1 1/2 E	Little River	Convenience			X
83.	1 1/2 N 1 W	Little River	#			
84.	1 1/2 S 1 1/2 W	Little River	#			

Not interviewed

Table 13 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
85.	7 S E	Little River	Best place ⁴		X
86.	5 N 2 ¹ E	Little River	#		
87.	3 ¹ N 1 E	Little River	#		X
88.	10 N 1 ¹ E	Little River	Closest for lumber		X
89.	2 ¹ N 5 W	Little River	Closest for lumber		X
90.	4 ¹ N 5 W	Little River	#		
91.	7 S 3 ¹ E	Timber	Better lumber price		X
92.	1 ¹ N 2 W	Little River	#		
93.	6 S 1 ¹ E	Little River	#		
94.	7 S 1 ¹ E	Little River	#		
95.	3 ¹ N 4 E	Little River	Good place		X
96.	City limits	Little River	#		
97.	Mitchell	Little River	Nearst place		X
98.	1 S	Little River	#		
99.	4 S 3 ¹ E	Little River	#		
100.	4 S 3 ¹ E	Little River	Nearst hardware		X
101.	6 S 3 ¹ W	Little River	Easy access		X
102.	2 ¹ S	Little River	#		
103.	1 ¹ N	Little River	#		
104.	2 E 2 ¹ E	Little River	#		
105.	3 S 2 ¹ E	Little River	Girls in school		X
106.	1 ¹ S 3 E	Little River	#		
107.	4 S 1 ¹ E	Little River	#		
108.	1 ¹ S 2 E	Little River	#		
109.	7 N 4 W	Little River	#		
110.	3 S 3 E	Little River	#		
111.	2 N 1 W	Little River	#		
112.	2 ¹ S 1 E	Little River	#		

Not interviewed

Table 13 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
113.	3 S 2 ¹ E	Little River	Nearest hardware		X
114.	1 S 1 E	Little River	#		
115.	1 S 1 E	Little River	#		
116.	4 N	Little River	#		
117.	City limits	Little River	#		
118.	1 N 1 E	Little River	#		
119.	2 S 3 E	Little River	Parents there		X
120.	2 N 2 E	Little River	#		
121.	2 N 3 E	Little River	#		
122.	2 N 1 E	Little River	#		
123.	1 S 1 W	Little River	#		
124.	1 N 4 E	Little River	#		
125.	7 N 1 W	Little River	Children in school		X
126.	2 S 1 W	Little River	#		
127.	6 N	Little River	Good roads - close		X
128.	6 N	Little River	#		
129.	4 S 1 W	Little River	Close		X
130.	3 S 3 E	Little River	#		
131.	5 S 3 E	Little River	#		
132.	6 S 3 E	Little River	#		
133.	4 S 1 W	Little River	#		
134.	5 S	Little River	#		
135.	4 N 2 W	Little River	#		
136.	4 W	Little River	Nearest lumber		X
137.	1 N 1 W	Little River	#		
138.	1 W	Little River	#		
139.	3 S	Little River	#		
140.	3 N	Little River	#		
141.	2 N 1 W	Little River	#		

Not interviewed

Table 14

Customer List for the Coal Yards

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	1 S	Little River	#			X
2.	2 E	Little River	#			
3.	5 S 2	Little River	Closest place			X
4.	1 S 1	Little River	Close			X
5.	1 N 3	Little River	Best place at hand			X
6.	1 S 3 1/2	Little River	#			
7.	1 E	Little River	Nearest place			X
8.	3 S 2	Little River	#			
9.	5 N 3 1/2	Little River	#			
10.	2 N 3	Little River	Closest place			X
11.	4 N 2	Little River	#			
12.	4 S 2	Little River	#			
13.	1 S 2	Little River	Closest place			X
14.	5 S 2	Little River	#			
15.	1 N 3	Little River	#			
16.	2 N 3	Little River	#			
17.	1 N 1	Little River	Why haul farther?			X
18.	7 S 1	Little River	My trading point			X
19.	1 N 1 1/2	Little River	#			
20.	1 S 1 E	Little River	#			
21.	2 N 3	Little River	Am often there			X
22.	1 N 4	Windom	Closer			X
23.	City limite	Little River	#			X
24.	8 S 1 E	Little River	Close - roads			
25.	6 N 1 E	Little River	#			
26.	2 E	Little River	#			
27.	1 N 4	Little River	I trade in L. R.			X
28.	3 S 6	Lyons	Closer			X

Not interviewed

Table 14 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	3 N 1 E	Little River	Closest place			X
30.	7 S 3 E	Little River	Best place			X
31.	4 N 1 W	Little River	Convenience			X
32.	3 1/2 N 3 E	Little River	Good as any			X
33.	4 1/2 N 4 E	Little River	#			
34.	5 1/2 S 2 E	Little River	Boy in school			X
35.	6 S 3 E	Little River	#			
36.	3 1/2 N 3 E	Little River	Closest place			X
37.	3 N 3 E	Little River	Close			X
38.	1 N 2 1/2 E	Little River	#			
39.	Mitchell	Mitchell	Hardier		X	

