

CHAPTER 18.—HARDWARE CHAINS

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HARDWARE CHAINS

INTRODUCTION

There are in the United States 75 hardware chains, operating 458 stores or units with total annual sales of \$31,595,632. Of these, 4 are manufacturer-controlled chains or sales branch systems selling hardware specialties directly to the public through 21 specialized stores, with aggregate sales of \$3,810,846. The specialties are tools, cutlery, and tanks, and because of the small number of companies involved, no further detail can be given without disclosure of individual operations. The other 71 chains operate 437 general hardware stores, with aggregate sales of \$27,784,786, whose operations are analyzed in this report, which is one of the merchandising series of the Retail census.

Only 6 chains operate more than 10 units each. The 93 stores operated by these 6 chains report average sales per store of \$36,203, whereas 23 chains with 6 to 10 units each and 42 chains with less than 6 units each show average sales per store of more than \$70,000. Only 11 chains do a business of as much as \$700,000 per year.

NEARLY ALL LOCAL CHAINS WITH FEW UNITS

All but two organizations are local chains, so no data can be shown by types of operation. Local chains are those whose stores are located in and around some one city. Sectional and national chains cover larger areas, as the terms imply.

GEOGRAPHIC DISTRIBUTION

Hardware chain distribution is heaviest in the Pacific Coast States. The East North Central division around Chicago is second in order of sales, with the South Atlantic States third. About 42 per cent of the total business of the chains is in cities with population of 100,000 and more, 15 per cent in cities of 25,000 to 100,000 population, 10 per cent in cities of 10,000 to 25,000 population, and 33 per cent in places of less than 10,000 population.

In the following table the percentage of total sales in different sizes of cities may be compared with the percentage of the total population.

CLASS OF CITIES	Per cent of total population	Per cent of total sales
Total.....	100.0	100.0
Cities over 100,000.....	29.6	42.0
25,000 to 100,000.....	10.5	15.0
10,000 to 25,000.....	7.4	10.0
Under 10,000.....	52.5	33.0

EMPLOYMENT AND EXPENSES

The hardware chains, operating 437 stores, employ 2,418 people on a full-time basis and 216 part-timers. Pay roll of full-time employees totals \$3,699,535, and the part-time pay roll is \$116,441. Other operating expenses, including rent, aggregate \$3,662,444. The average expense rate indicated by these totals, which is \$26.92 per \$100 of sales, is not typical of any one size group, however, as is apparent from a study of Table 4. This computation of expenses includes no return on capital invested in merchandise, fixtures, and accounts, and of course it does not include cost of merchandise sold. Of the 437 stores operated, 390 are in leased premises, for which the annual rent is \$4.15 per \$100 of the total sales in leased premises.

CREDIT SALES

Credit is extended to their customers by 53 chains which do 80 per cent of the total business of all the chains. No installment business is reported. The open-account credit sales aggregate \$11,436,068, or 51 per cent of the total business of the chains which sell on credit. This ratio is fairly typical of the three size classifications except that three chains, which operate 10 or more units each, report average credit business of 41 per cent.

GROWTH OF CHAINS

Of the 437 stores operating at the end of 1929, 70, or 16 per cent, were opened during that calendar year, 123 were opened between 1925 and 1928, and the remainder were in operation prior to 1925. The largest number of new stores and the largest percentage of growth in 1929 occurred in the East South Central division. No stores whatever were added in the Mountain division or in the Pacific Coast States.

COMMODITIES SOLD

The report indicates that about 30 per cent of the total sales of all the chains consists of builders' hardware, shelf hardware, and tools. Building materials add another 4 per cent, plus 10½ per cent for paints and varnishes. Tractors and automobile accessories account for about 12 per cent, with farm and garden equipment adding another 8 per cent. Electrical appliances account for 9 per cent and kitchen utensils 8 per cent of total sales. Seeds, bulbs, and nursery stock are sold to the extent of 3.99 per cent of the total, while the remaining 13.93 per cent is made up of miscellaneous commodities, including stoves and ranges, plumbing equipment, silverware, leather goods, bicycles, toys, and games.

