

CHAPTER 13.—HOUSEHOLD-APPLIANCE CHAINS

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HOUSEHOLD-APPLIANCE CHAINS

INTRODUCTION

This is the third report of the merchandising series, presenting facts derived from the first nation-wide Census of Distribution which is a part of the Fifteenth Decennial Census of the United States. It deals with the subject of retail distribution through chains in the household-appliance field.

Sales at retail by chains in the household-appliance field amount to \$191,500,000, according to the retail census report compiled as part of the 1930 Census of Distribution. There are 262 chains, with 4,472 units, selling electrical or gas appliances or both, and their sales in 1929, the year on which the census figures are based, total \$191,547,403.

The count includes 219 utility-operated chains, with sales of \$141,701,699 or 73.98 per cent of the total sales of all household-appliance chains, 5 manufacturer-controlled chains or sales branch systems, 3 leased-department chains, and one organization selling from house to house. Utility-operated chains consist of stores operated by public utilities, particularly electric and gas companies, for the sale of appliances to promote the greater consumption of power or heat. The report distinguishes clearly between heating appliances and power appliances.

Of the 4,472 units or stores in operation at the end of the reporting year, 56 were opened by chains organized that year, 404 were added to existing chains, 2,082 were found to be from 1 to 5 years old, and 1,930 had been in operation more than 5 years.

This report shows that 41 per cent of the sales of household-appliance chains are made in cities with population over 10,000; 19 per cent in cities between 25,000 and 100,000 in size; 13 per cent in cities between 10,000 and 25,000 in size, and the remaining 27 per cent in rural areas, towns, and small cities of less than 10,000 population. One-half of the sales are made in the eight States of New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Michigan, and Wisconsin. Sales in the Mountain Division, often the lowest in comparison with the other more populous sections of the country, exceed the sales in four other geographic divisions including New England and the South Atlantic States, where the population is two to four times as great. In all divisions, chains of about 25 units appear to predominate in number.

Local chains, described as those which operate largely in and around one principal city, aggregate 199 in number, with 2,980 units, and do a total business of \$126,149,587 or 66 per cent of the total reported for all types of chains. Sectional chains, limited to one main section of the country such as the Pacific coast or the New England States, report sales of \$38,597,052 or 20 per cent of the total. There are 49 sectional chains, with 1,226 units. National chains do 14 per cent of the total business, or \$26,800,764. There are 14 national chains, with 266 units. This classification includes all chains whose interests are broader than those of any one section of the country.

Household-appliance chains are divided into three kinds: Those selling electrical appliances solely, those selling only gas appliances, and those selling both gas and electric appliances. There are 154 chains which sell electrical appliances only, and their sales amount to \$115,697,787 or 60 per cent of the total;

44 chains sell gas appliances only, with aggregate sales of \$20,098,352 or 10 per cent; the remaining 30 per cent of sales is made by 64 chains which sell both gas and electric appliances. An analysis of the sales of each type of chain is included in the report.

The 262 chains use far more men than women as sales people. They employ 20,635 men and 3,450 women on a full-time basis, and pay them \$33,578,560 annually in salaries, wages, and commissions. In addition they use the part-time services of 3,746 men and 1,212 women at a pay-roll cost of \$2,275,366 annually, a total yearly pay roll of nearly \$36,000,000. This total includes the compensation of sales people, sales office employees, installation men, service men, and inspectors, and a proportion of central-office administrative salaries.

Central-office administrative salaries are reported by 24 chains, the sales of which aggregate \$33,141,987 or about 17 per cent of all household-appliance chain sales. These chains report that the salaries of 63 administrative officers, active in the business, amount to 1.6 per cent of sales, and that the salaries of 1,154 central-office clerks, stenographers, and other employees aggregate an additional 6 per cent of the sales of such chains. These central-office expenses are supposed to be prorated to the stores of the chains, and to be included in the salary expense described above. The Bureau calls attention to the fact, however, that in the case of a number of the utility-operated chains which often use some of the same people to attend the salesrooms who also work in the commercial offices, in which latter the usual business of the utility company is handled, the proportion of salaries charged to the household-appliance stores is often arbitrary and in some cases is excessive. The aggregate of such excessive prorated expense is small and has little effect upon the resulting totals, and therefore has been included as reported to the Bureau.

In addition to salaries and wages, which require \$18.71 of each \$100 of net sales, the household-appliance chains pay for rent, or rental value of retail premises, a total of \$4,916,794 (\$2.57 of each \$100 of sales), and \$26,733,956 for other operating expenses, a total expense of 35.24 per cent of net sales. Stocks of merchandise on hand for sale at the end of the reporting year, at cost values, aggregate \$31,693,893.