Not interviewed

Table 15

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
1.	City limits	Little River	#		
2.	City limits	Little River	#		
3.	City limits	Little River	#		
4.	1 S 4 W	Little River	#		
5.	1 1 S	Little River	#		
6.	2 3 S	Little River	#		
7.	2 3 S	Little River	#		
8.	2 3 S	Little River	#		
9.	4 S	Little River	#		
10.	5 S	Little River	#		
11.	7 S	Little River	#		
12.	7 S	Little River	#		
13.	7 S	Little River	#		
14.	7 S	Little River	#		
15.	7 S 1 1 E	Little River	#		
16.	6 S 1 1 E	Little River	#		
17.	6 S 1 E	Little River	#		
18.	7 S 2 E	Little River	#		
19.	7 S 2 E	Little River	#		
20.	7 S 2 E	Little River	#		
21.	6 S 2 1 E	Little River	#		
22.	6 S 2 1 E	Little River	#		
23.	5 1 S 2 E	Little River	#		
24.	6 S 2 E	Little River	#		
25.	7 S 2 1 E	Little River	#		
26.	5 1 S 2 E	Little River	#		
27.	5 1 S 2 E	Little River	#		
28.	5 S 1 1 E	Little River	#		

Not interviewed

Table 15 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	2 1/2 S 2 E	Little River	#			
30.	2 1/2 S 2 E	Little River	#			X
31.	2 1/2 S 1 1/2 E	Little River	Close			
32.	3 1/2 S 1 E	Little River	#			
33.	1 1/2 S 1 E	Little River	#			X
34.	1 1/2 S 3 E	Little River	Closer			
35.	1 1/2 S 1 E	Little River	#			
36.	1 1/2 S 1 E	Little River	#			
37.	2 E 2 E	Little River	#			
38.	2 E 2 E	Little River	#			
39.	2 E 2 E	Little River	#			
40.	1 1/2 N 1 1/2 E	Little River	#			
41.	1 S	Little River	#			
42.	1 N 3 E	Little River	Close			X
43.	1 N 3 E	Little River	#			
44.	1 N 3 E	Little River	#			
45.	3 1/2 N 1 E	Little River	#			
46.	5 N 3 1/2 E	Little River	Children in school Our trading point			X X
47.	1 N 1 W	Little River	#			
48.	1 N 1 1/2 W	Little River	Always have			X
49.	1 N 1 1/2 W	Little River	Close			
50.	1 N 2 W	Little River				

Not interviewed

Table 16

Customer List for the Drug Store ----- Sales and Prescriptions Filled

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	3 R 2 E	Little River	Close			X
2.	1 S 3 E	Little River	//			
3.	1 S 3 E	Little River	//			
4.	3 S 1 1/2 W	Little River	Close			X
5.	3 N 2 W	Little River	Boy in school			X
6.	3 S 1 1/2 W	Little River	//			
7.	4 1/2 N 3 E	Little River	//			
8.	3 S 2 1/2 E	Little River	Girls in school			X
9.	6 1/2 S 2 E	Little River	//			
10.	6 S 2 1/2 E	Little River	Roads good		X	
11.	5 S 1 1/2 E	Little River	Boy in school			
12.	5 N 2 1/2 E	Little River	Good roads - close			X
13.	1 N 3 E	Little River	Boy in school there			X
14.	1 1/2 N 2 1/2 E	Little River	//			
15.	1 1/2 N 2 1/2 E	Little River	//			
16.	1 N 1 1/2 E	Little River	//			
17.	4 E 1 E	Little River	Always have			X
18.	1 S 1 E	Little River	//			
19.	2 W 4 E	Little River	//			X
20.	5 N 4 E	Little River	Relatives there			
21.	1 S 2 E	Little River	//			X
22.	2 E E	Little River	//			
23.	3 N 3 E	Little River	More convenient			X
24.	3 N 1 E	Little River	//			
25.	1 N 3 E	Little River	It's our town			X
26.	1 N 4 W	Little River	Nearest drug store			X
27.	3 1/2 N 3 W	Little River	//			
28.	7 S 1 E	Little River	My trading point			X

