

727
c. 2

Remo's
W. M. STEUART

U. S. DEPARTMENT OF COMMERCE
ROY D. CHAPIN, SECRETARY
U. S. BUREAU OF THE CENSUS
W. M. STEUART, DIRECTOR

FIFTEENTH CENSUS OF THE UNITED STATES : 1930

DISTRIBUTION
VOLUME II

WHOLESALE DISTRIBUTION

STATE REPORTS WITH STATISTICS FOR CITIES AND A SUMMARY
FOR THE UNITED STATES INCLUDING COUNTY STATISTICS

PREPARED UNDER THE SUPERVISION OF ROBERT J. MCFALL
CHIEF STATISTICIAN FOR DISTRIBUTION

AND

THEODORE N. BECKMAN, In Charge of Wholesale Distribution



BUREAU OF THE CENSUS
LIBRARY

178711

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1933

CENSUS OF DISTRIBUTION REPORTS

FIFTEENTH DECENNIAL CENSUS, 1930

Volume I.—RETAIL DISTRIBUTION:

Part 1.—SUMMARY BY STATES, COUNTIES, AND INCORPORATED PLACES, OF 1,000 POPULATION AND OVER.

Part 2.—REPORTS BY STATES—ALABAMA THROUGH NEW HAMPSHIRE—WITH STATISTICS FOR CITIES OF 30,000 POPULATION AND OVER, AND A SUMMARY FOR THE UNITED STATES.

Part 3.—REPORTS BY STATES—NEW JERSEY THROUGH WYOMING—WITH STATISTICS FOR CITIES OF 30,000 POPULATION AND OVER, AND A SUMMARY FOR THE UNITED STATES.

Volume II.—WHOLESALE DISTRIBUTION—STATE REPORTS WITH STATISTICS FOR CITIES, AND A SUMMARY FOR THE UNITED STATES INCLUDING COUNTY STATISTICS:

Volume III.—SPECIAL TRADE REPORTS:

Part 1.—TRADE REPORTS ON RETAIL DISTRIBUTION, BASED ON COMMODITIES HANDLED OR FUNCTIONAL OPERATIONS.

Part 2.—TRADE REPORTS ON WHOLESALE DISTRIBUTION, BASED ON COMMODITIES HANDLED OR FUNCTIONAL OPERATIONS.

Part 3.—REPORTS OF THE DISTRIBUTION OF AGRICULTURAL COMMODITIES, BASED ON COMMODITIES HANDLED OR FUNCTIONAL OPERATIONS.

CONSTRUCTION INDUSTRY—REPORTS BY STATES WITH STATISTICS FOR COUNTIES, AND FOR CITIES OF 100,000 POPULATION AND OVER, A SUMMARY FOR THE UNITED STATES, AND A STUDY OF THE LOCATION AND AGENCIES OF THE CONSTRUCTION INDUSTRY (ONE VOLUME).

Miscellaneous Reports:

CENSUS OF HOTELS.

PRODUCTS OF MANUFACTURING INDUSTRIES BY KIND, QUANTITY, AND VALUE.

RETAIL CHAINS.

DISTRIBUTION OF SALES OF MANUFACTURING PLANTS (ONE VOLUME).

117871

LETTER OF TRANSMITTAL

DEPARTMENT OF COMMERCE,
BUREAU OF THE CENSUS,
Washington, D. C., December 23, 1933.

SIR: I transmit herewith Volume II of the Fifteenth Census Reports on Distribution. This volume presents statistics on wholesale distribution in the form of State reports, which also give separate data for all cities having a population of 5,000 or more. The United States Summary presented herein includes the statistics for counties.

The census of distribution, which was taken in 1930 in conformity with the act providing for the Fifteenth Decennial Census, approved June 18, 1929, covers the establishments in operation at the beginning of the year 1930 and their operations during the calendar year 1929. The results of this census are contained in 3 volumes, as follows: Volume I (Parts 1, 2, and 3), Retail Distribution by States, with statistics for counties and cities and a Summary for the United States; Volume II, Wholesale Distribution by States, with statistics for cities and a Summary for the United States, including county statistics; Volume III, Special Trade Reports on retail and wholesale distribution and the distribution of Agricultural Commodities—based on commodities handled and/or functional operations.