CREDIT SALES

Of the \$191,547,403 of total sales, \$77,175,425 or 40 per cent is sold for cash, \$75,005,115 or 39 per cent is sold on the installment basis, and the remaining \$39,366,863 or 21 per cent is sold on open charge account. These percentages vary somewhat with the three different kinds of chains. Of the 154 electrical-appliance chains, 122 sell on credit, but only 73 of the same chains report that they also sell on the installment basis. Of the 44 gas-appliance chains, 36 sell on credit and 20 of the 36 sell on installments. Of the chains which sell on the installment basis, in the case of both the gas-appliances and the electrical-appliance chains, 54 per cent of their sales are on the deferred-payment basis. There are 64 combination gas and electric appliance chains, of which 28 sell on installments and an additional 17 offer their customers the privilege of open charge accounts. Only 16 per cent of the sales of such chains is for cash, 22 per cent is on open account, and 62 per cent is on the installment plan. According to the reports received by the Census Bureau from the chains involved, a considerable number of appliance chains do no installment credit business, or did not do so in 1929.

AGE OF UNITS AND GEOGRAPHIC DISTRIBUTION

An interesting table in the report shows the number of units opened in 1929 (the reporting year), those one to five years old, and those more than five years

old, classified according to the nine Census divisions into which the country is divided. The rapidity of growth varies considerably in the different sections of the country, but for the country as a whole it appears that slightly more than 10 per cent of all units operating at the end of 1929 were opened during that year. Nearly double that rate of growth, however, was registered in the division which includes the States of Arkansas, Louisiana, Oklahoma, and Texas.

BREAKDOWN OF SALES BY COMMODITIES

Sales are reported by commodities for each of the three kinds of chains. One table for chains dealing exclusively in electrical appliances, lists the several commodities sold and shows the relation of each to the total net sales. Similar information is shown for gas-appliance chains and for those chains selling both electric and gas appliances.

The electric-appliance chains, with total sales of \$115,697,787, report that about 70 per cent of that total represents the sale of motor-driven devices, including refrigerators. Ranges, heaters, electrical supplies, radios and service charges account for the remaining 30 per cent of sales. Refrigerator sales alone amount to nearly 15 per cent of all sales.

Less variety of commodities is shown by chains selling gas appliances. Gas stoves, water heaters and refrigerators account for nearly 70 per cent of the total sales of \$20,098,352. Other gas appliances account for 22 per cent, while the remaining 8 per cent of sales is attributed to plumbing equipment, home furnishings, and service charges to customers. Refrigerator sales alone amount to nearly 18 per cent of all sales.

The commodity reports for chains selling both electric and gas appliances show that 41 per cent of total sales is derived from the sale of electrical appliances and supplies including radios, as compared with approximately 30 per cent from the sale of gas appliances and supplies. Service charges amount to 4 per cent, miscellaneous commodities to 13 per cent, and refrigerator sales amount to 11 per cent of the total sales of \$55,751,264 by this group of chains.

A special analysis (Table 9) is included to show what commodities are sold by utility-operated chains.

TABLE 1.—SALES CLASSIFIED BY SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS

[See map on p. 2 for States included in each division]

DIVISION AND CLASSIFICATION	Net sales of all chains	CHAINS CLASSIFIED BY SIZE				
		More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
		(13 chains)	(43 chains)	(65 chains)	(76 chains)	(65 chains)
UNITED STATES						
Total	\$191,547,403	\$22,257,226	\$65,837,027	\$58,309,531	\$30,713,333	\$14,430,286
Cities and places of—						
More than 100,000	78,759,971	4,860,939	21,406,402	29,400,090	15,707,205	7,385,335
Between 25,000 and 100,000	36,125,673	4,754,434	12,744,366	10,559,646	4,488,195	3,579,032
Between 10,000 and 25,000	24,844,902	3,481,609	11,189,321	6,103,697	3,394,112	676,163
Less than 10,000	51,816,857	9,160,244	20,496,938	12,246,098	7,123,821	2,789,756
NEW ENGLAND DIV.						
Total	9,845,448	2,867,366	1,290,264	4,196,846	1,382,162	108,810
Cities and places of—						
More than 100,000	2,844,585	394,334	651,472	1,402,031	394,937	1,811
Between 25,000 and 100,000	2,874,734	723,825	155,716	1,643,776	351,417	-----
Between 10,000 and 25,000	1,466,226	639,470	357,848	152,026	241,094	75,788
Less than 10,000	2,659,903	1,109,737	125,228	999,013	394,714	31,214

TABLE 1.—SALES CLASSIFIED BY SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS—Continued