CHAINS IN RELATED FIELDS

In addition to the hardware chains, this report includes 89 chains selling farm machinery, heating and plumbing supplies, paint, wall papers, and miscellaneous electrical supplies. These 89 chains operate 1,501 stores, with aggregate annual sales of \$67,212,668. These are summarized in Table 1 and analyzed in some detail in Tables 8 to 22, inclusive.

TABLE 1.—SUMMARY

	Number of chains	Number of units	Net sales (1929)
Hardware chains, totals.....	75	458	\$31,595,632
Manufacturer-controlled chains of specialized stores (which are not further analyzed herein to avoid disclosure of individual operations).....	4	21	3,810,846
Other hardware chains (analyzed in Tables 2 to 7, inclusive).....	71	437	27,784,786
Farm machinery chains (analyzed in Tables 8 and 9).....	11	86	5,692,520
Heating and plumbing supply chains (analyzed in Tables 10 to 14).....	20	831	35,535,858
Paint and wall-paper chains (analyzed in Tables 15 to 20, inclusive).....	55	565	25,365,336
Electrical supply (miscellaneous) chains ¹ (analyzed in Tables 21 and 22).....	3	19	618,954

¹ Electrical supply chains included herein are those which do not sell radios. See report entitled "Retail Distribution by Radio Chains." for those which sell radios and electrical supplies.

Because all five of the classifications above are in the general field of supply and equipment dealers, which field is divided between wholesale and retail distribution, only those chains reporting that more than 50 per cent of their business is at retail can be included as retail chains. Chains and individual stores reporting that more than 50 per cent of their sales are at wholesale, or to industrial users or to the construction industry, are included entirely in the wholesale Census, with the retail proportion indicated therein but not included in this report on retail chains.

TABLE 2.—SALES CLASSIFIED BY SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS—HARDWARE CHAINS

GEOGRAPHIC DIVISION AND SIZE OF CITY	All chains (71)	CHAINS CLASSIFIED BY SIZE		
		More than 10 units (6 chains)	6 to 10 units (23 chains)	Less than 6 units (42 chains)
UNITED STATES:				
Total net sales.....	\$27,784,786	\$3,366,885	\$12,095,603	\$12,322,298
Number of units.....	437	93	163	176
All cities with population of—				
More than 100,000.....	11,778,257	2,507,434	3,543,038	5,727,785
25,000 to 100,000.....	4,285,997	1,044	1,955,192	2,329,761
10,000 to 25,000.....	2,642,183	305,080	1,872,935	464,168
Less than 10,000.....	9,078,349	553,327	4,724,438	3,800,584
NEW ENGLAND DIVISION.....	2,444,005	148,908	1,462,780	832,317
Cities with population of—				
More than 100,000.....	1,651,311	148,908	1,046,692	455,711
Between 25,000 and 100,000.....	519,941	-----	231,729	288,212
Between 10,000 and 25,000.....	216,914	-----	136,920	79,994
Less than 10,000.....	55,839	-----	47,439	8,400
MIDDLE ATLANTIC DIVISION.....	2,604,599	872,201	1,020,051	712,347
Cities with population of—				
More than 100,000.....	1,148,405	383,571	233,248	531,586
25,000 to 100,000.....	265,305	-----	241,853	23,452
10,000 to 25,000.....	337,717	234,511	103,206	-----
Less than 10,000.....	853,172	254,119	441,744	157,309

