

UNITED STATES DEPARTMENT OF COMMERCE

JESSE H. JONES, Secretary

BUREAU OF THE CENSUS

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

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

VERGIL D. REED, Assistant Director

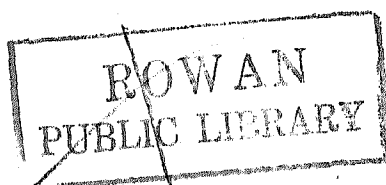
HOWARD H. McCLURE, Assistant Director



SIXTEENTH CENSUS OF THE UNITED STATES : 1940
CENSUS OF BUSINESS: 1939

VOLUME II

WHOLESALE TRADE



Prepared under the supervision of

FRED A. GOSNELL

Chief Statistician for Business
Bureau of the Census
Library

81 2843

UNITED STATES

GOVERNMENT PRINTING OFFICE

WASHINGTON : 1942

BUREAU OF THE CENSUS

J. C. CAPT, *Director (Appointed May 22, 1941)*

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

VERGIL D. REED, *Assistant Director.* HOWARD H. MCCLURE, *Assistant Director*

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

WILLIAM A. RUFF, *Assistant Chief Statistician.*

Distribution Economist—John Guernsey.

Retail Trade—James O. Reid.

Wholesale Trade—John Albright.

Service Businesses—Ralph C. Janoschka.

Construction Industry—Isaac Q. Lord.

Current Statistical Service—Ernest J. Engquist, Jr.

Administrative Service—ARTHUR J. HIRSCH, *Chief.*

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

Cotton and Oils—RAY HURLEY, *Chief Statistician.*

Field Service—GERALD RYAN, *Chief.*

Geography—CLARENCE E. BATSCHELET, *Geographer.*

Information and Publications—FRANK R. WILSON, *Chief.*

Machine Tabulation—GEORGE B. WETZEL, *Chief.*

Manufactures—THOMAS J. FITZGERALD, *Chief Statistician.*

Mineral Industries—OSCAR E. KIESSLING, *Chief Statistician.*

Population—LEON E. TRUESDELL, *Chief Statistician.*

State and Local Government—CHESTER E. RIGHTOR, *Chief Statistician.*

Statistical Research—CALVERT L. DEDRICK, *Chief Statistician.*

Vital Statistics—HALBERT L. DUNN, *Chief Statistician.*

LETTER OF TRANSMITTAL

DEPARTMENT OF COMMERCE,
BUREAU OF THE CENSUS,
Washington, D. C., July 22, 1942.

SIR: I transmit herewith volume II of the Sixteenth Census reports on the Census of Business. This volume presents statistics for the United States, for States, for cities of more than 5,000 population, and for counties. Some characteristics of wholesale trade are analyzed, including: Monthly employment, employment and payroll for 1 week, size of establishments, operating expenses, credit business and receivables, classes of customers, commodities sold, legal form of organization, ownership groups, and age of establishment. The data are presented by types of operation and kinds of business.

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

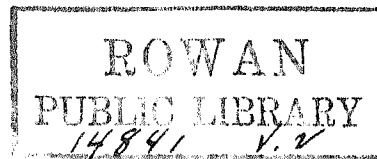
The statistics were compiled under the supervision of Fred A. Gosnell, Chief Statistician for Business, and William A. Ruff, Assistant Chief Statistician. This volume was prepared by John Albright, in charge of Wholesale Trade, with the technical assistance of William P. McNerny and James T. Daly.

Respectfully,

J. C. CAPT,
Director of the Census.

HON. JESSE H. JONES,
Secretary of Commerce.

III



REPORTS ON BUSINESS

CENSUS OF BUSINESS : 1939

- Volume I. Retail Trade (in three parts).
- Volume II. Wholesale Trade.
- Volume III. Service Businesses.
- Volume IV. Construction Industry.
- Volume V. Distribution of Manufacturers' Sales.
- Special Reports.

CONTENTS

INDEX TO CITIES OF MORE THAN 20,000 POPULATION.....	Page IX
SUMMARY OF FACTS ON WHOLESALE TRADE.....	XII

MAPS

MAP 1.—Percent change in wholesale sales, 1929 to 1939 by geographic divisions.....	5
MAP 2.—Cities with sales of more than \$100,000,000.....	6
MAP 3.—Twenty-eight leading wholesale trade centers.....	206
MAP 4.—Geographic divisions and 14 cities with more than 500,000 population.....	450

CHARTS

CHART I.—Sales by city-size groups expressed as a percentage of the United States total.....	7
CHART II.—Wholesale trade by types of operation: 1939 and 1935.....	11
CHART III.—Sales of service and limited-function wholesalers by kinds of business.....	12
CHART IV.—Number of employees by months: 1939, 1935, and 1929.....	14
CHART V.—Employees and pay roll, by occupational groups.....	16
CHART VI.—Number of establishments, sales, and personnel, by business-size groups.....	16
CHART VII.—Number of establishments and sales, by business-size groups: 1939, 1935, and 1929.....	18
CHART VIII.—Ratio of operating expenses to net sales, by business-size groups.....	20
CHART IX.—An analysis of expenses of 1,090 tobacco wholesalers, by business-size groups.....	22
CHART X.—Cash-credit sales ratios for selected kinds of business.....	24
CHART XI.—Sales by classes of customers.....	25
CHART XII.—Legal form of organization.....	27
CHART XIII.—Establishments classified according to number under one ownership.....	28
CHART XIV.—Age of wholesale establishments: 1939.....	29

TEXT

INTRODUCTION.....	Page 1	CHAPTER III.—Classifications—type and kind.....	Page 31
CHAPTER I.—General analysis of data.....	4	CHAPTER IV.—Description of terms.....	38
CHAPTER II.—Some characteristics of wholesale trade.....	14	CHAPTER V.—Explanation of tables.....	42

TEXT TABLES

TABLE A.—Comparative summary of wholesale trade: 1939, 1935, and 1929.....	4
TABLE B.—Sales by geographic divisions: 1939 and 1929.....	5
TABLE C.—Establishments and sales (1939) and population (1940) by city-size groups.....	7
TABLE D.—Summary for cities of more than 50,000 population: 1939, 1935, and 1929.....	8
TABLE E.—Wholesale trade by types of operation—number of establishments and sales, 1939; and sales relatives: 1939, 1935, and 1929.....	12
TABLE F.—Wholesale trade, 1939, types of operation and kinds of business.....	13
TABLE G.—Monthly employment: 1939, 1935, and 1929.....	15
TABLE H.—Female employment, by divisions and States.....	15
TABLE I.—Employees and pay roll by occupational groups.....	17
TABLE J.—Full-time and part-time employees, by types of operation.....	17
TABLE K.—Full-time and part-time employees, 1939 and 1935, expressed as percentages of totals for types of operation.....	17
TABLE L.—Average weekly earnings of full-time employees—occupational groups, by types of operation: 1939 and 1935.....	18
TABLE M.—Number of establishments, sales, and total operating expenses, by business-size groups: 1939.....	20
TABLE N.—Summary of cash-credit analysis of sales by types of operation.....	22
TABLE O.—Receivables-sales ratios, and percentage increase in receivables from beginning to end of year—types of operation by kinds of business.....	23
TABLE P.—Percentage of 1939 sales to various classes of customers, by types of operation.....	25
TABLE Q.—Projected total sales to various classes of customers, by types of operation.....	26
TABLE R.—Comparative summary of sales by classes of customers: 1939 and 1935, by types of operation.....	26
TABLE S.—Legal form of organization.....	26
TABLE T.—Comparative summary by legal form of organization: 1939, 1935, and 1929.....	28
TABLE U.—Number of organizations, establishments, and sales, by ownership groups.....	29
TABLE V.—Establishments and sales, by ownership groups: 1939, 1935, and 1929.....	29
TABLE W.—Number of establishments and sales—establishments classified according to the year business started.....	30
TABLE X.—Number of employees and pay roll—establishments classified according to year business started.....	30
TABLE Y.—Number of establishments and sales—establishments classified according to year acquired by present owner.....	30

