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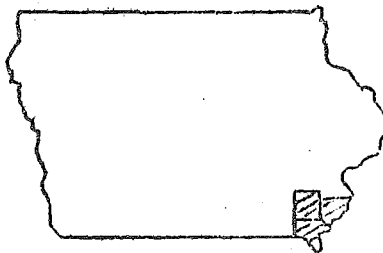
# RETAIL TRADING AREAS

HENRY, DES MOINES, &  
LEE COUNTIES

STATE BOARD OF COMMISSIONERS OF IOWA  
DES MOINES, IOWA 50319

COMMITTEE ON  
BUSINESS & INDUSTRY

RETAIL TRADING AREAS IN  
DES MOINES, HENRY, AND LEE COUNTIES



A study by the  
COMMITTEE ON BUSINESS AND INDUSTRY  
IOWA STATE PLANNING BOARD

Series I, No.7  
June, 1936

RETAIL TRADING AREAS IN  
DES MOINES, HENRY, AND LEE COUNTIES

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Additional  
Retail Trading Area Reports

by

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Series I

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- No. 2 Retail Trading Areas in Pottawattamie,  
Harrison, and Shelby Counties, 1935.
- No. 3 Retail Trading Areas in Buchanan, Delaware,  
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- No. 4 Retail Trading Areas in Calhoun, Humboldt,  
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- No. 5 Retail Trading Areas in Cerro Gordo, Hancock,  
Winnebago, and Worth Counties, 1935.
- No. 6 Retail Trading Areas in Cedar, Louisa,  
Muscatine, and Scott Counties, 1936.

## RETAIL TRADING AREAS IN DES MOINES, HENRY, AND LEE COUNTIES

### Area and Extent

The counties in this survey are located in southeastern Iowa and form an inverted triangle, the tip of which is bounded by the Des Moines and Mississippi rivers. The three counties do not vary greatly in size, the total area being about thirteen hundred square miles. The topography varies from wooded hills of moderate slopes to level plain. Much of the hilly land is of low fertility and some may be characterized as waste land. The plain, mostly in Henry and Des Moines counties, is excellent farming land, yet somewhat deficient in organic matter. The greater part of the area has good natural drainage and few swamps. Most of the swamps are on the bottom-lands of the Mississippi. Corn, oats, hay, winter wheat, and rye are leading crops. Some of the grain and corn is sold, but most is fed to livestock -- hogs, cattle, sheep, and chickens. Dairying is established to some extent throughout the area.

### Transportation Facilities

The area is well served by a triple system of transportation. Barges ply up and down the Mississippi and a close net of railroads serves the cities and many of the smaller towns. Burlington ranks first as a railroad center in southeastern Iowa. Toll bridges span the Mississippi at Keokuk, Fort Madison, and Burlington. A fine system of primary and secondary roads gives the cities and most of the towns the benefit of all-weather roads.

### Sources of Income

Table 1 shows the principal sources of income and the averages per capita for the years 1927-1929. These sources are for the whole area in

TABLE I\*

## PRINCIPAL SOURCES OF INCOME

(1927-1929 average - 000 omitted)

	Agriculture		Manufacturing		Transportation		Trade		Other		Per Capita Income
	\$	%	\$	%	\$	%	\$	%	\$	%	\$
Des Moines	2,831	13.6	4,290	20.6	878	4.2	3,729	17.9	7,645	43.7	546
Henry	2,831	36.8	160	2.1	988	12.9	1,043	13.6	2,663	34.6	435
Lee	2,247	7.4	8,864	29.1	3,403	11.2	3,449	11.3	12,477	41.0	738
THREE COUNTY TOTAL	7,909	13.3	13,314	23.2	5,269	9.1	8,221	14.3	22,785	39.6	
THE STATE	449,300	27.5	178,000	10.9	137,200	8.4	200,500	12.3	669,900	40.9	662

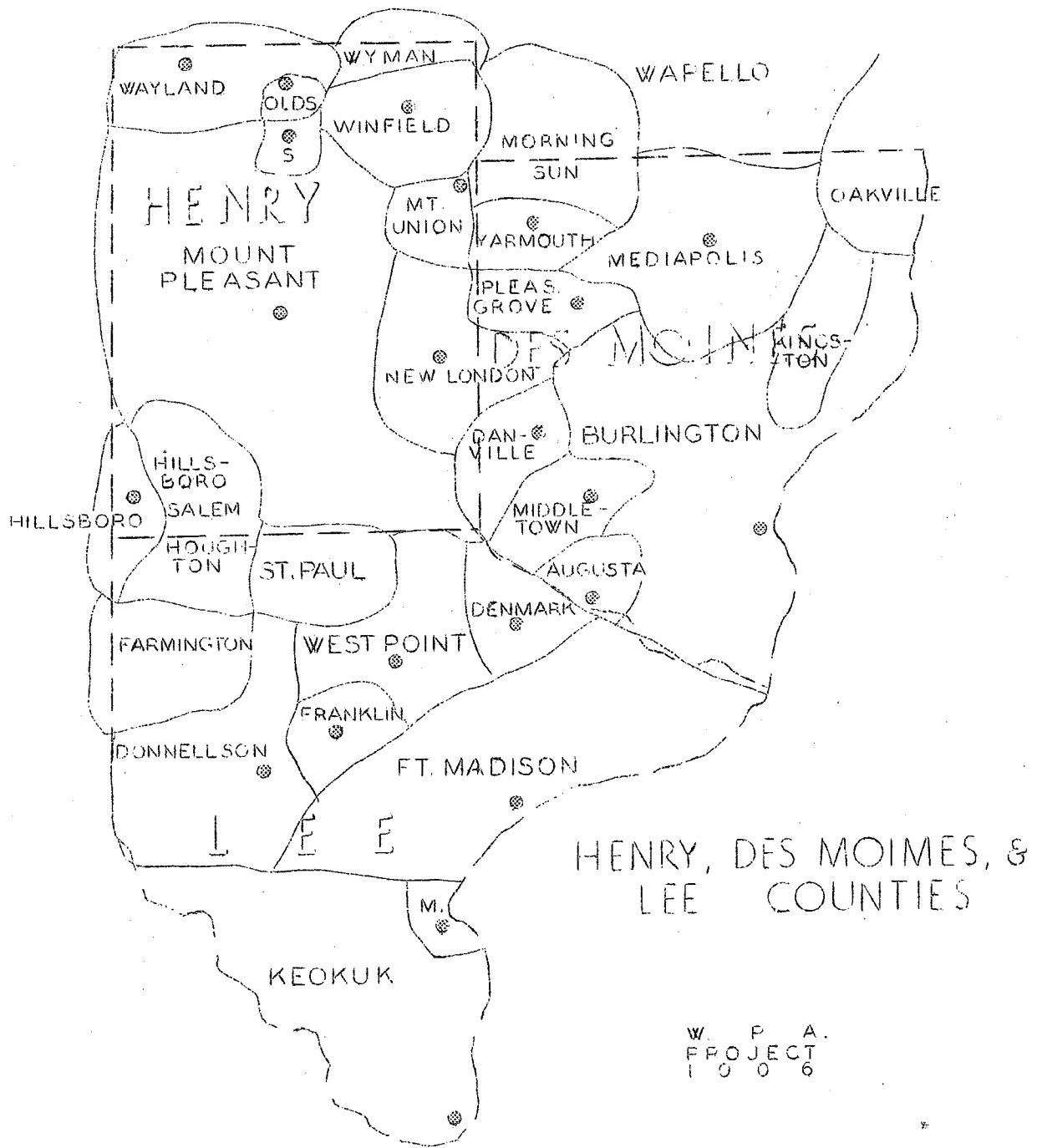
\*From "The Income of the Counties of Iowa", a report by the  
Committee on Population and Social Trends, Iowa State Plan-  
ning Board, 1935.

the order of their importance - manufacturing, trade, agriculture, and transportation, but more than a third of the total income comes from still other sources. In Lee County with the two larger cities, Keokuk and Fort Madison, the income from the four sources is largest for manufacturing and lowest for agriculture. In Des Moines County where Burlington, the largest city in the area, is located, the income from manufacturing is also highest, but lowest for transportation. Henry County has a good-sized city, Mount Pleasant, of nearly four thousand, but it is mainly a trading and school town and the income from the county as a whole from the four given sources is largest for agriculture and least from manufacturing. The per capita income is highest in Lee County, but considerably lower in both Henry and Des Moines counties, than in the state as a whole.

#### Trading Areas - The Farm Market

Charts 2 to 9 show trading areas for eight classes of goods - groceries, women's coats and dresses, men's suits, drugs and medicines, women's shoes, men's work clothing, farm machinery, lumber and cement. The data from which the charts were derived were collected by field workers who interviewed farm families between December 1, 1934 and April 1, 1935. In all there were 288 interviews in town and country. Because no enumerations were made in places over 5,000 in population, the cities of Keokuk, Fort Madison, and Burlington were therefore not sampled.

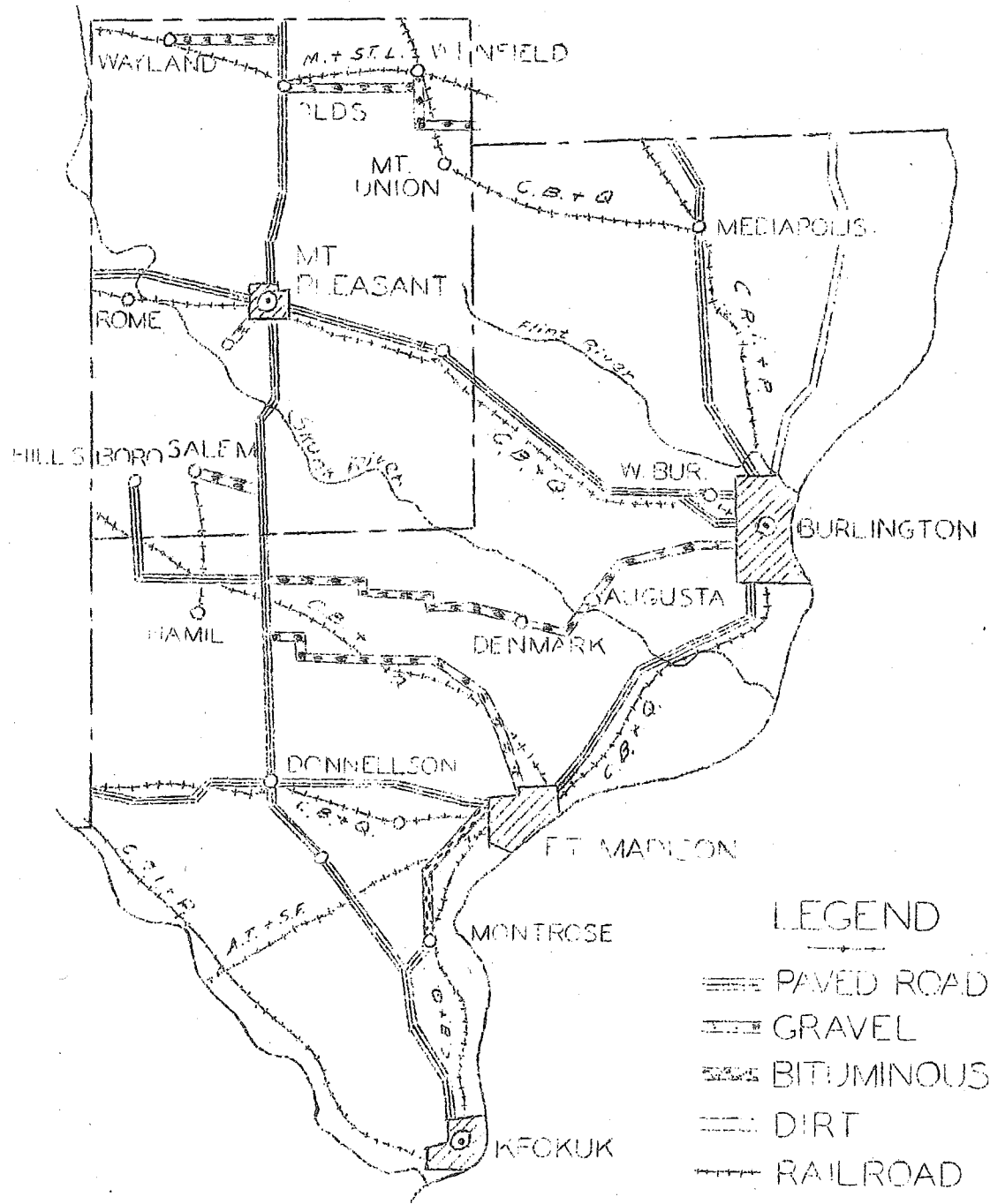
The cross-road store and the small town are conveniently located for the farmers and there the surrounding rural population buy most of their groceries, and in many instances their work-clothing, drugs and medicines. Where there are larger towns and cities, these naturally reach out for and secure much of the farm trade, nearby and more distantly. In