Not interviewed

Table 16 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	5 S 1/2 W	Little River	#			
30.	6 S 1 1/2 E	Little River	#			X
31.	5 S 1 E	Little River	All trading there			X
32.	2 1/2 S 3 E	Little River	Parents there			
33.	2 E	Little River	#			
34.	7 S 1 1/2 E	Little River	#			
35.	1 N 4 E	Little River	Better shopping			X
36.	1 N 3 E	Little River	Close			X
37.	4 1/2 E	Little River	Closest			X
38.	1 N 1 1/2 E	Little River	#			
39.	1 N 1 W	Little River	#			
40.	1 1/2 N 1 W	Little River	#			
41.	7 N 1 1/2 E	Little River	Girl in school			X
42.	7 N 1 1/2 W	Little River	Boys in school		X	
43.	3 N 3 1/2 W	Little River	Children in school		X	
44.	4 1/2 N 1 E	Little River	Closest			X
45.	1 1/2 S 2 1/2 E	Little River	#			
46.	1 1/2 S 4 1/2 E	Little River	#			
47.	2 S 1 1/2 E	Little River	#			
48.	2 1/2 S	Little River	Relatives there			
49.	2 S 1 1/2 E	Little River	#			
50.	3 N 3 E	Little River	#			
51.	7 S 2 E	Little River	Convenience			X
52.	3 1/2 N 3 E	Little River	Convenience			X
53.	1 1/2 S Galt	Cenaseo	Boy in school there			
54.	4 1/2 N 4 E	Windom	#			
55.	1 1/2 S 3 1/2 E	Little River	Convenience			
56.	1 1/2 S 2 W	Little River	#			

Not interviewed

Table 16 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	S 2 1 E	Little River	Roads - close			X
58.	7 S 4 E	Little River	Boy in school			
59.	6 S 3 1 E	Little River	/			
60.	5 1/2 S 2 E	Little River	Boys in school			X
61.	1 N 3 E	Little River	/			
62.	1 1/2 N 2 W	Little River	/			
63.	2 1/2 S 2 E	Little River	Close			X
64.	1 1/2 S 3 E	Little River	All trading there			X
65.	1 1/2 S 4 E	Windon	Handier			X

/ Not interviewed

Table 17

Customer List for the Bank ----- General Banking Business

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
1.	4 N 1 1/2 W	Little River			
2.	1 1/2 S 2 1/2 W				
3.	2 1/2 S				
4.	1 N 2 1/2 W				
5.	7 N 1 1/2 W				
6.	6 1/2 N				
7.	6 1/2 N				
8.	6 N 3 1/2 E				
9.	2 N 2 1/2 E				
10.	2 S 1 1/2 E				
11.	3 N 2 1/2 E				
12.	5 1/2 S 2 E				
13.	2 N 3 1/2 E				
14.	2 S				
15.	7 N				
16.	2 S 2 1/2 E				
17.	1 1/2 S 2 1/2 E				
18.	3 S 3 1/2 E				
19.	4 N				
20.	2 1/2 S 3 E				
21.	3 S 2 1/2 E				
22.	1 N 4 E				
23.	4 1/2 N 5 E				
24.	1 1/2 N 2 E				
25.	1 N 3 E				
26.	1 S 3 E				
27.	4 S 2 E				
28.	1 1/2 S 2 E				

Table 17 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
29.	1 3 4 W				
30.	6 1 N 4 W				
31.	6 1 S 2 E				
32.	5 1 S 2 E				
33.	6 1 S 2 W				
34.	3 1 N 1 W				
35.	3 1 N 1 W				
36.	3 1 N 1 W				
37.	1 1 N 1 W				
38.	4 1 N 1 W				
39.	2 1 S 1 W				
40.	1 1 N 3 E				
41.	5 1 N 2 E				
42.	1 1 N 2 E				
43.	3 1 S 1 W				
44.	3 1 S 1 W				
45.	5 1 S 1 W				
46.	1 1 N 1 W				
47.	5 1 S 4 W				
48.	3 1 S 5 W				
49.	8 1 S 1 E				
50.	7 1 S 1 E				
51.	6 1 S 1 E				
52.	6 1 S 3 E				
53.	4 1 S 3 E				
54.	3 1 S 3 E				
55.	3 1 S 3 E				
56.	4 1 S 4 E				

Table 17 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
57.	S S 4	E			
58.	S S 2	E			
59.	S S 3	E			
60.	S S 3	E			
61.	S S 2	E			
62.	S S 4	E			
63.	S S 7	W			
64.	S S 6	W			
65.	S S 3	E			
66.	S S 3	E			
67.	S S 2	E			
68.	S S 1	E			
69.	S S 1	E			
70.	S S 1	E			
71.	S S 3	E			
72.	S S 3	E			
73.	S S 3	E			
74.	S S 3	E			
75.	S S 3	E			
76.	S S 2	E			
77.	S S 2	E			
78.	S S 1	E			
79.	S S 1	E			
80.	S S 3	E			
81.	S S 3	E			
82.	S S 1	E			
83.	S S 1	E			
84.	S S 1	E			

