

UNITED STATES DEPARTMENT OF COMMERCE

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BUREAU OF THE CENSUS

J. C. CAPP, Director (Appointed May 22, 1941)

WILLIAM LANE AUSTIN, Director (Retired, January 31, 1941)

VERGIL D. REED, Assistant Director

HOWARD H. McCLOURE, Assistant Director



SIXTEENTH CENSUS OF THE UNITED STATES : 1940

CENSUS OF BUSINESS

VOLUME I

RETAIL TRADE : 1939

PART 3

KINDS OF BUSINESS, BY AREAS
STATES, COUNTIES, AND CITIES

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Prepared under the supervision of

FRED A. GOSNELL

Chief Statistician for Business

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VERGIL D. REED, *Assistant Director*

HOWARD H. McCLURE, *Assistant Director*

Business—FRED A. GOBNELL, *Chief Statistician.*

WILLIAM A. RUFF, *Assistant Chief Statistician.*

Distribution Economist—John Guernsey.

Retail Trade—James O. Reid.

Wholesale Trade—John Albright.

Service Businesses—Ralph C. Janoschka.

Construction Industry—Isaac Q. Lord.

Current Statistical Service—Ernest J. Engquist, Jr.

Agriculture—ZELLMER R. PETTET, *Chief Statistician.*

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Field Canvass—GERALD RYAN, EMMONS K. ELLSWORTH.

Public Relations—FRANK R. WILSON.

LETTER OF TRANSMITTAL

DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS,
Washington, D. C., May 22, 1941.

Sir: I transmit herewith part 3 of volume I of the Sixteenth Census reports on the Census of Business. Volume I will contain statistics on retail trade and will be issued in three parts. Part 3 contains data for stores, sales, personnel, pay roll, and stocks, presented by kinds of business for States, counties, and for cities having 2,500 inhabitants or more. Parts 1 and 2 of volume I will contain United States summary tables and tables for States and for the larger cities, presenting data on types of operation, monthly employment, employment by occupational groups, credit sales, receivables, size of business by sales volume, and commodity sales.

The Census of Business, taken in 1940 in conformity with the Act providing for the Sixteenth Decennial Census, approved June 18, 1929, covers operations during the calendar year 1939. The facts were collected in 1940 by a complete field canvass of all retail establishments in continental United States.

The statistics were compiled under the supervision of Fred A. Connell, Chief Statistician for Business, and William A. Ruff, Assistant Chief Statistician. The report was prepared by James O. Reed, in charge of retail trade, with the technical assistance of Hugh S. Duffie and Donald R. Weaver.

J. C. CART,
Director of the Census.

Hon. James H. Johnson
Secretary of Commerce

REPORTS ON BUSINESS

CENSUS OF BUSINESS : 1939

Volume I. Retail Trade.

Volume II. Wholesale Trade.

Volume III. Service Businesses.

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Arizona	14	85	Boston	37	131	North Dakota	59	175
Arkansas	15	87	Michigan	38	133	Ohio	60	177
California	16	89	Detroit	39	135	Cleveland	61	179
Los Angeles	17	91	Minnesota	40	137	Oklahoma	62	181
San Francisco	18	93	Mississippi	41	139	Oregon	63	183
Colorado	19	95	Missouri	42	141	Pennsylvania	64	185
Connecticut	20	97	St. Louis	43	143	Philadelphia	65	187
Delaware	21	99	Montana	44	145	Pittsburgh	66	189
District of Columbia	22	101	Nebraska	45	147	Rhode Island	67	191
Florida	23	103	Nevada	46	149	South Carolina	68	193
Georgia	24	105	New Hampshire	47	151	South Dakota	69	195
Idaho	25	107	New Jersey	48	153	Tennessee	70	197
Illinois	26	109	New Mexico	49	155	Texas	71	199
Chicago	27	111	New York	50	157	Utah	72	201
Indiana	28	113	Buffalo	51	159	Vermont	73	203
Iowa	29	115	New York City (combined boroughs)	52	161	Virginia	74	205
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Arizona	224	498	579	Maine	320	529	659	Oklahoma	412	550	761
Arkansas	226	499	580	Maryland	322	525	657	Oregon	418	551	765
California	232	501	582	Massachusetts	324	526	659	Pennsylvania	422	552	767
Colorado	240	503	597	Michigan	328	527	678	Rhode Island	434	555	787
Connecticut	244	504	599	Minnesota	336	529	688	South Carolina	436	556	791
Delaware	248	505	605	Mississippi	344	531	692	South Dakota	440	557	794
District of Columbia			605	Missouri	350	533	695	Tennessee	444	558	795
Florida	250	506	606	Montana	358	535	700	Texas	450	560	799
Georgia	256	509	611	Nebraska	362	536	701	Utah	468	565	810
Idaho	266	511	616	Nevada	368	537	703	Vermont	470	565	811
Illinois	270	512	617	New Hampshire	370	538	704	Virginia	472	566	812
Indiana	282	515	630	New Jersey	372	539	706	Washington	478	568	817
Iowa	290	517	639	New Mexico	378	540	720	West Virginia	482	569	821
Kansas	298	519	645	New York	380	541	721	Wisconsin	486	570	824
Kentucky	306	521	649	North Carolina	390	543	740	Wyoming	492	571	831
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RETAIL TRADE—1939