SUMMARY TABLES FOR THE UNITED STATES

TABLE 1.—Sales, expenses, personnel, pay roll, and stocks by geographic divisions and States.....	48
TABLE 1.—Sales, expenses, personnel, pay roll, and stocks—types of operation by kinds of business.....	49
TABLE 1A.—Establishments, sales, personnel, and pay roll—types of operation by kinds of business.....	59
TABLE 2.—Monthly employment and sex of employees, by geographic divisions and States.....	65
TABLE 2.—Monthly employment and sex of employees—types of operation by kinds of business.....	66

VI

CENSUS OF BUSINESS

TABLE 3.—Analysis of employment and pay roll by occupational groups.....	Page 79
TABLE 4.—Business size—wholesale merchants.....	90
TABLE 5.—Analysis of operating expenses of wholesale merchants.....	101
TABLE 6A.—Cash-credit analysis of sales:	
Service and limited-function wholesalers.....	112
Manufacturers' sales branches (with stocks).....	114
TABLE 6B.—Accounts and notes receivable and stocks on hand, beginning and end of year:	
Service and limited-function wholesalers.....	117
Manufacturers' sales branches (with stocks).....	119
TABLE 7.—Distribution of sales by classes of customers.....	122
TABLE 7A.—Sales taxes, and sales through agents, brokers, and commission merchants.....	133
TABLE 7B.—Sales made by retailers to other retailers.....	139
TABLE 8A.—Commodity sales, by kinds of business:	
Service and limited-function wholesalers.....	140
Manufacturers' sales branches (with stocks).....	182
Petroleum bulk stations and terminals.....	195
Assemblers (mainly farm products).....	196
Index to data by trades in table 8A.....	viii
TABLE 9.—Legal form of organization.....	200
TABLE 10.—Number of establishments under one ownership.....	201
TABLE 11.—Date established and date acquired by present owner.....	202

GEOGRAPHIC DIVISION, STATE, CITY, AND COUNTY TABLES

TABLE 1.—Establishments, sales, expenses, personnel, pay roll, and stocks—types of operation by kinds of business—	
States and 27 leading cities.....	207
Index to data by States and cities in table 1.....	207
TABLE 2.—Monthly employment and sex of employees, by kinds of business—States and 13 cities of more than 500,000	
population.....	415
Index to data by States and cities in table 2.....	416
TABLE 3.—Analysis of employment and pay roll by occupational groups—geographic divisions and 14 cities.....	449
Index to data by geographic divisions and cities in table 3.....	449
TABLE 4.—Business size—wholesale merchants—kinds of business, net-sales-size groups, and geographic divisions.....	523
Index to data by trades or kinds of business in table 4.....	524
TABLE 5.—Analysis of operating expenses of wholesale merchants—kinds of business by geographic divisions and 14 cities.....	561
Index to data by trades or kinds of business in table 5.....	562
TABLE 6A.—Cash-credit analysis of sales—kinds of business by geographic divisions and 14 cities.....	593
Index to data by trades or kinds of business in table 6A.....	592
Service and limited-function wholesalers.....	594
Manufacturers' sales branches (with stocks).....	613
TABLE 6B.—Accounts and notes receivable and stocks on hand, beginning and end of year—kinds of business by geographic	
divisions and 14 cities.....	623
Index to data by trades or kinds of business in table 6B.....	624
Service and limited-function wholesalers.....	625
Manufacturers' sales branches (with stocks).....	660
TABLE 7.—Distribution of sales by classes of customers—types of operation by kinds of business—14 cities.....	675
Index to data by cities in table 7.....	674
TABLE 8.—Analysis of sales by commodities—geographic divisions and five selected cities.....	707
Index to data by trades in table 8.....	706
TABLE 9.—Legal form of organization—by States.....	857
Index to data by States in table 9.....	857
TABLE 12A.—Cities of 50,000 population or more (except selected cities—see table I)—types of operation by kinds of business.....	863
Index to table 12A.....	862
TABLE 12B.—Cities of 20,000 to 50,000 population—by kinds of business.....	915
Index to table 12B.....	916
TABLE 13.—Counties and each city of more than 5,000 population—by States.....	951
Index to data by States in table 13.....	950

APPENDIXES

KINDS OF BUSINESS:	
Index to kind-of-business descriptions.....	1020
Kinds of business described.....	1021
Kind-of-business classifications: 1939, 1935, and 1929.....	1028
TABLES:	
Table 1.—Sales, expenses, personnel, pay roll, and stocks by types of operation and kinds of business: 1935.....	1037
Table 1.—United States summary of wholesale trade by type of establishment and kind of business: 1933 (also com-	
parisons with 1929).....	1045
SCHEDULES:	
Wholesale schedule, Form 31.....	1050
Wholesale schedule, Form 32.....	1054
Wholesale schedule, Form 33.....	1056
Wholesale schedule, Form 34.....	1057

CONTENTS

VII

INDEX TO TABLES 1, 2, 9, AND 13

AREA	Table 1 Basic data	Table 2 Monthly employment and sex of employees	Table 9 Legal form of organization	Table 13 Counties and cities	AREA	Table 1 Basic data	Table 2 Monthly employment and sex of employees	Table 9 Legal form of organization	Table 13 Counties and cities
United States.....	Page 48	Page 65	Page 200	Page	STATES—continued	Page	Page	Page	Page
STATES					Tennessee.....	275	437	861	1006
Alabama.....	208	417	858	952	Texas.....	277	437	861	1008
Arizona.....	210	417	858	953	Utah.....	279	438	861	1012
Arkansas.....	211	418	858	954	Vermont.....	280	438	861	1012
California.....	212	418	858	955	Virginia.....	281	439	861	1013
Colorado.....	214	419	858	957	Washington.....	283	439	861	1015
Connecticut.....	216	419	858	953	West Virginia.....	285	440	861	1016
Delaware.....	218	420	858	958	Wisconsin.....	286	440	861	1017
District of Columbia.....	219	420	858		Wyoming.....	288	441	861	1018
Florida.....	222	421	858	959					
Georgia.....	224	421	858	960	CITIES				
Idaho.....	226	422	858	962	Atlanta.....	289			
Illinois.....	227	422	858	963	Baltimore.....	293	442		
Indiana.....	229	423	858	966	Boston.....	297	442		
Iowa.....	231	423	859	968	Buffalo.....	303	443		
Kansas.....	233	424	859	970	Chicago.....	307	443		
Kentucky.....	235	424	859	972	Cincinnati.....	315			
Louisiana.....	237	425	859	974	Cleveland.....	320	444		
Maine.....	239	425	859	975	Dallas.....	325			
Maryland.....	240	426	859	976	Denver.....	329			
Massachusetts.....	242	426	859	977	Detroit.....	333	444		
Michigan.....	244	427	859	979	Houston.....	338			
Minnesota.....	246	427	859	981	Indianapolis.....	341			
Mississippi.....	248	428	859	983	Kansas City, Mo.....	344			
Missouri.....	249	428	859	985	Los Angeles.....	349	445		
Montana.....	251	429	859	986	Memphis.....	355			
Nebraska.....	252	429	859	988	Milwaukee.....	358	445		
Nevada.....	254	430	860	989	Minneapolis and St. Paul.....	362			
New Hampshire.....	255	430	860	990	Newark.....	367			
New Jersey.....	256	431	860	991	New Orleans.....	370			
New Mexico.....	258	431	860	992	New York.....	374	446		
New York.....	259	432	860	994	Omaha.....	382			
North Carolina.....	261	432	860	996	Philadelphia.....	385	446		
North Dakota.....	263	433	860	997	Pittsburgh.....	391	447		
Ohio.....	264	433	860	999	Portland, Oreg.....	396			
Oklahoma.....	266	434	860	1000	St. Louis.....	400	447		
Oregon.....	268	434	860	1001	San Francisco.....	405	448		
Pennsylvania.....	270	435	860	1003	Seattle.....	411			
Rhode Island.....	272	435	860	1004	Washington, D. C.....	219	420		
South Carolina.....	273	436	860	1005					
South Dakota.....	274	436	861						