A census of the construction industry and census of hotels were taken in conjunction with the census of distribution, and the results are contained in separate volumes on each of these subjects. A volume entitled "Distribution of Sales of Manufacturing Plants" was also published.

The collection and compilation of these statistics and the preparation of this volume were under the supervision of Robert J. McFall, chief statistician for distribution, and W. A. Ruff, assistant chief statistician, and under the direction of Theodore N. Beckman, of the Ohio State University, temporarily employed in the Bureau of the Census as an expert in the presentation and analysis of wholesale data, assisted by Nathanael H. Engle and C. E. Warner, jr.

W. M. STEUART,
Director of the Census.

Hon. ROY D. CHAPIN,
Secretary of Commerce.

CONTENTS

Appendices.....	Page 1607
-----------------	--------------

CHAPTER I.—GENERAL ANALYSIS OF THE WHOLESALE FIELD

	Page		Page
Introduction.....	1	Movement of goods into wholesale channels.....	5
Scope of wholesale distribution.....	1	Manufactured products.....	5
Canvass based on establishments.....	1	Variations in channels of distribution for manufac- tured goods.....	8
Kinds of business not included.....	1	Flow of goods into wholesale channels—	
Method of taking the census.....	1	Products of extractive industries.....	8
Importance of distribution.....	3	Functions of wholesale organizations.....	9
Wholesale distribution in its broader aspects.....	3	Variations in performance of wholesale functions.....	9
Gross volume of wholesale distribution in its broader aspects.....	4	Changing character of wholesaling.....	9
Wholesale distribution in its narrower sense.....	4	Geographic distribution of wholesale trade.....	10
Conventional conception.....	4	Wholesale trade, by geographic divisions and by States.....	10
Census use of the term "wholesale distribution".....	4	Wholesale trade, by cities.....	12
Volume of wholesale distribution.....	5	Wholesale trade, by counties.....	14

CHAPTER II.—CLASSIFICATIONS AND DEFINITIONS

	Page		Page
Need for classifications and definitions.....	35	Definitions of types of wholesale establishments—Contd.	
Division between wholesale and retail distribution.....	35	District sales offices.....	44
Classification by <i>kind of business</i> —bases and illustrations.....	36	General sales offices.....	44
<i>Kind of business</i> classifications—listed and defined.....	37	Manufacturers' sales branches.....	45
Classification by <i>type of establishment</i>	42	Cooperative sales agencies.....	45
Bases for grouping types of wholesale establishments.....	42	Agents and brokers.....	45
Census groups.....	42	Auction companies.....	45
Definitions of types of wholesale establishments.....	43	Brokers.....	45
Wholesalers only.....	43	Commission merchants.....	45
Wholesale merchants.....	43	Export agents.....	45
Jobbers and semijobbers.....	43	Import agents.....	46
Cooperative buying associations.....	43	Manufacturers' agents.....	46
Converters.....	43	Purchasing agents.....	46
Exporters.....	43	Resident buyers.....	46
Importers.....	43	Selling agents.....	46
Cash-and-carry wholesalers.....	43	Assemblers and country buyers.....	46
Drop shippers.....	44	Assemblers.....	46
Mail-order wholesalers.....	44	Cooperative marketing associations.....	47
Wagon distributors.....	44	Country buyers on salary or commission.....	47
Warehouses (distributing).....	44	Cream stations.....	47
Supply and machinery distributors.....	44	Elevators.....	47
Bulk tank stations.....	44	Milk stations.....	47
Chain-store warehouses.....	44	Packers and shippers.....	47
Wholesale commissaries.....	44	Wholesaling manufacturers.....	48