# TRADING AREAS FOR GROCERIES

CHART 2





# TRANSPORTATION FACILITIES

## HENRY, DES MOINES, AND LEE COUNTIES

1936

IOWA STATE PLANNING BOARD  
BUSINESS SURVEY

CHART 1

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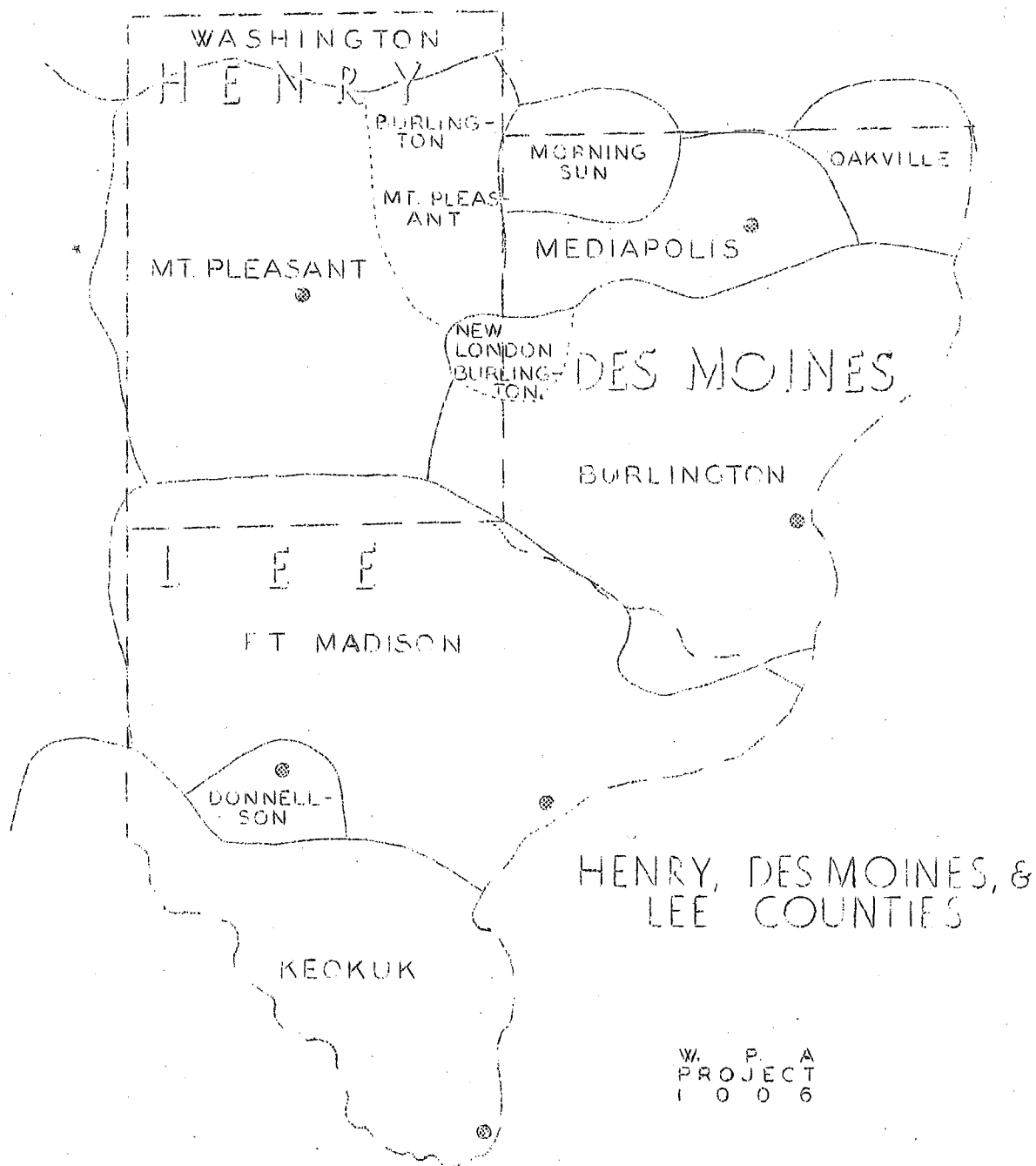
TABLE II

DIVISION OF OPEN COUNTRY GROCERY TRADE

AMONG MAJOR CENTERS

(Analysis of Chart 2)

<u>Des Moines County</u>		Swedesburg	100%
Burlington Area:		Wayland Area	100%
Burlington	86%	Mt. Union Area	100%
Danville	6	Hillsboro Area	100%
Sperry	6		
Middletown	2	Hillsboro-Houghton-Salem Area:	
		Salem	67%
Mediapolis Area:		Hillsboro	17
Mediapolis	95%	Houghton	11
Pleasant Grove	5	Mt. Pleasant	5
Kingston Area	100%		
Augusta Area:		<u>Lee County</u>	
Augusta	60%	Ft. Madison Area:	
Burlington	40	Ft. Madison	65%
Middletown Area	100%	Wever	14
Danville Area:		Burlington	7
Danville	91%	Sawyer	7
New London	9	Charleston	7
Pleasant Grove Area:		Keokuk Area:	
Pleasant Grove	70%	Keokuk	92%
Danville	30	Ft. Madison	4
Yarmouth Area	100%	Argyle	4
<u>Henry County</u>		Donnellson Area:	
Mount Pleasant Area:		Donnellson	80%
Mount Pleasant	89%	Keokuk	5
Salem	5	La Crew	5
Trenton	2	Pilot Grove	5
Rome	2	Farmington	5
Lowell	2	Franklin Area	100%
New London Area	100%	West Point Area:	
Winfield Area	100%	West Point	79%
Olds Area	100%	Ft. Madison	14
		Lowell	7
		St. Paul Area	100%



# TRADING AREAS FOR WOMEN'S COATS & DRESSES

CHART 3

TABLE III

DIVISION OF OPEN COUNTRY WOMEN'S CLOTHING TRADE

AMONG MAJOR CENTERS

(Analysis of Chart 3)

Des Moines County

Burlington Area:

Burlington	93%
New London	2
Mediapolis	2
Ft. Madison	2
Danville	1

Oakville Area:

Oakville	72%
Burlington	14
Wapello	14

Mediapolis Area:

Mediapolis	60%
Burlington	40

Morning Sun Area:

Morning Sun	86%
Mediapolis	14

Burlington-New London Area:

Burlington	57%
New London	36
Mount Pleasant	7

Henry County

Mt. Pleasant Area:

Mt. Pleasant	80%
Burlington	8
Mail Order	7

Salem	3
Ft. Madison	1
Winfield	1

Burlington-Mt. Pleasant Area:

Burlington	69%
Mt. Pleasant	31

Lee County

Ft. Madison Area:

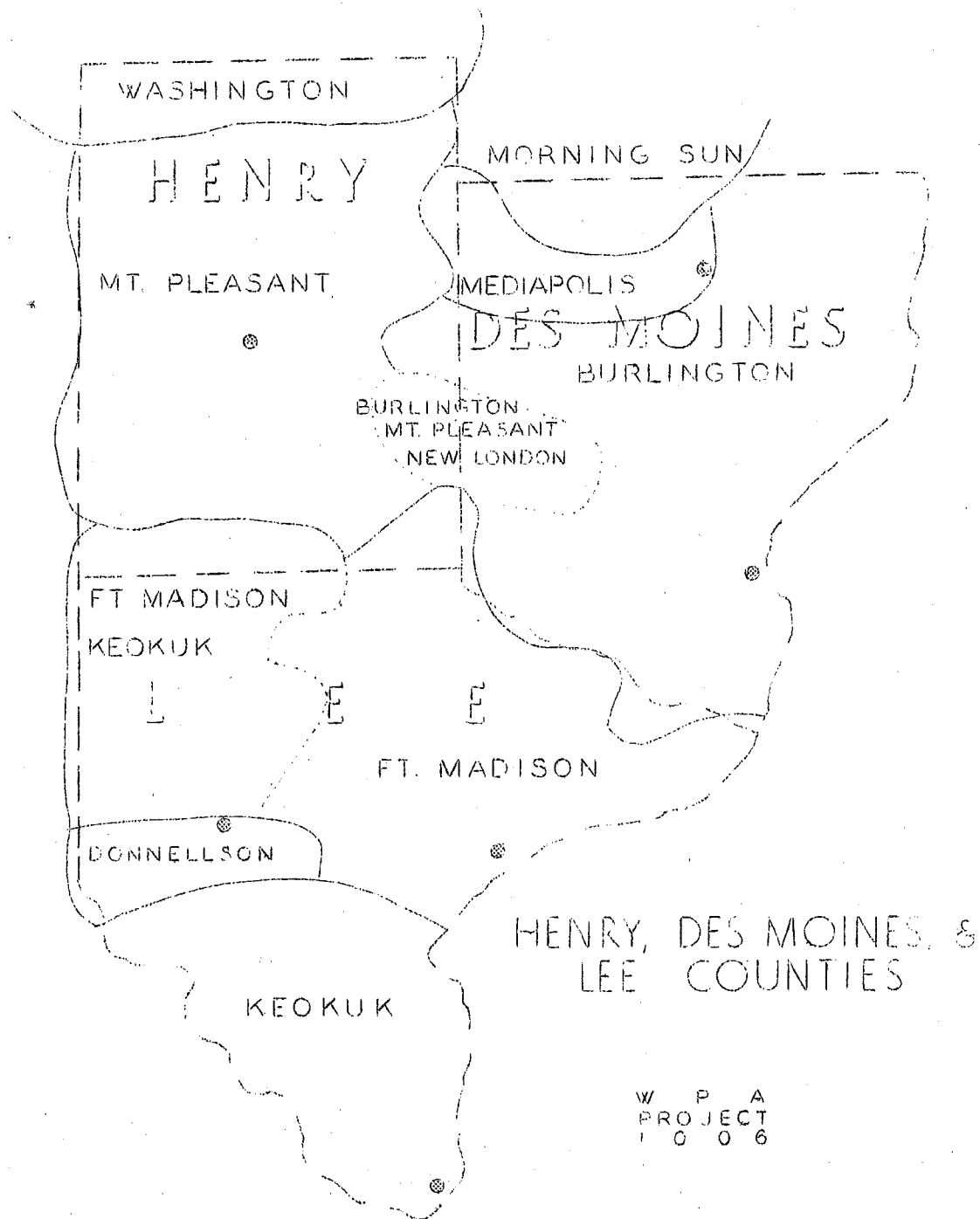
Ft. Madison	73%
Mail Order	11
Mt. Pleasant	5
Keokuk	5
Donnellson	2
St. Paul	1
Salem	1
Farmington	1
West Point	1

Keokuk Area:

Keokuk	96%
Ft. Madison	4

Donnellson Area

100%



# TRADING AREAS FOR MEN'S SUITS

CHART 4

TABLE IV

DIVISION OF OPEN COUNTRY TRADE IN MEN'S SUITS

AMONG MAJOR CENTERS

(Analysis of Chart 4)