DIVISION AND CLASSIFICATIONS	Net sales of all chains	CHAINS CLASSIFIED BY SIZE				
		More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
		(13 chains)	(43 chains)	(65 chains)	(76 chains)	(65 chains)
MIDDLE ATLANTIC DIV.						
Total.....	\$50,505,921	\$3,594,474	\$18,573,284	\$17,960,506	\$7,333,840	\$3,043,817
Cities and places of—						
More than 100,000.....	25,791,678	663,064	6,527,722	13,301,514	4,593,056	706,322
Between 25,000 and 100,000.....	8,441,646	1,328,160	3,386,233	1,258,477	1,125,914	1,342,862
Between 10,000 and 25,000.....	6,032,283	544,524	3,035,727	1,857,280	531,857	62,895
Less than 10,000.....	10,240,314	1,058,726	5,623,602	1,543,235	1,083,013	931,738
EAST NORTH CENTRAL DIV.						
Total.....	45,332,085	2,996,675	6,411,609	17,249,371	11,907,806	6,766,624
Cities and places of—						
More than 100,000.....	23,497,583	1,057,749	580,092	8,569,896	8,681,206	4,608,640
Between 25,000 and 100,000.....	10,261,615	300,979	2,781,682	4,556,785	1,284,648	1,337,521
Between 10,000 and 25,000.....	4,299,165	228,954	1,473,598	1,239,766	966,328	390,439
Less than 10,000.....	7,273,722	1,408,993	1,576,237	2,882,894	975,624	429,974
WEST NORTH CENTRAL DIV.						
Total.....	22,976,282	597,580	8,516,031	8,442,885	3,326,950	2,092,836
Cities and places of—						
More than 100,000.....	8,256,025	189,690	3,592,456	3,212,487	129,334	1,132,058
Between 25,000 and 100,000.....	2,828,014	-----	1,361,888	796,909	590,722	78,495
Between 10,000 and 25,000.....	2,986,593	123,021	1,110,061	938,365	710,397	104,749
Less than 10,000.....	8,905,650	284,869	2,451,626	3,495,124	1,896,497	777,534
SOUTH ATLANTIC DIV.						
Total.....	11,058,239	4,203,763	2,996,071	2,949,433	551,729	357,243
Cities and places of—						
More than 100,000.....	2,401,096	1,205,663	375,495	687,055	132,883	-----
Between 25,000 and 100,000.....	3,359,708	509,370	1,476,991	1,012,917	102,709	257,721
Between 10,000 and 25,000.....	1,705,650	526,476	475,436	659,899	35,841	7,995
Less than 10,000.....	3,591,785	1,962,254	668,149	589,562	280,296	91,524
EAST SOUTH CENTRAL DIV.						
Total.....	5,777,007	1,800,102	2,442,530	1,109,614	182,708	242,053
Cities and places of—						
More than 100,000.....	981,497	51,487	930,010	-----	-----	-----
Between 25,000 and 100,000.....	630,118	337,321	66,738	84,082	35,255	106,722
Between 10,000 and 25,000.....	1,658,891	371,371	779,774	377,251	96,251	34,244
Less than 10,000.....	2,506,501	1,039,923	666,008	648,281	51,202	101,087
WEST SOUTH CENTRAL DIV.						
Total.....	11,952,538	1,934,016	5,325,934	1,813,442	2,654,377	224,769
Cities and places of—						
More than 100,000.....	1,520,946	-----	304,616	478,338	737,992	-----
Between 25,000 and 100,000.....	2,329,302	392,583	957,447	383,131	596,141	-----
Between 10,000 and 25,000.....	1,806,053	266,913	1,002,524	189,995	346,621	-----
Less than 10,000.....	6,296,237	1,274,520	3,061,347	761,978	973,623	224,769
MOUNTAIN DIVISION						
Total.....	14,072,909	353,985	10,612,568	1,740,913	791,398	574,045
Cities and places of—						
More than 100,000.....	5,595,985	-----	5,422,549	142,181	31,255	-----
Between 25,000 and 100,000.....	1,851,390	96,409	1,137,007	204,370	-----	413,604
Between 10,000 and 25,000.....	1,873,668	123,391	1,307,089	384,104	59,084	-----
Less than 10,000.....	4,751,866	134,185	2,745,923	1,010,258	701,059	160,441
PACIFIC DIVISION						
Total.....	20,026,974	3,909,265	9,668,736	2,846,521	2,582,363	1,020,089
Cities and places of—						
More than 100,000.....	7,870,576	1,298,952	3,021,990	1,606,588	1,006,542	936,504
Between 25,000 and 100,000.....	3,549,146	1,065,787	1,420,664	619,199	401,389	42,107
Between 10,000 and 25,000.....	3,016,373	657,489	1,647,264	304,981	406,639	-----
Less than 10,000.....	5,590,879	887,037	3,578,818	315,753	767,793	41,478