TABLE 2.—SALES CLASSIFIED BY SIZE OF CHAIN, SIZE OF CITY, AND GEOGRAPHIC DIVISIONS—HARDWARE CHAINS—Continued

GEOGRAPHIC DIVISION AND SIZE OF CITY	All chains (71)	CHAINS CLASSIFIED BY SIZE		
		More than 10 units (6 chains)	6 to 10 units (23 chains)	Less than 6 units (42 chains)
EAST NORTH CENTRAL DIVISION.....	5,062,681	620,263	2,521,280	1,921,138
Cities with population of—				
More than 100,000.....	2,334,314	618,722	956,477	759,115
25,000 to 100,000.....	1,778,133	1,044	1,054,515	722,574
10,000 to 25,000.....	217,780	-----	180,978	36,802
Less than 10,000.....	732,454	497	329,310	402,647
WEST NORTH CENTRAL DIVISION.....	935,756	378,829	255,500	301,427
Cities with population of—				
More than 100,000.....	378,829	378,829	-----	-----
25,000 to 100,000.....	55,919	-----	55,919	-----
10,000 to 25,000.....	26,212	-----	26,212	-----
Less than 10,000.....	474,796	-----	173,369	301,427
SOUTH ATLANTIC DIVISION.....	3,715,691	779,662	693,294	2,242,735
Cities with population of—				
More than 100,000.....	1,854,204	756,452	146,295	951,457
25,000 to 100,000.....	497,657	-----	-----	497,657
10,000 to 25,000.....	39,063	-----	39,063	-----
Less than 10,000.....	1,324,767	23,210	507,936	793,621
EAST SOUTH CENTRAL DIVISION.....	1,550,601	213,633	898,521	438,447
Cities with population of—				
More than 100,000.....	478,686	40,239	-----	438,447
25,000 to 100,000.....	121,176	-----	121,176	-----
10,000 to 25,000.....	90,906	25,764	65,142	-----
Less than 10,000.....	859,833	147,630	712,203	-----
WEST SOUTH CENTRAL DIVISION.....	3,598,010	-----	1,369,362	2,228,648
Cities with population of—				
More than 100,000.....	990,872	-----	-----	990,872
25,000 to 100,000.....	37,500	-----	-----	37,500
10,000 to 25,000.....	582,129	-----	334,748	247,381
Less than 10,000.....	1,987,509	-----	1,034,614	952,895
MOUNTAIN DIVISION.....	2,203,651	203,608	258,418	1,741,625
Cities with population of—				
More than 100,000.....	30,932	30,932	-----	-----
25,000 to 100,000.....	647,345	-----	-----	647,345
10,000 to 25,000.....	44,805	44,805	-----	-----
Less than 10,000.....	1,480,569	127,871	258,418	1,094,280
PACIFIC COAST DIVISION.....	5,669,792	149,781	3,616,397	1,903,614
Cities with population of—				
More than 100,000.....	2,910,704	149,781	1,160,326	1,600,597
25,000 to 100,000.....	363,021	-----	250,000	113,021
10,000 to 25,000.....	1,086,657	-----	986,666	99,991
Less than 10,000.....	1,309,410	-----	1,219,405	90,005

TABLE 3.—CHAINS CLASSIFIED BY VOLUME OF SALES—HARDWARE CHAINS

	ALL CHAINS		CHAINS OF MORE THAN 10 UNITS		CHAINS OF 6 TO 10 UNITS		CHAINS OF LESS THAN 6 UNITS	
	Number of chains	Net sales	Number of chains	Net sales	Number of chains	Net sales	Number of chains	Net sales
All chains.....	71	\$27,784,786	6	\$3,366,885	23	\$12,095,603	42	\$12,322,298
Chains with annual net sales in excess of:								
\$700,000.....	11	11,668,294	4	2,949,644	6	6,339,222	4	4,078,884
\$375,000.....	28	20,222,476						
\$215,000.....	42	24,257,693	4	2,949,644	17	11,221,321	21	10,086,728
\$135,000.....	53	26,199,061	6	3,366,885	21	11,868,161	26	10,964,015
\$95,000.....	60	27,035,698	6	3,366,885	23	12,095,603	31	11,573,210
\$75,000.....	64	27,371,593	6	3,366,885	23	12,095,603	35	11,909,105

