
APPENDIXES

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DESCRIPTION OF KINDS OF BUSINESS

Kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell more than food, and food also is sold in other kinds of stores, including variety, general, and department stores. Likewise, apparel, furniture, and drugs are sold in many stores not classified as apparel, furniture, or drug stores. For the purpose of this classification it is necessary to include each establishment in a particular group on the basis of the activity from which it derives the principal part of its receipts. Many establishments sell such a wide range of articles that they cannot be classified on a basis of commodity sales; in such cases establishments are classified on the basis of usual trade designations, such as drug stores, delicatessens, and variety stores.

Ninety-nine kinds of business are shown in table 2 of this report. These 99 are combined into 15 major classifications. At the head of table 1, these are further reduced to 11 major business groups, summarizing the 1939, 1935, and 1929 information. Each major group, except the miscellaneous group, includes stores dealing in related commodities, such as food, apparel and accessories, furniture, household appliances, etc.

These kinds of business defined below are arranged by groups, in the same order as they appear in table 2. In most cases these definitions consist of listing the principal commodity or commodities sold by stores in the classification. In using these definitions the reader is cautioned that commodities not listed may also be sold by establishments in a given kind of business. The classification refers to the primary sales emphasis of the stores included

FOOD GROUP

The Food Group includes 13 classifications. Establishments primarily engaged in selling prepared foods and meals for consumption on the premises, such as eating and drinking places, are included in classifications under those names, and stores primarily engaged in selling packaged liquor are also classified elsewhere.

GROCERY STORES (WITHOUT FRESH MEATS).—These stores are primarily engaged in selling at retail all sorts of canned foods, such as soups, vegetables, fruits, and meats, in addition to dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers. They may carry smoked and prepared meats, and fresh fish and poultry in limited quantities, but not fresh meats. Usually fresh vegetables and fruits are carried.

COMBINATION STORES (GROCERIES-MEATS).—These stores are primarily engaged in selling the same line of merchandise as grocery stores, in combination with fresh meats.

DAIRY PRODUCTS STORES.—These establishments are primarily engaged in selling at retail such dairy products as milk, cream, butter, cheese, and related products. The dairy products store is engaged in over-the-counter sales to customers and this classification is differentiated from milk dealers in method of distribution and not by kind of commodity. Farmers' stands are excluded.

MILK DEALERS.—These establishments are primarily engaged in selling milk and cream, by daily delivery to the home. This classification is differentiated from the dairy products store in method of distribution and not by kind of commodity. The retail census excludes dairy farms, even though such farms sell milk at retail by daily delivery to the home. Dairy farms are included in the Census of Agriculture. Dealers who sell primarily to retailers or hotels and restaurants are considered, for census purposes, as engaged in wholesaling and are included in Wholesale Census reports.

MEAT MARKETS.—These stores are primarily engaged in selling fresh meats. They also sell cured meats, poultry, fish, dairy products, eggs, and other commodities.

FISH (SEA FOOD) MARKETS.—Included in this classification are stores and markets primarily engaged in selling fresh fish,

oysters, and other sea foods.

CANDY, NUT STORES.—These stores are engaged in selling, primarily, boxed or bulk candy, or boxed or bulk nuts.

CONFECTIONERY STORES.—These stores sell other kinds of confections, in addition to boxed and bulk candies and nuts. Operation of a soda fountain or lunch counter is common.

DELICATESSEN STORES.—These stores handle a wide range of products, many of which, such as meats and salads, are cooked foods ready for consumption in the home without further preparation. This classification is based largely on the trade designation and the stores included are, with few exceptions, those which designate themselves as delicatessens.

FRUIT STORES, VEGETABLE MARKETS.—These stores, stands, and markets sell primarily fresh fruits or fresh vegetables or both. They are frequently found in public or municipal markets or are operated as roadside stands.

BAKERIES, CATERERS.—This classification includes the retail bakery goods store that purchases its goods from a manufacturing bakery, and the retail branch of a manufacturing bakery. This classification also includes the manufacturing bakery whose business amounts to less than \$5,000 for the year. Caterers represent a specialized business in which service plays an important part, whose primary source of revenue is from the preparation of food and the serving of that food elsewhere than at the place of business. Manufacturing bakeries with annual production of \$5,000 or more are included in the Census of Manufactures, and are not included either as retail or wholesale establishments in Business Census reports.

EGG AND POULTRY DEALERS.—These stores are engaged in selling, primarily, eggs and live or dressed poultry. Dairy products are frequently handled.

OTHER FOOD STORES.—Included in this classification are stores and house-to-house distributors of coffee, tea, and spices; stores handling health foods, and other specialty food stores.

GENERAL STORES (WITH FOOD)

These stores sell a general line of merchandise, such as hardware, farm supplies, apparel and notions, with a substantial volume of food. These stores frequently sell gasoline and related automotive supplies and accessories. They are located typically but not exclusively in the smaller communities, and are frequently known as general merchandise stores. Many general stores designated as such on their schedules but shown by their commodity sales analysis to be predominantly food stores are therefore classified as grocery or combination stores. Others were found to be feed stores, or filling stations, or general merchandise stores, and are so classified.

GENERAL MERCHANDISE GROUP

The General Merchandise Group includes five classifications; these stores selling a number of lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and often food. Mail-order houses in the general merchandise field are included in this group but not as a separate kind of business.

DEPARTMENT STORES.—Department stores are general merchandise stores with sales in excess of \$100,000, usually of the full-service type, carrying men's, women's, and children's apparel and shoes, furnishings and accessories, dry goods, home-ware, and many other lines. Furniture and hardware are often but not necessarily represented, although home furnishings, draperies, curtains, and linens are almost invariably carried.

DRY GOODS STORES.—These stores sell primarily piece goods in combination with women's and children's ready-to-wear ap-

parel and accessories, homewares, light hardware, and notions. Price range is unrestricted.

GENERAL MERCHANDISE STORES WITH FOOD.—These stores carry lines of men's clothing and women's apparel in combination with dry goods, groceries and food, hardware, homewares or house furnishings, and other lines in limited amounts. General merchandise stores selling a substantial quantity of food (one-third or more of total sales) are classified as General Stores (with food).

GENERAL MERCHANDISE STORES—OTHER.—These stores carry lines of men's clothing and women's apparel in combination with dry goods, hardware, homewares or house furnishings, and other lines in limited amounts. Department stores having sales of less than \$100,000 are included.

VARIETY STORES.—These stores carry a variety of small wares, especially lower-priced lines of stationary, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery, etc. Sales are usually for cash without delivery service. They are frequently distinguished by advertised price ranges of "5 and 10 cent" or "5 cents to a dollar."

APPAREL GROUP

This group includes 16 classifications; these stores selling primarily clothing, shoes, hats, underwear, and related articles for personal wear and adornment. The principal stores in the apparel field are men's stores, family stores, women's apparel stores, and shoe stores.

MEN'S-BOYS' FURNISHINGS STORES.—These stores sell primarily men's and boys' furnishings, such as gloves, hosiery, shirts, and underwear. They are frequently known as haberdashery stores, although this term is also used to cover items such as clothing. Men's-boys' hat stores are separately classified.

MEN'S-BOYS' HAT STORES.—These stores sell primarily men's and boys' hats and caps.

MEN'S-BOYS' CLOTHING STORES (AND FURNISHINGS).—This classification includes stores selling primarily men's and boys' overcoats, topcoats, suits, and work clothing. Combinations of lines of accessories, hats, shoes, and furnishings such as shirts, gloves, hosiery, and underwear are frequently but not always carried.

FAMILY CLOTHING STORES.—These establishments are primarily engaged in selling clothing, furnishings and accessories for men, women, and children, without specializing in any line.

WOMEN'S READY-TO-WEAR STORES.—These stores are primarily engaged in selling women's and misses' ready-to-wear coats, suits and dresses. Frequently, accessories and shoes also are sold.

FURRIERS, FUR SHOPS.—These shops sell primarily ready-made fur coats, scarfs, and fur-trimmed cloth coats. Making fur apparel to custom order is frequently a large part of the business. Repairs and storage may also constitute a substantial source of income.

MILLINERY STORES.—These stores sell primarily ready-to-wear and custom millinery and trimmings.

CORSET AND LINGERIE SHOPS.—These stores are engaged in selling primarily women's corsets, girdles, brassieres, lingerie, negligees, slips, and underwear. Combinations of other women's apparel and accessories are also frequently carried.

HOSIERY SHOPS.—These stores are primarily engaged in selling women's hosiery.

OTHER WOMEN'S ACCESSORIES STORES.—These stores sell primarily women's costume accessories, such as costume jewelry, gloves, handbags, etc.

INFANTS' WEAR SHOPS.—These stores sell primarily infants'

OTHER APPAREL STORES.—These establishments are primarily engaged in selling special lines of apparel, such as knit goods, blouses, children's apparel, etc.

CUSTOM TAILORS.—This classification includes establishments which designate themselves as either custom tailors or merchant tailors. They are engaged in making and selling primarily men's clothing (and less frequently, women's clothing) to individual order. Many of these establishments also report receipts from repair service, but if the major portion of total receipts is from repair service, the establishment is classified in the Service Census. The home dressmaker is not classified as a custom tailor.

MEN'S SHOE STORES.—Included in this classification are those stores specializing in men's and boys' footwear.

FAMILY SHOE STORES.—These stores are primarily engaged in selling footwear for men, women, and children, without specializing in any one line.

WOMEN'S SHOE STORES.—These stores are engaged in selling primarily women's and misses' footwear.

FURNITURE--HOUSEHOLD--RADIO GROUP

This group includes 11 classifications; these stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, radios, and other household electric and gas appliances.

FURNITURE STORES.—These stores are primarily engaged in selling household furniture in combination with home furnishings and appliances.

FLOOR COVERINGS STORES.—These stores sell primarily floor coverings, such as rugs, carpets, and linoleums.

DRAPERY, CURTAIN, UPHOLSTERY STORES.—These establishments are primarily engaged in selling draperies, upholstery materials, and curtains. Part of the income of these stores is derived from service and the making of curtains and draperies. Establishments whose primary source of income is from service are classified in the Service Census.

CHINA, GLASSWARE, METALWARE STORES.—These stores are engaged primarily in selling chinaware, glassware, crockery, kitchenware, tinware, and aluminumware.

INTERIOR DECORATORS.—Included are establishments engaged in selling draperies and other home furnishings and also rendering interior decorating services. Interior decorators who do not carry stocks of merchandise are not considered a part of retail trade, but are included in the Service Census.

ANTIQUE SHOPS.—This group includes shops selling antique furniture and objects of art, and stores selling a mixture of antique and used furniture. Used-furniture dealers are included with second-hand stores.

OTHER HOME-FURNISHINGS STORES.—Included in this classification are stores specializing in such commodities as pictures, frames, lamps and shades, awnings, window shades, tents, flags, and banners.

HOUSEHOLD APPLIANCE DEALERS.—This classification includes stores specializing in the sale of electric and gas household appliances, electric and gas refrigerators, stoves, and ranges.

RADIO--HOUSEHOLD APPLIANCE STORES.—These stores are primarily engaged in selling radios with additional lines of household appliances.

RADIO STORES.—These stores specialize almost exclusively in the sale of radios, television sets, and parts. Radio repair shops are classified in the Service Census.

RADIO--MUSICAL INSTRUMENT STORES.—These stores are engaged in the sale of radios in combination with musical instru-

AUTOMOTIVE GROUP

This group includes eight classifications; dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, and motorcycles. Automotive distributors, the greater part of whose sales are to dealers, are excluded from this group, and are included in the Census of Wholesale Trade. A distributor of automobiles whose sales are primarily at wholesale is included in the Census of Wholesale Trade even though he may be the principal retailer in the area. The effect of this factor is important enough to cause an understatement of retail automobile sales in many areas. Establishments primarily engaged in selling trucks and motorized industrial equipment are, for census purposes, classified as wholesale establishments.

MOTOR-VEHICLE DEALERS (NEW AND TRADE-IN).—These dealers specialize in the sale of automobiles. They frequently carry stocks of replacement parts and maintain repair departments to provide service and repairs. Limited quantities of tires, batteries, and automotive accessories are ordinarily carried, the sales of which are included in the total sales reported.

MOTOR-VEHICLE—FARM IMPLEMENT DEALERS.—These establishments are similar to those included in the classification above, "Motor-vehicle dealers," except that additional lines of farm implements, machinery, equipment, and tractors are carried.

MOTOR-VEHICLE DEALERS (RETAIL-WHOLESALE).—These establishments are engaged in selling at retail new automobiles in combination with a subsidiary amount of wholesale sales. Establishments which are engaged in selling automobiles both at retail and wholesale are included in this classification when more than 50 percent of total sales are made at retail, but are included in the Wholesale Census if more than 50 percent of their total sales are at wholesale.

USED-CAR DEALERS.—Included in this classification are only those establishments engaged primarily in the sale of used cars.

ACCESSORY, TIRE, BATTERY DEALERS.—These establishments are primarily engaged in selling automobile tires, batteries, and other accessories.

MOTORCYCLE DEALERS.—These dealers specialize in the sale of new and used motorcycles, parts, and supplies. Receipts from repair service are included, but establishments engaged primarily in repair work are included in the Service Census.

AIRCRAFT DEALERS.—This classification includes establishments selling aircraft at retail for private (non-commercial) use. Retail sales of aircraft manufacturers are not included.

MOTORBOAT, YACHT DEALERS.—Included in this classification are establishments selling motorboats, yachts, canoes, and other water-craft. Frequently these establishments also sell gasoline, oil, and grease.

FILLING STATIONS

This classification includes establishments primarily engaged in selling gasoline and lubricating oils. Places of business operating under the name "garage" but which derive the larger part of their receipts from gasoline and oil sales also are included. Filling stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

LUMBER--BUILDING GROUP

This group includes five classifications; these establishments selling in retail quantities, lumber, heating and plumbing equipment, paint, glass, wallpaper, electrical supplies, and other construction material and supplies. The retail dealer sells to contractors and farmers, as well as other ultimate consumers. Distributors of lumber and building materials who sell primarily to dealers for resale are considered, for census purposes, as engaged in wholesaling and are included in the Wholesale Census reports.