TABLE 2.—SALES CLASSIFIED BY TYPE OF OPERATION AND SIZE OF CHAIN

SIZE-CLASS	ALL TYPES OF CHAINS				LOCAL CHAINS			SECTIONAL CHAINS			NATIONAL CHAINS			
	Num-ber of chains	Num-ber of units	Net sales (1929)	Per cent of total sales	Average sales per unit	Num-ber of chains	Num-ber of units	Net sales (1929)	Num-ber of chains	Num-ber of units	Net sales (1929)	Num-ber of chains	Num-ber of units	Net sales (1929)
Total.....	262	4,472	\$191,547,403	100.0 ⁰	\$42,833	199	2,980	\$126,149,587	49	1,226	\$38,597,052	14	286	\$26,800,764
Chains of more than 50 units.....	13	1,069	22,257,226	11.62	20,821	9	676	10,950,418	3	2,393	2 11,306,808	1	(1)	(1)
Electrical appliances.....	13	1,069	22,257,226	11.62	20,821	9	676	10,950,418	3	2,393	2 11,306,808	1	(1)	(1)
Gas appliances.....
Electric and gas appliances.....
Chains of 26 to 50 units.....	43	1,495	65,837,027	34.37	44,038	26	862	40,039,469	15	2,633	2 25,797,568	2	(1)	(1)
Electrical appliances.....	25	887	28,168,434	14.71	31,757	14	479	14,124,875	10	2,408	2 14,043,569	1	(1)	(1)
Gas appliances.....	2	76	1,284,928	1.67	16,907	2	76	1,284,928
Electric and gas appliances.....	16	532	36,383,665	18.99	68,390	12	383	25,914,594	3	2,149	2 10,469,071	1	(1)	(1)
Chains of 11 to 25 units.....	65	1,042	58,309,531	30.44	55,959	49	764	40,188,687	13	2,119	7,880,737	3	59	10,240,107
Electrical appliances.....	35	586	36,365,232	18.98	62,057	26	425	20,711,662	8	2,161	2 15,663,570	1	(1)	(1)
Gas appliances.....	16	245	10,719,508	5.60	43,753	11	155	8,901,442	3	3,900	2 1,818,066	2	(1)	(1)
Electric and gas appliances.....	14	211	11,224,791	5.86	53,198	12	184	10,575,583	2	27	2 649,208
Chains of 6 to 10 units.....	76	581	30,713,333	16.04	52,863	55	415	21,262,960	15	1,200	5,766,217	6	46	3,684,156
Electrical appliances.....	43	340	22,267,071	11.63	65,491	29	226	14,292,672	10	81	4,516,501	4	33	3,457,898
Gas appliances.....	15	109	3,528,976	1.84	32,376	12	87	2,401,495	3	2,222	2 577,481	1	(1)	(1)
Electric and gas appliances.....	18	132	4,917,286	2.57	37,252	14	102	4,018,793	2	3,300	2 898,493	1	(1)	(1)
Chains of less than 6 units.....	65	285	14,430,286	7.53	50,633	60	263	13,708,053	3	3,222	2 722,233	2	(1)	(1)
Electrical appliances.....	38	163	6,639,824	3.47	40,735	34	145	5,957,341
Gas appliances.....	16	75	4,564,940	2.38	60,866	16	75	4,564,940
Electric and gas appliances.....	11	47	3,225,522	1.68	68,628	10	43	3,185,772

¹ Combined with sectional chains to avoid disclosing individual operations.

² Includes 1 national chain.

³ Includes 2 national chains.