INDEX TO TABLES 3 AND 7

AREA	Table 3 Employment and pay roll by occupational groups	Table 7 Sales by classes of customers	AREA	Table 3 Employment and pay roll by occupational groups	Table 7 Sales by classes of customers
United States.....	Page 79	Page 122	CITIES	Page	Page
DIVISIONS			Baltimore.....	487	676
New England.....	451		Boston.....	489	677
Middle Atlantic.....	455		Buffalo.....	492	679
East North Central.....	460		Chicago.....	494	681
West North Central.....	465		Cleveland.....	498	684
South Atlantic.....	469		Detroit.....	500	686
East South Central.....	473		Los Angeles.....	502	688
West South Central.....	476		Milwaukee.....	505	691
Mountain.....	480		New York.....	507	692
Pacific.....	483		Philadelphia.....	511	695
			Pittsburgh.....	514	698
			St. Louis.....	516	700
			San Francisco.....	518	702
			Washington, D. C.....	521	704

VIII

CENSUS OF BUSINESS

INDEX TO DATA BY TRADES IN TABLES 8A AND 8

TRADE	SERVICE AND LIMITED-FUNCTION WHOLE-SALERS		MANUFACTURERS' SALES BRANCHES (WITH STOCKS)		PETROLEUM BULK STATIONS AND TERMINALS		ASSEMBLERS (MAINLY FARM PRODUCTS)	
	Table 8A	Table 8	Table 8A	Table 8	Table 8A	Table 8	Table 8A	Table 8
	United States	Divisions and cities	United States	Divisions and cities	United States	Divisions	United States	Divisions
	<i>Page</i>	<i>Page</i>	<i>Page</i>	<i>Page</i>	<i>Page</i>	<i>Page</i>	<i>Page</i>	<i>Page</i>
Amusement and sporting goods.....	140	708	182	810				
Automotive.....	140	709	182	811				
Beer, wines, and liquors.....	142	712	182	813				
Chemicals and paints.....	142	714	182	814				
Clothing and furnishings.....	143	716	183	816				
Coal and coke.....	144	720	183					
Drugs (general line).....	144	722						
Drugs and drug sundries (specialty lines).....	145	724		817				
Dry goods (general line).....	146	726						
Dry goods (specialty lines).....	147	728	183	819				
Electrical goods.....	148	732	184	820				
Farm products—raw materials.....	150	735					196	850
Farm products—consumer goods.....	151	737	185	821			197	852
Farm supplies.....	152	741	185	823			198	854
Furniture and house furnishings.....	153	744	185	824				
Groceries (general line).....	155	747						
Groceries and foods (specialty lines).....	158	754	186	825			199	855
Hardware.....	160	762	187	830				
Jewelry.....	162	770		831				
Lumber and construction materials.....	163	771	187	831				
Machinery—equipment—supplies.....	164	774	188	833				
Metals and metal work (except scrap).....	172	785	191	838				
Paper and its products.....	175	790	193	841				
Petroleum and its products.....	176	793	193	843	195	849		
Plumbing and heating equipment and supplies.....	176	794	193	844				
Tobacco and products (except leaf).....	177	798	194	846				
Waste materials.....	178	801						
All other products.....	179	804	194	847			199	

CONTENTS

IX

INDEX TO CITIES

[Alphabetical index to cities of more than 20,000 population. Basic data on establishments, sales, personnel, and pay roll]

CITY	PAGE			CITY	PAGE			CITY	PAGE		
	Table I	Table 12A	Table 12B		Table I	Table 12A	Table 12B		Table I	Table 12A	Table 12B
A				Burlington, Iowa			925	Eau Claire, Wis.			948
Abilene, Tex.			944	Burlington, Vt.			945	Elgin, Ill.			922
Akron, Ohio		899		Butler, Pa.			940	Elizabeth, N. J.		890	
Alameda, Calif.			918	Butte, Mont.			931	Elkhart, Ind.			924
Albany, N. Y.		892		C				Elmira, N. Y.			934
Albuquerque, N. Mex.			933	Cambridge, Mass.		882		El Paso, Tex.		908	
Alexandria, La.			927	Camden, N. J.		890		Elyria, Ohio			937
Alexandria, Va.			946	Canton, Ohio		899		Enid, Okla.			939
Alhambra, Calif.			918	Cedar Rapids, Iowa		877		Erie, Pa.		903	
Aliquippa, Pa.			940	Central Falls, R. I.			942	Eugene, Oreg.			939
Allentown, Pa.		903		Champaign, Ill.			922	Evanston, Ill.		873	
Alliance, Ohio			937	Charleston, S. C.		906		Evansville, Ind.		875	
Alton, Ill.			922	Charleston, W. Va.		913		Everett, Mass.			928
Altونا, Pa.		903		Charlotte, N. C.		897		Everett, Wash.			947
Amarillo, Tex.		908		Chattanooga, Tenn.		907		F			
Amsterdam, N. Y.			934	Chelsea, Mass.			928	Fairmont, W. Va.			947
Anderson, Ind.			924	Chester, Pa.		903		Fall River, Mass.		882	
Ann Arbor, Mich.			929	Cheyenne, Wyo.			949	Fargo, N. Dak.			936
Anniston, Ala.			917	Chicago, Ill.	307			Ferndale, Mich.			929
Appleton, Wis.			948	Chicago Heights, Ill.			922	Findlay, Ohio			937
Arlington, Mass.			928	Chicopee, Mass.			928	Fitchburg, Mass.			928
Asheville, N. C.		897		Chillicothe, Ohio			937	Flint, Mich.		885	
Ashland, Ky.			926	Cicero, Ill.		873		Fond du Lac, Wis.			948
Ashtabula, Ohio			937	Cincinnati, Ohio	315			Fort Dodge, Iowa			925
Athens, Ga.			921	Clarksburg, W. Va.			947	Fort Smith, Ark.			917
Atlanta, Ga.	289			Cleveland, Ohio	320			Fort Wayne, Ind.		875	
Atlantic City, N. J.		890		Cleveland Heights, Ohio		899		Fort Worth, Tex.		909	
Attleboro, Mass.			928	Clifton, N. J.			933	Framingham, Mass.			928
Auburn, N. Y.			934	Clinton, Iowa			925	Freeport, Ill.			922
Augusta, Ga.		872		Cohoes, N. Y.			934	Freeport, N. Y.			934
Aurora, Ill.			922	Colorado Springs, Colo.			919	Fresno, Calif.		866	
Austin, Tex.		908		Columbia, S. C.		906		G			
B				Columbus, Ga.		872		Gadsden, Ala.			917
Bakersfield, Calif.			918	Columbus, Ohio		899		Galesburg, Ill.			923
Baltimore, Md.	293			Concord, N. H.			932	Galveston, Tex.		909	
Bangor, Maine			927	Corpus Christi, Tex.		908		Gardner, Mass.			928
Barberton, Ohio			937	Council Bluffs, Iowa			925	Garfield, N. J.			933
Baton Rouge, La.			927	Covington, Ky.		880		Gary, Ind.		875	
Battle Creek, Mich.			929	Cranston, R. I.			942	Gastonia, N. C.			936
Bay City, Mich.			929	Cumberland, Md.			927	Glendale, Calif.		866	
Bayonne, N. J.		890		Cuyahoga Falls, Ohio			937	Gloucester, Mass.			928
Beaumont, Tex.		908		D				Gloversville, N. Y.			934
Belleville, Ill.			922	Dallas, Tex.	325			Grand Falls, Mont.			931
Belleville, N. J.			933	Danbury, Conn.			920	Green Bay, Wis.			948
Bellingham, Wash.			947	Danville, Ill.			922	Greensboro, N. C.		897	
Belmont, Mass.			928	Danville, Va.			946	Greenville, Miss.			930
Beloit, Wis.			948	Davenport, Iowa		877		Greenville, S. C.			942
Berkeley, Calif.		866		Dayton, Ohio		899		H			
Berwyn, Ill.			922	Daytona Beach, Fla.			921	Hackensack, N. J.			933
Bessemer, Ala.			917	Dearborn, Mich.		885		Hagerstown, Md.			927
Bethlehem, Pa.		903		Decatur, Ill.		873		Hamilton, Ohio		900	
Beverly, Mass.			928	Denver, Colo.	329			Hammond, Ind.		875	
Beverly Hills, Calif.			918	Des Moines, Iowa		877		Hamtramck, Mich.			929
Billings, Mont.			931	Detroit, Mich.	333			Hannibal, Mo.			931
Binghamton, N. Y.		892		Dubuque, Iowa			925	Harrisburg, Pa.		903	
Birmingham, Ala.		864		Duluth, Minn.		887		Hartford, Conn.		869	
Bloomfield, N. J.			933	Dunmore, Pa.			940	Hattiesburg, Miss.			930
Bloomington, Ill.			922	Duquesne, Pa.			940	Haverhill, Mass.			928
Bloomington, Ind.			924	Durham, N. C.		897		Hazleton, Pa.			940
Bluefield, Va.			946	E				Hempstead, N. Y.			934
Bluefield, W. Va.			947	East Chicago, Ind.		875		Highland Park, Mich.		885	
Boise City, Idaho			921	East Cleveland, Ohio			937	High Point, N. C.			936
Boston, Mass.	297			East Liverpool, Ohio			937	Hoboken, N. J.		890	
Bridgeport, Conn.		869		Easton, Pa.			940	Holyoke, Mass.		882	
Bristol, Conn.			920	East Orange, N. J.		890		Hot Springs, Ark.			917
Bristol, Tenn.			943	East Providence, R. I.			942	Houston, Tex.	338		
Bristol, Va.			946	East St. Louis, Ill.		873					
Brockton, Mass.		882									
Brookline, Mass.			928								
Brownsville, Tex.			944								
Buffalo, N. Y.	303										
Burbank, Calif.			918								

