

1954

CENSUS OF BUSINESS

SELECTED SERVICES

(PRELIMINARY AREA

REPORTS-SERIES PS-1)

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1954 CENSUS OF BUSINESS

S E L E C T E D S E R V I C E S

Preliminary Area Reports - Series PS-1

(51 preliminary reports, one for the country as a whole, one for each State, and one each for Alaska and Hawaii. Data for the District of Columbia are shown in the report including data for Delaware, which is designated numbers 8 and 9.)

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1954 Census of Business SELECTED SERVICES

May 1956

Series: PS-1-1

UNITED STATES SUMMARY

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

1954 Census of Business
Selected Services

ERRATA SHEET - PRELIMINARY REPORT, PS-1-1, UNITED STATES SUMMARY

The figures for areas, and detail indicated below should be revised from those published in Series PS-1-1, United States Summary for the 1954 Census of Business—Selected Services.

The final reports covering these statistics are subject to further revisions.

Table No.	Region, Division, and State	Column	Change	
			from--	to--
1	United States, total	Receipts, total all establishments...	23,489,970	23,408,414
1	United States, total	Receipts, establishments with payroll.....	21,242,772	21,161,216
1	Region, Southern States	Receipts, total all establishments...	4,866,250	4,784,694
1	Region, Southern States	Receipts, establishments with payroll.....	4,365,990	4,284,434
1	Division, East South Central	Receipts, total all establishments...	858,407	776,851
1	Division, East South Central	Receipts, establishments with payroll.....	777,265	695,709
1	State, Tennessee	Receipts, total all establishments...	365,458	283,902
1	State, Tennessee	Receipts, establishments with payroll.....	339,434	257,878
2	United States, total	All other selected services, receipts.....	15,494,843	15,413,287
2	Region, Southern States	All other selected services, receipts.....	2,899,534	2,817,978
2	Division, East South Central	All other selected services, receipts.....	504,757	423,201
2	State, Tennessee	All other selected services, receipts.....	244,139	162,583



directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Table 1.--PRELIMINARY--TOTAL SELECTED SERVICE TRADES: 1954--BY REGIONS, DIVISIONS, AND STATES
Establishments, Receipts, Payroll, and Personnel