LUMBER YARDS.—Lumber yards are establishments engaged primarily in selling lumber. Retail lumber yards often carry builders' hardware, roofing materials, and other builders' supplies.

BUILDING-MATERIALS DEALERS.—These dealers are primarily engaged in selling at retail a general line of building materials, such as roofing materials, sand, gravel, crushed stone, etc.

HEATING—PLUMBING EQUIPMENT DEALERS.—This classification includes only those dealers whose receipts are derived primarily from the retail sales of plumbing, heating, and air conditioning equipment. Establishments primarily engaged in plumbing installation and repair, who may sell incidental amounts of supplies and equipment, are not considered a part of retail trade, but are included in the reports of the Construction Census.

PAINT, GLASS, WALLPAPER STORES.—This classification includes stores specializing in wallpaper, paint, or glass, including glass and mirror shops.

ELECTRICAL SUPPLY STORES.—These establishments are engaged primarily in selling at retail electrical supplies for construction and building purposes, such as lighting fixtures, bulbs, cables, and fuse boxes. Dealers primarily engaged in the sale of household appliances are classified as household appliance dealers. Not included in electrical supply stores are those electrical shops whose receipts are obtained primarily from construction activity. These are included in the Construction Census.

HARDWARE GROUP

This group includes stores selling a number of basic lines of hardware, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, roofing materials, and farm implements.

HARDWARE STORES.—This classification consists of establishments primarily engaged in selling any combination of the basic lines of hardware mentioned above, except farm implements.

FARM IMPLEMENT—TRACTOR—HARDWARE DEALERS.—Included in this classification are establishments primarily engaged in selling at retail, farm tractors, reapers, mowers, plows, wagons, and other farm implements, with or without any combination of the basic lines of hardware.

EATING PLACES

This classification includes restaurants; cafeterias and lunch rooms; lunch counters and stands; and soft drink, juice, and ice cream stands. Establishments which are primarily drinking places but which also sell food are not included in this classification. Restaurants and lunch counters operated by hotels are included in the Hotel Census. Restaurants and lunch counters located within other retail stores are not included in this group unless they are operated as leased departments by outside operators. Eating places located in clubs or institutions where service is primarily to members or personnel are not included in retail trade.

RESTAURANTS, CAFETERIAS, LUNCH ROOMS.—This classification includes restaurants having full table service, cafeterias or self-service restaurants, and lunch rooms having limited table service in addition to counter service. Automats are included in this classification.

LUNCH COUNTERS AND STANDS.—These establishments are likewise primarily engaged in selling prepared food for immediate consumption but do not receive a substantial part of their receipts from the sale of meals at tables. Included are such places as diners and lunch wagons.

SOFT DRINK, JUICE, ICE CREAM STANDS.—This classification covers the establishments specializing in the sale of commodities designated in the classification. These places were included in the 1935 Census along with lunch counters and stands

in the classification "Lunch counters, refreshment stands."

DRINKING PLACES

This group includes those establishments primarily engaged in selling beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. These establishments may be known as bars, beer gardens, cabarets, night clubs, saloons, tap-rooms, taverns, etc.

DRINKING PLACES WITH MEALS.—This classification includes establishments primarily engaged in selling alcoholic drinks but in which food also is served. Establishments that are primarily eating places but which also sell alcoholic drinks are classified as eating places.

DRINKING PLACES—OTHER.—This classification includes drinking places in which food is not sold.

DRUG STORES

The stores which come under this group have been included on the basis of their usual trade designation rather than the more strict interpretation of the commodities handled. These stores sell prescriptions, drugs, or patent medicines, in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. In some States bottled wines and liquors constitute an important part of drug store sales.

DRUG STORES WITH FOUNTAIN.—These stores have the characteristics of drug stores as described above, and in addition operate a soda fountain and sell lunches and meals, frequently with rather extensive table service.

DRUG STORES—OTHER.—These stores have the characteristics of drug stores as described above, but do not operate a soda fountain or sell lunches or meals.

LIQUOR STORES (PACKAGED GOODS)

These stores specialize in the sale of bottled or otherwise packaged alcoholic beverages such as beer, ale, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included in this classification.

OTHER RETAIL STORES

This group includes 23 classifications. In most cases these classifications consist of establishments handling primarily the commodity indicated by the title of the classification. In other cases the classification is the common trade name of the stores included.

FUEL AND ICE DEALERS.—These establishments are engaged in selling primarily coal and wood or ice. In many areas, coal and wood yards sell substantial quantities of ice during the summer months and ice dealers frequently sell fuel during winter months. Many fuel dealers are selling an increasing quantity of fuel oil, but when the major portion of the sales volume is from the sale of fuel oil, the establishment is classified as a fuel-oil retailer.

FUEL-OIL RETAILERS.—This classification includes establishments engaged primarily in selling fuel oil at retail. Many dealers, the major portion of whose receipts is from the sale of fuel oil, also handle related items of coal, coke, wood, and ice. Stores primarily engaged in selling fuel-oil burners and those engaged in installing and servicing fuel-oil burners are not included in this classification.

HAY, GRAIN, AND FEED STORES (WITH GROCERIES).—This classification includes stores selling the basic lines of hay, grain, feed, and fertilizer, in combination with a substantial amount of groceries and minor lines of farm supplies.

HAY, GRAIN, AND FEED—FARM IMPLEMENTS.—This classification, like the one above, includes stores selling primarily the basic lines of hay, grain, feed, and fertilizer, but with substantial

amounts of farm implements and minor amounts of other farm supplies. Stores engaged primarily in the sale of farm implements are classified as "Farm implement--tractor--hardware dealers."

HAY, GRAIN, AND FEED STORES—OTHER.—This classification includes stores selling the basic lines of hay, grain, feed, and fertilizer, with minor amounts of other farm supplies.

FARM AND GARDEN SUPPLY STORES.—This classification includes stores selling primarily seeds and nursery stocks, fertilizer, garden tools, etc. Fuel and feeds are frequently sold in limited quantities.

JEWELRY STORES.—These stores are primarily engaged in selling jewelry, such as diamonds and other precious stones mounted in precious metals; rings, bracelets, and brooches; sterling and plated silverware; watches and clocks, etc. Establishments primarily engaged in watch and jewelry repair are not considered a part of retail trade but are included in the Service Census.

BOOK STORES.—Included in this classification are stores engaged primarily in selling new books, rare books, prints, and manuscripts. Stationery and related articles are secondary lines. Included also are subscription book concerns ordinarily selling house-to-house or by direct mail. Second-hand book stores are classified separately.

STATIONERY STORES.—Included in this classification are stationers and printers engaged primarily in the sale of stationery and printed forms. Printers and publishers, however, are not considered part of retail trade but are included in the Census of Manufactures.

CIGAR STORES, CIGAR STANDS.—These stores are primarily engaged in selling cigars, cigarettes, tobacco, and smokers' supplies. They frequently operate fountains. Included are cigar stands operated as concessions in pool rooms, bowling alleys, railway stations, and other public places. Packaged liquor, men's furnishings, books, magazines, and novelty merchandise are often sold, in addition to tobacco products.

FLORISTS.—These stores are primarily engaged in selling at retail, cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stocks are classified elsewhere. Greenhouses are not considered a part of retail trade but are included in the Census of Agriculture.

GIFT, NOVELTY, SOUVENIR SHOPS.—This classification includes novelty and souvenir stores, and art and gift shops. Gift shops ordinarily sell a variety of gift articles, small art objects, paper novelties, stationery, and related merchandise.

NEWS DEALERS.—This classification includes stores and stands primarily engaged in the sale of newspapers, magazines, and periodicals. Frequently additional lines are carried, such as candy, tobacco, souvenirs, novelty merchandise, and toys. Magazine and newspaper subscription sales offices are not included in the census, nor are newsstands selling only newspapers.

OFFICE, STORE APPLIANCE AND EQUIPMENT DEALERS.—These establishments sell primarily typewriters, parts, and supplies, store and office furniture and fixtures, and store and office machine equipment and supplies. Secondary lines are stationery, printed forms, and office supplies.

OFFICE, STORE, SCHOOL SUPPLY DEALERS.—This classification includes retail stores selling store and office supplies, stationery, printed forms, and books.

OPTICIANS.—This classification includes establishments engaged in grinding glasses on prescription, furnishing and fitting the frames, and selling optical goods and related commodities such as binoculars, opera glasses, cameras, etc. For census purposes optometry is treated as a professional service and as such is not included in the Business Census. Some optometrists are, however, engaged in retail trade as opticians, and reports for such establishments confined to the retail business are also included in this classification.

PHOTOGRAPHIC SUPPLY--CAMERA STORES.—Included in this classi-

fication are stores engaged primarily in the sale of photograph supplies and cameras. Establishments primarily engaged in taking photographs or in rental of motion-picture films are not considered a part of retail trade.

SPORTING GOODS STORES.—This classification includes sporting goods specialty stores handling a full line of sporting goods, including gymnasium and playground equipment, fire-arms, ammunition, and novelty sporting goods. Secondary lines, such as toys and stationery, are frequently sold.

BICYCLE SHOPS.—This classification includes establishments selling primarily bicycles. These shops frequently undertake a substantial amount of repair work. The establishment is classified in the Service Census if more than 50 percent of the total receipts is from repairs. These stores also usually carry secondary lines of sporting goods.

LUGGAGE STORES.—These establishments are primarily engaged in selling trunks and hand baggage. Frequently there is also sold substantial quantities of other leather goods, such as brief cases, pocketbooks, women's handbags, leather belts, and gloves.

PIANO, MUSICAL INSTRUMENT STORES.—This classification includes establishments specializing in the sale of pianos, other musical instruments, and sheet music. Stores whose receipts are primarily derived from the sale of radios are classified elsewhere in the Retail Census.

SCIENTIFIC, MEDICAL INSTRUMENT AND SUPPLY DEALERS.—Included in this classification are those establishments selling primarily at retail, scientific and medical instruments, and surgical and hospital equipment and supplies.

OTHER RETAIL STORES.—Included in this classification are establishments engaged in selling at retail specialized lines of merchandise, among which are: retail dealers in monuments and tombstones, sanitary supplies (insecticides, disinfectants, etc.), stores specializing in the sale of cosmetics and toilet articles and preparations, pet shops, central offices and branch offices of companies operating vending machines, auto-graph and philatelists' supplies stores, and other types of stores not elsewhere classified.

SECOND-HAND STORES

This group includes six classifications, these stores being primarily engaged in selling used merchandise, such as clothing, furniture, books, and automobile parts. Used-car dealers are classified in the Automotive Group, and antique shops are included in the Furniture--Household--Radio Group. Pawn brokers primarily engaged in lending money are not considered a part of retail trade.

BOOK STORES (SECOND-HAND).—These stores are primarily engaged in selling second-hand books and rare manuscripts, although some new books and stationery are frequently sold.

CLOTHING, SHOE STORES (SECOND-HAND).—These establishments are primarily engaged in selling second-hand clothing and shoes. Some new merchandise in the lower-priced lines are often included, as well as a small amount of shoe repairing.

FURNITURE STORES (SECOND-HAND).—These stores sell second-hand furniture primarily, and occasionally some new furniture in the lower-priced lines. Stores selling antique furniture are classified in the Furniture--Household--Radio Group.

TIRES, ACCESSORIES, PARTS (SECOND-HAND).—These establishments are engaged in selling used automobile parts, accessories, tires, and batteries. Dealers engaged primarily in the sale of used cars and trucks are classified in the Automotive Group. Retail sales of junk dealers are classified in the kind of business "Other retail stores" in the group "Other Retail Stores."

PAWN SHOPS (SALES).—This classification includes sales of miscellaneous merchandise through pawn shops, and does not include loan transactions. Pawn brokers primarily engaged in lending money are not considered a part of retail trade.

OTHER SECOND-HAND STORES.—This group includes the remainder of the second-hand stores, many of which specialize in commodities such as used store fixtures and equipment; used barrels, boxes, and other containers; second-hand farm implements; used lumber and building materials; and used household appliances.

RETAIL TRADE:1939

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Kind-of-Business Classifications Compared

1939 - 1935 - 1929

The Retail Census for 1939 in its major tables shows 99 kind-of-business classifications arranged in 15 business groups. In 1935 the classifications were not in so much detail as in 1939 or 1929. There were 66 kind-of-business classifications in 1935 and 167 in 1929.

Following is a comparison of the classifications in 1939 with corresponding classifications in 1935 and 1929.