States, Counties, and Cities

INTRODUCTION

This report presents the area statistics on retail trade and is based upon results obtained in the 1939 Census of Business which covered retail trade, wholesale trade, the distribution of manufacturers' sales, the construction industry, service establishments, hotels, laundries, cleaning and dyeing plants, tourist courts and tourist camps, motion-picture theaters and other places of amusement, and a mail canvass of sales finance companies.

The canvass.—The canvass of retail stores was begun on January 2, 1940, and was conducted by the regular field organization of the Bureau of the Census. Reports were obtained for each retail place of business in every State, county, and city in the United States. Separate reports were provided for each chain store and utility-operated store as well as for independent and other types of stores, except in some instances where consolidated reports were accepted. A retail store is, for census purposes, the place where the business is conducted, readily recognizable as a place of business.

In the enumeration of retail establishments two schedule forms were used. Copies of these are included in the appendix of this volume. The short form retail schedule (Form 20) was used for all independent retail stores with total sales for the year 1939 of less than \$20,000. Schedule Form 21 was used for independent retail stores with total sales for the year 1939 of \$20,000 or more and for all chain-store units, regardless of sales volume. Consolidated reports were accepted for two or more retail stores under the same ownership or management and in the same kind of business, if they were located within one city or town or in one county outside the corporate limits of such cities or towns. In these cases, however, an additional report on a listing sheet (Form 21A) was required, showing data on sales, employment, and pay roll for each store.

Every effort was made to insure a complete field canvass, but it is possible in some isolated instances establishments were not enumerated. The effect of any such omissions on kind-of-business totals for the United States or even States is unimportant.

Description of tables.—The following statistics on retail trade are presented in this report:

Table 1 presents information on the number of stores, dollar volume of sales, the number of proprietors and employees, and the dollar volume of pay rolls for major

business groups and principal kinds of business. Comparisons are with similar data for 1929 and 1935.

Table 2 presents the 1939 data by a more detailed kind-of-business classification, and shows the number and pay roll of full-time and part-time employees, and merchandise stocks on hand at the end of the year.

Table 15 shows for each county, each city of more than 2,500 population, and for the remainder of each county, stores and sales for each of the 11 major business groups and five selected kinds of business.

Table 16 shows for each county, each city of more than 2,500 population, and for the remainder of each county, the total number of stores, dollar sales, number of proprietors, number of employees, and pay roll.

Table 17 shows, for each city of more than 10,000 population, the number of stores, dollar sales, number of proprietors, number of employees, and pay roll by kinds of business, the detail varying according to four city-size groups.

The Retail Trade Census will be printed in volume 1, parts 1, 2, and 3. The above-described area tables have been assembled as part 3. Parts 1 and 2 will contain other tables, such as type of operation, size of business, credit, employment, and commodity sales analysis, a United States summary, and other special tables.

All the statistics assembled in this part 3 have been issued as individual State reports. Prior to that the data were published in the form of press releases. The data in these releases may vary slightly from those in this final report because of the inclusion of a few late schedules or because of the correction of compilations made possible by the detailed analysis which preceded the publication of this volume.

Previous retail trade censuses.—The first census of retail trade was taken as a part of the Census of Distribution of 1929 which followed a trial census of 11 cities in 1926. The second retail census was taken as part of the Census of American Business of 1933, and the third as part of the Census of Business of 1935.

In this report 1939 data are compared with those for the census years 1929 and 1935. The data represent the operations of retailers during the years 1939, 1935, and 1929, respectively. The figures were collected by the Bureau of the Census during the year following that to which they pertain, in a complete field canvass of retail stores in every State, city, and county in the United States. In the appendix are descriptions of

the kind-of-business classifications, along with a table which sets forth the kind-of-business classifications used in 1939 and their 1935 and 1929 equivalents.