Des Moines County

Burlington Area:	
Burlington	93%
Mediapolis	3
Wapello	2
New London	1
Oakville	1

Mediapolis Area:	
Mediapolis	55%
Burlington	45

Henry County

Mt. Pleasant Area:	
Mt. Pleasant	91%
Burlington	5
Mail Order	3
Ottumwa	1

Burlington-Mt. Pleasant-	
New London Area:	
Burlington	53%
Mt. Pleasant	13
New London	34

Lee County

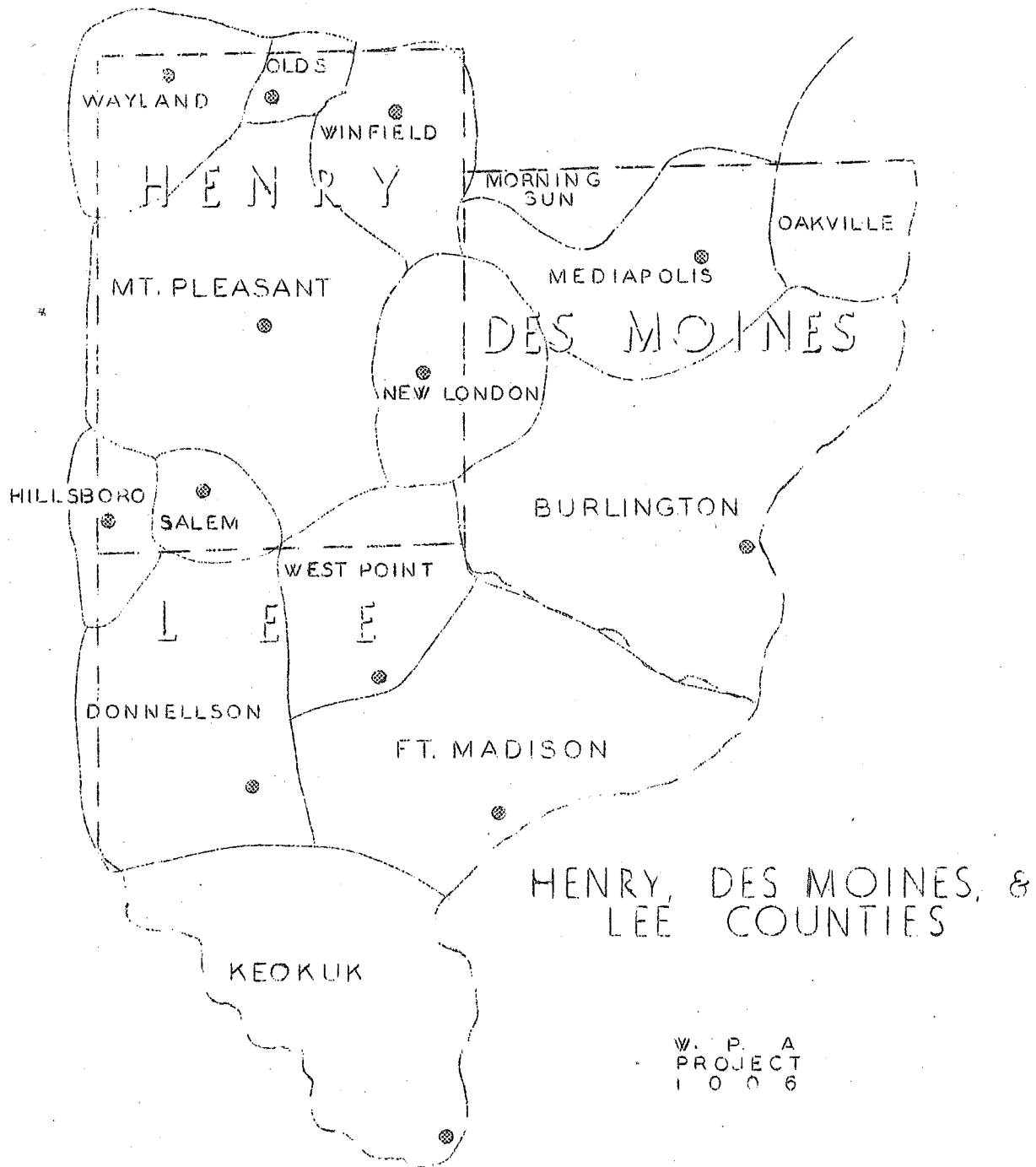
Ft. Madison Area:	
Ft. Madison	90%
Mail Order	6
West Point	2
Donnellson	2

Keokuk Area	100%
-------------	------

Donnellson Area:	100%
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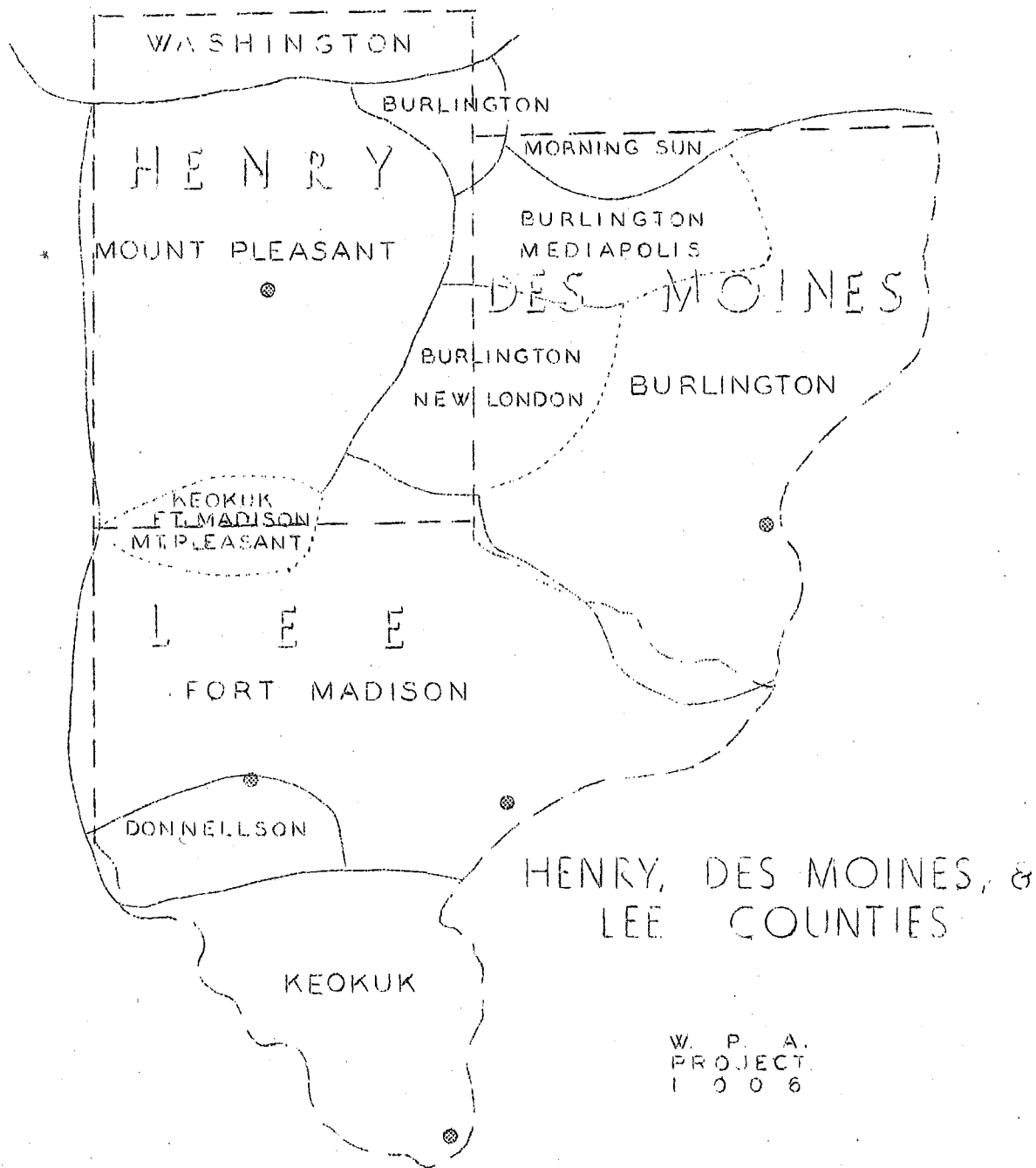
Ft. Madison-Keokuk Area:	
Ft. Madison	44%
Keokuk	18
Mail Order	27
Mt. Pleasant	5
Salem	3
Donnellson	3

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# TRADING AREAS FOR DRUGS AND MEDICINES

CHART 5

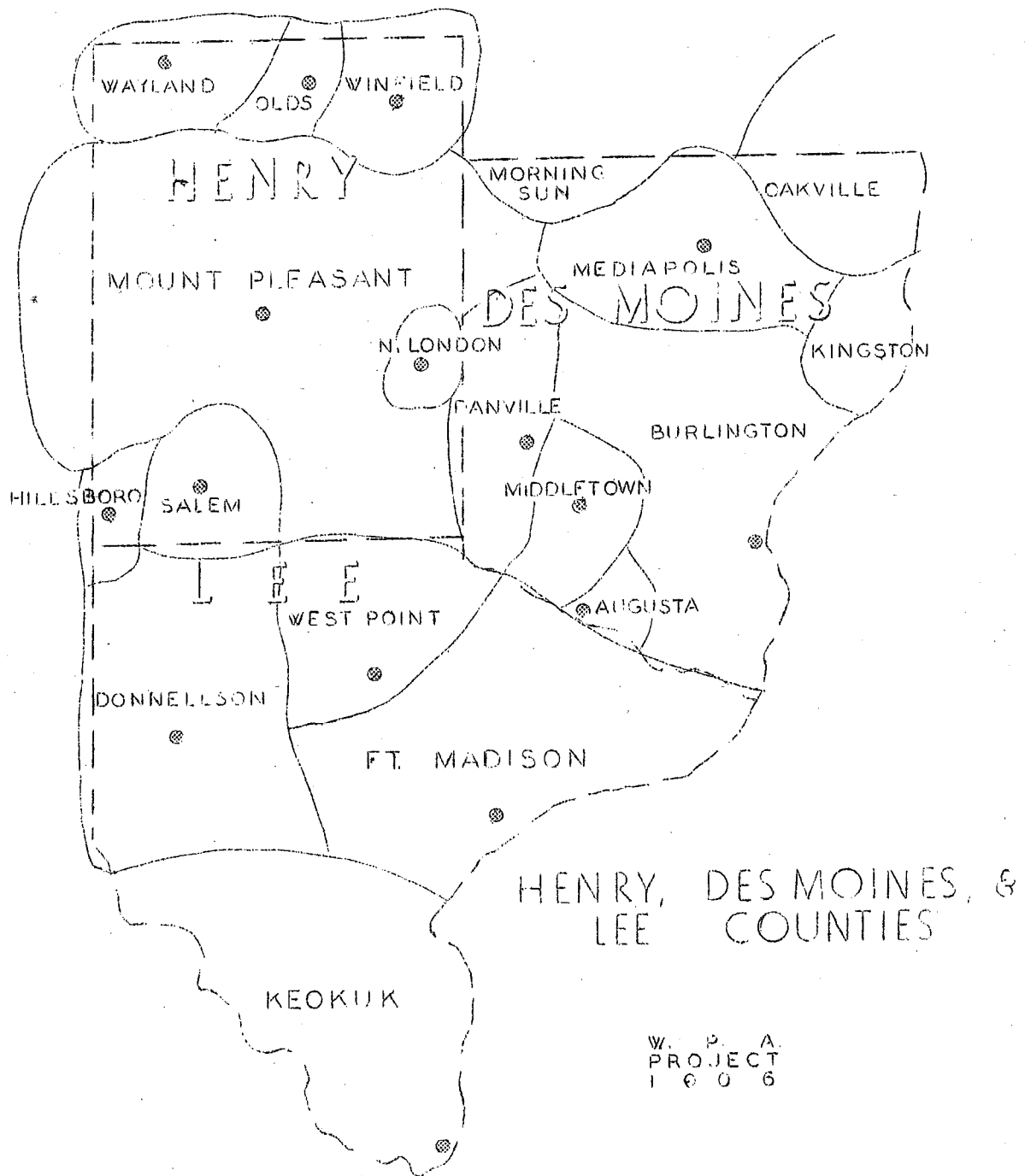


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## TRADING AREAS FOR WOMEN'S SHOES