CHAPTER III.—GENERAL EXPLANATIONS

	Page		Page
Explanation of terms used in this report.....	49	Explanation of terms used in this report—Continued.	
Number of establishments.....	49	Proprietors and firm members.....	51
Number of employees.....	49	Commodity sales.....	51
Salesmen.....	49	Commodities, listed and defined.....	51
Executives.....	49	Explanation of tables.....	52
All other employees.....	49	Table 1.—Summary of wholesale trade by principal classifications.....	52
Total expenses.....	49	Table 2.—Wholesalers only, by kind of business.....	52
Salaries and wages.....	49	Table 3.—Wholesale trade, by kind of business.....	53
Expenses of salesmen.....	49	Table 4.—Types of distributors.....	53
Rent.....	49	Tables 5, 6, 7.—Types of distributors, by kind of busi- ness.....	53
Interest.....	50	Table 8.—Form of business organization.....	54
All other expenses.....	50	Table 9.—Wholesale chains.....	54
Stocks on hand.....	50	Table 10.—Employment, by kind of business.....	54
Returned goods and allowances.....	50	Table 11.—Size of establishments.....	54
Net sales.....	50	Table 12.—Number of establishments, by kind of busi- ness.....	54
Credit sales.....	50	Table 13.—Commodity sales, coverage, and projection of totals.....	54
Sales to ultimate consumers (at retail).....	50		
Sales to industrial consumers.....	50		
Character of organization.....	50		
Marketing units.....	51		
Size groups.....	51		

CONTENTS

UNITED STATES SUMMARY

	Page		Page
Wholesale distribution, by kind of business.....	59	Credit as a factor in wholesaling.....	64
Wholesale distribution, by type of establishment.....	60	Inventories of wholesale establishments.....	64
Type of establishment, by kind of business.....	61	Outlets for wholesale establishments.....	64
Operating expenses in wholesale trade.....	61	Detailed tables for the United States.....	65
Wholesale trade as a source for employment.....	63		

CHARTS

	Page		Page
CHART I.—Wholesale trade, by type of establishment.....	1	CHART III.—Flow of goods from manufacturer to consumer.....	7
CHART II.—Sources and value of goods distributed in 1929.....	5	CHART IV.—Volume of wholesale trade, by States.....	11

MAPS

	Page		Page
MAP 1.—Concentration of wholesale trade in the United States, by counties.....	15	MAP 2.—Wholesale centers in the United States.....	58

SUMMARY TABLES

	Page		Page
I.—Total value of goods distributed in 1929.....	4	IV.—Wholesale trade of cities having, in 1930, 100,000 inhabitants or more.....	13
II.—Distribution of sales of manufacturing plants in the United States.....	6	V.—Wholesale trade in the United States, by counties.....	16
III.—Wholesale trade, by geographic divisions and by States.....	12		

DETAILED TABLES FOR THE UNITED STATES

	Page		Page
1.—Summary of wholesale trade, by principal classifications.....	65	9.—Wholesale trade, by the number of marketing units and kind of business.....	92
2.—Wholesalers only, by kind of business.....	66	10.—Employees engaged in wholesale trade, by kind of business.....	96
3.—Wholesale trade, by kind of business.....	74	11.—Classification of wholesale merchants according to net sales, by kind of business.....	98
4.—Wholesale trade, by type of establishment.....	81	12.—Sales made by retailers to other retailers, by States.....	103
5.—Number of establishments, net sales, and total expenses, by type and kind of business (Tables 6 and 7 shown for the States are combined with Table 5 for the United States).....	82	13.—Commodity sales, by kind of business and type of establishment.....	104
8.—Summary of wholesale trade, by character of organization.....	92		

TABLE FOR INDIVIDUAL STATES

The statistics for each State are presented in a series of 13 standard tables. The subjects covered by the State tables are the same as the list of tables appearing under the heading "Detailed tables for the United States," except Table 12. The title of Table 12 in the State section of this report is "Number of establishments for cities having 20,000 population and over." The page on which each table is to be found for any given State is shown in the tabular statement below.