KINDS OF BUSINESS

<u>1939 Classification</u>	<u>Corresponding Classification in 1935</u>	<u>Corresponding Classification in 1929</u>
<u>Food Group</u>	<u>Food Stores</u>	<u>Food Group</u>
Grocery stores (without fresh meats)	Grocery stores (without meats)	Grocery stores (without meats)
Combination stores (groceries-meats)	Combination stores	Combination stores:
		Grocery stores with meats
		Meat markets with groceries
Dairy products stores	Dairy products stores and milk dealers	Dairy products stores
Milk dealers		Milk dealers
Meat markets	Meat markets	Meat markets
Fish (sea food) markets	Fish markets - sea food	Fish markets - sea food
Candy, nut stores	Candy and confectionery stores	Candy stores - nut stores
Confectionery stores		Confectionery stores
Delicatessen stores	Delicatessen stores	Delicatessen stores
Fruit stores, vegetable markets	Fruit stores and vegetable markets	Fruit stores and vegetable markets
Bakeries, caterers	Bakeries and caterers	Bakeries and caterers:
		Bakeries-bakery goods stores
		Caterers
Egg and poultry dealers	Egg and poultry dealers	Egg and poultry dealers
Other food stores	Other food stores	Other food stores:
		Coffee, tea, spice dealers
		Farm products stores
		General food stores (miscellaneous)
		Bottled waters and beverage dealers
<u>General Stores (with food)</u>	<u>General Stores (with food)</u>	<u>General Stores</u>
		General stores - groceries with apparel
		General stores - groceries with dry goods
		General stores - groceries with general merchandise
<u>General Merchandise Group</u>	<u>General Merchandise Group</u>	<u>General Merchandise Group</u>
Department stores	Department stores	Department stores--
(including general merchandise	(including general merchandise	With food departments
mail-order houses)	mail-order houses)	Without food departments
		Mail-order houses - general merchandise
Dry goods stores	Dry goods and general merchandise stores	Dry goods stores:
		Dry goods stores
		Piece goods stores
General merchandise stores with food		General merchandise stores:
		With food departments
General merchandise stores - other		Without food departments
		Army and Navy goods stores
		Women's exchanges and handwork shops
Variety stores	Variety, 5 and 10, and to-a-dollar stores	Variety, 5 and 10, and to-a-dollar stores
<u>Apparel Group</u>	<u>Apparel Group</u>	<u>Apparel Group</u>
Men's-boys' furnishings stores	Men's furnishings stores	Men's furnishings stores:
		Men's furnishings stores
Men's-boys' hat stores		Men's and boys' hat stores
Men's-boys' clothing stores (and furnishings)	Men's clothing and furnishings stores	Men's and boys' clothing and furnishings stores:
		Men's and boys' clothing stores
Family clothing stores	Family clothing stores	Men's clothing and furnishings stores
Women's ready-to-wear stores	Women's ready-to-wear stores	Family clothing stores
Furriers, fur shops	Furriers and fur shops	Women's ready-to-wear specialty stores
Millinery stores	Millinery stores	(apparel and accessories)
Corset and lingerie shops	Accessories - other apparel stores	Furriers and fur shops
Hosiery shops		Millinery stores
Other women's accessories stores		Women's accessory stores:
		Corset and lingerie shops
		Hosiery shops
		Blouse shops
		Knit goods shops
		Costume accessories stores
		(including jewelry, bags, and gloves)
		Umbrella shops (including parasols, canes)
Infants' wear shops		Other apparel stores:
Other apparel stores		Infants' wear shops
		Children's specialty shops
Custom tailors	Custom tailors	Dressmakers
Men's shoe stores	Shoe stores	Mail-order apparel houses
Family shoe stores		Custom tailors
Women's shoe stores		Shoe stores - men's
		Family shoe stores - (men's, women's and children's)
		Shoe stores - women's
<u>Furniture-Household-Radio Group</u>	<u>Furniture-Household Group</u>	<u>Furniture-Household Group</u>
Furniture stores	Furniture stores	Furniture stores:
		Furniture stores
		Furniture and undertaker
		Furniture and hardware stores
Floor coverings stores	Floor coverings, - drapery stores	Floor coverings stores
Drapery, curtain, upholstery stores		Drapery, curtain, and upholstery
China, glassware, metalware stores		China, glassware, crockery, tinware, enamel ware dealers
		Aluminum ware
Interior decorators		Interior decorators
Antique shops		Antique shops
Other home-furnishings stores	Other home furnishings stores	Other home furnishings and appliance stores:
		Antique and used furniture dealers
		Brushes and brooms (largely house-to-house)
		Picture and framing stores
		Awning, flag, banner, window shade, and tent shops

(continued)

(continued)

(continued)

CENSUS OF BUSINESS

1939 Classification
Furniture-Household-Radio Group (continued)
 Household appliance dealers

Radio-household appliance stores
 Radio stores
 Radio-musical instrument stores

Automotive Group
 Motor-vehicle dealers (new and trade-in)
 Motor-vehicle--farm implement dealers
 Motor-vehicle dealers (retail-wholesale)

Used-car dealers
 Accessory, tire, battery dealers

(All garages and repair shops included in Service Census in 1939)

Motorcycle dealers
 Aircraft dealers
 Motorboat, yacht dealers
 (Bicycle shops are shown separately in 1939 under "Other retail stores")

Filling Stations

Lumber-Building Group
 Lumber yards
 Building-materials dealers

Heating-plumbing equipment dealers

Paint, glass, wallpaper stores

Electrical supply stores

Hardware Group

Hardware stores
 Farm implement-tractor-hardware dealers

Eating Places

Restaurants, cafeterias, lunch rooms

Lunch counters and stands

Soft drink, juice, ice cream stands

Drinking Places

Drinking places with meals
 Drinking places - other

Drug Stores

Drug stores with fountain
 Drug stores - other

Liquor Stores (packaged goods)

Other Retail Stores

Fuel and ice dealers
 Fuel-oil retailers

Hay, grain and feed stores with groceries
 Hay, grain and feed - farm implements
 Hay, grain and feed stores - other

Farm and garden supply stores

Corresponding Classification in 1935

Furniture-Household Group (continued)
 Household appliance-and-radio stores

Radio dealers

Automotive Group

Motor-vehicle dealers (new)

Used-car dealers
 Accessories, tire and battery dealers

Garages

Other automotive

(Bicycle dealers were shown separately in 1935 under "Other retail stores")

Filling Stations

Lumber-Building Group

Lumber and building-materials dealers

Heating and plumbing equipment dealers

Paint, glass, wall-paper stores

Electrical supply stores

Hardware Group

Hardware stores
 Hardware and farm implement dealers

Eating Places

Restaurants-cafeterias-lunch rooms

Lunch counters-refreshment stands

Drinking Places

Drug Stores

Drug stores with fountain
 Drug stores without fountain

Beer and Liquor Stores (packaged)

(Listed under "Other Retail Stores" in 1935)

Other Retail Stores

Fuel and ice dealers
 (includes fuel-oil dealers)

Hay, grain and feed stores (with groceries)
 Hay, grain, feed stores (without groceries)

Farm and garden supply stores

Corresponding Classification in 1929

Furniture-Household Group (continued)

Household appliance stores;
 Household appliance stores (electric only)
 Household appliance stores (includes gas)
 Refrigerator dealers (electric only)
 Refrigerator dealers (electric and gas)
 Stove and range dealers

Radio and music stores;
 Radio and electrical shops
 Radio and musical instrument stores

Automotive Group

Motor vehicle dealers (new and used):
 Automobile salesrooms
 Automobile dealers with farm implements and machinery
 Used car dealers
 Accessories, tire and batteries;
 Accessory stores with tires and batteries
 Battery and ignition shops and brake repair shops
 Tire shops (including tire repairs)
 Garages and repair shops:
 Body, fender and paint shops
 Garages (repairs and storage, gasoline, oil, accessories)
 Parking stations, parking garages and lots
 Radiator shops (including repairs)
 Other automotive establishments:
 Motor-cycle dealers
 Aircraft and accessories
 Boats (motor boats, yachts, canoes)
 Bicycle, motor-cycle and supply stores
 Bicycle shops (including repairs)

Filling Stations

Filling stations--gasoline and oil
 Filling stations--with tires and accessories
 Filling stations--with other merchandise

Lumber and Building Group

Lumber and building materials:
 Lumber and building materials dealers
 Lumber and hardware dealers
 Roofing dealers
 Other retailers of building materials (brick, stone, cement, etc.)
 Heating and plumbing shops:
 Heating appliance and oil burner dealers
 Plumbing shops (heating and ventilating)
 Paint and glass stores:
 Glass and mirror shops
 Paint and glass stores
 Electrical shops (without radio)

Hardware Group (Listed under "Other Retail Stores" in 1929)

Hardware stores
 Hardware and farm implement stores;
 Farm implement, machinery and equipment dealers
 Farm implement dealers with hay, grain and feed
 Hardware and farm implement stores

Restaurants and Eating Places

Restaurants, cafeterias and lunch rooms:
 Cafeterias
 Lunch rooms
 Restaurants with table service
 Lunch counters, refreshment stands, etc.:
 Box lunch
 Refreshment stands
 Fountain-lunches
 Lunch counters
 Soft drink stands

(None)

Drug Stores (Listed under "Other Retail Stores" in 1929)

Drug stores with fountain
 Drug stores without fountain

(None)

Other Retail Stores

Coal and wood yards-ice dealers:
 Coal and wood yards
 Ice dealers
 Feed stores with groceries
 Feed stores (flour, feed, grain, fertilizer)
 Coal and feed stores
 Grain elevators (sale at retail)
 Farmers' supplies:
 Fertilizer dealers
 Harness shops
 Irrigation and drainage equipment and supplies (retail)
 Farmers' supply stores
 Seed stores, bulbs and nursery stock
 Cooperage (barrels, boxes, crates, casks)

(continued)

(continued)

(continued)

RETAIL TRADE: 1939

841

1939 Classification

Other Retail Stores (continued) Jewelry stores

Book stores

Stationery stores

Cigar stores, cigar stands

Florists
Gift, novelty, souvenir shops

News dealers
Office, store appliance and equipment
dealers

Office, store, school supply dealers

Opticians

Photographic supply-camera stores

Sporting goods stores

Bicycle shops

Luggage stores
Piano, musical instrument stores

Scientific, medical instrument and
supply dealers
Other retail stores

Second-Hand Stores

Book stores (second-hand)

Clothing, shoe stores (second-hand)
Furniture stores (second-hand)
Tires, accessories, parts (second-hand)
Pawn shops (sales)
Other second-hand stores

Corresponding Classification in 1935

Other Retail Stores (continued) Jewelry stores

Book stores

(Included with "Other classifications"
in 1935)

Cigar stores and cigar stands

Florists
Gift, novelty, souvenir shops

News dealers
(Included with "Other classifications"
in 1935)

(Included with "Other classifications"
in 1935)

(Included with "Other classifications"
in 1935)

(Included with "Other classifications"
in 1935)

Sporting goods stores

Bicycle shops

Luggage stores
(Included with "Other classifications"
in 1935)

(Included with "Other classifications"
in 1935)

Other classifications

Second-Hand Stores

(Included with "Second-hand stores--
other" in 1935)

Second-hand stores - clothing and shoes

Second-hand furniture

Second-hand tires, accessories, parts

Pawn shops

Second-hand stores - other

Corresponding Classification in 1929

Other Retail Stores (continued)

Jewelry stores:
Jewelry stores (installment-credit)
Jewelry stores

Book stores:
Book stores, including religious
book dealers

Circulating libraries (book sales only)

Stationers and printers:
Dealers in accounting and legal
forms and blank books

Paper and paper products stores
Printers and lithographers

Stationers and engravers
Cigar stores and cigar stands:

Cigar stores with fountain
Cigar stands

Cigar stores without fountain

Florists
Gifts-novelties and toys:

Toy shops
Art and gift shops

Novelty and souvenir shops

News dealers
Office, school, and store equipment
dealers:

Office and store furniture and
equipment dealers

Store fixture dealers
Office and store mechanical appliance
dealers (retail)

Typewriter dealers
Office and school supply dealers

Opticians and optometrists

Camera dealers-photographic supplies
(Listed under "Gifts-novelties and
toys-cameras" in 1929)

Sporting goods stores:
Sporting goods specialty stores

Sporting goods stores with toys
and stationery

Athletic and playground equipment
dealers

Bicycle shops (Included with
"Automotive Group" in 1929)

Luggage and leather goods stores

Music stores (without radio)

Scientific and medical instrument
and supply dealers (retail)

Other retail stores:
Monument and tombstone work

Miscellaneous classifications

Second-Hand Stores

Book stores (Included with "Other
second-hand stores" in 1929)

Clothing and shoe stores

Furniture stores
Tires, accessories, parts

Pawn shops (sales)
Other second-hand stores:

Building-material and hardware
dealers

Office appliance dealers
Radios, phonographs, musical
instruments

Other second-hand dealers

CENSUS OF BUSINESS

Types of Operation Compared

1939 - 1935 - 1929

In the current 1939 Retail Census, 15 types of operation are shown in the United States Summary and 14 types in State tables. In 1935 there were 16 types shown in the United States Summary and 9 types in the State tables, and for the 1929 Retail Census 23 types were shown both for the United States and in the State tables.

Following is a comparison of the types in 1939 with corresponding types in 1935 and 1929.

<u>1939 Classification</u>	<u>TYPES OF OPERATION</u> <u>Corresponding Classification in 1935</u>	<u>Corresponding Classification in 1929</u>
<u>Independents</u>	<u>Independents</u>	<u>Independents</u>
Single-store	Single-store	Single-store
Multunit (two and three stores and local branch systems)	Two-store	Two-store
	Three-store	Three-store
	Local branch systems	Local branch systems
Market and roadside stands	(Listed under "All other types" in 1935)	(Listed under "All other types" in 1929)
Leased departments - independent		
<u>Chains</u>	<u>Chains</u>	<u>Chains</u>
Local	Local	Local
Sectional or national	Sectional and national	Sectional chains
Manufacturer-controlled	Manufacturer-controlled	National chains
Leased-department chains	(Listed under "All other types" in 1935)	(Listed under "All other types" in 1929)
<u>Other Types</u>	<u>All Other Types</u>	<u>All Other Types</u>
Utility-operated stores	Utility-operated stores	Utility-operated stores
Direct selling (house-to-house)	Direct selling (house-to-house)	Direct selling (house-to-house)
Commissaries or company stores	Commissaries or company stores	Industrial stores (including commissaries)
Farmer and consumer cooperative stores	(Included in "Other types" in 1935)	(Listed under "Other types" in 1929)
State liquor stores	State liquor stores	(None)
Mail-order houses	Mail-order houses	Mail-order houses
	Leased departments, independent	Leased departments, independent
	Leased departments, chain	Leased departments, chain
	Military post canteens (Included with "Other types" in 1939 and 1929)	Manufacturer-controlled chains
Other types of operation	Other types	Other types
		Roadside markets or stands
		Curbside markets or stands
		Itinerant vendors
		Rolling stores
		Cooperative stores
		Cooperative buying associations
		Retailers - country buyers
		Retailers - wholesalers
		Unclassified types

CONFIDENTIAL CENSUS REPORT

Your report is required by Act of Congress. This Act also makes it unlawful for the Bureau to disclose any facts, including names or identity, from your census reports. Only sworn census employees will see your statements. Data collected will be used solely for preparing statistical information concerning the Nation's population, resources, and business activities. Your Census Reports Cannot Be Used for Purposes of Taxation, Regulation, or Investigation.