TABLE 4.—OPERATING EXPENSES¹—HARDWARE CHAINS

	All (71) chains	More than 10 units (6 chains)	6 to 10 units (23 chains)	Less than 6 units (42 chains)
Net sales (1929).....	\$27,784,786	\$3,366,885	\$12,095,603	\$12,322,298
Number of chains.....	71	6	23	42
Number of units.....	437	93	168	176
Operating expenses.....	\$7,478,420	\$1,073,912	\$3,185,060	\$3,219,448
Per \$100 of sales.....	26.92	31.90	26.33	26.13
Pay roll.....	\$3,815,976	\$642,037	\$1,553,915	\$1,620,024
Per \$100 of sales.....	13.73	19.07	12.85	13.15
Full-time salaries.....	\$3,699,535	\$573,347	\$1,526,866	\$1,599,322
Full-time employees.....	2,418	398	913	1,107
Part-time salaries.....	\$116,441	\$68,690	\$27,049	\$20,702
Part-time employees.....	216	20	117	79
Other operating expenses, including rent ²	\$3,662,444	\$431,875	\$1,631,145	\$1,599,424
Per \$100 of sales.....	13.19	12.83	13.48	12.98
Rent, per \$100 of sales, in such leased premises.....	4.15	5.43	4.02	3.88
Stocks on hand, end of year, at cost.....	\$8,765,356	\$680,657	\$3,775,901	\$4,308,798

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 units, 390 are in leased premises for which the annual rent is 4.15 per cent of sales in such leased premises.

TABLE 5.—CREDIT SALES—HARDWARE CHAINS

SIZE—CLASS	Number of chains reporting credit sales	Total net sales (in chains reporting credit)	APPLIES ONLY TO CHAINS WHICH EXTEND CREDIT			
			Credit sales (open account) ¹		Cash sales	
			Amount	Per cent of total sales	Amount	Per cent of total sales
Total, all chains which extend credit.....	53	\$22,279,296	\$11,436,068	51.33	\$10,843,228	48.67
Chains of—						
More than 10 units.....	3	1,450,748	593,870	40.94	856,878	59.06
6 to 10 units.....	17	9,678,460	4,994,621	51.61	4,683,839	48.39
Less than 6 units.....	33	11,150,088	5,847,577	52.44	5,302,511	47.56

¹ No chains report installment credit sales.

TABLE 6.—CHAIN UNITS CLASSIFIED BY AGE OF UNITS AND GEOGRAPHIC DIVISIONS—HARDWARE CHAINS

GEOGRAPHIC DIVISION AND AGE OF UNITS	Per cent of total units	Total all chains (71)	NUMBER OF UNITS IN CHAINS OF—		
			More than 10 units	6 to 10 units	Less than 6 units
UNITED STATES, total.....	100.0	<i>Units</i> 437	93	168	176
All units:					
Established in—					
1929.....	16.0	70	13	30	27
1925 to 1928.....	28.1	123	6	70	47
Previous to 1925.....	53.6	234	73	66	95
Unclassified.....	2.3	10	1	2	7
NEW ENGLAND DIV., total.....	100.0	44	1	30	13
Established—					
1929.....	36.4	16		15	1
1925 to 1928.....	34.1	15		14	1
Previous to 1925.....	29.5	13	1	1	11
MIDDLE ATLANTIC DIV., total.....	100.0	56	17	18	21
Established—					
1929.....	12.5	7			7
1925 to 1928.....	14.3	8		2	6
Previous to 1925.....	73.2	41	17	16	8
EAST NORTH CENTRAL DIV., total.....	100.0	114	31	34	49
Established—					
1929.....	10.5	12	2	2	8
1925 to 1928.....	31.6	36		19	17
Previous to 1925.....	57.9	66	29	13	24
WEST NORTH CENTRAL DIV., total.....	100.0	17	3	10	4
Established—					
1929.....	47.1	8		7	1
1925 to 1928.....	17.6	3		2	1
Previous to 1925.....	35.3	6	3	1	2
SOUTH ATLANTIC DIV., total.....	100.0	55	16	20	19
Established—					
1929.....	3.6	2			2
1925 to 1928.....	41.8	23	2	14	7
Previous to 1925.....	54.6	30	14	6	10
EAST SOUTH CENTRAL DIV., total.....	100.0	28	11	10	7
Established—					
1929.....	64.3	18	11	6	1
1925 to 1928.....	25.0	7		3	4
Previous to 1925.....	10.7	3		1	2
WEST SOUTH CENTRAL DIV., total.....	100.0	46		19	27
Established—					
1929.....	15.2	7			7
1925 to 1928.....	23.9	11		7	4
Previous to 1925.....	60.9	28		12	16
MOUNTAIN DIV., total.....	100.0	22	11	3	8
Established—					
1929.....					
1925 to 1928.....	27.3	6	4	2	
Previous to 1925.....	72.7	16	7	1	8
PACIFIC COAST DIV., total.....	100.0	45	2	22	21
Established—					
1929.....					
1925 to 1928.....	31.1	14		7	7
Previous to 1925.....	68.9	31	2	15	14