General explanations.—The detail by areas presented in this part 3 of volume I, Retail Trade, provides the basis for extensive analysis of the retail distribution system. In using these figures, several general qualifications are important. The data on sales, employment, pay roll, and inventory pertain to establishments primarily engaged in retail trade. They do not include figures from establishments such as wholesalers who sell at retail as well as wholesale. The Business Census bases the classification of establishments on the source of the major portion of the receipts of the establishment. Thus all data pertaining to a single establishment will be included in the retail reports if the major portion of the receipts of that establishment is from retail sales, even though the establishment is also engaged in wholesale trade or service functions. Farmers selling their own produce directly to consumers and vendors without established places of business are not included in retail trade reports. More important in its effect on data for certain kinds of business, however, is the other factor, namely, the exclusion from retail reports of retail activity by wholesale establishments. This is particularly true in the automotive trade where the independent distributor of automobiles at wholesale also may be the largest retailer in a particular area. All data for such an establishment are included in the wholesale report, if more than 50 percent of total sales are at wholesale. The hardware trade is also one in which a large volume of retail business is done by establishments primarily engaged in wholesale trade. Likewise, the receipts of many service establishments include a small amount of retail sales, and the entire receipts of such establishments are included in the Service Census. Tables in part 1, volume I, Retail Trade present the amount of wholesaling by retailers and the amount of retailing by wholesalers and service establishments for principal kinds of business for each State.

Insofar as some sales by retail establishments are at wholesale to other retailers for resale, the total sales figures involve duplication. Previous censuses indicate that the amount involved is small. An analysis of this item also will be found in part 1, volume I, Retail Trade.

In comparing the 1939 data with the 1935 and 1929 figures contained in this report, consideration should be given to the fact that adjustments have not been made on account of price changes which may have occurred in the 10-year period, 1929–39. This factor is important in evaluating the dollar sales in terms of physical volumes. As an illustration, the Bureau of Labor Statistics index of the retail price of food was 132.5 for 1929 and 95.2 for 1939.

A limited number of cities which had a population of more than 10,000 in the 1940 census do not appear in table 17 due to the fact that the 1940 population figures were not available when these tables were tabulated and assembled. Information on stores and sales for these cities may be found, however, in tables 15 and 16 under the counties in which the cities are located. For the same reason, data for certain cities which reached a population of 2,500 in 1940 but had a population considerably less in 1930 do not appear separately in any table. Data for these cities will be published later in separate reports and will also appear in a section of part 1, volume I, Retail Trade.

An act of Congress makes it unlawful for the Bureau of the Census to disclose any facts contained in individual census reports. In order to avoid disclosing data of individual establishments, detail in the following tables have been presented only when three or more establishments are involved and when disclosure of sales volume will not result from publication of the data. When disclosure would result from publication, the data are withheld and an "x" is placed in the table in place of the data. If the sales data are thus withheld, all other data, except number of stores, are likewise withheld. The data which are thus "x'd" out in the table are, however, included in the totals. Since the data are thus included in the totals it is frequently necessary to withhold information on some other item, which would not otherwise be withheld, in order to prevent calculation of the one item by subtraction from the total. Wherever possible, moreover, two comparable classifications have been combined and bracketed. In this way disclosure of individual store operations is avoided, and a maximum of detail presented.

Revision of 1929 and 1935 data.—The figures for 1929 and 1935 shown in tables 1 and 2 have been revised to exclude data for repair garages which were classified as retailers in those years but are now included in the Service Census. Also, the data in this volume indicate a smaller total and part-time employment in 1929 than originally published in volume I, Retail Trade, 1929. This revision was necessary in order to provide data for 1929 which are calculated by a method as nearly comparable as possible to that used in calculating the average number of employees for 1939.

DEFINITIONS AND EXPLANATION OF TERMS

Retail trade as covered in this census includes establishments primarily engaged in selling merchandise for personal or household consumption or utilization, and rendering service incidental to the sale of goods. In addition to those kinds of business readily recognizable as retail stores under this general description, there are included retail businesses such as eating and drinking

places, filling stations, lumber and building-materials dealers, and motor-vehicle dealers.

The major portion of the sales or receipts must be from retail sales in order to classify an establishment, for census purposes, as a retail establishment. It must also operate as an established place of business open to the general public; thus peddlers or itinerant vendors are excluded. Also excluded are places of business connected with institutions which are open only to their members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, and cafeterias operated by industrial plants for their employees.