Table 17 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
85.	7 S 2 E				
86.	7 S 1 W				
87.	7 S 1				
88.	5 N 1 1/2 E				
89.	3 N 3 1/2 E				
90.	3 N 1 1/2 E				
91.	1 S 1 W				
92.	3 E				
93.	5 N 3 1/2 E				
94.	1 S 3 E				
95.	3 S 1 E				
96.	3 N 4 E				
97.	4 N 1 W				
98.	1 N 1 W				
99.	3 N 1 1/2 W				
100.	Langley				
101.	1 N 3 E				
102.	1 N 3 W				
103.	2 N 1 1/2 E				
104.	5 N 4 E				
105.	5 N 2 1/2 E				
106.	3 N 2 W				
107.	1 S 1 1/2 E				
108.	1 N 3 E				
109.	1 S 1 W				
110.	4 N 2 1/2 E				
111.	1 S 2 1/2 E				
112.	7 R 1 W				
113.	1 W				

Table 17 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
114.	7 S 1/2 E				
115.	4 N 2 E				
116.	2 1/2 S 8 E				
117.	2 1/2 S 2 E				
118.	2 S 2 1/2 E				
119.	3 S 1 1/2 E				
120.	1 1/2 S 4 E				
121.	4 N 1/2 W				
122.	5 N 3 1/2 E				
123.	2 1/2 W 1 1/2 E				
124.	5 S 1 1/2 E				
125.	3 N 3 E				
126.	3 1/2 N 3 E				
127.	1 1/2 N 1 E				
128.	4 E				
129.	1 N 3 E				
130.	1 1/2 N 6 W				
131.	7 S 1 1/2 W				
132.	7 S 1 1/2 W				
133.	4 1/2 N 4 W				
134.	5 1/2 N 1 1/2 W				
135.	3 N 1 1/2 W				
136.	2 S 2 1/2 E				
137.	10 W				
138.	2 S 4 1/2 W				
139.	3 1/2 W				
140.	1 1/2 N 6 1/2 W				
141.	1 1/2 S 2 W				

Table 17 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
142.	1 N 2 1/2 W				
143.	2 S 2 W				
144.	3 S 1 1/2 W				
145.	4 N 1 1/2 W				
146.	3 1/2 N 1				
147.	5 1/2 S				

Table 18

Customer List for Produce Store A ----- Feeds, Poultry, & Cream Station

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	4 N 1 1/2 W	Little River	Close - relatives			X
2.	7 N 1 1/2 W	Little River	Girl in school			X
3.	1 S 1 1/2 E	Little River	Close			X
4.	3 N 1 1/2 E	Little River	Close			X
5.	2 N 1 1/2 E	Little River	#			
6.	6 N 3 1/2 E	Little River	Best place close			X
7.	1 1/2 N 1 1/2 E	Little River	#			
8.	1 N 3 1/2 E	Little River	#			
9.	4 S 1 1/2 W	Little River	Closest			X
10.	1 1/2 S 2 1/2 E	Little River	#			
11.	1 1/2 S 4 1/2 W	Little River	Nearest poultry market			X
12.	6 1/2 N 1 1/2 E	Little River	Better acquainted			X
13.	4 1/2 N 4 1/2 E	Little River	Good market			X
14.	6 1/2 S 2 1/2 E	Little River	#			
15.	1 N 1 1/2 E	Little River	#			
16.	1 1/2 N 3 1/2 E	Little River	#			
17.	4 1/2 N 4 1/2 E	Little River	#			
18.	1 N 4 1/2 E	Little River	#			
19.	3 N 3 1/2 W	Little River	Children in school			X
20.	3 S 2 1/2 E	Little River	Good market			X
21.	2 1/2 S 3 1/2 E	Little River	Parents there			X
22.	1 N 2 1/2 E	Little River	#			
23.	4 N 1 1/2 E	Little River	#			
24.	6 N 4 1/2 E	Little River	Good market			X
25.	3 S 3 1/2 E	Little River	My trading point			X
26.	5 1/2 S 2 1/2 E	Little River	Close			X
27.	2 N 3 1/2 E	Little River	#			
28.	2	Little River	#			

Not interviewed

Table 18 (Continued)

Customer	Location of Customer	Names of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing
29.	7 N 1 W	Little River	Relative - near		X
30.	2 S	Little River	/		
31.	2 S E	Little River	/		
32.	1 S 2 E	Little River	/		
33.	1 S 2 E	Little River	/		
34.	3 N 3 E	Little River	/		
35.	4 N 2 W	Little River	Convenience		X
36.	3 N 3 E	Little River	Convenience		X
37.	1 N 1 E	Little River	Close		X
38.	4 E	Little River	Always have		X
39.	1 N 3 E	Little River	/		
40.	3 S	Little River	/		
41.	1 N 1 E	Little River	/		
42.	5 N 3 E	Little River	Convenience		X
43.	3 S 2 E	Little River	Girl in school		X
44.	1 S 1 W	Little River	/		
45.	1 S 1 W	Little River	/		
46.	1 N 1 W	Little River	/		
47.	2 W	Little River	Girl in school		X
48.	2 N 1 E	Little River	/		
49.	Conway	Conway-McPherson	Convenience		X
50.	7 S 2 E	Little River	Boy in school		X
51.	City limits	Little River	/		
52.	7 S 1 W	Little River	/		
53.	2 N 3 E	Little River	/		
54.	4 S 2 E	Little River	/		
55.	1 N 3 W	Little River	Convenience		X
56.	1 S	Little River	/		