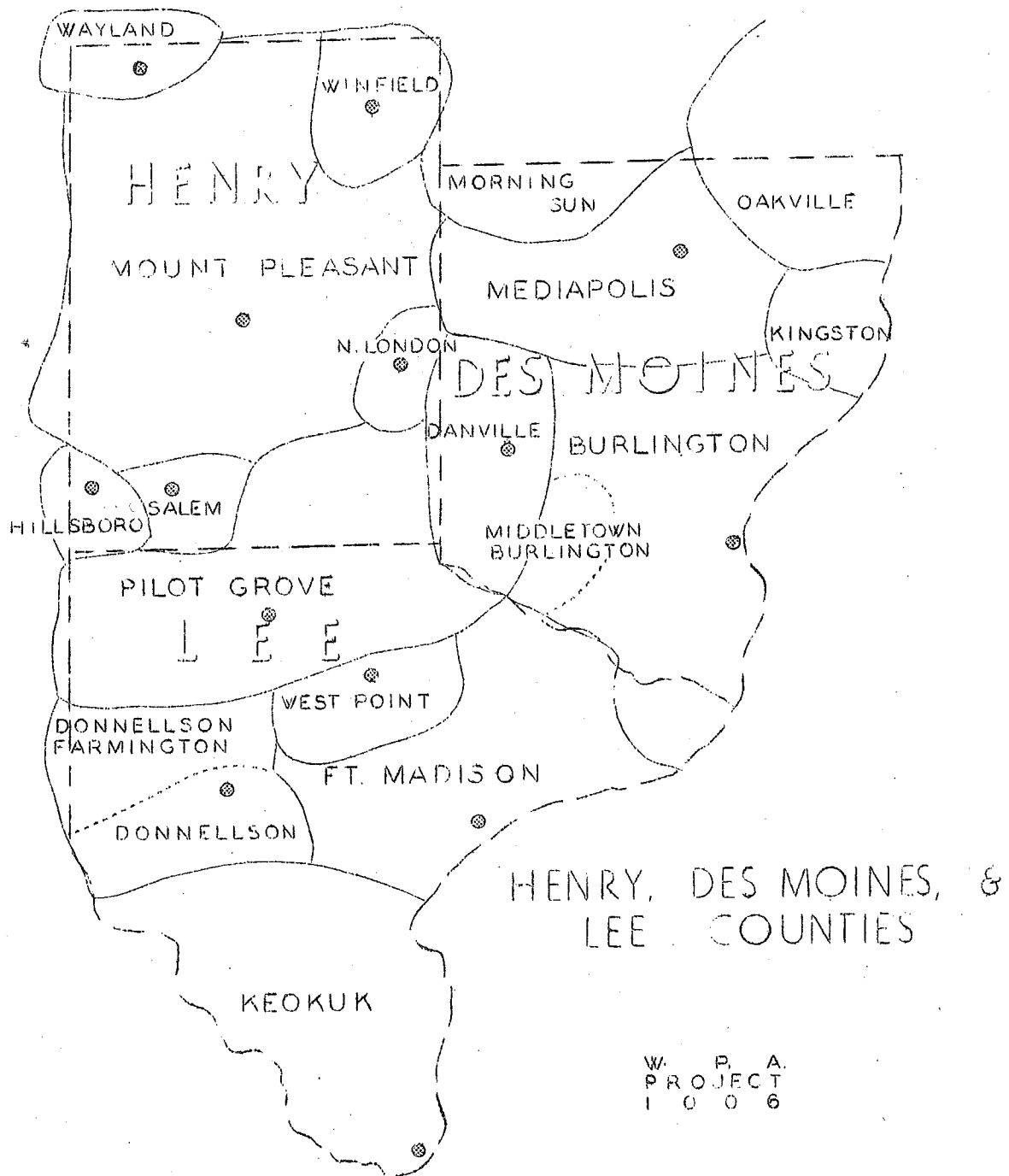
CHART 6





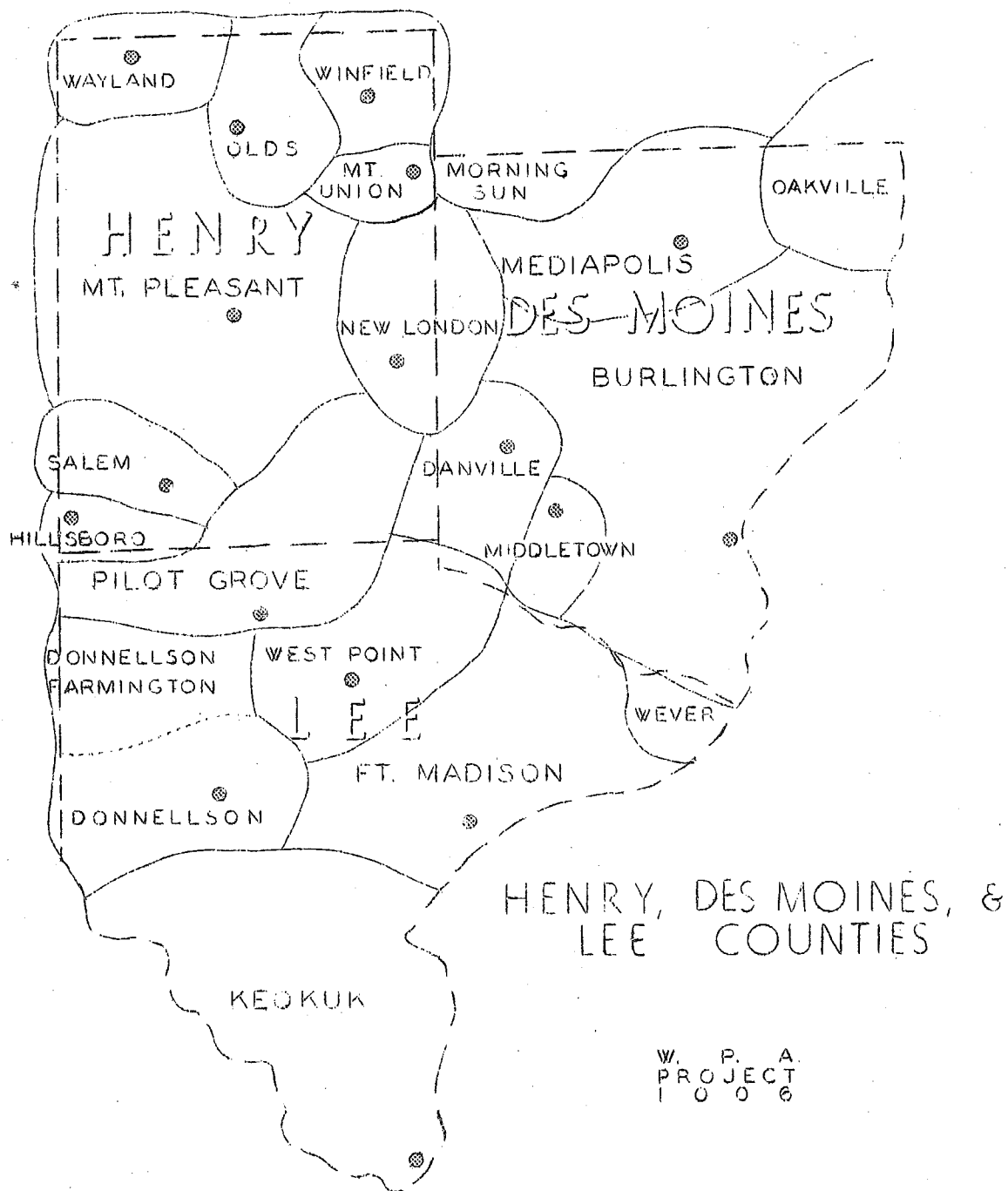
# TRADING AREAS FOR MEN'S WORK CLOTHING

CHART 7



## TRADING AREAS FOR FARM MACHINERY

CHART 8



# TRADING AREAS FOR LUMBER AND CEMENT

this matter Mount Pleasant appears to have been the most successful, since the chart shows that she has a larger area for groceries than any other town or city in the three counties. In this connection, however, it must be remembered that such Illinois territory as the river towns have cannot be shown. The cities and larger towns divide in fair proportions the trade in the men's suits, women's clothing and shoes. Fort Madison and Burlington receive the lion's share of the apparel trade, these cities being most conveniently located for the people in the greater part of the area studied. In all of these lines, it seems likely that Keokuk, because of its location, serves a larger territory in Missouri and Illinois than in Iowa.

Lumber and cement are standardized and heavy goods which the farmers do not care to haul farther than absolutely necessary. This consideration gives the local town dealer an advantage over the dealer in more distant cities. In farm machinery the local dealer has this same advantage, but perhaps more in furnishing service and parts than the actual machines.

#### Mail Order Purchases

Tables II and III show that there is no mail order business in groceries, but it is noticeable for shopping goods in the northwestern parts of Lee and the southern parts of Henry County where there are few all-weather roads. The percentage of mail orders in women's clothing is 7 for the Mount Pleasant area and 11 for the Fort Madison area. In men's suits, the percentage is 3 for Mount Pleasant area, 6 for the Fort Madison area, and 27 for the Fort Madison-Keokuk combined area.

#### Changes in Trading Centers

To find out what percentage, if any, of the open-country and small-town trade had gone to the larger towns and cities, the enumerators also

TABLE V

CHANGES IN TRADING CENTER FOR GROCERIES, 1920-1935

Des Moines County - 109 enumerations, 4 changes

	<u>Gains</u>	<u>Losses</u>
Mediapolis	2	-
Morning Sun	1	-
New London	1	-
Sperry	-	2
Roscoe	-	1
Danville	-	1

Henry County - 79 enumerations, 16 changes

	<u>Gains</u>	<u>Losses</u>
Mt. Pleasant	13	-
Wayland	1	1
Germanville	1	-
Wyman	1	-
Oakland	-	4
Salem	-	4
Rome	-	2
Lowell	-	2
Noble	-	1
Swedesburg	-	1
Trenton	-	1

Lee County - 100 enumerations, 15 changes

	<u>Gains</u>	<u>Losses</u>
Farmington	3	1
Ft. Madison	2	-
Donnellson	2	1
Salem	2	-
Charleston	1	-
Burlington	1	-
Keokuk	1	2
St. Paul	1	-
Hillsboro	1	-
West Point	1	1
Wever	-	2
Bonaparte	-	2
Denmark	-	1
Franklin	-	1
Pilot Grove	-	1
Cottonwood	-	1
Mt. Hamill	-	1
Franklin	-	1

TABLE VI

CHANGES IN TRADING CENTER FOR WOMEN'S CLOTHING, 1920-1935

Des Moines County - 109 enumerations, 11 changes

	<u>Gains</u>	<u>Losses</u>
Burlington	9	2
New London	1	3
Wapello	1	-
Mail Order	-	1
Mediapolis	-	5

Henry County - 79 enumerations, 10 changes

	<u>Gains</u>	<u>Losses</u>
Mt. Pleasant	7	3
Burlington	3	-
Salem	-	3
Mail Order	-	2
Trenton	-	1
Oakland	-	1

Lee County - 100 enumerations, 19 changes

	<u>Gains</u>	<u>Losses</u>
Ft. Madison	6	5
Keokuk	3	4
Burlington	3	3
West Point	3	-
Mail Order	3	3
Donnellson	1	1
Farmington	-	2
Salem	-	1

collected data to show changes in trading centers between 1920 and 1935. Tables V and VI show the tabulated results. The gains resulting from the changes are almost entirely in favor of the larger towns and the cities, Mount Pleasant and Burlington gaining the most new customers. Losses, however, are not serious for even the smallest towns.