Form 20 (Under \$20,000)

DEPARTMENT OF COMMERCE

RETAIL SCHEDULE—Short Form

BUREAU OF THE CENSUS

(Use for retailers doing a business in 1939 of less than \$20,000, except chain store units)

WASHINGTON

16-204

Supervisor's District No.	
Enumeration District No.	
Consecutive number of report	
Area Code	Card No.
(CODE—Do not use)	

CENSUS OF BUSINESS: 1939

A separate report on this form should be prepared for each retail place of business with annual sales of less than \$20,000, except chain units. All units of chains (regardless of size) and all stores of \$20,000 or greater sales volume are to be reported on Form 21 and not here. Report the full year's operations for the calendar year 1939, if possible, even if ownership has changed during the year. A 12-month period ending within a month before or after December 31, 1939, may be reported if books are kept on other than a calendar-year basis.

The operator of a leased department or concession in a store or market should show in 1-a (below) the name of the store or market in which he operates, in 1-b his own name, and in 2-a the kind of department or concession, in addition to the inquiries which follow.

1. DESCRIPTION OF ESTABLISHMENT:

- a. Name of establishment
- b. Name of owner Race (not for corporations)
(White, Negro, other)
- State County Township
(Or other minor civil division)
- c. Location of establishment... Name of city, town, or village
Street and number
Is this street number located within the corporate limits of the city, town, or village named above? (Yes or No)
- d. Home-office or business address of owner
(Street address) (City) (State)
- e. Legal form of organization. ☐ Individual proprietorship. ☐ Corporation.
(Place check mark in proper square.) ☐ Partnership. ☐ Other (specify):
☐ Cooperative association.
- f. Date (year) of original establishment of this business in this city
- g. Date of acquisition or establishment in this city under present ownership—Month Year
- h. (For grocery or grocery-meat store only.) Is the grocery department SELF-SERVICE? (Yes or No)
- i. Total number of retail establishments owned by this proprietor or organization in the United States any time during 1939 (including the one for which this report is prepared)
If two or three, show under "Remarks" the name and address of each of the others.

1.....
2.....
3.....
4.....
5.....
6.....
7.....
CODE—Do not use

2. KIND OF BUSINESS:

- a. Kind of business
(Give usual designation by which the establishment is known to the trade or public. If a leased department state kind of business of lessee AND that of main store.)
EXAMPLES.—Grocery store, grocery-meat store, meat market, candy store, hardware store, drug store, jewelry store, women's apparel store, shoe store, florist, variety store, automobile dealer, filling station, feed store, furniture store, etc. Or: Leased meat department in grocery store, leased millinery department in department store, etc.
- b. Name the principal kinds of merchandise sold, in order of their sales importance in 1939:
- (1st) (3d)
(2d) (4th)
- EXAMPLES.—Groceries, fresh meats, fruits, and vegetables; men's shoes, furniture, hardware, gasoline, etc.

8.....
9.....
10.....
11.....
CODE—Do not use

3. TYPE OF OPERATION AND GROUP AFFILIATION: (Check one under TYPE and one under AFFILIATION.)

- | TYPE OF OPERATION
(Check only the one which applies to this business) | | AFFILIATION
(Also check one here) |
|---|--|---|
| <input type="checkbox"/> Independent (with 1, 2, or 3 stores in all). | <input type="checkbox"/> Farmers' cooperative operating a retail business. | <input type="checkbox"/> Affiliated with wholesaler-sponsored voluntary group. |
| <input type="checkbox"/> Direct selling (house-to-house). | <input type="checkbox"/> Mail-order house (catalog sales). | <input type="checkbox"/> Affiliated with a retailer-owned cooperative buying group which operates a warehouse. |
| <input type="checkbox"/> Market stand or stall (in or adjoining public or central market). | <input type="checkbox"/> Utility-operated store (selling at retail). | <input type="checkbox"/> Affiliated with or having ownership interest in an advertising or merchandising service organization which does not operate a warehouse. |
| <input type="checkbox"/> Roadside or curbside stand (not part of public or central market). | <input type="checkbox"/> State, county, or municipal liquor store. | <input type="checkbox"/> Not affiliated with any voluntary or cooperative group. |
| <input type="checkbox"/> Leased department (separate operation in store of another name). | <input type="checkbox"/> Military post exchange or canteen on Federal property. | (Check BOTH type and affiliation.) |
| <input type="checkbox"/> Consumer cooperative (owned and operated by consumers). | <input type="checkbox"/> Company store (commissary of industrial, mining, or lumbering company). | |
| | <input type="checkbox"/> Other (specify) | |
- (Do not report a chain store unit on this form. Use Form 21.) 16-2041

CENSUS OF BUSINESS

4. NET SALES:

(Sales should be reported **exclusive** of local sales taxes and State sales taxes which are collected by you directly from customers over and above the marked selling price, and paid by you directly to any local or State taxing agency.)

a. Sales of merchandise (deduct returned goods and allowances, but do not deduct allowance for trade-ins taken as part payment for new merchandise).....	(Omit cents)	Key
b. Sales of meals and fountain or bar (bottled or packaged goods should be included under 4-a).....		B-1
c. Rental receipts from cabins and rooms in tourist courts, camps, etc.....		B-2
d. Receipts from repairs, storage, and other services.....		B-3
e. TOTAL RECEIPTS (total of a to d, inclusive).....		B-4
		A-1
		B-5
	12.....	
f. SALES TAX—In addition to total receipts reported above, what was the total amount of sales taxes collected by you directly from customers and paid by you directly to any local or State taxing agency?.....	13.....	A-2
	CODE—Do not use	B-6
g. CREDIT SALES—How much of total receipts (4-e above) represents sales on credit?.....		B-7

5. PROPRIETORS, FIRM MEMBERS, AND MEMBERS OF FAMILY (does not apply to corporations):

a. Number of proprietors and firm members devoting major portion of their time to the business, whether or not paid a regular salary or regular drawing account.....		A-3
b. Members of family of proprietors or firm members (wives or husbands, sons, daughters, etc.) who are regularly working in the business, full-time or part-time, but who are paid no stipulated wage or salary	Full-time (Number)..... Part-time (Number).....	A-4 A-5
<small>(Members of family who are paid a daily or weekly wage or regular salary should be included in inquiry 6 below, and not here.)</small>		
c. Paid proprietors and firm members, whether included in 5-a and whether active in the business or not, who are paid a regular salary or drawing account.....	Number..... Salary or amount withdrawn for year 1939.....	A-6 A-7
	(Omit cents)	

6. EMPLOYMENT AND PAY ROLL (except self-employment):

a. Total pay roll for the year 1939—salaries, wages, bonuses, and commissions.....	(Omit cents)	A-8
<small>If a corporation, include amount paid to officers and executives; if an unincorporated business, do not include here the amount reported in 5-c above. Report as pay roll the full amount of salaries, wages, bonuses, and commissions, before deductions for Social Security, insurance, dues, etc. Do not include payments in kind, such as free meals, lodging, etc.</small>		
b. How much of total pay roll shown in 6-a above was paid to FULL-TIME employees as defined below (see definition under 6-d below).....		
c. How much of total pay roll shown in 6-a above was paid to PART-TIME employees (all who work less than the full work week) as defined below?.....		A-9
d. Number of all paid employees on pay roll for period ended nearest 15th of each month: (Do not include here the proprietors and firm members reported in inquiry 5.)		

	Item	Jan. C-1	Feb. C-2	Mar. C-3	Apr. C-4	May C-5	June C-6	July C-7	Aug. C-8	Sept. C-9	Oct. C-10	Nov. C-11	Dec. C-12	C-13
Full time as defined below.....	1													
Part time as defined below.....	2													

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

e. Of the total number of employees shown above for one pay roll in October (full time and part time combined) how many are.....	Males..... Females.....	C1-14 C1-15
--	----------------------------	------------------------------

7. STOCKS ON HAND AND ACCOUNTS RECEIVABLE:

a. Inventory of merchandise on hand, at cost value as of December 31, 1939, or nearest inventory date.....	(Omit cents)	A-12 XA-13 XB-8 to 11
<small>(If taken at retail, report only the cost equivalent or wholesale market value of stock on hand.)</small>		
b. Accounts and notes receivable from customers, outstanding on the books of this business as of December 31, 1939.....	(total) \$.....	B-12 XB-13 XB-14 XB-15

8. ANALYSIS OF SALES BY COMMODITIES: (Please omit cents)

Select the block below which applies to your particular kind of business, or use block 6 if no other applies. Report completely the several commodity classifications in the block selected. If none, report "NONE." Do not report items in any other block. See that total below agrees with total sales reported in inquiry 4-e above.

1 FOR GROCERY STORES, MEAT MARKETS, FRUIT AND VEGETABLE MARKETS, AND COUNTRY GENERAL STORES ONLY		Key
Meats (all kinds), sea food, poultry.....	\$.....	11
Fresh fruits and vegetables.....	\$.....	12
Other foods (include soft drinks, candy, nuts, bakery goods, milk, eggs, etc.).....	\$.....	13
Liquors (packaged goods).....	\$.....	14
Beer, wine (bottled or canned).....	\$.....	15
Cigars, cigarettes, tobacco.....	\$.....	16
Meals and fountain or bar.....	\$.....	17
Gasoline, oil, tires, etc.....	\$.....	18
Other nonfood merchandise.....	\$.....	21
All service receipts, including cabin or tourist room rental.....	\$.....	22
TOTAL RECEIPTS.....		
Do you sell fresh meats?.....		
Is the store self-service?..... (Yes or No)		

3 FOR EATING AND DRINKING PLACES AND REFRESHMENT STANDS ONLY		Key
(Including ice cream and fruit juice stands)		
Sale of meals.....	\$.....	11
Fountain or bar sales (including fruit juices and ice cream).....	\$.....	12
Liquors (packaged goods).....	\$.....	13
Beer, wine (bottled or canned).....	\$.....	14
Gasoline, oil, tires, etc.....	\$.....	15
Cigars, cigarettes, tobacco.....	\$.....	16
Candy, soft drinks, groceries, or other foods sold for consumption off premises.....	\$.....	17
Nonfood sales.....	\$.....	18
All service receipts, including cabin or tourist room rental.....	\$.....	21
TOTAL RECEIPTS.....		

5 FOR FILLING STATIONS AND GARAGES SELLING PRINCIPALLY GASOLINE, OIL, ETC		Key
(Garages whose principal receipts are from repairs, storage, and service must be reported on Service schedule and not here)		
Gasoline.....	\$.....	11
Oil, grease.....	\$.....	12
Fuel oil, kerosene.....	\$.....	13
Tires, batteries, radios, auto supplies.....	\$.....	14
Meals and fountain or bar.....	\$.....	15
Beer, wine (bottled or canned).....	\$.....	16
Other merchandise.....	\$.....	17
Greasing, washing, and service receipts.....	\$.....	18
Cabin or tourist room rental.....	\$.....	21
TOTAL RECEIPTS.....		
Gallons of gasoline sold during 1939.....	gals.	22
Gallons of lubricating oils sold during 1939.....	gals.	23
(Include as other merchandise all groceries, soft drinks, and foods not sold at fountain or bar.)		

2 FOR DELICATESSEN STORES, CONFECTIONERY STORES, CANDY AND NUT STORES ONLY		Key
Delicatessen meats, salads, etc.....	\$.....	11
Fresh meats, sea food, poultry.....	\$.....	12
Candy, nuts, confectionery.....	\$.....	13
Liquors (packaged goods).....	\$.....	14
Beer, wine (bottled or canned).....	\$.....	15
Groceries, soft drinks, milk, bakery goods, fruits, vegetables, etc.....	\$.....	16
Cigars, cigarettes, tobacco.....	\$.....	17
Meals and fountain or bar.....	\$.....	18
Gasoline, oil, tires, etc.....	\$.....	21
Nonfood sales and service receipts.....	\$.....	22
TOTAL RECEIPTS.....		

4 FOR DRUG STORES AND CIGAR STORES OR STANDS ONLY		Key
Prescriptions*.....	\$.....	11
Drugs, sundries, cosmetics, toiletries, etc.....	\$.....	12
Liquors (packaged goods).....	\$.....	13
Beer, wine (bottled or canned).....	\$.....	14
Cigars, cigarettes, tobacco.....	\$.....	15
Meals and fountain.....	\$.....	16
Merchandise sales (include here candy, soft drinks, etc.).....	\$.....	17
All service receipts.....	\$.....	18
TOTAL RECEIPTS.....		
*Drug stores—Number of pharmacists employed (include proprietor if a pharmacist).....		21

6 FOR ALL STORES NOT PROVIDED FOR IN OTHER BOXES ABOVE		Key
Kind of business.....		
Groceries, meats, all foods including bottled soft drinks.....	\$.....	11
Liquors (packaged goods).....	\$.....	12
Beer, wine (bottled or canned).....	\$.....	13
Cigars, cigarettes, tobacco.....	\$.....	14
Meals and fountain or bar.....	\$.....	15
Gasoline, oil, grease.....	\$.....	16
Automobiles, used cars, tires, auto accessories.....	\$.....	17
Apparel, clothing, accessories, shoes, dry goods.....	\$.....	18
Furniture, household goods, radios, pianos, etc.....	\$.....	21
Fuel, fuel oil, ice.....	\$.....	22
Jewelry, optical goods, cameras, toys, etc.....	\$.....	23
Stationery, books, magazines, newspapers.....	\$.....	24
Lumber, building materials, hardware, tools, paints, etc.....	\$.....	25
Drugs, sundries, cosmetics, toiletries, etc.....	\$.....	26
Hay, grain, feed, seeds, fertilizers, cut flowers.....	\$.....	27
Any commodity not provided for above (specify).....	\$.....	28
		31
		32
All service receipts including cabin or tourist room rental.....	\$.....	33
TOTAL RECEIPTS.....		

CENSUS OF BUSINESS

REMARKS:

CERTIFICATE

THIS IS TO CERTIFY that the information contained in this schedule is correct and complete to the best of my knowledge and belief, and covers the period from, 19....., to, 19.....

.....
(Signature and official title of person furnishing the information).....
(Signature of enumerator).....
(Date of signature)

CONFIDENTIAL CENSUS REPORT

Your report is required by Act of Congress. This Act also makes it unlawful for the Bureau to disclose any facts, including names or identity, from your census reports. Only sworn census employees will see your statements. Data collected will be used solely for preparing statistical information concerning the Nation's population, resources, and business activities. Your Census Reports Cannot Be Used for Purposes of Taxation, Regulation, or Investigation.