/ Not interviewed

Table 1B (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	2 1/2 N 1 E	Little River	#			X
58.	1 1/2 S 2 1/2 E	Little River	Best at hand			X
59.	1 1/2 S 3 E	Little River	Closer			X
60.	1 N 2 E	Little River	#			X
61.	7 1/2 S 2 E	Little River	Convenience			X
62.	2 1/2 N 1/2 W	Little River	#			X
63.	2 1/2 N 1/2 W Mitchell	Little River	Acquainted			X
64.	2 1/2 S 1 E	Little River	#			X
65.	5 N 1 1/2 E	Little River	Property there			X
66.	3 1/2 N 3 E	Little River	#			X
67.	1 1/2 N 1 1/2 E	Little River	#			X
68.	1 1/2 S 1 1/2 W	Little River	Convenience			X
69.	3 1/2 N 2 1/2 E	Little River	#			
70.	3 1/2 N 3 1/2 E	Little River	#			
71.	5 N 3 1/2 E	Little River	#			
72.	4 N 3 1/2 E	Little River	#			
73.	4 N 3 1/2 E	Little River	#			
74.	3 1/2 S 1 E	Little River	Good place			X
75.	7 S 1 1/2 E	Little River	#			X
76.	4 N 5 W	Mitchell	Best place		X	
77.	3 1/2 N 4 E	Little River	Close			X
78.	1 1/2 N 4 E	Little River	Good place			X
79.	4 N 4 W	Little River	Good market			X
80.	2 E	Little River	Convenience			X
81.	3 1/2 N 1 E	Little River	#			
82.	1 1/2 N 1 1/2 W	Little River	#			
83.	1 1/2 N 1 1/2 W	Little River	#			
84.	1 1/2 N 2 E	Little River	Near			X

Not interviewed

Table 19 (Continued)

Customer	Location of Customer	Names of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
86.	4 N	Little River	Closest			X
86.	City limits	Little River	#			
87.	City limits	Little River	#			
88.	2 S 1 W	Little River	#			
89.	1 N 1 W	Little River	#			
90.	5 N 3 E	Little River	Closest			
91.	9 N 1 W	Little River	Parents there		X	
92.	1 N 2 E	Little River	#			
93.	3 N 1 W	Little River	Girl in school		X	
94.	Langley	Little River	Accustomed to L. R.			
95.	1 N 1 W	Little River	#			
96.	1 S 2 E	Little River	#			
97.	3 N 2 W	Little River	Boy in school		X	
98.	9 N	Little River	Relatives there			
99.	3 S 4 W	Lyons	Closer			
100.	5 N 2 E	Little River	#			
101.	6 N	Little River	Good roads - close			
102.	5 S 1 E	Little River	Boy in school			
103.	5 N 3 E	Little River	#			
104.	4 N 1 W	Little River	Girl in school			
105.	1 W	Little River	#			
106.	4 N 5 W	Geneseo	Closer			
107.	4 N 2 E	Little River	#			
108.	2 S 2 E	Little River	#			
109.	1 S 4 E	Little River	Relatives there		X	
110.	7 N 1 E	Little River	boys in school			
111.	1 S 2 E	Little River	#			
112.	1 S 4 W	Little River	Good market		X	

Not interviewed

Table 18 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
113.	4 S 2 1/2 W	Little River	Closes		X	
114.	1 1/2 N 3 E	Little River	Girl in school			X
115.	1 1/2 N 3 W	Little River	Relatives there			X
116.	5 N 4 E	Little River				