#### Factors in the Determination of Trading Areas

The mail order business has declined slightly except in Lee County. A tabulation of the reasons for changes in trading points is given in Table VII. They are in the order of their frequency in the three counties: Nearness to the trading point, better stocks of goods, lower prices and better roads. Credit is a negligible factor. Lower prices and better roads are given about the same consideration.

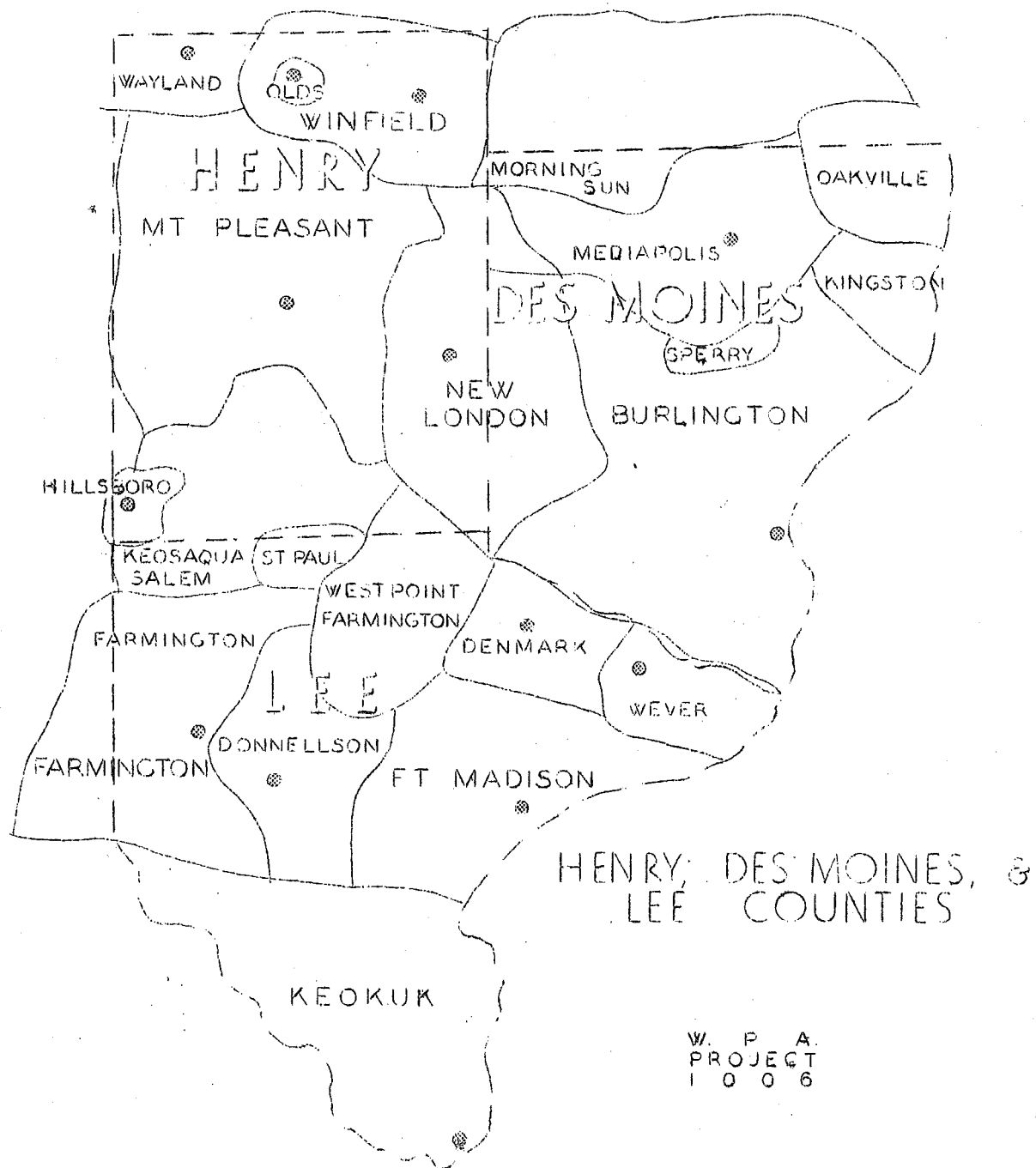
#### Market Areas for Farm Produce

The farmer buys and sells and naturally economizes time and expense by doing both in the same town whenever possible. Accordingly, we find a close correlation between some trading and marketing areas. Chart 10 shows that the correlation is fairly close between the marketing of cream and the purchasing of drugs, men's work clothing, farm machinery, lumber and cement. Likewise the relation is unmistakable between the eggs and poultry areas as seen on Chart 11 and the shopping areas.

There are no well-defined areas for the marketing of grain, cattle, and hogs. Such of these products as are sold in any large amounts usually find their way to Chicago, Peoria, Davenport, and Ottumwa.

#### Banking Changes

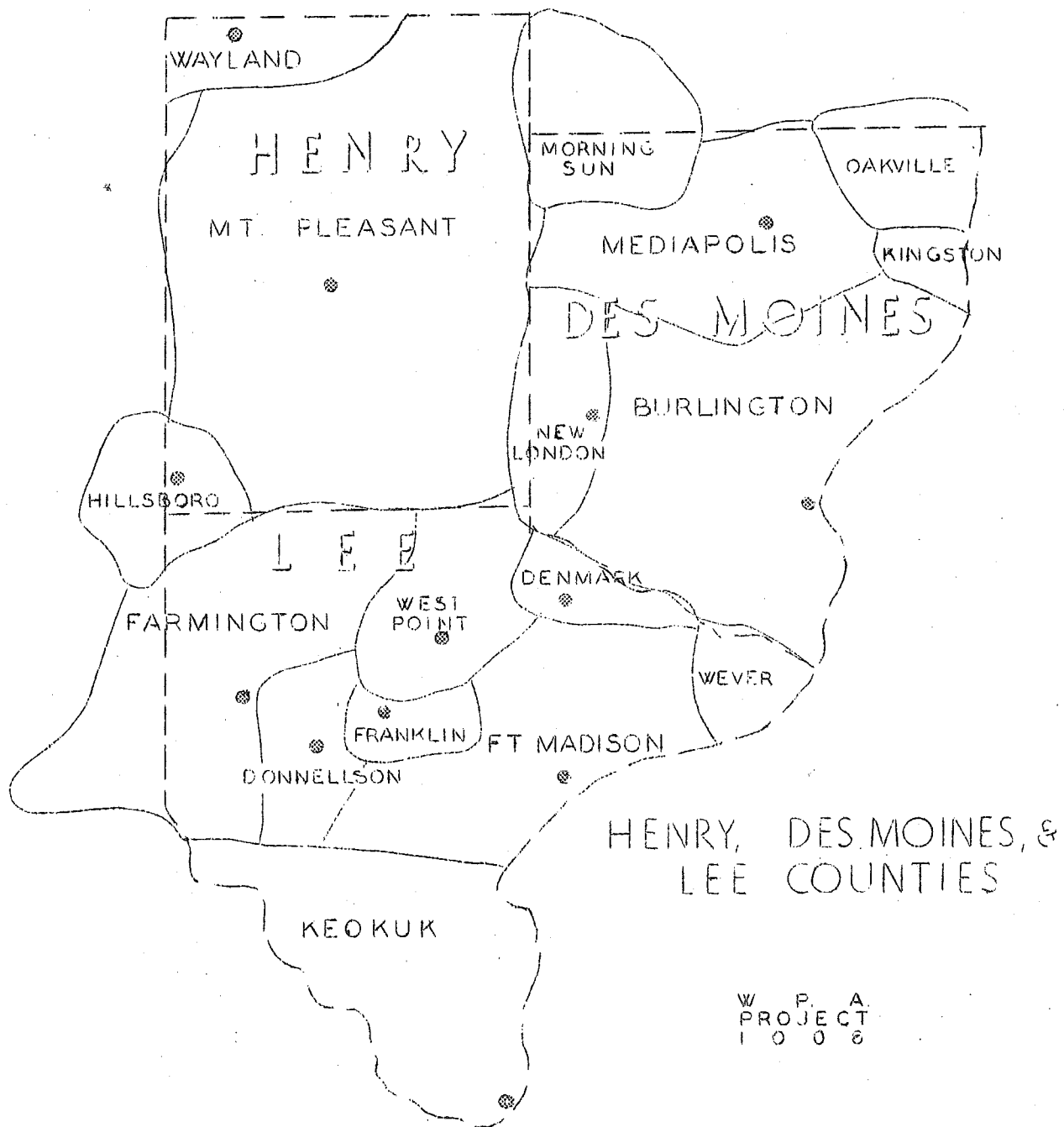
Changes in banking centers between 1929 and 1935 were studied. As might have been expected, these were definite and unmistakable. Table VIII



## MARKET AREAS FOR CREAM

CHART 10





# MARKET AREAS FOR EGGS AND POULTRY

CHART II

TABLE VII

## REASONS FOR CHOICE OF TRADING CENTER

(in percentage of total)

	Des Moines County	Henry County	Lee County	Three Counties Combined
Nearness	47%	57%	60%	54%
Credit	0	2	1	1
Better stocks of goods	24	18	14	19
Better roads	10	10	9	10
Lower prices	19	7	5	11
Other	0	6	11	5

TABLE VIII

CHANGES IN BANKING, 1929-1935

Des Moines, Henry, and Lee Counties

Percentage of persons enumerated carrying bank accounts	<u>1929</u>	<u>1935</u>
Open country	88%	50%
Towns and villages	65	38
Reasons for discontinuance of bank account	<u>Open Country</u>	<u>Towns and Villages</u>
Don't need it	54%	76%
Closed banks	40	19
No local bank	1	1
Service and other charges	5	4
Reasons for change in banking town	<u>Open Country</u>	<u>Towns and Villages</u>
Bank closed	93%	83%
Bank absorbed	0	0
Personal relations	2	3
Difficult to borrow	3	0
Change of residence	2	11
Service charges	0	3
Size of sample	<u>Open Country</u>	<u>Towns and Villages</u>
Number banking, 1929	327	237
Number banking, 1934	187	137
Number discontinuing	140	100
Changes in banking town	56	35

TABLE IX\*

PERSONS REPORTING CHANGES IN BANKING TOWN, 1929-1935

(Classified According to Population of Town)

Open country residents - 176 enumerations, 56 changes

Population Group	No. of Towns	No. of Gains	No. of Losses
100- 499	11	17	28
500- 999	9	18	20
1000-4999	2	2	3
5000 and over	4	19	5

Town and village residents - 146 enumerations, 32 changes

100- 499	7	5	12
500- 999	5	7	19
1000-4999	2	2	0
5000 and over	3	18	1

\*NOTE: Totals given in this table do not agree exactly with those in Table VIII. This table includes only those cases in which there was a change in banking town without a change in residence. Table VIII shows all changes in banking towns.

shows most all the enumerated farmers had bank accounts in 1929, but only half of them in 1935. In the towns, the percentages were lower at both dates. The general average for both town and country compares favorably with other parts of the state.

\* Most of those interviewed in the area under consideration who had discontinued their bank accounts gave as their reason that there was no need for it. A second important reason was that the bank had closed. Service charges and other charges had little weight.