FORM 21

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON

16-205

RETAIL SCHEDULE

(All retailers except those with sales of less than \$20,000. If this schedule covers more than one store attach also Form 21A.)

Supervisor's District No.	
Enumeration District No.	
Consecutive number of Report	
Area Code	Card No.
(CODE—Do not use)	

CENSUS OF BUSINESS: 1939

A separate report should be prepared for each retail place of business. Use Form 20 for those with sales under \$20,000 except chain units. Use Form 21 for all others. But when two or more places in the same kind of business under the same ownership or management are located in one city (or town of more than 2,500 population) or two or more are located in one county outside the corporate limits of such cities or towns, they may be reported on this form as a single consolidated return provided a listing sheet (Form 21A) is attached on which all stores in such consolidated return are listed. However, no store with sales exceeding \$100,000 may be included in a consolidated return, but must be reported separately.

The operator of a leased department or concession in a store or market should show in 1-a (below) the name of the store or market in which he operates, in 1-b his own name and in 2-a the kind of department or concession, in addition to the inquiries which follow. No consolidated report can be accepted covering leased departments.

Report the full year's operations for the calendar year 1939, if possible, even if ownership has changed during the year. A 12-month period ending within a month before or after December 31, 1939, may be reported if books are kept on other than a calendar-year basis.

1. DESCRIPTION OF ESTABLISHMENT:

- a. Name of establishment
- b. Name of owner Race (not for corporations)
(White, Negro, other)
- State County Township
(Or other minor civil division)
- c. Location of establishment
Name of city, town, or village
Street and number
Is this street number located within the corporate limits of the city, town, or village named above? (Yes or No)
- d. Home office or business address of owner
(Street address) (City) (State)
- e. Legal form of organization
(Place check mark in proper square.)
☐ Individual proprietorship. ☐ Corporation.
☐ Partnership. ☐ Other (specify)
☐ Cooperative association.
- f. Date (year) of original establishment of this business in this city
- g. Date of acquisition or establishment in this city under present ownership—Month Year
- h. (For grocery or grocery-meat store only.) Is the grocery department SELF-SERVICE? (Yes or No)
- i. Total number of retail establishments owned by this proprietor or organization in the United States any time during 1939 (including the one for which this report is prepared)
(If two or three, show under "Remarks" the name and address of each of the others.)

1
2
3
4
5
6
7
(CODE—Do not use)

2. KIND OF BUSINESS:

- a. Kind of business
(Give usual designation by which the establishment is known to the trade or public. If a leased department, state kind of business of lessee AND that of main store.)
EXAMPLES.—Grocery store, grocery-meat store, meat market, candy store, hardware store, drug store, jewelry store, women's apparel store, shoe store, department store, variety store, automobile dealer, filling station, feed store, furniture store, florist, etc. Or: Leased meat department in grocery store, leased millinery department in department store, etc.
- b. Name the principal kinds of merchandise sold, in order of their sales importance in 1939:
(1st) (3d)
(2d) (4th)

8
9
10
11
(CODE—Do not use)

EXAMPLES.—Groceries, fresh meats, fruits and vegetables, men's shoes, furniture, hardware, gasoline, etc.

3. TYPE OF OPERATION AND GROUP AFFILIATION (check one under TYPE and one under AFFILIATION):

TYPE OF OPERATION

(Check only the one which applies to your business)

- ☐ Independent (with 1, 2, or 3 stores in all).
☐ Chain unit (part of retail chain of four or more units).
☐ Direct selling (house-to-house).
☐ Market stand or stall (in or adjoining public or central market).
☐ Roadside or curbside stand (not part of a public or central market).
☐ Leased department (separate operation in store of another name).
☐ Consumer cooperative (owned and operated by consumers).

- ☐ Farmers' cooperative operating a retail business.
☐ Manufacturer chain (stores owned and operated directly by manufacturer).
☐ Mail-order house (catalog sales).
☐ Utility-operated store (selling at retail).
☐ State, county, or municipal liquor store.
☐ Military post exchange or canteen on Federal property.
☐ Company store (commissary of industrial, mining or lumbering company).
☐ Other (specify)

AFFILIATION

(Also check one here)

- ☐ Affiliated with wholesaler-sponsored voluntary group.
☐ Affiliated with a retailer-owned cooperative buying group which operates a warehouse.
☐ Affiliated with or having ownership interest in an advertising or merchandising service organization which does not operate a warehouse.
☐ Not affiliated with any voluntary or cooperative group.

Check BOTH type and affiliation.

Note.—Local multi-units (2 or 3 stores) should be reported as independents. Local chains (of 4 or more units) should be reported as chains. Local branch systems (large main store with smaller branches in same city or nearby suburbs, merchandised from main store) should be reported above under "Other."

CENSUS OF BUSINESS

4. NET SALES (sales should be reported *exclusive* of local sales taxes and State sales taxes which are collected by you directly from customers over and above the marked selling price, and paid by you directly to any local or State taxing agency):

a. Sales of merchandise (deduct returned goods and allowances, but do not deduct allowance for trade-ins taken as part payment for new merchandise).....

(Omit cents)

b. Sales of meals and fountain or bar.....

(Bottled or packaged goods should be included under 4-a.)

c. Receipts from repairs, storage, tourist room rental and other services.....

d. TOTAL NET SALES (total of a, b, and c).....

12.....

13.....

(CODE—Do not use)

e. SALES TAX.—In addition to net sales reported above, what was the total amount of sales taxes collected by you directly from customers and paid by you directly to any local or State taxing agency?.....

f. SALES FOR RESALE.—How much of the amount reported in 4-d above represents sales to other retailers for resale?.....

g. CREDIT SALES.—How much of total net sales (4-d above) represents—

(1) Sales on open account (weekly, end-of-month or other open charge accounts).....

(If none, report "None.")

(2) Sales on installment or deferred payment plans.....

(Include down payment as well as amount deferred; trade-ins accepted as part payment should be regarded as part of down payment; should represent total installment sales regardless of whether the paper is discounted or sold or held. If none, report "None.")

(3) Cash and c. o. d. sales (do not include as cash sales the down payment on installment sales).....

TOTAL (must agree with 4-d above).....

(4) How much of installment sales (subitem 2 above) was—

(a) Down payment—cash and trade-in allowance?.....

(b) Amount deferred?.....

h. LEASED DEPARTMENTS—

(1) If any sales of leased departments or concessions are included in your total net sales as reported above (4-d) state how much.....

(2) If leased departments or concessions operated in the store are not included in this report, please state or estimate total sales in 1939 of all such departments or concessions.....

and report names of operators.....

(CODE—Do not use)

(If more space is required for names and addresses of such operators please attach separate list. The purpose of this inquiry is to insure that leased department sales are included in the Census and properly credited to the total business of this store and city.)

5. PROPRIETORS, FIRM MEMBERS, AND MEMBERS OF FAMILY (does not apply to corporations):

a. Number of proprietors and firm members devoting the major portion of their time to the business, whether or not paid a regular salary or regular drawing account.....

b. Members of family of proprietors or firm members (wives or husbands, sons, daughters, etc.) who are regularly working in the business, full-time or part-time, but who are paid *no stipulated wage or salary*.....

(Members of family who are paid a daily or weekly wage or regular salary should be included in inquiry 6 below, and not here.)

c. Paid proprietors and firm members, whether included in 5-a and whether active in the business or not, who are paid a regular salary or drawing account.....

6. EMPLOYMENT AND PAY ROLL (except self-employment):

a. Total pay roll for the year 1939—salaries, wages, bonuses, and commissions.....

(If a corporation, include amount paid to officers and executives; if an unincorporated business, do not include here the amount reported in 6-a above. Report as pay roll the full amount of salaries, wages, bonuses, and commissions, before deductions for Social Security, insurance, dues, etc. Do not include payments in kind, such as free meals, lodging, etc.)

b. How much of total pay roll shown in 6-a above was paid to FULL-TIME employees as defined below (see definition under 6-d below)?.....

c. How much of total pay roll shown in 6-a above was paid to PART-TIME employees (all who work less than the full workweek) as defined below?.....

d. Number of all paid employees on pay roll for period ended nearest 15th of each month:

(Do not include here the proprietors and firm members reported in inquiry 5.)

	Item	Jan. C-1	Feb. C-2	Mar. C-3	Apr. C-4	May C-5	June C-6	July C-7	Aug. C-8	Sept. C-9	Oct. C-10	Nov. C-11	Dec. C-12	(Do not use C-13)
Full-time as defined below ¹	1													
Part-time as defined below ¹	2													

¹ Full-time employees are those who work or are paid for the full number of hours of the workweek. Also report as full-time employees, extras and contingents who worked the full number of hours during the particular week for which employment data are requested. All others should be reported as part-time employees.

14.....

(CODE—Do not use)

e. Of the total number of employees shown above for one pay roll in October (full-time and part-time combined) how many are—

Males.....

Females.....

Key

B-1

B-2

XB-3

B-4

A-1

B-5

A-2

B-6

B-7

B-8

B-9

B-10

B-11

A-3

A-4

A-5

A-6

A-7

A-8

A-9

A-10

A-11

C1-14

C1-15

(Omit cents)

7. STOCKS ON HAND, AND ACCOUNTS RECEIVABLE:

- a. Inventory of merchandise on hand at cost value as of December 31 or nearest inventory date.
(If taken at retail, report only the cost equivalent or wholesale market value of stock on hand.)
- b. Accounts and notes receivable from customers, outstanding on the books of this business as of December 31. (total)
- c. How much of the total outstanding (7-b above) represents balance on installment accounts (not including accounts sold to finance companies, banks, or others)

December 31, 1939		December 31, 1938	
	Key		Key
\$	A-12	\$	A-13
\$	B-12	\$	B-13
\$	B-14	\$	B-15

(Show here the amount payable to this business on installment accounts, regardless of whether due or not due. If none, report "NONE.")

8. EMPLOYMENT AND PAY ROLL DURING A TYPICAL WEEK:

(The purpose of this inquiry is to show the analysis of a normal pay roll by classifications. Give figures for week ending October 21, 1939. For highly seasonal businesses, report instead one week of normal employment during active season. Report pay roll in accordance with definition under 6-a above.)

Week covered: From _____, 1939 to _____, 1939.

CLASSIFICATION (Do not include here persons reported in inquiry 5 above)		FULL-TIME				PART-TIME			
		Number of paid full-time employees during week		Pay roll for the week for full-time employees (salaries, wages, bonuses, and commissions earned)		Number of paid part-time employees during week		Pay roll for the week for part-time employees (salaries, wages, bonuses, and commissions earned)	
	Card		Key	(One week only)	Key		Key	(One week only)	Key
a. Executives and salaried corporation officers. (Do not include here proprietors reported in 5-c above)	D		1	\$	2	x x x x x x x x		x x x x x x x x	
b. Managerial and supervisory employees. (Include buyers or department managers, subexecutives, and chain-store managers.)	D		3	\$	4		5	\$	6
c. Office and clerical employees, not including selling employees.	D		7	\$	8		9	\$	10
d. Selling employees (include fountain dispensers and bartenders but not waiters and waitresses)	D		11	\$	12		13	\$	14
e. Waiters and waitresses. (For all places serving food or drinks.)	E		1	\$	2		3	\$	4
f. All other employees	E		5	\$	6		7	\$	8
g. TOTAL number, and amount of pay roll for the week (total of a to f, inclusive)	E		9	\$	10		11	\$	12
				(Omit cents)					

CAUTION.—Pay rolls kept on other than weekly basis, as well as bonuses and commissions, should be converted to weekly equivalent. Full-time employees as reported above should be only those who conform to the full-time definition under inquiry 6-d.

	E-13
Do not use	

9. ANALYSIS OF SALES BY COMMODITIES:

On the pages which follow please report carefully an analysis of your sales by commodities. Select the block which applies to your particular kind of business, and report **completely** the commodities listed therein. Use block 36 for secondary commodities and service receipts. Total should agree with sales reported in inquiry 4-d above. PLEASE OMIT CENTS.

REMARKS: _____

CERTIFICATE

THIS IS TO CERTIFY that the information contained in this schedule is correct and complete to the best of my knowledge and belief, and covers the period from _____, 19____, to _____, 19____

(Signature and official title of person furnishing the information)

(Date of signature)

(Signature of enumerator)

(CODE—Do not use)	State	County	City	Area Code	Sch. No.
	5	6	8	9	12

16-205 A

ANALYSIS OF SALES BY COMMODITIES

Total sales for 1939, per inquiry 4-d above..... \$.....

1. Select the block below which applies to your particular kind of business. Check the kind of business and report **completely** the sales of each commodity specified in the block. Write "NONE" opposite any items in the block not sold in your store.
2. Commodity sales and other receipts **not specified** in the selected block should be combined and shown as "Other sales."
3. Block 36 is provided for reporting the sales of items not specified in the special blocks. The amount shown in the selected block as "Other sales" should be carried over to block 36 and reported in detail for all stores in which this item **amounts to more than 5 percent of total sales**.

USE ONLY the one block selected, and block 36. Disregard all other blocks.

FOOD GROUP

11 <input type="checkbox"/> Grocery store. <input type="checkbox"/> Fish market. <input type="checkbox"/> Coffee, tea, spice store, or distributor. <input type="checkbox"/> Combination (grocery-meat) store. <input type="checkbox"/> Fruit store or vegetable market. <input type="checkbox"/> Tea route. <input type="checkbox"/> Meat market.		Key
Meats (all kinds), sea food, poultry.....	\$.....	11
Fresh fruits and vegetables.....	\$.....	12
Milk, eggs, dairy products, ice cream.....	\$.....	13
Bread, bakery goods.....	\$.....	14
Liquors (packaged goods).....	\$.....	15
Beer, wine (bottled or canned).....	\$.....	16
Groceries and foods not specified above (include soft drinks, candy, nuts, canned goods, etc.).....	\$.....	17
Other sales (show details in block 36, items 18 to 56).....	\$.....	18
TOTAL SALES PER INQUIRY 4-d.....		
Do you sell fresh meats? (Yes or No).....		
Is the grocery department self-service? (Yes or No).....		

