

## HORTICULTURAL SPECIALTIES

Table 5.—TOTAL SALES BY METHOD, VALUE OF CROPS AT WHOLESALE PRICES, RETURNS AND ALLOWANCES, AND COST OF FLOWER, NURSERY, AND BULB STOCK PURCHASED, BY SIZE OF ESTABLISHMENT: 1959

Item	Total	Establishments with total sales of—		Item	Total	Establishments with total sales of—	
		Less than \$10,000	\$10,000 or more			Less than \$10,000	\$10,000 or more
<b>ESTABLISHMENTS BY METHOD OF SALE</b>				<b>VALUE OF CROPS</b>			
Wholesale only.....number...	6,654	2,308	4,346	Value of crops at wholesale prices.....dollars...	515,681,277	33,634,164	482,047,113
percent distribution...	100.0	34.7	65.3	Average per establishment			
percent of all establishments...	37.0	27.0	46.1	reporting.....dollars...	28,651	3,928	51,081
Retail only.....number...	4,045	2,832	1,213	percent of total sales...	88.2	77.9	89.0
percent distribution...	100.0	70.0	30.0	percent distribution...	100.0	6.5	93.5
percent of all establishments...	22.5	33.1	12.9	<b>RETURNS AND ALLOWANCES</b>			
Wholesale and retail.....number...	7,300	3,422	3,878	Returns and allowances (discounts and value of			
percent distribution...	100.0	46.9	53.1	returned products).....establishments reporting...	1,943	571	1,372
percent of all establishments...	40.6	40.0	41.1	percent distribution...	100.0	29.4	70.6
<b>TOTAL SALES</b>				dollars...	5,205,920	367,865	4,838,055
Total sales.....establishments reporting...	17,999	8,562	9,437	Average per establishment			
percent distribution...	100.0	47.6	52.4	reporting.....dollars...	2,679	644	3,526
Value of sales.....dollars...	584,751,415	43,172,600	541,578,815	percent of total sales...	0.9	0.9	0.9
Average per establishment				percent distribution...	100.0	7.1	92.9
reporting.....dollars...	32,488	5,042	57,389	<b>COST</b>			
percent distribution...	100.0	7.4	92.6	Cost of flower, nursery, and bulb			
Value of wholesale sales.....dollars...	435,052,807	19,839,831	415,212,976	stock purchased.....establishments reporting...	11,369	5,134	6,235
percent of total sales...	74.4	46.0	76.7	percent distribution...	100.0	45.2	54.8
percent distribution...	100.0	4.6	95.4	dollars...	95,313,734	14,791,961	80,521,773
Value of retail sales.....dollars...	149,698,608	23,332,769	126,365,839	Average per establishment			
percent of total sales...	25.6	54.0	23.3	reporting.....dollars...	8,384	2,881	12,914
percent distribution...	100.0	15.6	84.4	percent of total sales...	16.3	34.3	14.9
				percent distribution...	100.0	15.5	84.5