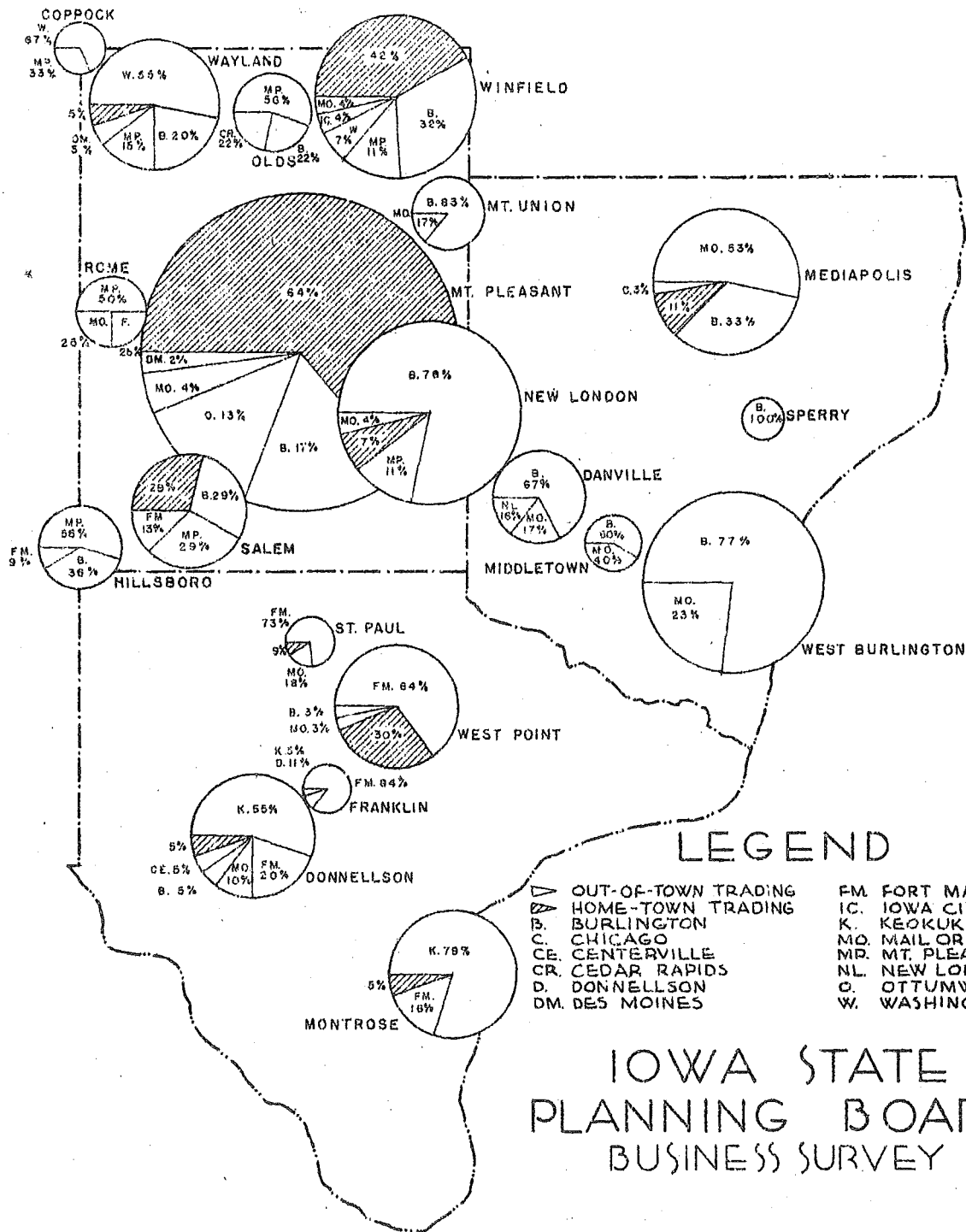
The main reason given for changing banking centers was also the closing of the banks. Other reasons such as service charges, personal relations, and difficulties in borrowing were but minor considerations.

The data represented by Table IX show that banks in the towns lost many rural customers between 1929 and 1935, while cities over 5,000 gained an appreciable number. The loss was greatest for the towns with populations between 100 and 499, and almost as great for towns between 500 and 999.

Furthermore, the data show that the banks in towns with populations ranging from 100 to 999 had more losses than gains among town residents, while the opposite was true for the larger towns and the cities, with the cities of 5,000 and over having the greatest gains.

#### The Town and Village Market

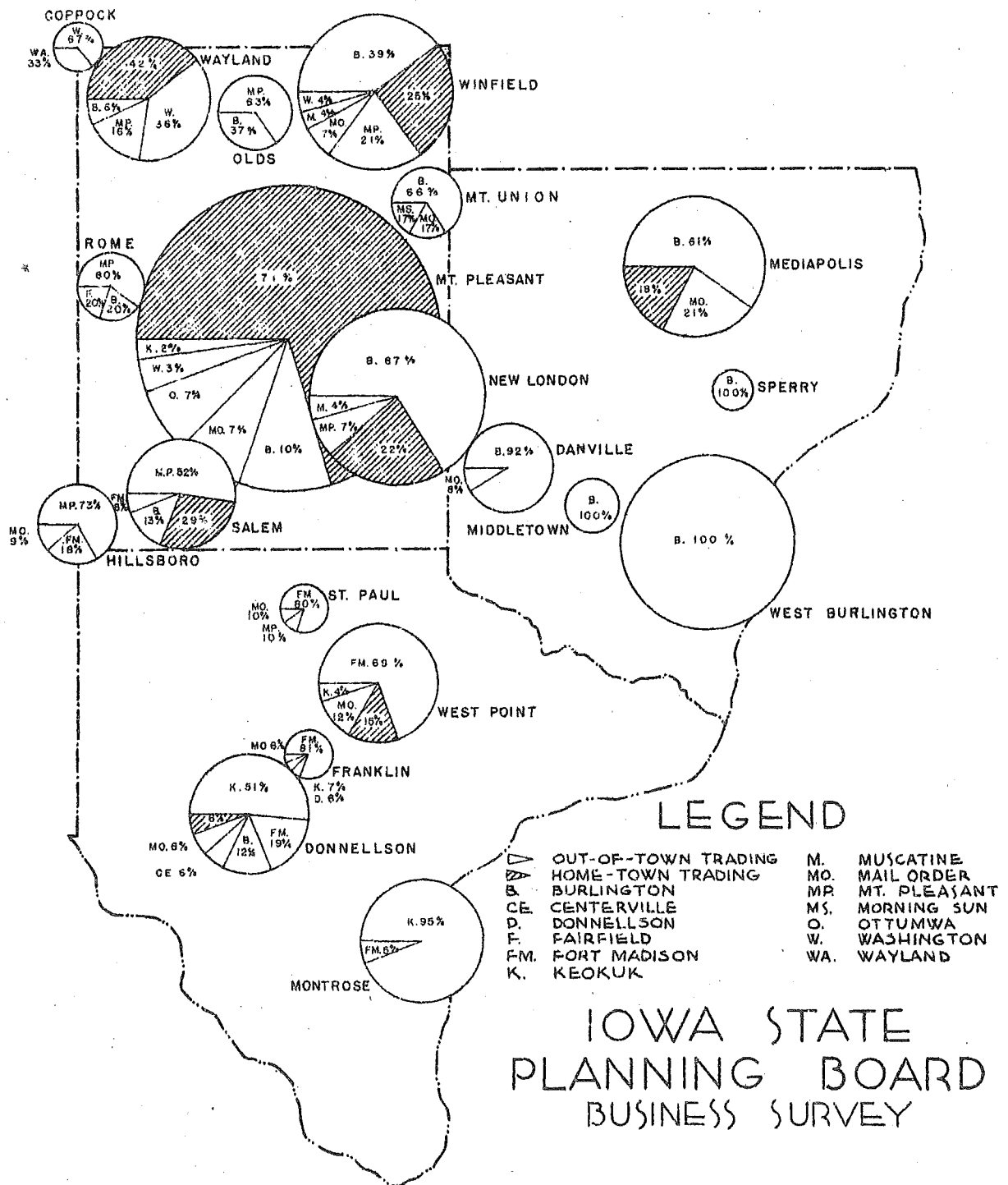
An analysis of out-of-town purchasing in 20 towns ranging in populations from less than 100 to nearly 4,000 is given in Tables X to XVIII inclusive and on pie charts 12 and 13. In collecting the data, one enumeration was made in each block of the towns studied. The classes of goods were the same as for the open country trade except that kitchen



# LOCAL & OUT-OF-TOWN PURCHASES OF WOMEN'S COATS & DRESSES

HENRY, DES MOINES, AND LEE COUNTIES

W. P. A. PROJECT 1006



# LOCAL & OUT-OF-TOWN PURCHASES OF MEN'S SUITS HENRY, DES MOINES, AND LEE COUNTIES

TABLE X  
PERCENTAGE OF OUT-OF-TOWN TRADING  
Towns Ranked According to Population

Pop- ulation 1930	Town	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
	Sperry	0	0	75	100	100	100	75	100
89	St. Paul	0	92	36	91	100	100	50	100
92	Franklin	47	89	95	100	100	100	94	100
93	Coppock	0	100	33	100	67	100	33	100
126	Middletown	20	100	100	100	100	100	100	100
144	Rome	40	100	100	100	60	100	60	100
167	Mt. Union	17	34	83	100	100	100	50	100
227	Olds	22	0	44	100	89	100	75	100
281	Hillsboro	9	36	45	100	100	100	82	100
327	Danville	0	17	67	100	100	100	41	81
460	Salem	0	0	0	71	53	71	18	6
536	West Point	3	12	23	70	65	85	42	67
581	Donnellson	0	10	11	95	95	94	12	53
621	Montrose	42	53	53	95	100	100	47	100
625	Wayland	0	0	0	95	85	58	35	25
793	Mediapolis	0	0	11	89	86	82	56	82
933	Winfield	0	0	3	58	68	75	26	54
1,333	W. Burlington	4	4	81	100	100	100	77	100
1,336	New London	0	10	22	93	97	78	40	86
3,743	Mt. Pleasant	4	0	0	36	27	29	5	24



TABLE XI

PERCENTAGE OF OUT-OF-TOWN TRADING

Towns Ranked According to Distance from Burlington

Miles Distant from Burling- ton	Town	Population 1930	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
3	West Burlington	1,333	4	4	81	100	100	100	77	100
9	Middletown	126	20	100	100	100	100	100	100	100
13	Danville	327	0	17	67	100	100	8	41	81
15	Mediapolis	793	0	0	11	89	86	82	56	82
19	New London	1,336	0	10	22	93	97	73	40	86
27	West Point	536	3	12	23	70	65	85	42	67
28	Mt. Pleasant	3,743	4	0	0	36	27	29	5	24
28	St. Paul	89	0	92	36	91	100	100	50	100
29	Mt. Union	167	17	34	83	100	100	100	50	100
30	Salem	460	0	0	0	71	53	71	18	6
31	Montrose	621	42	53	53	95	100	100	47	100
35	Hillsboro	281	9	36	45	100	100	100	82	100
35	Rome	144	40	100	100	100	60	0	60	100
38	Winfield	933	0	0	3	58	68	75	26	54
40	Olds	227	22	0	44	100	89	100	75	100
46	Donnellson	581	0	10	111	95	95	94	12	53
49	Wayland	625	0	0	0	95	85	58	35	25
50	Coppock	93	0	100	33	100	67	100	33	100

TABLE XII

PERCENTAGE OF OUT-OF-TOWN TRADING

Towns Ranked According to Distance from Ft. Madison

Miles Distant from Fort Madison	Town	Population 1930	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
8	West Point	536	3	12	23	70	65	85	42	67
12	Donnellson	581	0	10	11	95	95	94	12	53
12	Franklin	92	47	89	95	100	100	100	94	100
12	Montrose	621	42	53	53	95	100	100	47	100
13	St. Paul	89	0	92	36	91	100	100	50	100
28	Salem	460	0	0	0	71	53	71	18	6
29	Hillsboro	281	9	36	45	100	100	100	82	100
36	West Burlington	1,333	4	4	81	100	100	100	77	100
42	Middletown	126	20	100	100	100	100	100	100	100
42	Rome	144	40	100	100	100	60	0	60	100
44	Olds	227	22	0	44	100	89	100	75	100
46	Danville	327	0	17	67	100	100	8	41	81
48	Mediapolis	793	0	0	11	89	86	82	56	82
49	New London	1,336	0	10	22	93	97	78	40	86
51	Winfield	933	0	0	3	58	68	75	26	54
52	Wayland	625	0	0	0	95	85	58	35	25
54	Coppock	93	0	100	33	100	67	100	33	100
58	Mt. Pleasant	3,743	4	0	0	36	27	29	5	24
62	Mt. Union	167	17	34	83	100	100	100	50	100