Region, division, and State	Establishments		Receipts			Payroll, entire year (\$1,000)	Paid employees, workweek ending nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Percent of total	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)	
United States, total...	786,178	375,123	23,489,970	100.0	21,242,772	6,486,968	2,351,278	2,015,780	784,005
Regions:									
Northeastern States.....	222,604	103,759	8,188,442	34.9	7,538,677	2,157,418	712,989	610,171	214,169
North Central States.....	228,612	104,684	6,549,566	27.9	5,908,576	1,737,227	645,869	533,775	229,438
Southern States.....	200,027	103,637	4,866,250	20.7	4,365,990	1,331,372	611,741	551,401	199,670
Western States.....	134,935	63,043	3,885,712	16.5	3,429,529	1,260,951	380,679	320,433	140,728
The Northeastern States:									
New England.....	51,096	24,084	1,173,305	5.0	1,038,605	328,313	129,769	105,865	47,565
Middle Atlantic.....	171,508	79,675	7,015,137	29.9	6,500,072	1,829,105	583,220	504,306	166,604
The North Central States:									
East North Central.....	151,951	71,549	4,918,386	20.9	4,479,492	1,333,940	471,509	389,584	151,793
West North Central.....	76,661	33,135	1,631,180	6.9	1,429,084	403,287	174,360	144,191	77,645
The South:									
South Atlantic.....	91,735	47,779	2,386,564	10.2	2,149,688	675,690	300,129	268,459	90,250
East South Central.....	34,413	18,489	858,407	3.7	777,265	221,662	111,522	101,240	34,880
West South Central.....	73,879	37,369	1,621,279	6.9	1,439,037	434,020	200,090	181,702	74,540
The West:									
Mountain.....	32,882	16,208	852,819	3.6	755,070	232,234	87,793	75,475	34,231
Pacific.....	102,053	46,835	3,032,893	12.9	2,674,459	1,028,717	292,886	244,958	106,497
New England:									
Maine.....	5,309	2,669	87,172	.4	76,162	22,264	9,704	7,815	4,830
New Hampshire.....	4,054	1,862	68,562	.3	58,536	17,267	6,464	5,249	3,901
Vermont.....	2,012	1,050	34,381	.1	30,337	8,225	3,698	3,082	1,880
Massachusetts.....	24,636	11,130	628,534	2.6	557,474	178,745	69,872	57,016	22,657
Rhode Island.....	4,579	1,859	98,852	.4	85,142	26,272	11,388	9,657	4,453
Connecticut.....	10,506	5,514	255,804	1.0	230,954	75,540	28,643	22,946	9,844
Middle Atlantic:									
New York.....	92,226	45,638	4,943,304	21.0	4,668,648	1,239,043	368,067	321,172	88,112
New Jersey.....	27,408	13,008	800,324	3.4	718,471	250,447	81,164	69,130	26,434
Pennsylvania.....	51,874	21,011	1,271,509	5.4	1,112,953	339,615	133,989	114,004	52,058
East North Central:									
Ohio.....	41,594	18,912	1,141,082	4.8	1,023,158	324,528	119,269	98,041	40,813
Indiana.....	16,664	8,586	392,389	1.6	355,609	115,852	48,388	40,745	16,628
Illinois.....	46,785	21,027	1,990,379	8.4	1,838,697	527,277	169,923	141,786	47,034
Michigan.....	29,771	15,161	1,020,773	4.3	938,083	268,735	93,103	77,493	30,555
Wisconsin.....	17,137	7,863	373,763	1.5	323,945	97,548	40,826	31,519	16,763
West North Central:									
Minnesota.....	15,653	6,647	376,626	1.6	329,750	93,905	37,284	29,615	15,700
Iowa.....	14,118	5,714	233,061	1.0	187,817	53,194	25,374	20,502	14,353
Missouri.....	21,842	9,864	589,156	2.5	526,462	157,253	62,661	53,365	21,994
North Dakota.....	2,830	1,188	43,822	.2	33,826	9,159	4,767	4,058	2,892
South Dakota.....	3,344	1,524	49,625	.2	39,795	9,868	5,291	4,290	3,388
Nebraska.....	7,662	3,194	153,776	.6	130,430	35,667	17,036	13,950	7,855
Kansas.....	11,212	5,004	185,114	.7	151,004	44,241	21,947	18,411	11,483
South Atlantic:									
Delaware.....	1,856	774	47,223	.2	41,723	12,704	4,864	4,130	1,766
Maryland.....	10,607	5,017	292,895	1.2	262,027	87,454	35,783	31,078	10,289
District of Columbia.....	4,817	2,789	230,088	.9	218,490	77,456	28,107	24,070	4,448
Virginia.....	11,874	6,802	287,912	1.2	262,876	89,931	42,131	37,809	11,465
West Virginia.....	6,383	3,021	125,806	.5	111,126	36,827	17,320	15,551	6,124
North Carolina.....	14,303	7,593	307,478	1.3	271,244	83,095	42,389	38,253	14,284
South Carolina.....	6,466	3,678	124,373	.5	109,359	34,471	19,334	17,551	6,241
Georgia.....	12,137	6,811	318,128	1.3	288,518	85,090	42,388	38,844	11,919
Florida.....	23,292	11,294	652,661	2.8	584,325	168,662	67,813	61,173	23,714
East South Central:									
Kentucky.....	9,178	4,770	211,399	.9	188,059	57,077	27,653	24,674	9,432
Tennessee.....	11,077	5,955	365,458	1.5	339,434	85,280	39,932	36,479	11,322
Alabama.....	8,896	4,820	180,155	.8	160,327	52,481	27,848	25,340	8,867
Mississippi.....	5,262	2,944	101,395	.4	89,445	26,824	16,089	14,747	5,259
West South Central:									
Arkansas.....	7,098	3,382	112,143	.5	95,337	28,674	15,720	14,356	7,308
Louisiana.....	10,006	5,008	273,458	1.2	247,946	72,187	33,006	30,616	9,850
Oklahoma.....	12,781	5,815	233,584	.9	199,410	61,583	27,721	25,113	13,009
Texas.....	43,994	23,164	1,002,094	4.3	896,344	271,576	123,643	111,617	44,373
Mountain:									
Montana.....	3,575	1,637	65,378	.3	53,992	14,942	6,748	5,434	3,702
Idaho.....	2,959	1,456	61,418	.3	52,229	14,800	6,418	5,245	3,081
Wyoming.....	2,273	1,134	46,968	.2	39,436	11,157	4,350	3,720	2,423
Colorado.....	8,985	4,579	227,933	1.0	203,483	60,592	23,202	19,602	9,358
New Mexico.....	4,186	2,113	83,794	.4	71,516	19,453	8,979	7,911	4,376
Arizona.....	5,600	2,615	119,085	.5	101,687	30,733	13,426	11,793	5,822
Utah.....	3,427	1,645	84,473	.4	74,671	20,543	8,685	7,205	3,410
Nevada.....	1,877	1,029	163,770	1.7	158,056	60,014	15,985	14,565	2,059
Pacific:									
Washington.....	14,148	6,048	328,058	1.3	283,926	90,780	32,793	26,556	14,558
Oregon.....	10,016	4,232	216,630	.9	183,248	55,504	20,268	17,316	10,712
California.....	77,889	36,555	2,488,205	10.6	2,207,285	882,433	239,825	201,086	81,227