TABLE 3.—EMPLOYMENT, WAGE AND EXPENSE DATA

SIZE—CLASS	Num-ber of chains	NUMBER OF UNITS OPERATED BY			NUMBER OF EMPLOYEES AND PAY ROLL						OTHER OPERATING EXPENSES ¹ OF STORES ¹ (including rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	Total oper-ating ex-penses (per cent of sales)	
		Local chains	Sectional chains	National chains	Full time		Part time		Males	Females					Salaries and wages
					Males	Females	Males	Females							
Total, all household appliance chains.....	262	2,980	1,226	266	20,635	3,450	\$33,578,560	3,746	1,212	\$2,275,366	\$31,650,750	\$31,693,893	\$191,547,403	35.24	
Electrical appliances.....	154	1,951	916	178	14,231	2,298	21,172,268	2,243	701	1,516,348	18,404,459	17,144,906	115,697,787	35.57	
Gas appliances.....	44	285	143	45	1,970	306	3,063,983	407	85	3,362,789	3,362,789	4,616,883	20,098,352	33.39	
Electric and gas appliances.....	64	744	167	43	4,434	846	9,342,309	1,096	426	476,823	9,822,502	9,932,104	55,751,264	35.23	
Chains of more than 50 units.....	13	676	314	79	2,945	353	3,756,879	791	358	584,230	3,402,731	3,950,882	22,257,226	34.79	
Electrical appliances.....	13	676	314	79	2,945	353	3,756,879	791	358	584,230	3,402,731	3,950,882	22,257,226	34.79	
Gas appliances.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Electric and gas appliances.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Chains of 26 to 50 units.....	43	862	559	74	6,469	1,036	11,076,702	1,611	540	730,235	12,123,329	10,489,734	65,837,027	37.26	
Electrical appliances.....	25	479	370	38	3,215	432	4,999,542	661	159	362,858	4,918,056	3,913,844	28,168,434	36.50	
Gas appliances.....	2	-----	76	-----	56	31	105,956	78	37	26,582	99,703	376,452	1,284,938	18.07	
Electric and gas appliances.....	16	383	113	36	3,198	573	6,571,204	872	344	340,795	7,105,570	6,199,438	36,383,665	38.53	
Chains of 11 to 25 units.....	65	764	219	59	6,661	1,232	10,787,007	995	229	744,444	8,920,528	9,678,053	58,309,531	35.07	
Electrical appliances.....	35	425	141	20	5,003	895	7,641,846	666	144	480,057	5,826,569	5,202,971	36,365,232	38.36	
Gas appliances.....	16	155	51	39	1,023	172	1,522,340	199	40	178,512	1,961,948	2,562,433	10,719,508	34.17	
Electric and gas appliances.....	14	184	27	-----	635	165	1,622,821	130	45	58,875	1,132,011	1,912,649	11,224,791	25.31	
Chains of 6 to 10 units.....	76	415	120	46	2,937	553	4,830,286	225	68	154,663	4,483,706	5,076,794	30,713,333	30.84	
Electrical appliances.....	43	226	81	33	2,333	446	3,582,756	74	28	61,994	3,251,578	3,155,233	22,267,071	30.97	
Gas appliances.....	15	87	16	6	310	30	550,084	75	3	44,736	563,396	821,383	3,528,976	32.82	
Electric and gas appliances.....	18	102	23	7	284	77	697,446	76	37	47,933	698,732	1,100,178	4,917,286	28.76	
Chains of less than 6 units.....	65	263	14	8	1,623	276	2,527,686	124	17	61,794	2,720,456	2,498,430	14,430,286	36.80	
Electrical appliances.....	38	145	10	8	735	172	1,191,245	51	12	27,209	1,065,525	921,976	6,639,824	34.40	
Gas appliances.....	16	75	-----	-----	601	73	885,603	55	5	32,365	738,742	856,615	4,564,940	36.29	
Electric and gas appliances.....	11	43	4	-----	287	31	450,838	18	-----	2,220	916,189	719,839	3,225,522	42.45	

¹ Of the total number of stores, 3,126 are in leased premises, for which the annual rent aggregates \$3,278,601, or 3.47 per cent of sales in such leased premises.

TABLE 4.—OPERATING EXPENSES ¹

[Retail expenses only]

	Totals, all chains (262 chains)	Chains of more than 50 units (13 chains)	Chains of 26 to 50 units (43 chains)	Chains of 11 to 25 units (65 chains)	Chains of 6 to 10 units (76 chains)	Chains of less than 6 units (65 chains)
Net sales.....	\$191,547,403	\$22,257,226	\$65,837,027	\$58,309,531	\$30,713,333	\$14,430,286
Reported expenses—total.....	67,504,676	7,743,840	24,530,266	20,451,979	9,468,655	5,309,936
Total wage cost.....	35,853,926	4,341,109	12,406,937	11,531,451	4,984,949	2,589,480
Salaries and wages paid 24,085 full-time employees.....	33,578,560	3,756,879	11,676,702	10,787,007	4,830,286	2,527,686
Salaries and wages paid 4,958 part-time employees.....	2,275,366	584,230	730,235	744,444	154,663	61,794
Other operating expenses including rent ²	31,650,750	3,402,731	12,123,329	8,920,528	4,483,706	2,720,456

¹ This computation of expenses includes no return on capital invested in merchandise fixtures, or accounts. Expenses do not include, of course, the cost of merchandise sold, nor profit.

² Of the total number of stores, 3,126 are in leased premises, for which the annual rent aggregates \$3,278,601, or 3.47 per cent of sales in such leased premises.