TABLE 7.—SALES BY COMMODITIES—HARDWARE CHAINS

	Net sales (1929)
Net sales (1929).....	\$27,784,786
Less—amount which can not be broken down into commodities.....	14,549,218
Sales further analyzed.....	13,235,568
	<i>Per cent</i>
Total.....	100.00
Builders' hardware, shelf hardware, tools.....	30.26
Building materials.....	4.16
Paints and varnishes.....	10.54
Tractors, and automobile accessories.....	11.88
Farm and garden equipment.....	8.22
Silverware, utensils, and crockery.....	7.93
Electrical and gas appliances and supplies and plumbing equipment.....	9.09
Seeds, bulbs, and nursery stock.....	3.99
Sporting goods, toys, and games.....	6.45
Miscellaneous merchandise.....	7.48

TABLE 8.—SUMMARY—FARM MACHINERY CHAINS

Number of chains.....	11
Number of units, 7 local chains.....	34
Sales, local chains.....	\$2,504,422
Number of units, 4 sectional chains.....	52
Sales, sectional chains.....	\$3,188,098
Total net sales (1929).....	\$5,692,520
Stock on hand, end of year, at cost.....	\$2,351,314
Employees and wages:	
Full-time employees.....	448
Salaries and wages to full-time employees.....	\$682,418
Part-time employees.....	25
Salaries and wages to part-time employees.....	\$15,620
Expenses:	
Pay roll.....	\$698,038
Other store operating expenses, including rent ¹	544,543
Total operating expenses.....	\$1,242,581
Total operating expenses—\$100 of sales.....	21.83
Credit sales in 11 chains.....	\$4,093,934
Per cent of credit sales to total sales.....	71.92

¹ Of the 86 units, 64 are in leased premises for which the annual rent is \$1.88 per \$100 of sales in such leased premises.

TABLE 9.—SALES BY COMMODITIES—FARM MACHINERY CHAINS

	Net sales (1929)
Net sales (1929).....	\$5,692,520
Less—amount which can not be broken down into commodities.....	3,844,691
Sales further analyzed.....	1,847,829
	<i>Per cent</i>
Total.....	100.00
Farm machinery and farm wagons, includes tractors.....	81.62
Commercial cars and trucks (new and used).....	8.43
Stoves, heaters, ranges.....	1.76
Hardware.....	2.06
Leather goods and harness.....	.32
Miscellaneous merchandise.....	2.22
Service.....	3.59

TABLE 10.—SUMMARY—HEATING AND PLUMBING CHAINS

A.—BY TYPES OF OPERATION

TYPE OF OPERATION	Number of chains	Number of units	Net sales (1929)	Per cent of total sales
Total, all types.....	20	831	\$35,535,858	100.00
Local chains.....	8	44	4,644,242	13.07
Sectional and national chains.....	5	660	21,731,665	61.15
Manufacturer-controlled chains and sales branch systems.....	7	127	9,159,951	25.78