CENSUS OF BUSINESS

INDEX TO CITIES—Continued

CITY	PAGE			CITY	PAGE			CITY	PAGE		
	Table I	Table 12A	Table 12B		Table I	Table 12A	Table 12B		Table I	Table 12A	Table 12B
Huntington, W. Va.		913		M				Norfolk, Va.		911	
Huntington Park, Calif.			918			872		Norristown, Pa.			940
Hutchinson, Kans.			926			914		North Adams, Mass.			928
I						883		Northampton, Mass.			928
Indianapolis, Ind.	344					889		North Little Rock, Ark.			917
Inglewood, Calif.			918				949	North Tonawanda, N. Y.			935
Irvington, N. J.		890					937	Norwalk, Conn.			920
J							924	Norwich, Conn.			920
Jackson, Mich.			929				938	Norwood, Ohio			938
Jackson, Miss.		888					925	Nutley, N. J.			933
Jackson, Tenn.			943				938	O			
Jacksonville, Fla.		871					923	Oakland, Calif.		866	
Junestown, N. Y.			934			904		Oak Park, Ill.		873	
Juneville, Wis.			948			883		Ogden, Utah			945
Jefferson City, Mo.			931		355		928	Oil City, Pa.			940
Jersey City, N. J.		890					928	Oklahoma City, Okla.		902	
Johnson City, Tenn.			943			871		Olean, N. Y.			935
Johnstown, Pa.		904					921	Omaha, Nebr.	382		
Joliet, Ill.			923				924	Orange, N. J.			933
Joplin, Mo.			931				920	Orlando, Fla.			921
K							934	Oshkosh, Wis.			949
Kalamazoo, Mich.		885				358		Oswego, N. Y.			935
Kankakee, Ill.			923			362	887	Ottumwa, Iowa			925
Kansas City, Kans.		879					924	Owensboro, Ky.			926
Kansas City, Mo.	344						864	P			
Keary, N. J.			933				923	Paducah, Ky.			926
Kenosha, Wis.			948				940	Parkersburg, W. Va.			947
Kingston, N. Y.			934				927	Pasadena, Calif.		867	
Kingston, Pa.			940				933	Passaic, N. J.		891	
Knoxville, Tenn.			907				864	Paterson, N. J.		891	
Kokomo, Ind.		924					892	Pawtucket, R. I.		906	
L							924	Peabody, Mass.			928
Lackawanna, N. Y.			934				929	Pensacola, Fla.			921
La Crosse, Wis.			948				939	Peoria, Ill.		873	
La Fayette, Ind.			924	N				Perth Amboy, N. J.			933
La Grange, Ga.			921				940	Petersburg, Va.			946
Lake Charles, La.			927				932	Philadelphia, Pa.	385		
Lakeland, Fla.			921				907	Phoenix, Ariz.		865	
Lakewood, Ohio		900					925	Pine Bluff, Ark.			917
Lancaster, Ohio			937				367	Pittsburgh, Pa.	391		
Lancaster, Pa.		904					938	Pittsfield, Mass.			928
Lansing, Mich.		886					883	Plainfield, N. J.			933
Laredo, Tex.			944				869	Pomona, Calif.			918
Laurel, Miss.			930				933	Pontiac, Mich.		886	
Lawrence, Mass.		882					935	Port Arthur, Tex.			944
Lebanon, Pa.			940				940	Port Chester, N. Y.			935
Leominster, Mass.			928				869	Port Huron, Mich.			929
Lewiston, Maine			927				940	Portland, Maine		881	
Lexington, Ky.			926				940	Portland, Oreg.	396		
Lima, Ohio			937				920	Portsmouth, Ohio			938
Lincoln, Nebr.		889					370	Portsmouth, Va.		911	
Linden, N. J.			933				926	Pottstown, Pa.			941
Little Rock, Ark.		865					942	Pottsville, Pa.			941
Lockport, N. Y.			934				946	Poughkeepsie, N. Y.			935
Logansport, Ind.			924				892	Providence, R. I.		906	
Long Beach, Calif.		866					883	Pueblo, Colo.		868	
Lorain, Ohio			937				374	Q			
Los Angeles, Calif.	349						892	Quincy, Ill.			923
Louisville, Ky.		880					893	Quincy, Mass.		883	
Lowell, Mass.		883					893	R			
Lubbock, Tex.			944				894	Racine, Wis.		914	
Lynchburg, Va.			946				894	Raleigh, N. C.			936
Lynn, Mass.		883					894				

CONTENTS

XI

INDEX TO CITIES—Continued

CITY	PAGE			CITY	PAGE			CITY	PAGE		
	Table 1	Table 12A	Table 12B		Table 1	Table 12A	Table 12B		Table 1	Table 12A	Table 12B
Reading, Pa.		904		Shawnee, Okla.			939	W			
Reno, Nev.			932	Sheboygan, Wis.			949				
Revere, Mass.			928	Shreveport, La.		881		Waco, Tex.		910	
Richmond, Calif.			918	Sioux City, Iowa		877		Waltham, Mass.			928
Richmond, Ind.			925	Sioux Falls, S. Dak.			943	Warren, Ohio			938
Richmond, Va.		911		Somerville, Mass.		883		Warwick, R. I.			942
Riverside, Calif.			918	South Bend, Ind.		875		Washington, D. C.	219		
Roanoke, Va.		911		South Gate, Calif.			919	Washington, Pa.			941
Rochester, Minn.			930	Spartanburg, S. C.			942	Waterbury, Conn.		870	
Rochester, N. Y.		894		Spokane, Wash.		912		Waterloo, Iowa		878	
Rockford, Ill.		874		Springfield, Ill.		874		Watertown, Mass.			928
Rock Island, Ill.			923	Springfield, Mass.		884		Watertown, N. Y.			935
Rocky Mount, N. C.			936	Springfield, Mo.		889		Waukegan, Ill.			923
Rome, Ga.			921	Springfield, Ohio		900		Wausau, Wis.			949
Rome, N. Y.			935	Stamford, Conn.			920	Wauwatosa, Wis.			949
Royal Oak, Mich.			929	Steubenville, Ohio			938	West Allis, Wis.			949
S				Stockton, Calif.		868		West New York, N. J.			933
Sacramento, Calif.		867		Superior, Wis.			949	West Orange, N. J.			933
Saginaw, Mich.		886		Syracuse, N. Y.		895		West Palm Beach, Fla.			921
St. Cloud, Minn.			930	T				Weymouth, Mass.			928
St. Joseph, Mo.		889		Tacoma, Wash.		912		Wheeling, W. Va.		913	
St. Louis, Mo.	400			Tampa, Fla.		871		White Plains, N. Y.			935
St. Paul, Minn.	362	887		Taunton, Mass.			928	Wichita, Kans.		879	
St. Petersburg, Fla.		871		Terre Haute, Ind.		876		Wichita Falls, Tex.			944
Salem, Mass.			928	Texarkana, Ark.			944	Wilkes-Barre, Pa.		905	
Salem, Oreg.			939	Texarkana, Tex.			944	Wilkinsburg, Pa.			941
Salina, Kans.			926	Toledo, Ohio		900		Williamsport, Pa.			941
Salt Lake City, Utah		910		Topeka, Kans.		879		Wilmington, Del.		870	
San Angelo, Tex.			944	Torrington, Conn.			920	Wilmington, N. C.			936
San Antonio, Tex.		909		Trenton, N. J.		891		Winona, Minn.			930
San Bernardino, Calif.			918	Troy, N. Y.		895		Winston-Salem, N. C.		898	
San Diego, Calif.		867		Tucson, Ariz.			917	Woonsocket, R. I.			942
Sandusky, Ohio			938	Tulsa, Okla.		902		Worcester, Mass.		884	
San Francisco, Calif.	405			Tuscaloosa, Ala.			917	Wyandotte, Mich.			929
San Jose, Calif.		867		Tyler, Tex.			944	Y			
Santa Ana, Calif.			919	U				Yakima, Wash.			947
Santa Barbara, Calif.			919	Union City, N. J.		891		Yonkers, N. Y.		896	
Santa Fe, N. Mex.			933	Uniontown, Pa.			941	York, Pa.		905	
Santa Monica, Calif.		878		University City, Mo.			931	Youngstown, Ohio		901	
Savannah, Ga.		872		Utica, N. Y.		896		Z			
Schenectady, N. Y.		895		V				Zanesville, Ohio			938
Scranton, Pa.		905		Vallejo, Calif.			919				
Seattle, Wash.	411			Vicksburg, Miss.			930				
Sedalia, Mo.			931								
Shaker Heights, Ohio			938								
Sharon, Pa.			941								