TABLE 5.—CREDIT SALES

	Total amounts	Per cent of sales
All household-appliance chains:		
Net sales of 203 chains reporting sales on open account and installments.....	\$149,635,850	100.00
Cash sales.....	35,263,872	23.57
Credit sales on open account.....	39,366,863	26.31
Credit sales on installment (121 chains).....	75,005,115	50.12
Electric household-appliance chains:		
Net sales of 122 chains reporting sales on open account and installments.....	95,353,225	100.00
Cash sales.....	23,639,245	24.79
Credit sales on open account.....	28,089,331	29.46
Credit sales on installments (73 chains).....	43,624,649	45.75
Gas household-appliance chains:		
Net sales of 36 chains reporting sales on open account and installments.....	17,013,459	100.00
Cash sales.....	5,826,326	34.25
Credit sales on open account.....	3,013,013	17.71
Credit sales on installments (20 chains).....	8,174,120	48.04
Electric and gas household-appliance chains:		
Net sales of 45 chains reporting sales on open account and installments.....	37,269,166	100.00
Cash sales.....	5,798,300	15.56
Credit sales on open account.....	8,264,520	22.17
Credit sales on installments (28 chains).....	23,206,346	62.27

TABLE 6.—INSTALLMENT CREDIT

NOTE.—Included in credit sales in Table 5 are a smaller number of chains selling household appliances on the installment basis. The installment sales of such chains represent from 54.1 per cent to 67.4 per cent of the same chains' totals sales, as follows:

	Total amounts	Per cent of sales
All household-appliance chains: Net sales of 121 chains reporting sales on installments.....	\$129,981,944	100.00
Cash sales.....	26,728,202	20.56
Credit sales on open account.....	28,248,627	21.73
Credit sales on installments.....	75,005,115	57.71
Electric household-appliance chains: Net sales of 73 chains reporting sales on installments.....	80,478,042	100.00
Cash sales.....	16,336,195	20.30
Credit sales on open account.....	20,517,198	25.49
Credit sales on installments.....	43,624,649	54.21
Gas household-appliance chains: Net sales of 20 chains reporting sales on installments.....	15,083,364	100.00
Cash sales.....	4,950,998	32.83
Credit sales on open account.....	1,958,246	12.98
Credit sales on installments.....	8,174,120	54.19
Electric and gas household-appliance chains: Net sales of 28 chains reporting sales on open account and installments.....	34,420,538	100.00
Cash sales.....	5,441,009	15.81
Credit sales on open account.....	5,773,183	16.77
Credit sales on installments.....	23,206,346	67.42

TABLE 7.—CHAIN UNITS CLASSIFIED BY AGE OF UNITS AND GEOGRAPHIC DIVISION

[See map on p. 2 for States included in each division]

GEOGRAPHIC DIVISIONS AND AGE OF UNITS	Total number of units ¹	NUMBER OF UNITS IN CHAINS OF—				
		More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
UNITED STATES.....	4,472	1,069	1,495	1,042	581	285
Established—						
1929.....	397	85	97	117	47	51
1925 to 1928.....	1,824	370	581	474	271	128
Prior to 1925.....	1,685	450	625	345	188	77
Units not classified by geographic division and age.....	566	164	192	106	75	29
NEW ENGLAND DIVISION:						
Total.....	203	76	35	48	35	9
Established—						
1929.....	18	11	1	5		1
1925 to 1928.....	39	10	3	6	17	3
Prior to 1925.....	146	55	31	37	18	5
MIDDLE ATLANTIC DIVISION:						
Total.....	610	103	193	189	82	43
Established—						
1929.....	67	17	16	28	1	5
1925 to 1928.....	243	39	68	74	44	18
Prior to 1925.....	300	47	109	87	37	20

Footnote at end of table.