B.—BY VOLUME OF SALES

	20	831	\$35,535,858	100.00
Total, all chains.....				
Chains having net sales—				
In excess of \$1,200,000.....	5	607	27,756,290	78.11
\$600,000 to \$1,200,000.....	6	143	5,605,477	15.77
\$150,000 to \$600,000.....	6	68	1,884,431	5.30
Less than \$150,000.....	3	13	289,660	.82

TABLE 11.—SALES CLASSIFIED BY SIZE OF CITY AND GEOGRAPHIC DIVISIONS—HEATING AND PLUMBING CHAINS

GEOGRAPHIC DIVISION	Total net sales (1929)	NET SALES IN CITIES AND PLACES HAVING POPULATION OF—			
		More than 100,000	25,000 to 100,000	10,000 to 25,000	Less than 10,000
United States, total.....	\$35,535,858	\$19,763,405	\$7,898,753	\$6,056,607	\$1,817,093
New England.....	3,403,149	2,671,566	582,627	117,179	31,777
Middle Atlantic.....	8,124,619	3,957,293	2,355,340	1,671,022	140,964
East North Central.....	15,484,095	7,414,914	3,719,247	3,183,044	1,166,890
West North Central.....	2,284,102	1,091,029	439,030	652,691	101,352
South Atlantic.....	1,178,933	715,649	385,427	77,857
East South Central.....	563,442	371,849	147,287	44,306
West South Central.....	121,477	107,825	13,652
Mountain.....	524,327	204,269	144,215	130,751	45,092
Pacific coast.....	3,851,714	3,229,011	125,580	166,105	331,018

TABLE 12.—EMPLOYMENT, WAGE, AND EXPENSE DATA—HEATING AND PLUMBING CHAINS

Number of chains.....	20
Number of units.....	831
Total net sales (1929).....	\$35,535,858
Stocks on hand, end of year, at cost.....	\$4,670,087
Employees and wages:	
Full-time employees.....	6,145
Salaries and wages to full-time employees.....	\$12,266,713
Part-time employees.....	31
Salaries and wages to part-time employees.....	\$11,810
Expenses:	
Pay roll.....	\$12,277,523
Other store operating expenses, including rent ¹	\$4,514,151
Total operating expenses.....	\$16,791,674
Total operating expenses—\$100 of sales.....	47.25
Credit sales, open account in 14 chains.....	\$4,343,456
Credit sales, installment in 11 chains.....	\$13,704,788

¹ Of the 831 units, 820 are in leased premises for which the annual rent is \$1.91 per \$100 of sales in such leased premises.

TABLE 13.—CHAIN UNITS CLASSIFIED BY AGE OF UNITS AND GEOGRAPHIC DIVISIONS—HEATING AND PLUMBING CHAINS

GEOGRAPHIC DIVISION	Per cent of total units	Total number of units	DATE OF ESTABLISHMENT OF UNITS		
			1929	1925 to 1928	Previous to 1925
United States, total.....	100.00	831	28	174	629
New England.....	7.34	61	5	24	32
Middle Atlantic.....	17.81	148	3	10	135
East North Central.....	52.83	439	17	118	304
West North Central.....	9.27	77	1	3	73
South Atlantic.....	3.37	28	-----	4	24
East South Central.....	1.68	14	1	-----	13
West South Central.....	.36	3	-----	-----	3
Mountain.....	2.05	17	-----	-----	17
Pacific coast.....	5.29	44	1	15	28

TABLE 14.—SALES BY COMMODITIES—HEATING AND PLUMBING CHAINS

	Net sales (1929)
Net sales (1929).....	\$35,535,858
Less—amount which can not be broken down into commodities.....	1,134,488
Sales further analyzed.....	34,401,370
	<i>Per cent</i>
Total.....	100.00
Heating and plumbing equipment and supplies.....	56.27
Oil burners.....	19.68
Stoves, ranges, heaters, and other hardware.....	2.36
Building materials.....	2.47
Fuel oil.....	.39
Gas stoves, ranges.....	.63
Miscellaneous merchandise.....	1.43
Secondhand merchandise.....	.75
Receipts from service operations.....	16.02