SUMMARY OF FACTS ON WHOLESALE TRADE

DIVISION AND STATE	Population 1940	Number of counties	Number of cities over 50,000 population 1940	NUMBER OF WHOLE- SALE ESTABLISHMENTS			NET SALES			SALES BY TYPE OF OPERATION PERCENT OF TOTAL - 1939									
				1939			Percent change		Amount (in \$000)	Percent of total	1939 vs. 1935	1939 vs. 1929	Amount (in \$000)	Service and limited- function wholesale sellers	Manufac- turers' sales offices (with stocks)	Manufac- turers' sales offices (without stocks)	Petroleum bulk stations and terminals	Agents and brokers	Assem- blers (mainly farm products)
				1939	1935	1929													
UNITED STATES TOTAL																			
New England	13,569,275	3,072	197	200,573	176,756	168,820	\$55,285,640	100.00	28.1	-17.5	\$42,502,913	\$66,935,024	42.3	16.0	8.4	6.9	20.3	5.6	
Maine	847,226	16	1	1,032	970	966	3,171,487	5.74	25.4	-20.8	2,528,487	4,005,910	49.4	19.7	5.1	8.9	14.3	2.6	
New Hampshire	491,594	10	1	563	563	535	64,265	.12	13.9	6.2	54,069	60,500	46.6	20.8	(1)	18.1	5.1	7.3	
Vermont	353,251	14	1	393	344	308	57,112	.10	6.6	-5	53,567	57,393	44.5	23.1	(1)	22.4	1.9	19.3	
Massachusetts	4,316,721	14	16	5,739	5,739	6,093	2,232,117	4.04	23.6	-24.3	1,805,345	2,948,572	49.1	20.1	5.9	5.5	18.8	1.8	
Rhode Island	713,346	5	2	782	683	734	233,013	.43	32.3	-13.2	180,597	275,357	51.1	25.9	(1)	14.0	7.5	1.8	
Connecticut	1,709,242	8	5	1,607	1,481	1,565	413,154	.75	35.0	-15.4	306,079	488,455	54.9	20.0	4.0	15.1	5.0	5.0	
Middle Atlantic	27,359,487	160	41	45,370	40,392	39,045	13,931,259	34.28	32.4	-16.6	14,296,635	22,702,703	43.6	16.5	10.6	3.9	24.4	1.0	
New York	13,479,142	62	15	30,399	26,915	26,202	14,509,479	26.25	33.3	-15.4	10,846,966	17,143,753	43.5	18.5	10.3	2.3	29.6	.8	
New Jersey	4,160,165	21	13	3,531	3,025	2,534	1,075,302	1.95	51.7	14.9	703,845	933,521	43.5	18.5	4.4	14.5	2.4	1.7	
Pennsylvania	9,900,180	67	15	11,450	10,452	10,508	5,347,488	6.06	22.1	-27.6	2,741,012	4,653,429	43.6	20.5	13.8	7.2	13.2	1.7	
East North Central	26,628,542	436	41	40,534	35,639	32,058	11,228,015	20.31	28.9	-19.5	8,709,015	13,445,712	40.7	16.2	11.4	7.0	19.3	5.4	
Ohio	6,907,612	68	12	9,893	8,666	8,035	2,650,764	4.73	29.7	-10.1	2,039,552	2,925,565	45.6	16.6	10.8	7.7	16.5	4.8	
Indiana	3,427,796	92	6	4,942	4,333	3,728	1,647,035	1.53	29.5	-4.7	1,654,917	2,888,813	43.0	11.2	4.6	13.4	17.0	10.3	
Illinois	7,897,241	102	9	14,893	12,008	11,568	4,993,796	9.04	26.9	-25.1	3,937,609	6,675,729	37.5	17.7	11.9	4.3	23.6	5.0	
Michigan	5,286,106	83	9	6,908	6,065	5,428	1,923,414	3.49	36.6	-5.0	1,430,767	2,027,341	41.4	15.5	15.9	6.1	15.5	3.6	
Wisconsin	3,137,587	71	3	4,798	4,143	3,502	1,684,466	1.46	21.8	-11.1	677,170	923,304	47.9	12.9	7.0	11.9	12.7	7.8	
West North Central	13,516,990	621	17	35,136	29,526	28,623	5,808,272	10.51	21.5	-31.3	4,169,922	6,454,665	39.9	13.9	4.7	7.4	22.1	13.1	
Minnesota	2,792,500	37	3	6,460	5,695	5,243	1,438,224	2.64	22.7	-12.6	1,188,413	1,687,355	44.4	10.4	4.3	7.1	20.6	13.2	
Iowa	2,794,269	99	4	5,902	5,063	4,946	790,518	1.45	25.9	-34.2	627,786	1,043,516	34.5	6.4	2.2	11.0	19.8	25.1	
Missouri	5,784,694	115	5	7,949	6,691	6,649	2,261,256	4.09	24.6	-81.6	1,811,544	3,306,556	41.2	20.2	7.7	4.2	25.4	3.3	
North Dakota	641,985	53	---	2,692	2,435	2,619	170,232	.31	27.2	-34.9	133,808	221,151	29.6	11.9	(1)	14.6	6.5	37.5	
South Dakota	642,901	69	---	2,022	1,899	1,972	133,366	.24	34.4	-43.5	99,262	238,095	30.2	7.3	(1)	19.3	8.4	34.5	
Nebraska	1,315,934	93	3	3,951	3,122	2,898	566,975	1.05	7.4	-46.2	527,713	1,053,441	27.0	11.4	1.3	6.7	40.4	13.2	
Kansas	1,801,026	105	4	5,150	4,621	4,315	427,651	.77	7.3	-51.9	399,587	886,611	39.6	7.4	1.8	13.2	12.4	26.9	