EATING AND DRINKING PLACES

14 <input type="checkbox"/> Restaurant (table service). <input type="checkbox"/> Cafeteria. <input type="checkbox"/> Lunch counter. <input type="checkbox"/> Lunch room. <input type="checkbox"/> Refreshment (food stand). <input type="checkbox"/> Diner. <input type="checkbox"/> Drinking place with meals. <input type="checkbox"/> Bar. <input type="checkbox"/> Soft drink or fruit juice stand. <input type="checkbox"/> Bottled water. <input type="checkbox"/> Cafe or grill. <input type="checkbox"/> Fountain. <input type="checkbox"/> Ice cream, frozen custard, milk or buttermilk stand or cart.		Key
Sale of meals.....	\$.....	11
Fountain or bar sales.....	\$.....	12
Liquors (packaged goods only).....	\$.....	13
Beer, wine (bottled or canned).....	\$.....	14
Cigars, cigarettes, tobacco.....	\$.....	15
Ice cream, frozen custard, milk, sandwiches, or other edibles sold from stand or cart.....	\$.....	16
Candy, soft drinks, groceries, or other foods sold for consumption off premises.....	\$.....	17
Other sales (show details in block 36, except items 14 to 21).....	\$.....	18
TOTAL SALES PER INQUIRY 4-d.....		

12 <input type="checkbox"/> Candy store. <input type="checkbox"/> Delicatessen store. <input type="checkbox"/> Nut store. <input type="checkbox"/> Confectionery store. <input type="checkbox"/> Caterer. <input type="checkbox"/> Bakery-goods store.		Key
Candy, nuts, confectionery.....	\$.....	11
Delicatessen meats, salads, etc.....	\$.....	12
Fresh meats, sea food, poultry.....	\$.....	13
Bakery goods, bread.....	\$.....	14
Outside catering (all foods).....	\$.....	15
Liquors (packaged goods).....	\$.....	16
Beer, wine (bottled or canned).....	\$.....	17
Groceries, fruits and vegetables, soft drinks, milk, dairy products.....	\$.....	18
Other sales (show details in block 36, items 18 to 56).....	\$.....	21
TOTAL SALES PER INQUIRY 4-d.....		

DRUG AND CIGAR STORES

15 <input type="checkbox"/> Drug store without fountain. <input type="checkbox"/> Cigar store. <input type="checkbox"/> Drug store with fountain. <input type="checkbox"/> Cigar stand. <input type="checkbox"/> Packaged medicines, perfumes, cosmetics (store or vendor).		Key
Prescriptions*.....	\$.....	11
Drugs, medicines, chemicals, compounds.....	\$.....	12
Drug sundries, rubber goods, surgical supplies.....	\$.....	13
Toilet preparations, toilet articles, soaps.....	\$.....	14
Liquors (packaged goods only).....	\$.....	15
Beer, wine (bottled or canned).....	\$.....	16
Candy, nuts, groceries, soft drinks, etc.....	\$.....	17
Meals and fountain.....	\$.....	18
Cigars, cigarettes, tobacco.....	\$.....	21
Other sales (show details in block 36, items 24 to 56).....	\$.....	22
TOTAL SALES PER INQUIRY 4-d.....		
*Drug stores—Number of pharmacists employed (include proprietor if a pharmacist).....		23

13 <input type="checkbox"/> Dairy products store. <input type="checkbox"/> Ice cream store (for stand use 14). <input type="checkbox"/> Egg and poultry dealer. <input type="checkbox"/> Milk dealer.		Key
Milk and cream.....	\$.....	11
Ice cream, frozen custard, etc.....	\$.....	12
Other dairy products.....	\$.....	13
Eggs.....	\$.....	14
Poultry.....	\$.....	15
Groceries, bakery goods, fruit juices, soft drinks, etc.....	\$.....	16
Other sales (show details in block 36, items 15 to 56).....	\$.....	17
TOTAL SALES PER INQUIRY 4-d.....		

LIQUOR STORES

16 <input type="checkbox"/> Liquor store (retail package store).		Key
Liquors and other spirits.....	\$.....	11
Wines.....	\$.....	12
Beer and ale.....	\$.....	13
Other sales (show details in block 36, except items 15 to 17).....	\$.....	14
TOTAL SALES PER INQUIRY 4-d.....		

RETAIL TRADE:1939

851

GENERAL MERCHANDISE GROUP

(Except department stores, mail-order and large variety stores)

17 ☐ Dry goods store (under \$100,000).
☐ Piece-goods store. ☐ Embroidery, needlework store.
☐ General merchandise store (under \$100,000).
☐ Variety store (5 and 10, etc.) under \$100,000.
 (Do not use this block for any store over \$100,000—Use block 35, page 8.)

	Key
Men's clothing, furnishings (including boys').....	11
Women's apparel, accessories (including girls', infants').....	12
Shoes and rubber footwear.....	13
Dry goods and other soft goods, bedding, embroidery, needlework, patterns, notions, etc.....	14
Furniture, floor coverings, radio, household appliances (refrigerators, washers, ironers, cleaners, etc.), lamps, pictures, housewares.....	15
Building materials, hardware, paint, etc.....	16
Drugs, medicines.....	17
Cosmetics and toiletries.....	18
Cigars, cigarettes, tobacco.....	21
Farm implements, farm supplies, feed, seeds, etc.....	22
Foods of all kinds, including candy, confectionery, beverages.....	23
Other sales (show details in block 36, items 24 to 31, 42 to 46, and 52 to 56).....	24
TOTAL SALES PER INQUIRY 4-d.....	

18 ☐ Country general store (with food).
☐ Country general store (without food).

	Key
Foods of all kinds (include candy, soft drinks, etc.).....	11
Liquors (bottled goods).....	12
Beer, wine (bottled or canned).....	13
Meals and fountain or bar.....	14
Cigars, cigarettes, tobacco.....	15
Drugs, cosmetics, toiletries.....	16
Gasoline, oil, tires, etc.....	17
Dry goods, apparel, clothing, shoes.....	18
Other sales (show details in block 36, items 35 to 56).....	21
TOTAL SALES PER INQUIRY 4-d.....	

STORES WITH SALES EXCEEDING \$100,000

- ☐ Department store. ☐ Mail-order house.
☐ Variety store (over \$100,000).
☐ General merchandise store with sales over \$100,000.
 (Report sales by departments in block 35, page 8.)

APPAREL GROUP

19 ☐ Women's ready-to-wear store. ☐ Hat store.
☐ Family clothing store. ☐ Infants'-wear shop.
☐ Men's (and boys') store.
☐ Millinery, fur, corset, hosiery, or other specialty store (specify).....

	Key
Men's and boys' clothing.....	11
Men's and boys' furnishings, hats.....	12
Women's and misses' coats, suits.....	13
Women's and misses' dresses.....	14
Fur garments, furs.....	15
Hosiery.....	16
Millinery.....	17
Corsets, brassieres, etc.....	18
Handbags, underwear, and other accessories.....	21
Shoes and rubber footwear.....	22
Infants' wear.....	23
Other sales (show details in block 36, except items 32 to 34).....	24
TOTAL SALES PER INQUIRY 4-d.....	

20 Shoe store: ☐ Men's ☐ Women's ☐ Family

	Key
Men's, boys', youths' leather footwear.....	11
Women's, girls', misses' leather footwear.....	12
Rubber footwear.....	13
Hosiery, bags, other accessories.....	14
Other sales (show details in block 36, except items 33 and 34).....	15
TOTAL SALES PER INQUIRY 4-d.....	

21 ☐ Custom tailor. ☐ Dressmaker.
 (Cleaning and pressing and repair tailor shops are to be reported on service schedule only.)

	Key
Custom-made men's wear.....	11
Custom-made women's apparel.....	12
Men's and boys' ready-made clothing.....	13
Women's ready-to-wear apparel.....	14
Accessories and shoes.....	15
Other sales (show details in block 36, except items 32 to 34. Report repairs and other services in item 56).....	16
TOTAL SALES PER INQUIRY 4-d.....	

AUTOMOTIVE GROUP

22 ☐ Motor-vehicle dealer. ☐ Used-car dealer.
☐ Motorcycle-bicycle dealer. ☐ Auto supply store.
☐ Motorboat, yacht, boat dealer. ☐ Aircraft dealer.

	Key
Motor vehicles, new.....	11
Used cars and trucks.....	12
Tractors.....	13
Farm implements, machinery, and equipment.....	14
Gasoline, oil, grease.....	15
Fuel oil (domestic heating).....	16
Tires, batteries, radios, auto supplies.....	17
Motorcycles, parts, and supplies.....	18
Bicycles, parts, and supplies.....	21
Aircraft for private (noncommercial) use.....	22
Motorboats, yachts, canoes, etc., for private use.....	23
Other sales (show details in block 36, except items 24 to 31, 43, 51).....	24
TOTAL SALES PER INQUIRY 4-d.....	

23 ☐ Filling station. ☐ Tire company superstation.
☐ Superstation or garage whose sales of gasoline, oil, tires, auto supplies, and vehicles exceed receipts from repairs, storage, and service. (If repairs, storage, and service exceed 50%, report on service schedule.)

	Key
Gasoline.....	11
Oil, grease.....	12
Fuel oil (domestic heating).....	13
Tires, batteries, radios, auto supplies.....	14
Motor vehicles of all kinds, new or used.....	15
Other sales (show details in block 36, except items 24 to 31. Report repairs, greasing, and other services in item 56).....	16
TOTAL SALES PER INQUIRY 4-d.....	
Gallons of gasoline sold during 1939.....	17
Gallons of lubricating oils sold during 1939.....	18

FURNITURE-HOUSEHOLD GROUP

24 <input type="checkbox"/> Furniture store. <input type="checkbox"/> Furniture-hardware. <input type="checkbox"/> Floor coverings store. <input type="checkbox"/> Furniture-undertaker. <input type="checkbox"/> Interior decorator. <input type="checkbox"/> Used-furniture store. <input type="checkbox"/> Awning, shade, tent shop. <input type="checkbox"/> Stoves and range dealer. <input type="checkbox"/> Antique shop. <input type="checkbox"/> Flag and banner shop. <input type="checkbox"/> Pictures and framing store. <input type="checkbox"/> Lamp and shade shop. <input type="checkbox"/> Drapery, curtain, upholstery store. <input type="checkbox"/> China, glassware, crockery, kitchenware store or direct distributor (include here brushes, brooms, etc.)		Key
Furniture (except office), including mattresses and springs.....	\$.....	11
Office furniture.....	\$.....	12
Floor coverings.....	\$.....	13
Draperies, upholstery, and curtains.....	\$.....	14
China, glassware, crockery, kitchenware, brushes, etc.....	\$.....	15
Pianos, musical instruments, music, phonographs, records.....	\$.....	16
Radio, television sets and parts.....	\$.....	17
Household appliances (electric or gas).....	\$.....	18
Silverware, objects of art.....	\$.....	21
Pictures, frames, lamps, and shades.....	\$.....	22
Luggage, sporting goods, bicycles, toys.....	\$.....	23
Stoves, ranges (including electric and gas), burners, stokers.....	\$.....	24
Hardware, tools, paint, glass, wallpaper.....	\$.....	25
Awnings, shades, tents, flags, banners.....	\$.....	26
Other sales (show details in block 36, except items 36 to 43 and 48. Report undertaker service revenue in item 56).....	\$.....	27
TOTAL SALES PER INQUIRY 4-d.....		\$.....

HOUSEHOLD APPLIANCES, RADIO, MUSIC

25 <input type="checkbox"/> Radio-music dealer. <input type="checkbox"/> Radio store. <input type="checkbox"/> Music store. <input type="checkbox"/> Piano-musical instruments store. <input type="checkbox"/> Household appliances and radio store. <input type="checkbox"/> Dealer or sales office for refrigerator, cleaner, cooker, sewing machine, burner, stoker, or other household appliance, including air-conditioning equipment.		Key
Radio, television sets, parts.....	\$.....	11
Pianos, musical instruments, music, phonographs and records.....	\$.....	12
Household appliances (electric or gas).....	\$.....	13
Stoves, ranges (including electric and gas).....	\$.....	14
Burners, stokers, air-conditioners.....	\$.....	15
Luggage, sporting goods, bicycles, toys.....	\$.....	16
Cameras, projectors, photo equipment and supplies.....	\$.....	17
Other sales (show details in block 36, except items 37 to 43 and 48).....	\$.....	18
TOTAL SALES PER INQUIRY 4-d.....		\$.....

LUMBER, BUILDING MATERIALS, HARDWARE GROUP

26 <input type="checkbox"/> Retail lumber yard. <input type="checkbox"/> Hardware-furniture store. <input type="checkbox"/> Hardware store. <input type="checkbox"/> Building material dealer (including roofing). <input type="checkbox"/> Hardware-farm implement dealer. <input type="checkbox"/> Paint, glass, wallpaper store. <input type="checkbox"/> Electrical supply store. <input type="checkbox"/> Heating and plumbing equipment dealer (Report oil burner in No. 25.)		Key
Building materials, roofing.....	\$.....	11
Planing-mill products, cabinet work.....	\$.....	12
Hardware, tools, paint, glass, wallpaper.....	\$.....	13
Coal, coke, wood, ice.....	\$.....	14
Fuel oil (domestic heating).....	\$.....	15
Gasoline, oil, grease.....	\$.....	16
Hay, grain, feed, fertilizers, farm and garden supplies.....	\$.....	17
Seeds, bulbs, and nursery stock.....	\$.....	18
Farm implements, machinery, and equipment.....	\$.....	21
Stoves, ranges (including electric and gas), burners, stokers.....	\$.....	22
Heating and plumbing equipment and supplies.....	\$.....	23
Lighting, electrical supplies (except household appliances).....	\$.....	24
Household appliances (electric and gas).....	\$.....	25
Furniture, floor coverings, draperies, shades, etc.....	\$.....	26
Other home furnishings (china, glassware, kitchenware, etc.).....	\$.....	27
Other sales (show details in block 36, except items 24, 25, 36, 41, and 45 to 51).....	\$.....	28
TOTAL SALES PER INQUIRY 4-d.....		\$.....