TABLE XIII

PERCENTAGE OF OUT-OF-TOWN TRADING

Towns Ranked According to Distance from Keokuk

Miles Distant from Keokuk	Town	Population 1930	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
12	Montrose	621	42	53	53	95	100	100	47	100
22	Donnellson	581	0	10	11	95	95	94	12	53
26	Franklin	92	47	89	95	100	100	100	94	100
31	West Point	536	3	12	23	70	65	85	42	67
34	St. Paul	89	0	92	36	91	100	100	50	100
35	Salem	460	0	0	0	71	53	71	18	6
38	New London	1,336	0	10	22	93	97	78	40	86
43	Hillsboro	281	9	36	45	100	100	100	82	100
44	Mt. Pleasant	3,743	4	0	0	36	27	29	5	24
53	Rome	144	40	100	100	100	60	0	60	100
56	Olds	227	22	0	44	100	89	100	75	100
57	Mt. Union	167	17	34	83	100	100	100	50	100
60	West Burlington	1,333	4	4	81	100	100	100	77	100
61	Winfield	933	0	0	3	58	68	75	26	54
62	Wayland	625	0	0	0	95	85	58	35	25
64	Coppock	93	0	100	33	100	67	100	33	100
66	Middletown	126	20	100	100	100	100	100	100	100
70	Danville	327	0	17	67	100	100	8	41	81
72	Mediapolis	793	0	0	11	89	86	82	56	82

TABLE XIV

PERCENTAGE OF OUT OF TOWN TRADING BY OCCUPATIONAL GROUPS

<u>Des Moines County</u>								
Item	Owners of Business es- tablishments	Salaried Employees	Retired	Professional	Housewives and Widows	Day Laborers	Tradesmen	Unemployed
(No. interviewed)	(4)	(20)	(13)	(2)	(1)	(25)	(15)	(0)
Women's Apparel	75%	95%	100%	100%	100%	91%	100%	0%
Shoes	50	95	100	100	100	91	100	0
Suit	75	90	92	100	0	91	100	0
Work Clothing	25	70	92	100	0	48	100	0
Furniture	50	95	92	100	100	73	100	0
<u>Henry County</u>								
(No. interviewed)	(34)	(44)	(33)	(18)	(7)	(11)	(24)	(6)
Women's Apparel	76%	75%	85%	78%	57%	80%	65%	67%
Shoes	59	68	79	67	43	64	65	50
Suit	56	69	87	56	50	73	67	67
Work Clothing	32	40	37	27	100	46	33	17
Furniture	38	63	75	44	57	75	48	33
<u>Lee County</u>								
(No. interviewed)	(14)	(16)	(30)	(4)	(10)	(15)	(12)	(3)
Women's Apparel	100%	100%	90%	100%	56%	67%	100%	67%
Shoes	93	100	83	100	56	73	92	67
Suit	100	93	83	75	20	80	92	67
Work Clothing	46	69	50	33	20	40	58	0
Furniture	73	67	75	75	60	60	83	67
<u>Three Counties Combined</u>								
(No. interviewed)	(52)	(80)	(76)	(24)	(18)	(49)	(49)	(0)
Women's Apparel	83%	85%	89%	83%	65%	81%	83%	67%
Shoes	67	81	84	75	53	80	81	56
Suit	71	79	89	67	67	89	82	75
Work Clothing	35	54	52	35	40	43	57	11
Furniture	47	72	73	54	62	62	74	44

TABLE XV

## PERCENTAGE OF PURCHASES MADE IN BURLINGTON, FT. MADISON, AND KEOKUK

Towns Arranged According to Population

Pop- ulation 1930	Towns	Groceries			Drugs and Medicines			Kitchen Utensils			Women's Apparel		
		B	FM	K	B	FM	K	B	FM	K	B	FM	K
89	St. Paul	0	0	0	0	8	0	0	27	0	0	73	0
92	Franklin	0	10	0	0	37	0	0	68	11	0	84	5
93	Coppock	0	0	0	0	0	0	0	0	0	0	0	0
126	Middletown	20	0	0	100	0	0	80	0	0	60	0	0
144	Rome	0	0	0	0	0	0	0	0	0	0	0	0
167	Mt. Union	17	0	0	17	0	0	83	0	0	83	0	0
227	Olds	0	0	0	0	0	0	0	0	0	22	0	0
281	Hillsboro	0	0	0	9	0	0	18	0	0	36	9	0
327	Danville	0	0	0	17	0	0	67	0	0	67	0	0
460	Salem	0	0	0	0	0	0	0	0	0	29	13	0
536	West Point	0	3	0	0	12	0	0	23	0	3	64	0
581	Donnellson	0	0	0	0	0	10	0	0	11	5	20	55
621	Montrose	0	0	42	0	0	53	0	0	53	0	16	79
625	Wayland	0	0	0	0	0	0	0	0	0	20	0	0
793	Mediapolis	0	0	0	0	0	0	11	0	0	33	0	0
953	Winfield	0	0	0	0	0	0	0	0	0	32	0	0
1333	West Burlington	4	0	0	4	0	0	81	0	0	77	0	0
1336	New London	0	0	0	10	0	0	19	0	0	78	0	0
3743	Mt. Pleasant	4	0	0	0	0	0	0	0	0	17	0	0

TABLE XV  
(continued)

Pop- ulation 1930	Town	Women's Shoes			Men's Suits			Men's Work Clothing			Furniture		
		B	FM	K	B	FM	K	B	FM	K	B	FM	K
89	St. Paul	0	82	0	0	80	0	0	30	0	20	80	0
92	Franklin	0	84	5	0	81	7	0	76	6	0	77	23
93	Coppock	0	0	0	0	0	0	0	0	0	0	0	0
126	Middletown	100	0	0	100	0	0	80	0	0	40	0	0
144	Rome	0	0	0	20	20	0	0	0	0	33	33	0
167	Mt. Union	60	0	0	66	0	0	50	0	0	100	0	0
227	Olds	0	0	0	37	0	0	13	0	0	56	0	0
281	Hillsboro	18	0	0	0	18	0	9	0	0	50	0	0
327	Danville	75	0	0	92	0	0	33	0	0	75	0	0
460	Salem	6	0	0	13	6	0	0	0	0	6	0	0
536	West Point	3	53	0	0	69	4	0	42	0	0	63	4
581	Donnellson	0	25	60	12	19	51	0	6	0	12	6	23
621	Montrose	0	21	79	0	5	95	0	0	47	0	0	100
625	Wayland	0	0	0	6	0	0	5	0	0	10	0	0
793	Mediapolis	58	0	0	61	0	0	35	0	0	31	0	0
933	Winfield	32	0	0	39	0	0	11	0	0	48	0	0
1333	West Burlington	92	0	0	100	0	0	54	0	0	73	0	0
1336	New London	72	0	3	67	0	0	29	0	0	76	0	0
3743	Mt. Pleasant	11	0	0	10	0	2	3	0	0	16	0	0

utensils and furniture were substituted for farm machinery, lumber and cement.

Of the 20 towns listed on Table X, four purchased over 20 per cent of their groceries out of town, eight over 20 per cent of their drugs, fourteen over 20 per cent of their kitchen utensils, eighteen over 20 per cent of their work clothes, and all but one over 20 per cent of their furniture. Ten towns with populations of from 89 to 327 purchased all their women's shoes, coats and dresses, and men's suits out of town; and in no town were less than 60 per cent of any of these goods purchased out of town. Of the larger towns, Montrose and West Burlington have the highest out-of-town trade percentages. Montrose is on a paved highway 8 miles from Fort Madison and 12 miles from Keokuk. West Burlington is just outside of the city limits of Burlington.

In Tables XVI to XVIII, nineteen towns have been arranged according to distance from each of the three largest cities in the area - Burlington, Fort Madison, and Keokuk. Although there are variations, generally the nearer the smaller town is to the shopping center, the higher the percentage is of the small town's trade which will flow to the larger center.

A further analysis of the out-of-town trading is given in Table XIV showing the percentages of eight occupational groups, including as one of these groups, the unemployed. In general, the percentages are higher for Des Moines and Lee counties, and lowest for Henry County. The combined percentages for the three counties show that these are highest for salaried employees, tradesmen, and day laborers; and the lowest for housewives and the unemployed.

To present more graphically the percentages of out-of-town purchases of women's coats and dresses and men's suits, the appropriate data were

TABLE XVI

PERCENTAGE OF PURCHASES MADE IN BURLINGTON

Towns Arranged According to Highway Distance

Miles Distant from Burlington	Town	Population 1930	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
3	W. Burlington	1,333	4	4	81	77	92	100	54	73
9	Middletown	126	20	100	80	60	100	100	80	40
13	Danville	327	0	17	67	67	75	92	33	75
15	Mediapolis	793	0	0	11	33	58	61	35	31
19	New London	1,336	0	10	19	78	72	67	29	76
27	West Point	536	0	0	0	3	3	0	0	0
28	Mt. Pleasant	3,743	4	0	0	17	11	10	3	16
28	St. Paul	89	0	0	0	0	0	0	0	20
29	Mt. Union	167	17	17	83	83	60	66	50	100
30	Salem	460	0	0	0	29	6	13	0	6
31	Montrose	621	0	0	0	0	0	0	0	0
35	Hillsboro	281	0	9	18	36	18	0	9	50
35	Rome	144	0	0	0	0	0	20	0	33
35	Winfield	933	0	0	0	32	32	39	11	48
38	Franklin	92	0	0	0	0	0	0	0	0
40	Olds	227	0	0	0	22	0	37	13	56
46	Donnellson	581	0	0	0	5	0	12	0	12
49	Wayland	625	0	0	0	20	0	6	5	10
50	Coppock	93	0	0	0	0	0	0	0	0



TABLE XVII

PERCENTAGE OF PURCHASES MADE IN FT. MADISON

Towns Ranked According to Distance from Ft. Madison

Miles Distant from Fort Madison	Town	Population 1930	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
8	West Point	536	3	12	23	64	53	69	42	63
12	Donnellson	581	0	0	0	20	25	19	6	6
12	Franklin	92	10	37	68	84	84	81	76	77
12	Montrose	621	0	0	0	16	21	5	0	0
13	St. Paul	89	0	8	27	73	82	80	30	80
28	Salem	460	0	0	0	13	0	6	0	0
29	Hillsboro	281	0	0	0	9	0	18	0	0
36	W. Burlington	1,333	0	0	0	0	0	0	0	0
42	Middletown	126	0	0	0	0	0	0	0	0
42	Rome	144	0	0	0	0	0	20	0	33
44	Olds	227	0	0	0	0	0	0	0	0
46	Danville	327	0	0	0	0	0	0	0	0
48	Mediapolis	793	0	0	0	0	0	0	0	0
49	New London	1,336	0	0	0	0	0	0	0	0
51	Winfield	933	0	0	0	0	0	0	0	0
52	Wayland	625	0	0	0	0	0	0	0	0
54	Coppock	93	0	0	0	0	0	0	0	0
58	Mt. Pleasant	3,743	0	0	0	0	0	0	0	0
62	Mt. Union	167	0	0	0	0	0	0	0	0