South Atlantic	17,823,151	554	26	17,426	15,367	15,592	4,586,632	8.26	34.1	1.8	3,405,153	4,485,645	41.1	15.4	8.3	10.2	15.6	4.7	
Delaware	266,505	3	1	316	282	286	137,474	.28	48.1	33.4	106,500	118,087	18.1	67.9	(1)	5.9	5.4	7.7	
Maryland	1,821,244	24	1	2,316	2,316	2,198	689,999	1.25	56.9	-3.2	499,017	711,412	47.4	37.8	9.3	8.4	12.6	4.3	
District of Columbia	663,091	---	1	755	629	492	347,772	.65	45.3	55.7	242,729	323,401	49.3	17.2	(1)	3.5	10.2	-2	
Virginia	2,677,773	100	4	2,432	2,123	2,351	627,652	1.14	24.8	1.0	502,951	621,139	43.8	12.7	2.4	13.3	15.8	8.9	
West Virginia	1,901,974	55	3	1,424	1,251	1,127	284,166	.51	23.0	-18.3	231,076	341,453	57.0	16.3	(1)	12.7	10.8	1.2	
North Carolina	3,571,623	100	5	2,659	2,459	2,405	287,211	1.50	49.7	19.6	555,566	695,118	32.5	14.1	3.8	10.3	28.3	11.0	
South Carolina	1,899,804	46	2	1,450	1,422	1,589	297,211	.54	11.3	-10.9	287,122	353,568	38.9	14.1	3.2	13.6	24.5	18.0	
Georgia	3,123,723	159	5	5,032	2,667	3,175	806,233	1.46	35.2	-39.2	605,272	997,447	39.4	20.5	10.1	8.3	16.1	5.6	
Florida	1,687,414	67	4	2,686	2,239	2,041	525,869	.95	31.7	13.4	444,078	444,078	45.7	18.2	2.4	13.4	8.1	15.2	
East South Central	10,778,225	364	10	8,198	7,594	7,719	1,984,903	3.55	22.1	-21.5	1,609,657	2,436,665	46.0	9.6	4.1	9.9	22.2	6.2	
Kentucky	2,845,627	120	2	2,174	2,057	2,024	494,462	.94	22.3	-7.2	379,597	500,399	51.5	7.1	2.4	10.6	21.2	7.2	
Tennessee	2,915,841	95	4	2,666	2,426	2,446	639,569	1.52	12.6	-19.7	745,839	1,044,945	42.4	10.9	3.5	7.2	30.5	6.6	
Alabama	2,832,961	67	3	1,668	1,737	1,737	415,068	.75	36.5	-26.6	304,549	566,493	50.4	12.1	9.0	15.3	12.2	5.1	
Mississippi	1,853,796	82	1	1,243	1,172	1,243	245,154	.44	36.3	-35.3	179,902	394,948	40.7	7.0	(1)	15.5	12.9	24.1	
West South Central	13,094,525	470	16	19,470	15,056	17,526	3,457,595	6.26	28.2	-27.0	2,686,574	4,739,145	46.6	13.9	4.6	9.0	16.2	9.7	
Arkansas	1,943,387	75	1	1,785	1,504	1,045	206,916	.45	38.0	-32.1	137,509	369,510	45.3	8.2	(1)	13.7	13.8	10.0	
Louisiana	2,385,980	64	2	2,391	2,151	1,728	749,402	1.28	21.7	-15.0	590,260	850,965	46.5	16.4	4.5	7.9	14.4	10.3	
Oklahoma	2,336,454	77	3	3,998	3,668	4,188	461,519	.84	14.1	-40.0	404,465	769,696	39.9	14.0	4.1	10.7	17.6	13.7	
Texas	6,414,824	254	11	10,296	7,765	9,597	2,040,549	3.69	33.2	-26.4	1,581,549	2,771,572	47.8	14.0	5.0	8.5	16.1	6.6	
Mountain	4,150,003	277	4	7,300	6,415	5,777	1,089,597	1.87	29.5	-7.2	821,631	1,173,657	41.3	12.9	4.6	14.1	14.5	12.2	
Montana	539,456	56	---	1,254	1,243	1,243	105,510	.24	7.4	-0.6	121,541	159,297	42.9	12.2	(1)	14.4	11.7	19.3	
Idaho	324,573	44	---	989	954	673	105,510	.19	23.4	6.6	82,165	97,157	33.2	4.6	(1)	21.0	4.2	32.0	
Wyoming	250,742	23	---	337	337	285	37,081	.07	44.1	6.9	33,861	54,161	49.5	6.9	(1)	29.4	5.9	11.2	
Colorado	1,123,296	65	2	2,296	1,694	2,075	455,126	.79	34.1	-19.4	355,982	559,623	37.8	16.8	(1)	9.1	21.2	7.6	
New Mexico	531,618	31	---	542	397	315	66,587	.12	45.7	24.8	55,573	53,143	55.6	4.6	(1)	23.7	8.4	7.5	
Arizona	499,281	14	1	507	541	558	97,024	.17	23.7	7.8	79,046	97,024	47.6	22.9	(1)	22.5	15.4	8.6	
Utah	580,510	29	1	957	988	768	184,172	.35	25.9	7.8	154,169	180,701	42.3	11.9	(1)	8.5	15.2	11.2	
Nevada	110,247	17	---	176	158	96	23,473	.04	52.0	89.5	15,300	13,718	53.1	4.7	(1)	37.4	4.3	4.3	
Pacific	9,753,262	135	17	19,332	17,190	13,718	5,049,170	9.14	28.7	-7.3	3,922,435	5,478,903	41.3	18.9	5.8	9.0	15.4	8.3	
Washington	1,736,191	39	3	3,594	2,938	2,598	787,771	1.39	27.2	-20.0	603,740	953,164	44.1	14.2	4.9	11.3	16.6	9.7	
Oregon	1,089,684	36	1	1,954	1,615	1,437	441,510												