/ Not interviewed

Table 19

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

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
1.	3 N 2 E	Little River	Close			X
2.	1 N 2 1/2 E	Little River	# All trading there			X
3.	5 S 1 E	Little River	#			X
4.	3 1/2 S 1 E	Little River	Nearest good market			X
5.	4 S 3 W	Little River	Girl in school			X
6.	5 N 1 1/2 W	Little River	Children in school			X
7.	3 N 2 1/2 W	Little River	#			X
8.	3 1/2 N 1 W	Little River	Milk route there			X
9.	4 N 1 1/2 W	Little River	#			X
10.	7 S 2 W	Little River	Boy in school			X
11.	3 N 2 W	Little River	Close			X
12.	1 1/2 S 1 E	Little River	#			X
13.	2 N 3 E	Little River	#			X
14.	1 N 3 E	Little River	Convenience			X
15.	4 N 1 1/2 W	Little River	#			X
16.	1 N 2 E	Little River	#			X
17.	2 N 1 1/2 E	Little River	#			X
18.	5 N 4 E	Little River	Relatives there			X
19.	1 N 2 W	Little River	#			X
20.	2 N 4 E	Little River	Always have			X
21.	2 N 3 1/2 E	Little River	#			X
22.	4 1/2 N	Little River	Closest			X
23.	Crewford	Little River	Best winter roads		X	X
24.	1 N 2 1/2 W	Little River	Boy in school			X
25.	2 S 2 E	Little River	Close - school			X
26.	1 1/2 S 3 E	Little River	Closer			X
27.	1 1/2 N 1 W	Little River	#			X
28.	3 1/2 N	Little River	Convenience			X

Not interviewed

Table 19 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	5 S 1 N	Little River	#			
30.	2 N 1 E	Little River	#			X
31.	2 S 1 W	Little River	Close			X
32.	6 N 3 E	Little River	Best place close			
33.	3 S 1 E	Little River	#			
34.	2 S 2 E	Little River	#			
35.	2 S 2 E	Little River	#			
36.	6 E 5 E	Marquette	Closer		X	
37.	1 S 1 E	Little River	#			
38.	3 N 3 E	Little River	#			
39.	2 S 5 E	Little River	Relatives there			X
40.	4 N 2 E	Little River	#			
41.	7 S 2 E	Little River	Convenience			X
42.	1 S 4 E	Little River	Convenience			X
43.	1 S 4 E	Little River	Relatives there			X
44.	2 S 1 E	Little River	#			
45.	6 N 3 E	Little River	Nearest place			X
46.	1 N 4 E	Marquette	Closer		X	
47.	1 N 1 W	Little River	Close			X
48.	3 N 1 E	Little River	#			
49.	2 N 3 E	Little River	No farther			X
50.	9 N 1 E	Little River	#			
51.	6 S 1 E	Little River	#			
52.	1 N	Little River	#			
53.	5 S 2 E	Little River	Most convenient			X
54.	1 N 2 W	Little River	#			
55.	1 S	Little River	#			
56.	City limits	Little River	#			

Not interviewed

Table 13 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	1 S	Little River	#			
58.	4 S 2 E	Little River	#			
59.	2 E	Little River	#			
60.	1 S 4 W	Little River	Nearest produce			X
61.	5 S 1 E	Little River	Boy in school			X
62.	1 N	Little River	#			
63.	2 S	Little River	#			
64.	2 N 1 E	Little River	#			
65.	City limits	Little River	#			
66.	1 S 1 E	Little River	Close			X
67.	3 S 2 E	Little River	Better market			X
68.	2 W	Little River	#			
69.	1 N 1 E	Little River	#			
70.	1 N 1 E	Little River	#			
71.	3 S 3 E	Little River	#			
72.	2 S	Little River	#			
73.	3 S 1 W	Little River	#			
74.	3 N 4 W	Little River	#			
75.	4 N 1 E	Little River	#			
76.	4 W	Little River	#			

Not interviewed

Table 20

Customer List for the Grain Elevator ----- Purchases of Wheat

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
1.	4 N 3 E	Little River	Free storage		X
2.	3 N 3 E	Little River	Close		X
3.	3 N 1 W	Little River	Free storage		X
4.	3 S 4 E	Little River	Free storage		X
5.	3 S 2 E	Little River	Trade there		X
6.	5 S 1 E	Little River	#		
7.	7 S	Little River	#		
8.	3 N 1 W	Little River	Free storage		X
9.	1 N 2 E	Little River	#		
10.	5 N 1 E	Little River	#		
11.	1 N 1 W	Little River	Close		X
12.	1 N 1 E	Little River	Close		X
13.	2 N 3 E	Little River	#		
14.	7 S 1 W	Little River	Free storage	X	
15.	7 S 1 W	Little River	Free storage	X	
16.	5 N 3 E	Little River	#		
17.	5 S 3 E	Little River	#		
18.	6 S 3 E	Little River	#		
19.	6 S 3 E	Little River	#		
20.	5 S 2 E	Little River	#		
21.	5 S 4 E	Little River	#		
22.	3 N 1 E	Little River	Closest		X
23.	3 W	Little River	#		
24.	2 S	Little River	Close		X
25.	2 S	Little River	Close		X
26.	7 S 2 E	Little River	Free storage	X	
27.	6 S 2 E	Little River	Roads	X	
28.	1 S 2 E	Little River	Close		X