TABLE XVIII

PERCENTAGE OF PURCHASES MADE IN KEOKUK

Towns Arranged According to Highway Distance

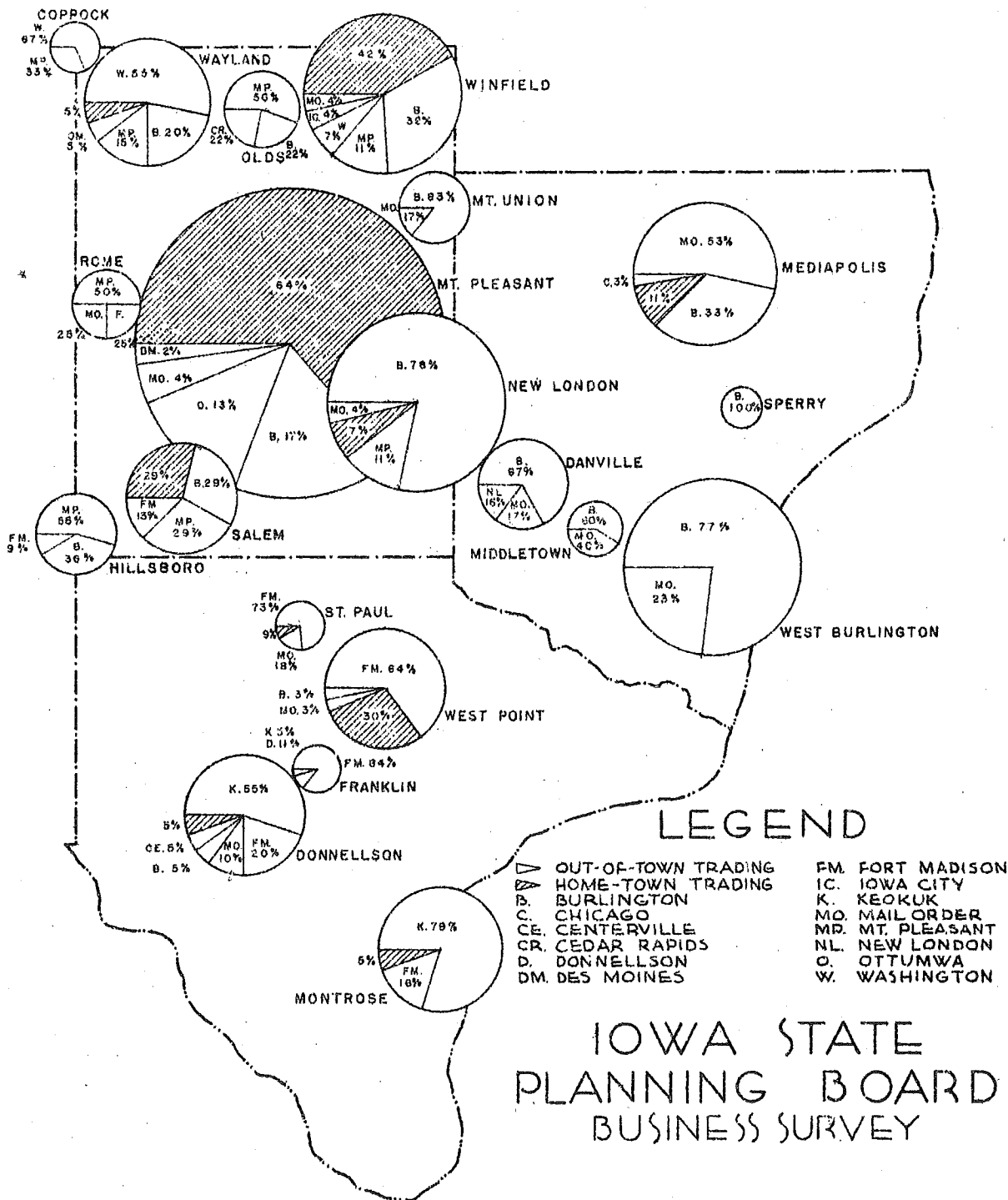
Miles Distant from Keokuk	Town	Population 1930	Groceries	Drugs and Medicines	Kitchen Utensils	Women's Apparel	Women's Shoes	Men's Suits	Men's Work Clothing	Furniture
12	Montrose	621	42	53	53	79	79	95	47	100
22	Donnellson	581	0	10	11	55	60	51	0	23
26	Franklin	92	0	0	11	5	5	7	6	23
31	West Point	536	0	0	0	0	0	4	0	4
34	St. Paul	89	0	0	0	0	0	0	0	0
35	Salem	460	0	0	0	0	0	0	0	0
38	New London	1,336	0	0	0	0	3	0	0	0
43	Hillsboro	281	0	0	0	0	0	0	0	0
44	Mt. Pleasant	3,743	0	0	0	0	0	2	0	0
53	Rome	144	0	0	0	0	0	0	0	0
56	Olds	227	0	0	0	0	0	0	0	0
57	Mt. Union	167	0	0	0	0	0	0	0	0
60	W. Burlington	1,333	0	0	0	0	0	0	0	0
61	Winfield	933	0	0	0	0	0	0	0	0
62	Wayland	625	0	0	0	0	0	0	0	0
64	Coppock	93	0	0	0	0	0	0	0	0
66	Middletown	126	0	0	0	0	0	0	0	0
70	Danville	327	0	0	0	0	0	0	0	0
72	Mediapolis	793	0	0	0	0	0	0	0	0

mapped out in pie diagrams on Charts 12 and 13. Each "pie" or circle, which is proportionate in size to the population of the town, shows the percentage of home and out-of-town trading and the towns where purchases are made. As will be observed, the mail order business is considerable. \* In Middletown it is 40 per cent for women's coats and dresses and 23 per cent in West Burlington. In men's suits it reaches 12 per cent in West Point and 21 per cent in Mediapolis.

### The Larger Shopping Centers

Although the Mississippi River limits the eastern extent of the trading areas of Burlington, Fort Madison, and Keokuk, these cities are the leading shopping centers of the three counties. As we have seen, Mount Pleasant, in the northwestern part of the area, is an important center for some types of goods. Its location at the intersection of two highways is favorable, but its population and shopping goods establishments are small in comparison with those of the river cities. Three main roads converge both at Keokuk and at Fort Madison. Six main roads enter Burlington and help this city to dominate the area in shopping goods. Burlington gets some trade in clothing and furniture from points 50 miles distant. Fort Madison and Keokuk draw but little shopping trade from points farther out than 30 miles.

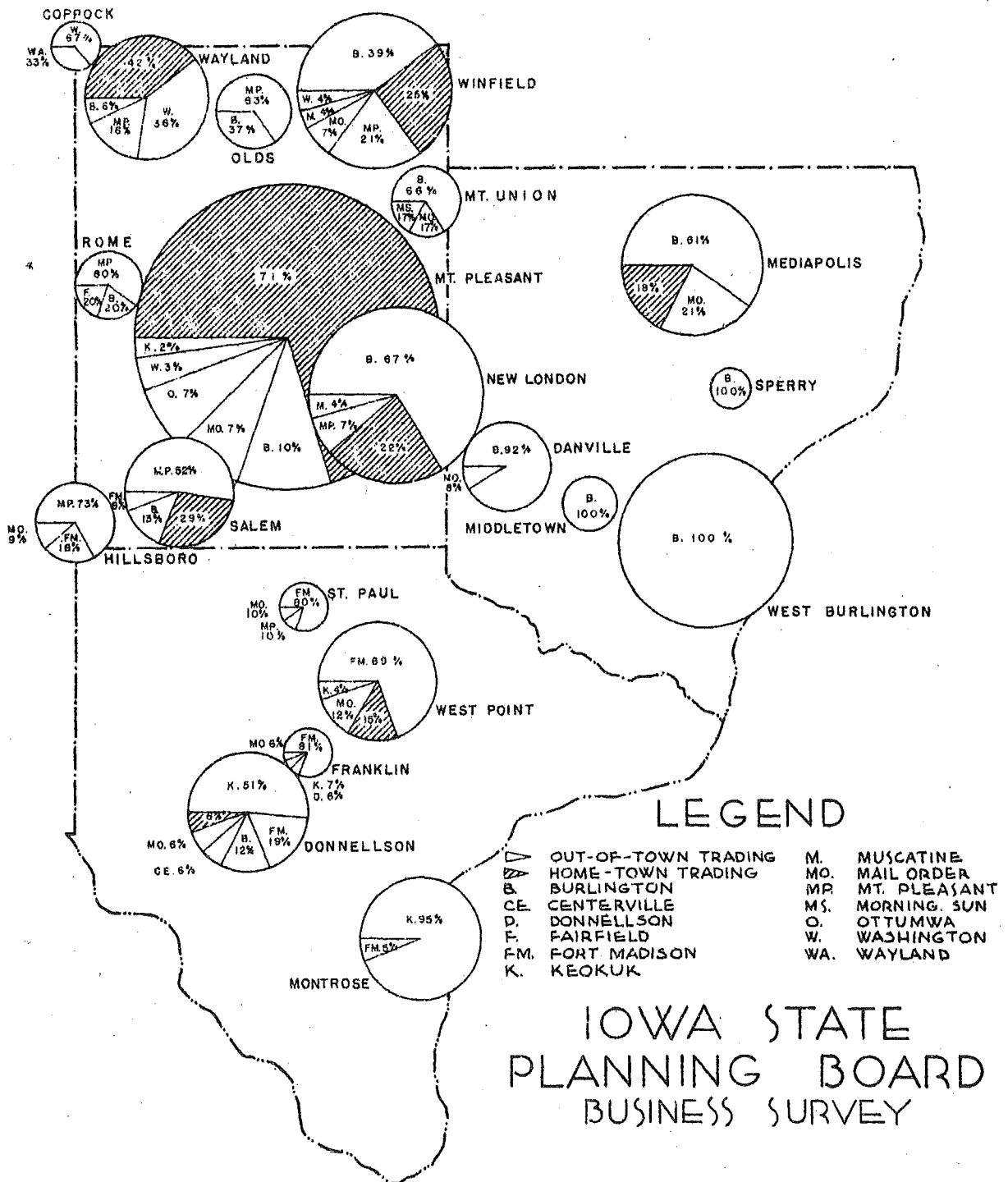
An approximate estimate of the number of customers within the trade territory of any definite city may be obtained by adding to the number of its farm customers the aggregate of its town and village customers. The populations of the towns are well known, and the rural populations in the various trade districts may be estimated. Areas for groceries, men's suits, women's coats and dresses have been measured, the number of square



# LOCAL & OUT-OF-TOWN PURCHASES OF WOMEN'S COATS & DRESSES

HENRY, DES MOINES,  
AND LEE COUNTIES

W. P. A.  
PROJECT  
1006



# LOCAL & OUT-OF-TOWN PURCHASES OF MEN'S SUITS

## HENRY, DES MOINES, AND LEE COUNTIES

W. D. A.  
PROJECT  
1006

TABLE XIX  
ESTIMATED AREAS OF TRADE TERRITORIES  
FOR GROCERIES, WOMEN'S APPAREL, AND MEN'S SUITS

Population 1930	Town	Approximate number of square miles in trade territory		
		Gro- ceries	Women's Apparel	Men's Suits
---	Denmark	19	---	---
---	Swedesburg	10	---	---
---	Augusta	19	---	---
---	Kingston	26	---	---
---	Pleasant Grove	19	---	---
---	Yarmouth	26	---	---
89	St. Paul	32	---	---
92	Franklin	21	---	---
126	Middletown	32	---	---
167	Mt. Union	19	---	---
227	Olds	10	---	---
281	Hillsboro	45	---	---
327	Danville	26	---	---
536	West Point	51	---	---
581	Donnellson	77	32	45
625	Wayland	51	---	---
793	Mediapolis	58	83	54
933	Winfield	38	---	---
1,336	New London	58	---	---
3,743	Mt. Pleasant	230	270	304
13,779	Ft. Madison	132	384	243
15,106	Keokuk	140	208	160
26,755	Burlington	166	296	346
---	Hillsboro-Salem-Houghton	58	---	---
---	Oakville-Burlington	---	38	---
---	Mt. Pleasant-Burlington	---	75	---
---	New London-Burlington	---	26	---
---	New London-Mt. Pleasant-- Burlington	---	---	51
---	Ft. Madison-Keokuk	---	---	160

miles being shown in Table XIX. By applying the percentages of "coverage" in Tables II, III, and IV to the figures in Table XIX and multiplying the result by 18 - the assumed average per square mile of the open-country population - a rough approximation of the number of farm customers may be obtained. This added to the percentage of population served in the given city will give the total number of people served by the community.

#### The Future

If present trends continue, more all-weather roads would increase the incoming out-of-town trade of the larger shopping centers of this section. Better roads, presumably, would reduce the volume of the mail order business. But it seems reasonable to assume that road improvement would not seriously reduce the volume of local business, since better roads would stimulate business in general and also make new branches of business possible in the smaller centers.