1 Combined with manufacturers' sales branches (with stocks).
2 Combined with manufacturers' sales offices (without stocks).

SUMMARY OF FACTS ON WHOLESALE TRADE—Continued

DIVISION AND STATE	NUMBER OF EMPLOYEES ¹				Active proprietors and firm members	TOTAL PAY ROLL ²				Average annual wage per employee	Stocks on hand, end of 1939, at cost (add 000)	Number stores per wholesale (service and limited-function) establishment	1939	1935		
	Number 1939	Percent women		1935 ³		1929	1935 ³		1929							
		1939	1935				Amount (add 000)	Percent of sales							Amount (add 000)	Percent of sales
UNITED STATES TOTAL																
New England																
Maine	94,154	19.3	18.6	1,277,717	1,510,494	153,599	4.7	\$2,624,205	4.2	\$2,982,774	4.4	\$1,680	17.4	18.6		
Maine	7,286	18.4	17.4	82,271	106,152	5,476	5.3	182,419	5.4	203,585	5.1	1,769	18.6	26.8		
New Hampshire	2,554	11.9	12.4	6,450	7,214	608	6.1	10,135	6.8	11,202	6.4	1,351	24.5	35.9		
Vermont	2,554	12.6	13.2	2,261	2,865	188	3.9	3,785	3.8	4,201	3.9	1,474	38.9	31.2		
Massachusetts	59,155	20.0	18.5	52,110	70,142	3,160	5.0	112,822	5.0	142,777	4.9	1,459	18.2	14.8		
Rhode Island	7,430	19.8	16.2	6,359	7,515	456	5.2	9,352	5.3	10,584	5.3	1,674	17.2	17.9		
Connecticut	15,575	16.4	15.2	12,818	17,117	815	6.4	23,376	6.7	27,454	5.8	32,538	21.9	22.3		
Middle Atlantic																
New York	422,388	22.2	20.7	352,680	430,356	30,176	4.6	565,077	4.6	592,754	4.2	2,019	14.4	14.4		
New York	292,807	24.9	22.8	245,705	274,689	19,577	4.4	483,187	4.5	523,635	4.3	2,157	9.7	10.7		
New Jersey	55,508	14.5	13.5	48,560	53,578	1,962	6.0	64,412	6.1	69,581	5.9	1,759	24.9	29.7		
Pennsylvania	95,072	17.1	16.7	82,361	105,122	5,671	5.1	169,140	4.9	214,641	4.5	1,709	16.9	18.4		
East North Central																
Ohio	305,251	18.5	17.8	265,150	354,853	26,888	4.2	422,035	5.0	476,377	5.2	1,742	17.7	19.6		
Ohio	75,975	17.5	16.7	68,709	79,075	6,021	5.0	132,455	5.4	151,451	5.0	1,743	17.2	18.4		
Indiana	22,555	14.2	13.2	23,677	24,311	3,553	5.1	42,561	4.6	48,561	4.2	1,500	22.7	25.1		
Illinois	122,741	20.7	19.2	105,047	159,043	9,555	4.7	228,407	4.7	257,574	4.5	1,661	15.1	16.3		
Michigan	52,292	18.3	19.5	42,504	44,584	4,879	4.6	82,959	4.8	94,082	4.8	1,701	105.97	18.4		
Wisconsin	26,723	15.6	15.6	25,213	25,930	3,017	5.2	42,563	5.4	50,519	5.4	1,566	21.3	22.5		
West North Central																
Minnesota	166,649	16.8	15.4	146,021	187,276	21,845	4.3	250,976	4.4	322,542	3.5	1,505	448.243	24.7		
Minnesota	37,523	17.5	15.8	32,532	36,054	4,077	4.2	45,558	4.2	52,458	3.7	1,612	180.765	20.1		
Iowa	24,120	14.4	13.6	20,043	26,746	4,307	4.1	32,038	4.1	37,956	3.9	1,533	147.955	30.3		
Missouri	64,373	20.2	18.7	56,556	77,829	5,252	4.7	106,888	4.9	144,187	4.4	1,662	187.684	18.6		
North Dakota	5,501	8.5	8.0	5,067	5,817	1,300	4.2	7,198	3.8	9,955	3.2	1,219	22.654	40.3		
South Dakota	4,697	11.5	11.5	4,608	5,352	1,100	4.2	5,921	3.7	8,404	3.6	1,169	12.175	36.4		
Nebraska	15,388	12.9	14.3	13,948	16,882	2,332	4.7	20,725	3.7	23,047	2.7	1,078	56.067	21.1		
Kansas	14,997	11.9	10.0	13,067	19,994	5,521	4.2	19,765	4.2	25,612	3.2	1,211	41.674	33.1		
South Atlantic																
Delaware	172,021	19.6	18.9	150,187	192,650	11,759	4.9	222,078	4.7	257,400	4.4	1,281	361.614	22.8		
Delaware	2,946	18.3	14.9	1,917	2,118	159	3.8	6,018	3.0	7,773	3.2	2,045	4,582	30.3		
Maryland	25,533	16.7	19.4	19,266	21,712	1,959	4.8	35,412	5.2	37,752	4.6	1,420	41,557	17.2		
District of Columbia	10,250	14.6	13.6	8,274	6,756	457	5.3	13,519	5.7	15,255	4.8	1,794	17,2	16.0		
Virginia	26,256	24.2	23.8	19,180	20,159	1,500	5.4	34,216	4.8	42,126	4.8	1,203	76,272	25.9		
West Virginia	11,525	12.1	12.0	10,047	7,767	767	6.0	17,153	5.8	19,216	5.8	1,463	25,229	24.5		
North Carolina	33,547	24.0	21.7	17,675	15,745	2,075	4.1	33,525	2.9	35,679	3.7	1,115	86,248	25.8		
South Carolina	8,241	11.9	14.7	6,529	6,113	1,102	3.4	9,994	3.1	10,555	3.2	1,213	16,312	31.7		
Georgia	24,501	19.1	19.9	19,545	21,275	2,094	4.5	34,899	4.5	38,783	3.7	1,484	58,133	28.9		
Florida	32,442	18.8	16.6	19,011	19,725	1,699	3.6	24,426	3.7	29,271	3.5	1,061	40,985	20.7		
East South Central																
Kentucky	85,900	14.4	14.9	53,513	58,586	6,232	4.8	89,116	4.3	94,377	3.9	1,385	197,455	26.3		
Kentucky	13,469	14.5	16.4	10,009	17,725	1,678	5.2	25,971	4.9	27,452	3.9	1,314	87,634	28.5		
Tennessee	23,171	13.1	14.7	20,461	27,961	1,912	5.1	33,835	4.7	37,634	4.3	1,533	97,942	23.0		
Alabama	14,526	13.2	13.7	11,753	13,423	1,121	4.6	17,816	4.7	21,531	4.0	1,388	36,342	28.0		
Mississippi	7,103	14.1	12.5	5,750	6,294	1,136	3.3	7,100	3.9	10,550	2.7	1,124	152,419	20.0		
West South Central																
Arkansas	111,952	12.9	14.3	84,557	99,104	13,233	4.4	150,785	4.2	197,521	3.5	1,587	315,808	24.1		
Arkansas	7,690	10.5	9.0	6,792	7,797	1,463	3.9	9,645	4.7	11,945	3.3	1,322	20,651	33.4		
Louisiana	24,094	14.0	14.9	17,925	17,037	1,454	4.8	24,557	4.2	29,252	3.5	1,389	66,361	20.5		
Oklahoma	15,559	10.3	11.0	13,459	19,268	2,769	4.7	19,654	4.6	23,754	4.0	1,388	36,342	28.0		
Texas	64,479	13.3	15.7	46,352	56,002	7,687	4.3	95,760	4.1	109,546	3.6	1,546	152,419	20.0		
Mountain																
Montana	37,437	14.3	13.9	29,869	32,598	4,603	5.0	53,990	5.1	55,593	4.7	1,441	59,543	22.9		
Montana	4,132	11.9	12.4	4,070	4,133	595	4.7	5,947	4.9	6,979	4.4	1,451	15,030	33.0		
Idaho	4,595	15.7	14.0	3,535	3,271	606	5.7	4,877	5.2	4,479	4.6	1,126	9,451	29.7		
Wyoming	1,210	9.6	9.4	955	871	312	4.5	1,545	5.2	1,955	5.4	1,531	3,654	33.3		
Colorado	13,675	15.9	15.2	10,253	13,963	1,576	4.7	20,435	4.7	23,947	4.4	1,494	27,728	19.3		
New Mexico	2,465	10.4	9.2	1,691	1,257	414	4.8	2,415	5.3	2,513	4.4	1,288	7,752	35.1		
Arizona	5,854	10.5	9.2	2,792	2,976	350	5.8	4,142	5.3	4,507	5.2	1,459	7,752	23.5		
Utah	6,705	14.9	15.1	5,832	5,544	604	5.3	10,355	5.6	9,712	5.4	1,545	14,824	14.9		
Nevada	753	7.2	8.3	713	477	103	5.6	1,286	7.7	877	6.4	1,785	2,106	24.1		
Pacific																
Washington	191,146	22.7	22.5	145,509	189,514	15,414	5.9	293,212	5.6	321,241	5.3	1,632	399,390	15.0		
Washington	27,465	23.2	21.5	22,880	27,795	1,620	5.8	44,819	5.8	50,172	5.3	1,627	55,798	16.7		
Oregon	13,443	22.0	21.3	11,453	14,055	1,068	5.2	24,569	5.2	28,458	5.2	1,585	38,455	20.0		
California	133,278	22.8	21.5	105,226	117,464	10,569	5.6	167,455	5.6	215,613	5.3	1,657	530,546	14.1		

¹ Figures for 1939 and 1935 based on monthly averages, while those for 1929 are quarterly averages. Employees include paid executives of corporations but not the number of proprietors of unincorporated businesses.

² Includes compensation of paid executives of corporations but not that of proprietors of unincorporated businesses.

³ Includes the following estimates for commission bulk stations: Employees, 17,154 and total pay roll, \$7,421,000.

WHOLESALE TRADE: 1939

INTRODUCTION

This volume presents data on Wholesale Trade, a part of the 1939 Census of Business which was taken in conformity with an Act of Congress approved June 18, 1929. The Act provided, among other things, for a Census of Distribution (now called Business) covering the year 1929 and each succeeding tenth year thereafter in connection with decennial censuses. This is the second in the 10-year series. In addition, two censuses of business were conducted as emergency projects covering the years 1933 and 1935. Consequently, four year-periods or mileposts are now available for measuring wholesale trade: 1929, 1933, 1935, and 1939. Comparisons in this volume, however, are limited to the years 1939, 1935, and 1929.

The volume comprises summary statistics on wholesale trade for the country as a whole, for geographic divisions, States, counties, and for cities as well as such subject and special studies as employment by months and employment and pay roll for 1 week; business size; an analysis of operating expenses; cash-credit analysis of sales, receivables and inventories; sales by classes of customers; and commodity sales. The data, which were collected in 1940 in a complete field canvass conducted under the supervision of the regular field organization of the Bureau of the Census, cover operations of wholesale establishments throughout the United States during the year 1939. Information contained herein has been issued, for the most part, in a series of State and subject reports.