INDEX OF TABLES BY STATES

STATE	Map	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Table 7	Table 8	Table 9	Table 10	Table 11	Table 12	Table 13
	Page	Page	Page	Page	Page	Page	Page	Page	Page	Page	Page	Page	Page	Page
Alabama	133	137	137	141	146	148	149	149	149	150	151	152	153	153
Arizona	160	161	161	162	164	165	166	166	166	167	168	169	170	170
Arkansas	174	175	175	177	180	181	182	182	183	183	184	185	186	186
California	192	193	194	208	230	233	240	243	246	247	245	253	256	257
Colorado	270	271	271	275	281	282	284	285	285	286	287	290	291	292
Connecticut	298	299	299	303	312	313	315	315	315	316	317	319	320	320
Delaware	326	327	327	329	331	332	333	333	333	334	335	336	336	336
District of Columbia		341	341	342	344	345	346	346	346	347	348	349	349	350
Florida	356	357	357	361	368	370	371	371	371	372	373	374	375	375
Georgia	382	383	383	387	395	396	398	399	399	400	401	404	406	406
Idaho	414	415	415	416	418	419	419	419	420	420	421	422	422	423
Illinois	426	427	427	439	450	460	463	464	465	465	469	470	472	472
Indiana	486	487	487	492	501	503	504	504	504	505	509	508	509	509
Iowa	518	519	519	522	528	530	531	532	532	533	534	536	537	537
Kansas	546	547	547	551	556	557	558	558	558	559	560	561	561	562
Kentucky	568	569	569	573	579	581	582	582	582	583	584	586	586	587
Louisiana	594	595	596	600	606	607	609	610	611	611	612	615	616	616
Maine	624	625	625	628	631	632	633	633	633	634	635	637	637	638
Maryland	644	645	645	650	656	657	659	659	660	660	661	664	666	666
Massachusetts	674	675	675	689	707	712	714	714	715	716	717	720	722	723
Michigan	732	733	733	741	755	757	760	761	762	762	763	766	768	768
Minnesota	778	779	779	785	793	795	795	796	797	797	798	800	801	801
Mississippi	810	811	811	813	815	816	817	817	817	818	819	820	820	820
Missouri	826	827	827	836	840	851	853	854	855	855	856	859	861	861
Montana	872	873	873	875	877	878	879	879	879	880	881	882	882	882
Nebraska	888	889	889	892	897	898	899	899	899	900	901	903	904	904
Nevada	910	911	911	912	912	913	913	913	913	914	914	915	915	915
New Hampshire	918	919	919	920	922	923	924	924	924	925	926	927	927	928
New Jersey	932	933	933	938	947	950	951	951	951	952	953	955	955	956
New Mexico	964	965	965	966	967	967	968	968	968	968	969	970	970	970
New York	974	975	975	990	1033	1039	1049	1053	1057	1058	1059	1067	1071	1072
North Carolina	1092	1093	1093	1095	1100	1101	1102	1102	1102	1103	1104	1105	1106	1107
North Dakota	1114	1115	1115	1116	1117	1118	1119	1119	1119	1120	1121	1122	1122	1122
Ohio	1128	1129	1129	1142	1162	1166	1170	1171	1172	1172	1173	1176	1178	1179
Oklahoma	1190	1191	1191	1195	1201	1203	1204	1204	1204	1205	1206	1208	1209	1209
Oregon	1210	1217	1217	1222	1227	1228	1229	1229	1230	1230	1231	1233	1233	1233
Pennsylvania	1240	1241	1241	1256	1280	1284	1288	1289	1289	1290	1291	1297	1300	1301
Rhode Island	1312	1313	1313	1316	1322	1323	1324	1324	1324	1325	1326	1328	1329	1329
South Carolina	1330	1337	1337	1339	1342	1343	1344	1344	1344	1345	1346	1347	1348	1348
South Dakota	1354	1355	1355	1356	1358	1359	1360	1360	1360	1361	1362	1363	1363	1363
Tennessee	1368	1369	1369	1374	1381	1383	1384	1384	1384	1385	1386	1387	1388	1389
Texas	1390	1397	1397	1406	1422	1425	1427	1427	1428	1428	1429	1432	1432	1434
Utah	1444	1445	1445	1447	1451	1452	1453	1453	1453	1454	1455	1456	1456	1457
Vermont	1462	1463	1463	1464	1465	1466	1466	1466	1467	1467	1468	1468	1468	1469
Virginia	1472	1473	1473	1477	1482	1485	1486	1486	1486	1487	1488	1490	1491	1491
Washington	1498	1499	1499	1500	1518	1520	1522	1523	1524	1524	1525	1529	1531	1531
West Virginia	1540	1541	1541	1544	1548	1549	1550	1550	1550	1551	1552	1554	1555	1555
Wisconsin	1562	1563	1563	1569	1579	1581	1583	1583	1584	1584	1585	1588	1590	1590
Wyoming	1598	1599	1599	1600	1601	1601	1602	1602	1602	1602	1603	1604	1604	1605