Stores.—A retail store or establishment is, for census purposes, the place where the business is conducted, readily recognizable as a place of business. Each separate place of business is counted as a separate store. Included are filling stations, motor-vehicle dealers, market stands (except farmers' stands), lumber and coal yards, eating and drinking places, milk dealers, mail-order houses, and leased departments. It includes only those retail establishments which are found to be doing more than one-half of their business at retail. When an establishment is primarily engaged in service or wholesale trade, it is so classified even though it may be, in part, engaged in retail trade.

The number of stores in any one classification is not equal to the number of "outlets" for any one commodity since the store is counted only in its major classification. Each store is thus classified in one and only one kind of business classification. These classifications are described in the appendix of this volume.

Sales.—The term "sales" means total operating receipts of retail stores after deduction of refunds or allowances for merchandise returned by customers. There is excluded the amount of local and State sales taxes which are collected by the store directly from customers over and above the marked selling price and paid directly by the store to the local or State taxing agency. Excise taxes, gasoline, and other taxes which are paid by the manufacturer or wholesaler and passed along to the retailer, are included in census reports in the amount of sales. In previous censuses the schedule called for any State or local sales tax to be included. In many instances these instructions were not followed.

Active proprietors of unincorporated businesses.—The number of active proprietors includes owners or partners of unincorporated businesses devoting the major portion of their time to the operation of the business. They are not included in the count of employees nor is their compensation included in pay roll. Salaried officers of corporations and executives are classified as employees, not as proprietors or firm members, and their compensation is therefore included in pay roll.

Employees.—This term represents the number of full-time and part-time paid employees, including salaried officers of corporations and executives. The number of employees shown is an aggregate of the average employment of each establishment; this average was obtained by totaling the number reported monthly (full-time and part-time separately) for the period ended nearest the 15th of each month, and dividing the sum by 12.

Full-time and part-time employees.—Full-time employees are those who work or are paid for the full number of hours of the workweek. Also reported as full-time employees are extras and contingents who worked the full number of hours during the particular week for which employment data were requested. All other employees were reported as part-time employees.

Pay roll.—This includes all compensation (salaries, wages, commissions, and bonuses) paid during the year to all employees. This item does not include compensation for proprietors or firm members of unincorporated businesses. Excluded from pay roll are payments in kind, such as free meals and lodging. Pay roll is reported before deductions for social security, insurance, dues, etc.

In comparing the number of employees per establishment, or pay roll per employee, or pay roll per dollar sales by kinds of business, interpretations of such comparisons are qualified by the fact that the number of unpaid family members and proprietors whose compensation is not given in this volume varies from one kind of business to another. This frequently varies in relation to the proportion of chain store or independent store predominance.

Stocks on hand.—The retail schedule form employed in the 1939 Census of Business asked for the value of inventory of merchandise on hand at cost value as of December 31, 1939, or the nearest inventory date, with further instructions to report the cost equivalent if inventory were taken at retail. However, it is probable that in a few cases these instructions were not followed. Stocks held in chain-store warehouses, operated as separate establishments, are not included.

Description of kinds of business.—Each establishment is classified in only 1 of the 99 kinds of business. These kinds of business are defined in the appendix to this volume. Also in the appendix will be found a list of kinds of business with their 1935 and 1929 equivalents and copies of the two schedule forms used in the field canvass.

Although comparability in the data has been maintained between the retail censuses, some of the data may reflect changes in classification of individual establishments as well as developments in distribution. Each place of business is classified according to its major kind of business. A change in sales emphasis of borderline establishments may shift the establishment's

CENSUS OF BUSINESS

entire business from one classification to another within the Retail Census or from the Retail to the Wholesale or Service Census. For example, a distributor of automobiles may be engaged primarily in wholesale trade at one census and at another census, the greater proportion of his sales may be at retail. Similarly a retailer-wholesaler of hardware may be classified as a retail store for one census and as a wholesale establishment at another.

The shift in classification, between kinds of business within the retail census, may be due to a shift in the store's business. On the other hand a change in a store's classification from its 1935 to its 1939 classification may be the result of the better basis for kind of

business classification which was provided by the commodity data obtained in the 1939 Census of Retail Trade. For instance, many general stores designated as such on their schedules, and classified as such in 1935, were classified as food stores in 1939 on the basis of analysis of their commodity sales. Stores designated as general stores on their schedules were classified as food stores only if more than two-thirds of their sales were accounted for by sales of food. This classification was made possible by the use of the so-called block system (see sample schedules reproduced in this report) which required the stores to furnish the dollar volume of sales for each of a limited number of related commodity classifications.