Unlike most surveys or sample studies in the field of wholesaling, census data represent complete coverage, hence are much wider in scope. Survey statistics frequently are confined to a limited part of the universe studied, whereas census data cover the entire field. Relatively few items are generally covered in surveys or sample studies, while in the census, data are presented on many phases of wholesaling such as number of establishments, sales, employment, pay roll, inventories, operating expenses, cash-credit business, and the like. Statistics derived from the census are *basic* and *fundamental* and provide a dependable base or bench mark for evaluating and projecting current data of a more limited nature.

Scope of wholesale trade.—The field of wholesale trade, as defined for census purposes, is somewhat broader than the usual conception of "wholesaler" or

"wholesale merchant" as it includes manufacturer-owned sales outlets, petroleum bulk stations, agents, brokers, and assemblers of farm products, as well as the more conventional types of wholesalers. It includes all establishments or places of business primarily engaged in selling or acting as agents in selling (or buying) goods on a wholesale basis. The place of business may be a store or warehouse from which sales are made at wholesale, a sales or brokerage office, or part of an office that may be shared with others. Selling on a wholesale basis is selling primarily to retailers, dealers or distributors who buy the goods for resale, or selling to institutional and industrial users who purchase for business use rather than for the purpose of reselling the goods in the same form.

Wholesale and retail.—All establishments or places of business primarily engaged in selling (or buying) goods, either on their own account or for the account of others, fall within the scope of the Censuses of Wholesale and Retail Trades. Generally speaking, those engaged primarily in purveying goods to the ultimate consumer for consumption or utilization are classified as retail, while those that sell to dealers and distributors for resale, or to purchasers who buy for business use, are classified as wholesale.

Many business concerns do not fall clearly in either the retail or the wholesale division. Since it is impracticable, as a rule, to classify any single business establishment in more than one phase of the census, the *major-portion-of-business* or the *50-percent* rule is followed for the most part. Establishments are placed in one classification or another according to their major activity. Consequently, those engaged in both retailing and wholesaling are considered as retailers or wholesalers in accordance with the bulk of their business. The number of cases in which it was necessary to apply the 50-percent rule was small relative to the total number of establishments. Border-line businesses of this type occur most frequently in the distribution of such commodities as automobiles, electrical appliances, hardware, farm implements, farm supplies, building materials, and gasoline. In studying distribution in these fields it is well to consider both the Wholesale and Retail Censuses. Similarly, in comparing 1939 data with those of previous censuses, it should be noted that for border-line cases a relatively

small change in sales at retail or wholesale may cause the establishment to shift its classification from one phase of the census to another.

Table 7 of the wholesale series measures the volume of retail sales made by wholesalers. Conversely, table 14 of the retail series (summarized in accompanying table 7B) shows the amount of sales by retailers to other retailers.

Wholesale and manufactures.—Establishments engaged in both manufacturing and merchandising goods are included only in the Census of Manufactures if the major portion of the goods they sell is of their own make. Those engaged primarily in merchandising at wholesale, where manufacturing is secondary, are included in the Wholesale Census. Establishments engaged with about equal emphasis in manufacturing and merchandising, but in which merchandising predominated slightly, frequently submitted two reports—wholesale and manufactures. Sales branches operated apart from plants, primarily for disposal at wholesale of the manufacturers' products are included in the Wholesale Census.

Wholesale and agricultural industries.—As wholesale trade includes all establishments engaged principally in selling or acting as agents in buying or selling goods to dealers, distributors, and to industrial users, assemblers of farm products are included. The term "assembler" as defined for census purposes covers establishments engaged primarily in the purchase of farm products or of fish and sea food at local producing points or in cities of producing areas. The emphasis is on buying and assembling of merchandise in quantities for economical handling and shipping, usually direct to shipping men, export merchants, or to industrial users. Many assemblers perform some agricultural activities such as spraying trees or picking fruits and vegetables, in addition to sorting, grading, packing, and marketing the goods. Concerns performing agricultural services incidental to marketing are included in the Wholesale Census, whereas farmers and agricultural concerns marketing their own products or performing marketing functions incidental to agriculture are omitted. A packing house, for example, operated by a farmer on his farm primarily for packing and marketing his own products is not included in the Wholesale Census; however, those operated by groups of farmers or by cooperative marketing associations, and commercial houses packing and selling goods on their own account or for others, are included.

Canvass based on establishments.—The Census of Wholesale Trade consists of an enumeration of all wholesale establishments or places of business in operation during a census year and covers their operations during the calendar year or in some cases the fiscal year ended nearest the calendar year. The census is conducted on an establishment basis in order to facili-

tate the canvass and make it possible to present data by areas—States, counties, and cities. A separate report is secured for each establishment regardless of whether or not it is owned and operated as a part of a chain or large business organization.

As the canvass is based upon establishments, itinerant peddlers, any wagon distributors, and other vendors without definite places of business recognizable as such to enumerators are omitted.

Questionnaires.—Four schedule forms were used in canvassing wholesale establishments in connection with the 1939 Census of Business (see Appendixes). Form 31 was a general form for reporting the conventional types of wholesalers, newer types of limited-service wholesalers, manufacturers' sales branches, manufacturers' sales offices, and commission merchants; Form 32 was a specialized questionnaire for use in reporting petroleum bulk stations and distributing terminals; Form 33 was a short form used for reporting agents and brokers; while Form 34 was designed especially for reporting assemblers and marketers of farm products. The forms were identical with respect to basic information on number of establishments, sales, personnel, pay roll, and inventories, but differed materially in the amount of information called for on sales by commodities, cash-credit business, and the analysis of employment and pay roll according to type of work performed.

Comparison with previous censuses.—The scope of the 1939 census is substantially the same as in 1935, a minor change being the addition in 1939 of establishments engaged primarily in coffee roasting or spice grinding and selling the products to distributors or to dealers. When comparing with 1929 reports it should be remembered that chain-store warehouses were not included as wholesale establishments in 1935 or 1939. Cream stations, on the other hand, engaged primarily in buying cream and produce were included in 1935 and 1939 but were omitted for the most part in 1929.

To facilitate comparisons, every effort has been made to keep the scope and classifications of the 1939 census comparable with those for previous years. It should be noted in evaluating changes and drawing conclusions, however, that an establishment is classified in each census according to its major operation; hence a small change in the sales practices of an establishment engaged with about equal emphasis in wholesaling and retailing or in wholesaling and manufacturing may cause a shift of the entire business from one census field to another. Also comparisons with 1935 and 1933 may be affected by incomplete coverage as the censuses for those years were on a voluntary basis and in some localities reports were not received for all places of business.

Basic classifications.—The findings of the 1939 Wholesale Census are presented in three basic classifications: (1) Areas—geographic divisions, States, cities, and counties; (2) types of operation—according to the character

of the establishment and the functions performed; and (3) kinds of business—based upon commodities or lines of merchandise handled and trade designation.

The first measures the geographic distribution of wholesale trade in terms of location of the establishment from which sales are made—not according to location of customers who purchase the goods.

As a wholesale census is somewhat broader than the usual conception of “wholesaler” or “wholesale merchant,” the second classification, types of operation, is more fundamental than the first. It groups establishments according to functions performed or methods of operation into more or less homogeneous groupings, as service wholesalers, limited-function wholesalers, manufacturers’ sales branches, manufacturers’ sales offices, and the like.

The third grouping brings together establishments engaged primarily in handling the same or similar lines of merchandise such as drugs, electrical goods, hardware, groceries, and the like. It is essential in the wholesale census to distinguish the various types of operation in a given trade or kind of business as some

types frequently sell to others. For example, food brokers may sell to grocery wholesalers; grain brokers may sell to grain merchants; and agricultural cooperatives frequently sell to merchants and jobbers. Kind-of-business data for the various types of operation are kept separate in the census reports, for to combine them would result in considerable duplication in sales.

When making comparisons between census years, it should be remembered that the *major-portion-of-business* rule is applied each census year in classifying by type and kind. Consequently, establishments performing functions that overlap type classifications (such as wholesale merchant-wagon distributor, wholesale merchant-commission merchant, and the like) and those that overlap trades (groceries and tobacco, drugs and liquor, etc.) may shift in classification from one census to another. The effect of such shifts varies in different areas depending upon the prevalence of such dual activities, but in most areas and for the United States as a whole they account for such a small volume of business that they have little influence on the totals.