TABLE 7.—CHAIN UNITS CLASSIFIED BY AGE OF UNITS AND GEOGRAPHIC DIVISIONS—Continued

GEOGRAPHIC DIVISIONS AND AGE OF UNITS	Total number of units ¹	NUMBER OF UNITS IN CHAINS OF —				
		More than 50 units	26 to 50 units	11 to 25 units	6 to 10 units	Less than 6 units
EAST NORTH CENTRAL DIVISION:						
Total	799	228	181	207	107	76
Established—						
1929	66	12	1	27	11	15
1925 to 1928	257	26	33	90	62	46
Prior to 1925	476	190	147	90	34	15
WEST NORTH CENTRAL DIVISION:						
Total	512	4	202	149	93	64
Established—						
1929	48	1	8	8	17	14
1925 to 1928	287	3	113	96	49	26
Prior to 1925	177		81	45	27	24
SOUTH ATLANTIC DIVISION:						
Total	354	142	129	50	21	12
Established—						
1929	31	7	18	4		2
1925 to 1928	273	118	99	28	18	10
Prior to 1925	50	17	12	18	3	
EAST SOUTH CENTRAL DIVISION:						
Total	269	84	119	52	10	4
Established—						
1929	29	6	20	3		
1925 to 1928	189	47	83	49	6	4
Prior to 1925	51	31	16		4	
WEST SOUTH CENTRAL DIVISION:						
Total	505	133	158	130	62	22
Established—						
1929	88	5	22	37	16	8
1925 to 1928	256	59	64	87	38	8
Prior to 1925	161	69	72	6	8	6
MOUNTAIN DIVISION:						
Total	238	10	150	39	26	13
Established—						
1929	19	3	11		1	4
1925 to 1928	75	7	40	8	16	4
Prior to 1925	144		99	31	9	5
PACIFIC DIVISION:						
Total	416	125	136	72	70	13
Established—						
1929	31	23		5	1	2
1925 to 1928	205	61	78	36	21	9
Prior to 1925	180	41	58	31	48	2

¹ Totals including unclassified units distributed or prorated on basis of distribution shown for units which could be directly classified as follows: More than 5 years old, 1,930; 1 to 5 years, 2,082; established in 1929, 460.

TABLE 8.—SALES BY COMMODITIES

COMMODITY	AS REPORTED		WHEN SALES NOT REPORTED BY COMMODITIES ARE PRORATED	
	Net sales	Per cent of total	Net sales	Per cent of total ¹
ELECTRIC HOUSEHOLD-APPLIANCE CHAINS				
Total.....	\$115,697,787	100.00	\$115,697,787	100.00
Electrical appliances and supplies:				
Electric household ironing machines, washing machines, vacuum cleaners, electric fans and other motor-driven appliances, exclusive of refrigerators.....	25,229,441	21.81	63,801,273	55.15
Portable electric household heating appliances (including irons, percolators, toasters, grills, bowl heaters, etc.).....	921,072	.80	2,327,654	2.01
Electric lighting equipment (residential, commercial, and industrial, including fixtures, portables, shades, reflectors, and floodlights)....	1,323,222	1.15	3,357,313	2.90
Incandescent lamps (of all types).....	564,329	.49	1,424,687	1.23
Electrical materials, supplies, and devices used in interior electrical construction.....	189,598	.16	477,460	.41
Commercial and industrial appliances (motor driven and heating, including motors, control equipment, etc.).....	837,990	.72	2,118,271	1.83
Electric ranges, water heaters, and other heavy duty heating appliances, including air heaters over 1,000 watts.....	2,772,816	2.40	7,009,841	6.06
Other electrical appliances and supplies.....	1,267,587	1.09	3,205,641	2.77
Not distributed (electrical appliances and supplies).....	32,305,342	27.92	(?)	(?)
Gas appliances.....	1,223,700	1.06	1,565,225	1.35
Refrigerators (electric and gas).....	13,263,069	11.46	16,974,308	14.67
Radios.....	4,493,005	3.88	5,750,323	4.97
Unclassified home furnishings.....	4,039,069	3.49	5,169,896	4.47
Service charged to customers.....	1,964,395	1.70	2,515,895	2.18
Not distributed (applying to entire list of commodities).....	25,298,152	21.87	(?)	(?)
GAS HOUSEHOLD-APPLIANCE CHAINS				
Total.....	20,098,352	100.00	20,098,352	100.00
Gas appliances and supplies:				
Gas stoves and ranges.....	4,562,014	22.70	8,667,060	43.12
Gas water heaters.....	857,501	4.27	1,629,538	8.11
Other gas appliances (except refrigerators).....	2,337,400	11.63	4,440,867	22.10
Not distributed (gas appliances and supplies).....	4,037,829	20.09	(?)	(?)
Electrical appliances.....	407,256	2.02	508,785	2.53
Refrigerators (electric and gas).....	2,857,149	14.21	3,569,855	17.76
Radios.....	55,609	.28	69,654	.35
Unclassified home furnishings.....	210,520	1.05	263,090	1.31
Heating and plumbing equipment.....	605,510	3.01	756,398	3.76
Service charged to customers.....	154,580	.77	193,105	.96
Not distributed (applying to entire list of commodities).....	4,012,984	19.97	(?)	(?)

Footnotes at end of table.