TABLE 15.—SUMMARY—PAINT AND WALL-PAPER CHAINS

A—BY TYPES OF OPERATION

	Number of chains	Number of units	Net sales (1929)	Per cent of total sales
Total, all types.....	55	565	\$25,365,336	100.00
Local chains.....	29	185	7,363,541	29.03
Sectional chains.....	15	169	9,234,066	36.40
National chains.....	3	104	6,891,047	27.17
Leased department chains.....	8	107	1,876,682	7.40

B—BY VOLUME OF SALES

	Number of chains	Number of units	Net sales (1929)	Per cent of total sales
Total, all chains.....	55	565	\$25,365,336	100.00
Chains having net sales—				
In excess of \$1,200,000.....	5	145	11,624,272	45.83
\$600,000 to \$1,200,000.....	6	78	4,816,213	18.99
\$300,000 to \$600,000.....	12	104	4,833,302	19.05
\$150,000 to \$300,000.....	14	131	2,785,278	10.98
\$75,000 to \$150,000.....	8	47	901,749	3.56
Less than \$75,000.....	10	60	404,522	1.59

TABLE 16.—SALES CLASSIFIED BY SIZE OF CITY AND GEOGRAPHIC DIVISIONS—
PAINT AND WALL-PAPER CHAINS

GEOGRAPHIC DIVISION	Total net sales (1929)	NET SALES IN CITIES AND PLACES HAVING POPULATION OF—			
		More than 100,000	Between 25,000 and 100,000	Between 10,000 and 25,000	Less than 10,000
United States, total.....	\$25,365,336	\$18,106,409	\$4,879,610	\$2,069,453	\$309,864
New England.....	1,774,474	1,421,217	346,868	-----	6,389
Middle Atlantic.....	5,226,379	4,151,199	738,246	314,090	22,844
East North Central.....	5,798,089	4,242,228	1,206,040	298,280	51,541
West North Central.....	2,936,971	1,735,219	522,814	503,107	175,831
South Atlantic.....	2,292,601	1,475,827	493,913	291,077	31,784
East South Central.....	1,170,500	970,189	120,850	79,461	-----
West South Central.....	2,724,843	2,091,513	533,124	78,731	21,475
Mountain.....	656,230	255,397	366,580	34,253	-----
Pacific coast.....	2,785,249	1,763,620	551,175	470,454	-----

TABLE 17.—OPERATING EXPENSES ¹—PAINT AND WALL-PAPER CHAINS

	All (55) chains	More than 26 units (3 chains)	11 to 25 units (15 chains)	6 to 10 units (17 chains)	Less than 6 units (20 chains)
Net sales (1929).....	\$25,365,336	\$7,539,655	\$8,346,894	\$4,643,377	\$4,835,410
Number of chains.....	55	3	15	17	20
Number of units.....	565	123	233	122	87
Operating expenses.....	\$7,875,118	\$2,070,279	\$3,001,599	\$1,280,398	\$1,522,842
Per \$100 of sales.....	31.05	27.46	35.96	27.57	31.49
Pay roll.....	\$3,278,931	\$868,414	\$1,203,939	\$540,780	\$665,798
Per \$100 of sales.....	12.93	11.52	14.42	11.65	13.77
Full-time salaries.....	\$3,256,905	\$867,232	\$1,189,223	\$537,673	\$662,777
Full-time employees.....	2,080	573	800	361	346
Part-time salaries.....	\$22,026	\$1,182	\$14,716	\$3,107	\$3,021
Part-time employees.....	84	6	58	13	7
Other operating expenses, including rent ²	\$4,596,187	\$1,201,865	\$1,797,660	\$739,618	\$857,044
Per \$100 of sales.....	18.12	15.94	21.54	15.92	17.72
Rent, per \$100 of sales in leased premises.....	7.21	6.21	10.21	5.97	5.21
Stocks on hand, end of year, at cost....	\$5,686,279	\$1,930,168	\$1,862,324	\$907,822	\$985,965

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 units 552 are in leased premises for which the annual rent is \$7.21 per \$100 of sales in such leased premises.