JEWELRY, LUGGAGE, SPORTING GOODS

27 <input type="checkbox"/> Jewelry store. <input type="checkbox"/> Credit jewelry store. <input type="checkbox"/> Luggage store. <input type="checkbox"/> Sporting goods store. <input type="checkbox"/> Camera store. <input type="checkbox"/> Optician or optical goods store. <input type="checkbox"/> Optometrists (sales only).		Key
Jewelry (except items below).....	\$.....	11
Diamonds and precious stones.....	\$.....	12
Watches, clocks, silverware.....	\$.....	13
Novelty and costume jewelry.....	\$.....	14
Cameras, projectors, films, photo equipment, and supplies.....	\$.....	15
Optical goods, frames, lenses.....	\$.....	16
Luggage and leather goods.....	\$.....	17
Sporting goods, games, toys, bicycles.....	\$.....	18
Radios, television sets, and parts.....	\$.....	21
Pianos, musical instruments, phonographs, music.....	\$.....	22
Household appliances (electric and gas).....	\$.....	23
Books, magazines, stationery, etc.....	\$.....	24
Other sales (show details in block 36, except items 37 to 44. Report repairs, developing and printing, and other services in item 56).....	\$.....	25
TOTAL SALES PER INQUIRY 4-d.....		\$.....

OTHER RETAIL STORES

28 <input type="checkbox"/> Fuel and ice dealer. <input type="checkbox"/> Ice dealer. <input type="checkbox"/> Coal and feed store. <input type="checkbox"/> Coal or wood yard. <input type="checkbox"/> Fuel oil dealer.		Key
Coal, coke, wood.....	\$.....	11
Ice.....	\$.....	12
Fuel oil (domestic heating).....	\$.....	13
Hay, grain, feed, fertilizers.....	\$.....	14
Seeds, bulbs, nursery stock.....	\$.....	15
Oil burners, furnaces, stokers.....	\$.....	16
Ice refrigerators.....	\$.....	17
Other sales (show details in block 36, except items 28, 41, 46, 48, and 49. Report burner service receipts in item 56).....	\$.....	18
TOTAL SALES PER INQUIRY 4-d.....		\$.....

29 <input type="checkbox"/> Hay, grain and feed store with groceries. <input type="checkbox"/> Hay, grain and feed store without groceries. <input type="checkbox"/> Farm and garden supply store. <input type="checkbox"/> Fertilizer dealer.		Key
Hay, grain, and other feeds.....	\$.....	11
Seeds, bulbs, and nursery stock.....	\$.....	12
Fertilizers.....	\$.....	13
Farm and garden implements and equipment.....	\$.....	14
Groceries, meats, packaged foods, all edibles, all beverages.....	\$.....	15
Other sales (show details in block 36, except items 11 to 17 and 46).....	\$.....	16
TOTAL SALES PER INQUIRY 4-d.....		\$.....

RETAIL TRADE: 1939

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OTHER RETAIL STORES—Continued

30	<input type="checkbox"/> Florist.	<input type="checkbox"/> Seed store.	<input type="checkbox"/> Pet shop.	Key
	Out flowers, wreaths, displays.....	\$.....		11
	Potted growing plants.....	\$.....		12
	Seeds, bulbs, nursery stock.....	\$.....		13
	Hay, grain, feed, fertilizers.....	\$.....		14
	Pets (animals, fish, etc.) and supplies.....	\$.....		15
	Other sales (show details in block 30, except item 40).....	\$.....		16
	TOTAL SALES PER INQUIRY 4-d.....	\$.....		

31	<input type="checkbox"/> Bicycle shop.	<input type="checkbox"/> Motorcycle-bicycle dealer.	Key
	Bicycles, luggage, sporting goods, toys.....	\$.....	11
	Motorcycles, parts, and supplies.....	\$.....	12
	Tires, batteries, auto radios, auto supplies.....	\$.....	13
	Other sales (show details in block 30, except items 28, 31, and 43. Report repairs and services in item 50).....	\$.....	14
	TOTAL SALES PER INQUIRY 4-d.....	\$.....	

32	<input type="checkbox"/> Book store.	<input type="checkbox"/> Rare or used-book store.	<input type="checkbox"/> Toy shop.	<input type="checkbox"/> News dealer.	<input type="checkbox"/> Stationer and printer.	<input type="checkbox"/> Art dealer.	<input type="checkbox"/> Gift, novelty, souvenir shop.	<input type="checkbox"/> Religious goods store.	<input type="checkbox"/> Philatelist (stamps, coins, etc.)	<input type="checkbox"/> Stationery (small), school supplies, candy, etc.	Key
	Books.....	\$.....									11
	Rare books, prints, manuscripts.....	\$.....									12
	Second-hand books.....	\$.....									13
	Gifts, novelties, souvenirs, toys.....	\$.....									14
	Stamps, coins, collectors' supplies.....	\$.....									15
	Newspapers, magazines.....	\$.....									16
	Candy, nuts, confectionery.....	\$.....									17
	Religious (church) goods.....	\$.....									18
	Stationery, printed forms.....	\$.....									21
	Printing on order.....	\$.....									22
	Other sales (show details in block 30, except items 43 and 44).....	\$.....									23
	TOTAL SALES PER INQUIRY 4-d.....	\$.....									

33	<input type="checkbox"/> Store and office equipment dealer.	<input type="checkbox"/> Typewriter store.	<input type="checkbox"/> Scientific, medical instruments and supplies.	Key
	Typewriters, parts, and supplies.....	\$.....		11
	Store and office machine equipment and supplies.....	\$.....		12
	Surgical and hospital equipment and supplies.....	\$.....		13
	Store and office furniture and fixtures.....	\$.....		14
	Stationery, printed forms, office supplies.....	\$.....		15
	Other sales (show details in block 30, except item 52).....	\$.....		16
	TOTAL SALES PER INQUIRY 4-d.....	\$.....		
STORES NOT OTHERWISE PROVIDED FOR				
Report here any kind of retail business not specifically provided for in preceding blocks, and show details by commodities in block 30 below.				
Kind of business (specify).....				

SECOND-HAND STORES

34	Kind of business (specify).....	Key
	Cameras, tools, firearms, luggage, etc.....	11
	Jewelry, silverware, precious stones.....	12
	Clothing, furs, shoes (used).....	13
	Clothing, furs, shoes (new).....	14
	Furniture, etc. (used).....	15
	Furniture, etc. (new).....	16
	Household appliances (refrigerator, cleaner, sewing machine, etc.).....	17
	Used cars, trucks.....	18

	Key
Tires, tubes, auto parts, accessories (used).....	21
Tires, tubes, auto parts, accessories (new).....	22
Office or store equipment, typewriters.....	23
Brick, lumber, all building materials (used).....	24
Brick, lumber, all building materials (new).....	25
All second-hand sales not specified above.....	26
All new merchandise sales not specified above.....	27
Repairs, storage, service receipts.....	28
TOTAL SALES PER INQUIRY 4-d.....	

ALL OTHER SALES

36 All stores for which "Other Sales" shown in blocks above amount to more than five percent of total sales are to report such sales here in detail. Omit below only the items which are provided in more detail in the specialized block selected for your kind of business. For other items below, report volume of sales as accurately as possible—if none of the commodity is sold report "NONE."

	Key
Meats of all kinds, sea food, poultry.....	11
Fresh fruits and vegetables.....	12
Milk, eggs, dairy products, ice cream.....	13
Groceries (include candy, soft drinks, bakery products, canned goods, coffee, tea, etc.).....	14
Liquors (packaged goods).....	15
Beer, ale.....	16
Wines, cordials.....	17
Meals and fountain or bar.....	18
Cigars, cigarettes, and tobacco.....	21
Drugs, pharmaceuticals, etc., including prescriptions.....	22
Perfumes, cosmetics, toiletries.....	23
Gasoline, oil, grease.....	24
Fuel oil (domestic heating).....	25
Motor vehicles (new) (cars, trucks, trailers).....	26
Used cars and trucks, used parts (except tires, batteries).....	27
Auto accessories, auto radios, tires, batteries, etc., including parts.....	28
Motorcycles, tractors, aircraft, motorboats.....	31
Clothing and furnishings—Men's and boys'.....	32
Apparel, furs, accessories—Women's, girls', infants'.....	33
Shoes—(Men's, women's, and children's).....	34
Dry goods, notions, patterns, bedding.....	35
Furniture, floor coverings, home furnishings (except 37, 38, 41), pictures, frames, lamps, and shades.....	36

	Key
Radio (except auto radios), television, etc. (include radio-phonograph combinations).....	37
Pianos, musical instruments, phonographs, records, music.....	38
Household appliances (refrigerators, washers, ironers, cleaners, etc.).....	41
Jewelry, silverware, cameras, optical goods, objects of art.....	42
Luggage, sporting goods, bicycles, toys.....	43
Books, magazines, stationery, souvenirs, pets, philatelic goods.....	44
Coal, coke, wood, ice (report fuel oil in 26).....	45
Farm and garden supplies, feed, seeds, plants, fertilizers, cut flowers.....	46
Building materials, shingles, roofing, planing-mill products.....	47
Hardware, tools, paints, wallpaper, stoves, heating appliances, electrical supplies, small appliances.....	48
Farm implements, machinery and equipment, harness (report tractors in 31, and not here).....	51
Professional and business equipment and supplies.....	52
Other commodities not provided by above classifications.....	53
Second-hand merchandise, except used cars.....	54
Rental receipts from cabins and tourist rooms.....	55
Receipts from repairs, storage, and other services.....	56
TOTAL shown as "Other Sales" in main block.....	

CENSUS OF BUSINESS

FURNITURE-HOUSEHOLD GROUP

24 <input type="checkbox"/> Furniture store. <input type="checkbox"/> Furniture-hardware. <input type="checkbox"/> Floor coverings store. <input type="checkbox"/> Furniture-undertaker. <input type="checkbox"/> Interior decorator. <input type="checkbox"/> Used-furniture store. <input type="checkbox"/> Awning, shade, tent shop. <input type="checkbox"/> Stove and range dealer. <input type="checkbox"/> Antique shop. <input type="checkbox"/> Flag and banner shop. <input type="checkbox"/> Pictures and framing store. <input type="checkbox"/> Lamp and shade shop. <input type="checkbox"/> Drapery, curtain, upholstery store. <input type="checkbox"/> China, glassware, crockery, kitchenware store or direct distributor (include here brushes, brooms, etc.)		Key
Furniture (except office), including mattresses and springs.....	\$.....	11
Office furniture.....	\$.....	12
Floor coverings.....	\$.....	13
Draperies, upholstery, and curtains.....	\$.....	14
China, glassware, crockery, kitchenware, brushes, etc.....	\$.....	15
Pianos, musical instruments, music, phonographs, records.....	\$.....	16
Radio, television sets and parts.....	\$.....	17
Household appliances (electric or gas).....	\$.....	18
Silverware, objects of art.....	\$.....	21
Pictures, frames, lamps, and shades.....	\$.....	22
Luggage, sporting goods, bicycles, toys.....	\$.....	23
Stoves, ranges (including electric and gas), burners, stokers.....	\$.....	24
Hardware, tools, paint, glass, wallpaper.....	\$.....	25
Awnings, shades, tents, flags, banners.....	\$.....	26
Other sales (show details in block 36, except items 35 to 43 and 48. Report undertaker service revenue in item 56).....	\$.....	27
TOTAL SALES PER INQUIRY 4-d.....		\$.....

HOUSEHOLD APPLIANCES, RADIO, MUSIC

25 <input type="checkbox"/> Radio-music dealer. <input type="checkbox"/> Radiostore. <input type="checkbox"/> Musicstore. <input type="checkbox"/> Piano-musical instruments store. <input type="checkbox"/> Household appliances and radio store. <input type="checkbox"/> Dealer or sales office for refrigerator, cleaner, cooker, sewing machine, burner, stoker, or other household appliance, including air-conditioning equipment.		Key
Radio, television sets, parts.....	\$.....	11
Pianos, musical instruments, music, phonographs and records.....	\$.....	12
Household appliances (electric or gas).....	\$.....	13
Stoves, ranges (including electric and gas).....	\$.....	14
Burners, stokers, air-conditioners.....	\$.....	15
Luggage, sporting goods, bicycles, toys.....	\$.....	16
Cameras, projectors, photo equipment and supplies.....	\$.....	17
Other sales (show details in block 36, except items 37 to 43 and 48).....	\$.....	18
TOTAL SALES PER INQUIRY 4-d.....		\$.....

LUMBER, BUILDING MATERIALS, HARDWARE GROUP

26 <input type="checkbox"/> Retail lumber yard. <input type="checkbox"/> Hardware-furniture store. <input type="checkbox"/> Hardware store. <input type="checkbox"/> Building material dealer (including roofing). <input type="checkbox"/> Hardware-farm implement dealer. <input type="checkbox"/> Paint, glass, wallpaper store. <input type="checkbox"/> Electrical supply store. <input type="checkbox"/> Heating and plumbing equipment dealer (Report oil burner in No. 25.)		Key
Building materials, roofing.....	\$.....	11
Planing-mill products, cabinet work.....	\$.....	12
Hardware, tools, paint, glass, wallpaper.....	\$.....	13
Coal, coke, wood, ice.....	\$.....	14
Fuel oil (domestic heating).....	\$.....	15
Gasoline, oil, grease.....	\$.....	16
Hay, grain, feed, fertilizers, farm and garden supplies.....	\$.....	17
Seeds, bulbs, and nursery stock.....	\$.....	18
Farm implements, machinery, and equipment.....	\$.....	21
Stoves, ranges (including electric and gas), burners, stokers.....	\$.....	22
Heating and plumbing equipment and supplies.....	\$.....	23
Lighting, electrical supplies (except household appliances).....	\$.....	24
Household appliances (electric and gas).....	\$.....	25
Furniture, floor coverings, draperies, shades, etc.....	\$.....	26
Other home furnishings (china, glassware, kitchenware, etc.).....	\$.....	27
Other sales (show details in block 36, except items 24, 26, 36, 41, and 45 to 51).....	\$.....	28
TOTAL SALES PER INQUIRY 4-d.....		\$.....