TABLE 8.—SALES BY COMMODITIES—Continued

COMMODITY	AS REPORTED		WHEN SALES NOT REPORTED BY COMMODITIES ARE PRORATED	
	Net sales	Per cent of total	Net sales	Per cent of total
CHAINS SELLING BOTH ELECTRICAL AND GAS HOUSEHOLD APPLIANCES				
Total.....	\$55,751,264	100.00	\$55,751,264	100.00
Electrical appliances and supplies:				
Electric household ironing machines, washing machines, vacuum cleaners, electric fans, and other motor-driven appliances, exclusive of refrigerators.....	2,911,366	5.22	9,435,360	16.92
Portable electric household heating appliances (including irons, percolators, toasters, grills, bowl heaters, etc.).....	817,525	1.47	2,649,479	4.75
Electric lighting equipment (residential, commercial, and industrial, including fixtures, portables, shades, reflectors, and floodlights).....	336,254	.60	1,089,698	1.95
Incandescent lamps (of all types).....	800,508	1.43	2,595,587	4.66
Electrical materials, supplies, and devices, used in interior electrical construction.....	330,032	.59	1,069,679	1.92
Commercial and industrial appliances (motor-driven and heating, including motors, control equipment, etc.).....	222,072	.40	719,393	1.29
Electric ranges, water heaters, and other heavy-duty heating appliances, including air heaters over 1,000 watts.....	572,549	1.03	1,855,674	3.33
Other electrical appliances and supplies (except refrigerators).....	441,818	.79	1,432,236	2.57
Not distributed (electrical appliances and supplies).....	11,287,036	20.25	(²)	(²)
Gas appliances and supplies:				
Gas stoves and ranges.....	3,801,915	6.82	8,720,998	15.64
Gas water heaters.....	1,414,497	2.54	3,244,601	5.82
Other gas appliances (except refrigerators).....	2,112,008	3.79	4,844,770	8.69
Not distributed (electrical appliances and supplies).....	6,959,682	12.48	(²)	(²)
Refrigerators (electric and gas).....	5,187,615	9.30	6,103,662	10.95
Radios.....	1,937,744	3.48	2,279,902	4.09
Unclassified home furnishings.....	2,824,577	5.07	3,323,174	5.96
Miscellaneous unclassified.....	3,438,643	6.17	4,045,995	7.26
Service charged to customers.....	1,980,695	3.57	2,341,056	4.20
Not distributed (applying to entire list of commodities).....	8,365,728	15.00	(²)	(²)

¹ In this column the sales not reported by commodities have been distributed or prorated on the basis of proration shown for the sales that were so reported.

² Prorated and added to sales of individual commodities, on basis of relative sales of individual commodities.

TABLE 9.—COMMODITIES SOLD BY UTILITY-OPERATED CHAINS

[Of the household appliance group]

	ELECTRICAL APPLIANCE CHAINS (121 chains)		ELECTRIC AND GAS APPLIANCE CHAINS (54 chains)		GAS APPLIANCE CHAINS (44 chains)	
	As reported	When sales not reported by commodities are prorated	As reported	When sales not reported by commodities are prorated	As reported	When sales not reported by commodities are prorated
	Per cent 100.00	Per cent 100.00	Per cent 100.00	Per cent 100.00	Per cent 100.00	Per cent 100.00
Ratio to total sales.....						
Electrical appliances and supplies:						
Electrical household machines.....	5.18	25.17	5.33	17.10		
Portable heating appliances.....	1.34	6.51	1.50	4.80		
Electric lighting equipment.....	.66	3.22	.62	1.98		
Incandescent lamps.....	.81	3.95	1.47	4.71		
Electrical material supplies.....	.28	1.35	.60	1.94		
Commercial and industrial appliances.....	.41	2.00	.41	1.31	2.05	2.60
Electric ranges and water heaters.....	3.72	18.06	1.05	3.36		
Other electrical appliances and supplies.....	1.58	7.67	.81	2.60		
Not distributed.....	34.44	(¹)	20.68	(¹)		
Gas appliances and supplies:						
Gas stoves and ranges.....			6.97	15.78	21.06	39.79
Gas water heaters.....			2.59	5.87	4.51	8.53
Other gas appliances.....	1.71	2.40	3.87	8.77	12.31	23.25
Not distributed.....			12.68	(¹)	18.61	(¹)
Refrigerators (electric and gas).....	10.21	14.33	9.51	11.08	15.02	19.03
Radios.....	4.31	6.04	3.50	4.07	.29	.37
Unclassified home furnishings.....	4.42	6.21	4.36	5.08	1.11	1.40
Miscellaneous unclassified.....			6.31	7.35		
Service charged to customers.....	2.21	3.09	3.61	4.20	.79	.99
Heating and plumbing equipment.....					3.19	4.04
Not distributed.....	28.72	(¹)	14.13	(¹)	21.06	(¹)

¹ Prorated and added to sales of individual commodities on basis of individual commodity sales actually reported.

NOTE.—The stores included in this special commodity analysis are operated by public utility companies primarily for the sale of appliances intended to increase the consumption of gas and electricity.