Not interviewed

Table 20 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
29.	6 S 3 E	Little River	/			X
30.	5 S 1 E	Little River	Close			X
31.	4 N 1 E	Little River	Close			X
32.	4 N 3 E	Little River	Close			X
33.	7 S 2 E	Little River	Convenience			X
34.	2 S 1 E	Little River	Close			X
35.	7 S 1 E	Little River	Best place			X
36.	7 S 3 E	Little River	Bank there			X
37.	1 N 1 E	Little River	/			
38.	2 S 3 E	Little River	/			
39.	3 S 3 E	Little River	Free storage			X
40.	3 N 1 E	Little River	Closest			X
41.	1 S 1 E	Little River	/			
42.	3 S 2 E	Little River	Free storage			X
43.	3 S 2 E	Little River	Bank there			X
44.	1 N 1 W	Little River	/			
45.	1 S 1 W	Little River	/			
46.	2 N 3 E	Little River	Convenience			X
47.	2 N 3 E	Little River	Free storage			X
48.	2 S 1 E	Little River	Close			X
49.	1 N 1 W	Little River	/			
50.	1 N 1 W	Little River	Bank			X
51.	1 N 1 E	Little River	Close			X
52.	3 S 3 E	Little River	Close			X
53.	4 S 2 E	Little River	Most convenient			X
54.	1 N 3 W	Little River	Free storage			X
55.	4 N 2 E	Crawford	Better market			X
56.	2 E	Windom	Better market			X

/ Not interviewed

Table 20 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
57.	5 S 1 E	Little River	Trade there			X
58.	1 N 1 E	Little River	Close			X
59.	1 W 1 E	Little River	Close			X
60.	1 S 1 E	Little River	Close			X
61.	1 N 3 E	Little River	Close and best			X
62.	1 N 1 E	Little River	Close			X
63.	1 S 1 E	Little River	Free storage	X		
64.	4 S 2 W	Little River	Free storage	X		
65.	4 S 3 W	Little River	Free storage			
66.	1 N 2 W	Little River	Close			
67.	4 S 2 W	Little River	Close			
68.	1 N 1 E	Little River	Bank there			
69.	3 N 2 W	Little River	Close			X
70.	1 N 2 E	Little River	Bank in Little River			X
71.	2 N 2 E	Little River	Close			X
72.	6 S 2 E	Little River	Close - roads			
73.	6 S 2 E	Little River	Bank			X
74.	5 S 2 E	Little River	Close			X
75.	8 S 1 E	Little River	Convenience			X
76.	1 N 4 E	Little River	Better market			X
77.	5 S 2 E	Little River	Convenience			X
78.	3 N 3 E	Windom	Convenience			X
79.	3 N 4 E	Little River	Better market			X
80.	3 N 3 E	Little River	Convenience			X
81.	1 N 1 E	Little River	Do business there			X
82.	7 S 2 E	Little River	Free storage there			X
83.	1 N 1 E	Little River	Free storage in L. R.			X
84.	3 N 4 E	Windom - L. R.	Free storage in L. R.			X

[#] Not interviewed

Table 20 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
95.	4 S 1/2 W	Little River	# Free storage		X	
96.	3 N 5/2 E	Little River	#			
97.	2 N 1 E	Little River	#			
98.	3 1/2 S 1 E	Little River	Closest place	X		X
99.	3 1/2 E	Windom	Better price			
100.	3 1/2 N 1 1/2 E	Little River	# Always have			X
101.	1 1/2 W 1 1/2 W	Little River	#			
102.	1 W 1 1/2 W	Little River	#			
103.	4 N 3 1/2 W	Crawford - L. R.	Stors - sell			X
104.	1 N 2 1/2 W	Little River	#			
105.	3 N 2 1/2 W	Little River	Closest			X
106.	3 1/2 S 4 1/2 E	Little River	Free storage			X
107.	6 S 1 1/2 W	Little River	Free storage			X
108.	4 1/2 S 2 E	Little River	#			X
109.	6 S 1 1/2 E	Little River	Close			X
110.	1 1/2 N 3 E	Little River	Close			X
111.	2 S 2 1/2 E	Little River	# Good market			X
112.	2 N 1 1/2 E	Little River	Close			X
113.	1 1/2 S 2 1/2 E	Windom	Better market	X		
114.	4 1/2 N 2 E	Little River	Convenient			
115.	5 N 2 1/2 E	Crawford	Better market	X		
116.	3 1/2 N 3 E	Little River	#			
117.	3 S 3 E	Little River	Better market			
118.	1 1/2 S 3 E	Windom	#			
119.	1 1/2 S 3 E	Little River	Closest			X
120.	2 C 1 1/2 W	Little River	#			