JEWELRY, LUGGAGE, SPORTING GOODS

27 <input type="checkbox"/> Jewelry store. <input type="checkbox"/> Credit jewelry store. <input type="checkbox"/> Luggage store. <input type="checkbox"/> Sporting goods store. <input type="checkbox"/> Camera store. <input type="checkbox"/> Optician or optical goods store. <input type="checkbox"/> Optometrists (sales only).		Key
Jewelry (except items below).....	\$.....	11
Diamonds and precious stones.....	\$.....	12
Watches, clocks, silverware.....	\$.....	13
Novalty and costume jewelry.....	\$.....	14
Cameras, projectors, films, photo equipment, and supplies.....	\$.....	15
Optical goods, frames, lenses.....	\$.....	16
Luggage and leather goods.....	\$.....	17
Sporting goods, games, toys, bicycles.....	\$.....	18
Radios, television sets, and parts.....	\$.....	21
Pianos, musical instruments, phonographs, music.....	\$.....	22
Household appliances (electric and gas).....	\$.....	23
Books, magazines, stationery, etc.....	\$.....	24
Other sales (show details in block 36, except items 37 to 44. Report repairs, developing and printing, and other services in item 56).....	\$.....	25
TOTAL SALES PER INQUIRY 4-d.....		\$.....

OTHER RETAIL STORES

28 <input type="checkbox"/> Fuel and ice dealer. <input type="checkbox"/> Ice dealer. <input type="checkbox"/> Coal and feed store. <input type="checkbox"/> Coal or wood yard. <input type="checkbox"/> Fuel oil dealer.		Key
Coal, coke, wood.....	\$.....	11
Ice.....	\$.....	12
Fuel oil (domestic heating).....	\$.....	13
Hay, grain, feed, fertilizers.....	\$.....	14
Seeds, bulbs, nursery stock.....	\$.....	15
Oil burners, furnaces, stokers.....	\$.....	16
Ice refrigerators.....	\$.....	17
Other sales (show details in block 36, except items 25, 41, 45, 46, and 48. Report burner service receipts in item 56).....	\$.....	18
TOTAL SALES PER INQUIRY 4-d.....		\$.....

29 <input type="checkbox"/> Hay, grain and feed store <i>with</i> groceries. <input type="checkbox"/> Hay, grain and feed store <i>without</i> groceries. <input type="checkbox"/> Farm and garden supply store. <input type="checkbox"/> Fertilizer dealer.		Key
Hay, grain, and other feeds.....	\$.....	11
Seeds, bulbs, and nursery stock.....	\$.....	12
Fertilizers.....	\$.....	13
Farm and garden implements and equipment.....	\$.....	14
Groceries, meats, packaged foods, all edibles, all beverages.....	\$.....	15
Other sales (show details in block 36, except items 11 to 17 and 46).....	\$.....	16
TOTAL SALES PER INQUIRY 4-d.....		\$.....

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OTHER RETAIL STORES—Continued

30	<input type="checkbox"/> Florist.	<input type="checkbox"/> Seed store.	<input type="checkbox"/> Pet shop.	Key
	Out flowers, wreaths, displays.....	\$.....		11
	Potted growing plants.....	\$.....		12
	Seeds, bulbs, nursery stock.....	\$.....		13
	Hay, grain, feed, fertilizers.....	\$.....		14
	Pets (animals, fish, etc.) and supplies.....	\$.....		15
	Other sales (show details in block 30, except item 40).....	\$.....		16
	TOTAL SALES PER INQUIRY 4-d.....	\$.....		

31	<input type="checkbox"/> Bicycle shop.	<input type="checkbox"/> Motorcycle-bicycle dealer.	Key
	Bicycles, luggage, sporting goods, toys.....	\$.....	11
	Motorcycles, parts, and supplies.....	\$.....	12
	Tires, batteries, auto radios, auto supplies.....	\$.....	13
	Other sales (show details in block 30, except items 28, 31, and 43. Report repairs and services in item 50).....	\$.....	14
	TOTAL SALES PER INQUIRY 4-d.....	\$.....	

32	<input type="checkbox"/> Book store.	<input type="checkbox"/> Rare or used-book store.	<input type="checkbox"/> Toy shop.	<input type="checkbox"/> News dealer.	<input type="checkbox"/> Stationer and printer.	<input type="checkbox"/> Art dealer.	<input type="checkbox"/> Gift, novelty, souvenir shop.	<input type="checkbox"/> Religious goods store.	<input type="checkbox"/> Philatelist (stamps, coins, etc.)	<input type="checkbox"/> Stationery (small), school supplies, candy, etc.	Key
	Books.....	\$.....									11
	Rare books, prints, manuscripts.....	\$.....									12
	Second-hand books.....	\$.....									13
	Gifts, novelties, souvenirs, toys.....	\$.....									14
	Stamps, coins, collectors' supplies.....	\$.....									15
	Newspapers, magazines.....	\$.....									16
	Candy, nuts, confectionery.....	\$.....									17
	Religious (church) goods.....	\$.....									18
	Stationery, printed forms.....	\$.....									21
	Printing on order.....	\$.....									22
	Other sales (show details in block 30, except items 43 and 44).....	\$.....									23
	TOTAL SALES PER INQUIRY 4-d.....	\$.....									

33	<input type="checkbox"/> Store and office equipment dealer.	<input type="checkbox"/> Typewriter store.	<input type="checkbox"/> Scientific, medical instruments and supplies.	Key
	Typewriters, parts, and supplies.....	\$.....		11
	Store and office machine equipment and supplies.....	\$.....		12
	Surgical and hospital equipment and supplies.....	\$.....		13
	Store and office furniture and fixtures.....	\$.....		14
	Stationery, printed forms, office supplies.....	\$.....		15
	Other sales (show details in block 30, except item 52).....	\$.....		16
	TOTAL SALES PER INQUIRY 4-d.....	\$.....		
	STORES NOT OTHERWISE PROVIDED FOR			
	Report here any kind of retail business not specifically provided for in preceding blocks, and show details by commodities in block 30 below.			
	Kind of business (specify).....			

SECOND-HAND STORES

34	Kind of business (specify)	Key
	Cameras, tools, firearms, luggage, etc.....	11
	Jewelry, silverware, precious stones.....	12
	Clothing, furs, shoes (used).....	13
	Clothing, furs, shoes (new).....	14
	Furniture, etc. (used).....	15
	Furniture, etc. (new).....	16
	Household appliances (refrigerator, cleaner, sewing machine, etc.).....	17
	Used cars, trucks.....	18
	Tires, tubes, auto parts, accessories (used).....	21
	Tires, tubes, auto parts, accessories (new).....	22
	Office or store equipment, typewriters.....	23
	Brick, lumber, all building materials (used).....	24
	Brick, lumber, all building materials (new).....	25
	All second-hand sales not specified above.....	26
	All new merchandise sales not specified above.....	27
	Repairs, storage, service receipts.....	28
	TOTAL SALES PER INQUIRY 4-d.....	

ALL OTHER SALES

36 All stores for which "Other Sales" shown in blocks above amount to more than five percent of total sales are to report such sales here in detail. Omit below only the items which are provided in more detail in the specialized block selected for your kind of business. For other items below, report volume of sales as accurately as possible—if none of the commodity is sold report "NONE."

	Key		Key
Meats of all kinds, sea food, poultry.....	11	Radios (except auto radios), television, etc. (include radio-phonograph combinations).....	37
Fresh fruits and vegetables.....	12	Pianos, musical instruments, phonographs, records, music.....	38
Milk, eggs, dairy products, ice cream.....	13	Household appliances (refrigerators, washers, ironers, cleaners, etc.).....	41
Groceries (include candy, soft drinks, bakery products, canned goods, coffee, tea, etc.).....	14	Jewelry, silverware, cameras, optical goods, objects of art.....	42
Liquors (packaged goods).....	15	Luggage, sporting goods, bicycles, toys.....	43
Beer, ale.....	16	Books, magazines, stationery, souvenirs, pets, philatelic goods.....	44
Wines, cordials.....	17	Coal, coke, wood, ice (report fuel oil in 26).....	45
Meals and fountain or bar.....	18	Farm and garden supplies, feed, seeds, plants, fertilizers, cut flowers.....	46
Cigars, cigarettes, and tobacco.....	21	Building materials, shingles, roofing, planing-mill products.....	47
Drugs, pharmaceuticals, etc., including prescriptions.....	22	Hardware, tools, paints, wallpaper, stoves, heating appliances, electrical supplies, small appliances.....	48
Perfumes, cosmetics, toiletries.....	23	Farm implements, machinery and equipment, harness (report tractors in 31, and not here).....	51
Gasoline, oil, grease.....	24	Professional and business equipment and supplies.....	52
Fuel oil (domestic heating).....	25	Other commodities not provided by above classifications.....	53
Motor vehicles (now) (cars, trucks, trailers).....	26	Second-hand merchandise, except used cars.....	54
Used cars and trucks, used parts (except tires, batteries).....	27	Rental receipts from cabins and tourist rooms.....	55
Auto accessories, auto radios, tires, batteries, etc., including parts.....	28	Receipts from repairs, storage, and other services.....	56
Motorcycles, tractors, aircraft, motorboats.....	31	TOTAL shown as "Other Sales" in main block.....	
Clothing and furnishings—Men's and boys'.....	32		
Apparel, furs, accessories—Women's, girls', infants'.....	33		
Shoes—(Men's, women's, and children's).....	34		
Dry goods, notions, patterns, bedding.....	35		
Furniture, floor coverings, home furnishings (except 37, 38, 41), pictures, frames, lamps, and shades.....	36		

DEPARTMENT STORES, MAIL-ORDER HOUSES, VARIETY STORES, AND GENERAL MERCHANDISE STORES WITH SALES EXCEEDING \$100,000

(Limited to the four kinds of business specified below)

35 <input type="checkbox"/> Department store. <input type="checkbox"/> Mail-order house.		FURNITURE, HOUSEHOLD, FOOD, OTHER		Key
<input type="checkbox"/> General merchandise store with sales over \$100,000.		Furniture, beds, mattresses, springs.....	\$.....	55
<input type="checkbox"/> Variety store with sales over \$100,000.		Floor coverings.....	\$.....	56
	Key	Draperies, curtains, upholstery.....	\$.....	57
Silks, velvets, rayons.....	11	Lamps and shades.....	\$.....	58
Woolen dress goods.....	12	China and glassware.....	\$.....	61
Wash goods (cottons), linings.....	13	Household appliances (electric and gas).....	\$.....	62
Linens, domestics, sheetings.....	14	Stoves, ranges, burners, stokers.....	\$.....	63
Patterns.....	15	Hardware, tools, paints, electrical supplies.....	\$.....	64
Blankets and comfortables.....	16	Miscellaneous housewares.....	\$.....	65
Laces, trimmings, embroideries, ribbons.....	17	Gift shop, pictures, frames, mirrors.....	\$.....	66
Notions.....	18	Radios, television sets, combinations.....	\$.....	67
Toilet articles, drug sundries.....	21	Pianos, musical instruments, phonographs, records.....	\$.....	68
Silverware, jewelry, cameras, optical.....	22	Toys, sporting goods, bicycles.....	\$.....	71
Umbrellas, canes.....	23	Luggage, trunks, bags, etc.....	\$.....	72
Art needlework, art goods.....	24	Tires, auto accessories.....	\$.....	73
Books, magazines, stationery, philatelic goods.....	25	Gasoline, oil, grease.....	\$.....	74
Plants, cut flowers, seeds.....	26	Fuel oil (domestic heating).....	\$.....	75
APPAREL AND ACCESSORIES		Coal, coke, wood, ice.....	\$.....	76
Neckwear, scarfs, handkerchiefs.....	27	Motor vehicles of all kinds.....	\$.....	77
Millinery.....	28	Building materials, millwork.....	\$.....	78
Gloves—Women's and children's.....	31	Farm implements and machinery.....	\$.....	81
Corsets and brassieres.....	32	Professional and business equipment and supplies.....	\$.....	82
Hosiery—Women's and children's.....	33	Beauty shop, barber shop, workrooms.....	\$.....	83
Knit underwear (all materials).....	34	Candy.....	\$.....	84
Silk and muslin underwear, slips.....	35	Restaurant, luncheonette, fountain.....	\$.....	85
Negligees, robes.....	36	Cigars, cigarettes, tobacco.....	\$.....	86
Infants' wear.....	37	Grocery and food departments of all kinds (include bottled soft drinks but not beer and wine).....	\$.....	87
Handbags, small leather goods.....	38	Liquors (packaged goods).....	\$.....	88
Shoes—Women's and children's.....	41	Beer, wine (bottled or canned).....	\$.....	91
Coats, suits.....	42	TOTAL merchandise departments except basement or bargain annex.....	\$.....	
Fur garments, furs.....	43	BASEMENT OR BARGAIN ANNEX DEPARTMENT		
Dresses.....	44	Dry goods, domestics, blankets (basement).....	\$.....	92
Blouses, skirts, sportswear.....	45	Hosiery, underwear, corsets, millinery, other accessories (basement).....	\$.....	93
Girls' wear.....	46	Coats, suits, furs (basement).....	\$.....	94
Aprons, house dresses, uniforms.....	47	Dresses (basement).....	\$.....	95
MEN'S AND BOYS' WEAR		Blouses, skirts, sportswear (basement).....	\$.....	96
Men's clothing.....	48	Girls' and infants' wear (basement).....	\$.....	97
Men's furnishings (except hats, shoes).....	51	Aprons, house dresses, uniforms (basement).....	\$.....	98
Men's hats and caps.....	52	Men's and boys' wear (basement).....	\$.....	01
Boys' wear.....	53	Shoes (basement).....	\$.....	02
Shoes—Men's and boys'.....	54	Home furnishings of all kinds (basement).....	\$.....	03
		Other basement, including second-hand merchandise.....	\$.....	04
		TOTAL basement or bargain annex departments.....	\$.....	05
		TOTAL STORE, per Inquiry 4-d.....		
		(Sales should be reported in basement or bargain annex departments only if similar merchandise is sold also in upstairs departments. Report in regular department and not as basement or annex department if there is no corresponding department upstairs.)		