TABLE 18.—CREDIT SALES—PAINT AND WALL PAPER CHAINS

SIZE—CLASS	Number of chains reporting credit sales	Net sales in chains reporting credit	APPLIES ONLY TO CHAINS WHICH EXTEND CREDIT			
			Credit sales		Cash sales	
			Open account	Per cent of sales	In chains reporting credit	Per cent of sales
All chains which extend credit, total....	34	\$20,342,301	\$12,865,587	63.24	\$7,476,714	36.76
Chains of—						
More than 25 units.....	2	6,828,150	5,068,958	74.24	1,759,192	25.76
11 to 25 units.....	8	6,604,392	3,870,379	58.60	2,734,013	41.40
6 to 10 units.....	9	3,718,603	2,243,332	60.33	1,475,271	39.67
Less than 6 units.....	15	3,191,156	1,682,918	52.74	1,508,238	47.26

TABLE 19.—CHAIN UNITS CLASSIFIED BY AGE OF UNITS AND GEOGRAPHIC DIVISIONS—PAINT AND WALL PAPER CHAINS

GEOGRAPHIC DIVISION	Per cent of total units	Total number of units	DATE OF ESTABLISHMENT OF UNITS		
			1929	1925 to 1928	Previous to 1925
United States, total.....	100.00	565	258	170	137
<i>Per cent to total number of units.....</i>			<i>45.66</i>	<i>30.09</i>	<i>24.25</i>
New England.....	8.85	50	27	11	12
Middle Atlantic.....	20.36	115	68	31	16
East North Central.....	32.75	185	54	54	77
West North Central.....	12.03	68	27	22	19
South Atlantic.....	8.85	50	23	25	2
East South Central.....	2.66	15	10	5	-----
West South Central.....	5.48	31	19	8	4
Mountain.....	1.59	9	6	2	1
Pacific coast.....	7.43	42	24	12	6

TABLE 20.—SALES BY COMMODITIES—PAINT AND WALL PAPER CHAINS

	Net sales (1929)
Net sales (1929).....	\$25,365,336
Less—amount which can not be broken down into commodities.....	11,375,121
Sales further analyzed.....	13,990,215
<i>Total.....</i>	<i>Per cent</i> 100.00
Paints, varnishes, and lacquers.....	55.82
Glass.....	6.52
Painters' supplies.....	14.50
Wall paper.....	18.12
Miscellaneous merchandise.....	5.04

TABLE 21.—SUMMARY—ELECTRICAL SUPPLY (MISCELLANEOUS) CHAINS

Number of chains.....	3
Number of units.....	19
Total net sales (1929).....	\$618,954
Stock on hand, end of year, at cost.....	\$188,288
Employees and wages:	
Full-time employees.....	103
Salaries and wages to full-time employees.....	\$110,571
Part-time employees.....	2
Salaries and wages to part-time employees.....	\$94
Expenses:	
Payroll.....	\$110,665
Other store operating expenses including rent ¹	\$206,881
Total operating expenses—per \$100 of sales.....	33.42
Credit sales (open account).....	\$129,829
Credit sales (installment).....	\$412,796

¹ Of the 19 units 8 are in leased premises for which the annual rent is \$5.70 per \$100 of sales in such leased premises.

TABLE 22.—SALES BY COMMODITIES—ELECTRICAL SUPPLY (MISCELLANEOUS)
CHAINS

	Net sales (1929)
Net sales (1929).....	\$618,954
Less—amount which can not be broken down into commodities.....	184,383
Sales further analyzed.....	434,571
	<i>Per cent</i>
Total.....	100.00
Electric lighting equipment.....	99.14
Other electrical appliances and supplies.....	.49
Service charges.....	.37