Not interviewed

Table 20 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
113.	1 1/2 S 2 W	Mitchell	Closer		X
114.	3 N 2 E	Little River	Free storage	X	
115.	1 N 3 E	Little River	Free storage		X
116.	2 N 1 E	Little River	Free storage		X
117.	3 N 2 E	Little River	Free storage		X
118.	3 S 1 E	Little River	Free storage		X
119.	2 E	Little River	Free storage		X
120.	1 1/2 S 3 E	Windom	Closer		X
121.	3 S 2 E	Little River	Closer		X
122.	2 S 2 E	Little River	Closer		X
123.	2 S 1 E	Little River	Closer		X
124.	2 K 4 X	Little River	Always have		X
125.	7 S 1 W	Saxman	Convenience		X
126.	1 N 4 E	Windom	Better market		X
127.	5 S	Little River	Convenience		X
128.	2 S 1 W	Little River	Closer		X
129.	2 S 2 E	Little River	Closer		X
130.	2 N 2 E	Windom	Better market		X
131.	1 S 3 E	Little River	Free storage	X	
132.	3 S 1 W	Little River	Free storage		X
133.	1 N 2 W	Little River	Bank there		X
134.	1 N	Little River	Free storage		X
135.	2 N 1 W	Little River	Better market		X
136.	3 N 4 E	Windom	Better market		X
137.	3 N 1 W	Crawford	Better market		X
138.	1 N 1 W	Little River	Closer		X
139.	6 S 1 E	Little River	Free storage		X
140.	3 S 3 E	Little River	Free storage		X

/ Not interviewed

Table 20 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's Reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named		
				Increasing	Decreasing	Same
141.	2 1/2 S 3 E	Little River	Convenience			X
142.	1 N 2 1/2 E	Little River	#			
143.	1/2 N 1 E	Little River	#			
144.	2 W	Little River	#			
145.	1/2 S 1 E	Little River	#			
146.	7 S 1/2 E	Little River	Convenience			X

Not interviewed

Table 21

Customer List for the Dry Cleaners Shop

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named	
				Increasing	Decreasing Same
1.	N 1 E	Little River	#		
2.	N 1 E	Little River	#		X
3.	N 1 E	Little River	#		
4.	N 1 E	Little River	Close		
5.	N 2 E	Little River	#		
6.	N 3 E	Little River	#		
7.	N 3 E	Little River	#		
8.	N 3 E	Little River	#		
9.	N 2 E	Little River	Girl in school		X
10.	N 3 W	Little River	#		
11.	N 1 E	Little River	#		X
12.	N 1 E	Little River	#		X
13.	N 1 W	Little River	Good roads - close		X
14.	N 1 W	Little River	Girl in school		X
15.	N 4 E	Little River	Closest		
16.	N 4 E	Little River	#		
17.	N 3 E	Little River	#		
18.	S 4 E	Little River	Nearest cleaners		X
19.	S 3 E	Little River	Nearest cleaners		X
20.	S 3 E	Little River	Relatives there		X
21.	S 4 E	Little River	Go there often		X
22.	Mitchell	Little River	Nearest cleaners		X
23.	S 4 E	Little River	Nearest cleaners		
24.	S 3 E	Little River	Nearest cleaners		
25.	S 3 E	Little River	Close		
26.	S 1 E	Little River	#		
27.	S 2 E	Little River	#		X
28.	S 2 E	Little River	#		

Not interviewed

Table 21 (Continued)

Customer	Location of Customer	Name of Center Receiving over half of Trade	Customer's reason for Trading at the Center Named	Is the % of Customer's Trade at the Center named Increasing, Decreasing, Same
29.	3 S 1 ¹ E	Little River	My trading point	X
30.	3 S 3 ¹ E	Little River		
31.	6 S 3 ¹ E	Little River	Roads good	X
32.	5 S 2 ¹ E	Little River	Boys in school	X
33.	5 S 2 E	Little River	Convenience	
34.	7 S 2 E	Little River		
35.	1 S	Little River		
36.	3 S 1 ¹ W	Little River		
37.	1 S 2 W	Little River		
38.	4 N 1 E	Little River	Closest	X
39.	6 N 3 ¹ E	Little River	Closest place	X
40.	5 N 3 ¹ E	Little River		
41.	5 N 3 ¹ E	Little River		
42.	5 N 4 E	Little River	Relatives there	X
43.	4 N 4 E	Little River	Nearest cleaners	X
44.	4 N 3 ¹ E	Little River	Nearest cleaners	X
45.	5 N 3 ¹ E	Little River		
46.	Mitchell	Little River	Nearest home	X
47.	2 N 4 E	Little River	Good place	X
48.	2 N 3 ¹ E	Little River	Nearest	X
49.	2 N 6 E	Little River	Go there anyway	X
50.	2 N 4 ¹ E	Little River		
51.	2 N 4 E	Little River	Nearest	X
52.	2 N 4 E	Little River		
53.	4 E	Little River	Always have	X
54.	1 S 3 E	Little River		X

not interviewed