Table 2.--PRELIMINARY--SELECTED SERVICE TRADES: 1954--MAJOR GROUPS BY REGIONS, DIVISIONS, AND STATES
Establishments, and Receipts

Region, division, and State	Personal Services			Automobile repair services, garages			All other selected services		
	Establishments (Number)	Receipts (\$1,000)	Percent of total	Establishments (Number)	Receipts (\$1,000)	Percent of total	Establishments (Number)	Receipts (\$1,000)	Percent of total
United States, total...	349,317	5,781,298	100.0	94,422	2,213,829	100.0	342,439	15,494,843	100.0
Regions:									
Northeastern States.....	111,158	1,779,071	30.8	22,577	604,187	27.3	88,869	5,805,184	37.5
North Central States.....	100,576	1,711,430	29.6	27,821	633,668	28.6	100,215	4,204,468	27.1
Southern States.....	86,914	1,421,528	24.6	26,148	545,188	24.6	86,965	2,899,534	18.7
Western States.....	50,669	869,269	15.0	17,876	430,786	19.5	66,390	2,585,657	16.7
The Northeastern States:									
New England.....	24,859	360,287	6.2	5,171	127,417	5.8	21,066	685,601	4.4
Middle Atlantic.....	86,299	1,418,784	24.5	17,406	476,770	21.5	67,803	119,583	33.0
The North Central States:									
East North Central.....	69,625	1,274,233	22.0	17,400	444,253	20.1	64,926	3,199,900	20.6
West North Central.....	30,951	437,197	7.6	10,421	189,415	8.6	35,289	1,004,568	6.5
The South:									
South Atlantic.....	39,889	696,746	12.1	11,277	253,303	11.4	40,569	1,436,515	9.3
East South Central.....	15,842	264,603	4.6	4,427	89,047	4.0	14,144	504,757	3.3
West South Central.....	31,183	460,179	8.0	10,444	202,838	9.2	32,252	958,262	6.2
The West:									
Mountain.....	10,922	178,943	3.1	4,033	84,268	3.8	17,927	589,608	3.8
Pacific.....	39,747	690,326	11.9	13,843	346,518	15.6	48,463	1,996,049	12.9
New England:									
Maine.....	1,942	21,560	.4	631	11,364	.5	2,736	54,248	.3
New Hampshire.....	1,512	16,383	.3	381	8,152	.4	2,161	44,027	.3
Vermont.....	651	7,579	.1	242	4,407	.2	1,119	22,395	.2
Massachusetts.....	13,132	196,119	3.4	2,315	60,027	2.7	9,189	372,388	2.4
Rhode Island.....	2,462	32,426	.6	481	10,600	.5	1,636	55,826	.4
Connecticut.....	5,160	86,220	1.5	1,121	32,867	1.5	4,225	136,717	.9
Middle Atlantic:									
New York.....	46,213	803,338	13.9	7,653	234,270	10.6	38,360	3,905,696	25.2
New Jersey.....	13,483	238,705	4.1	3,102	79,389	3.6	10,823	482,230	3.1
Pennsylvania.....	26,603	376,741	6.5	6,651	163,111	7.4	18,620	731,657	4.7
East North Central:									
Ohio.....	19,248	327,944	5.7	5,176	119,998	5.4	17,170	693,140	4.5
Indiana.....	7,827	135,535	2.3	2,195	46,922	2.1	6,642	209,932	1.3
Illinois.....	22,937	438,897	7.6	4,720	144,962	6.5	19,128	1,406,520	9.1
Michigan.....	13,114	263,979	4.6	3,524	98,594	4.5	13,133	658,200	4.2
Wisconsin.....	6,499	107,878	1.9	1,785	33,777	1.5	8,853	232,108	1.5
West North Central:									
Minnesota.....	5,702	87,237	1.5	1,766	38,904	1.8	8,185	250,485	1.6
Iowa.....	5,880	73,879	1.3	2,024	30,190	1.4	6,214	128,992	.8
Missouri.....	9,618	153,767	2.7	2,928	62,959	2.8	9,296	372,430	2.4
North Dakota.....	1,048	12,515	.2	363	5,205	.2	1,419	26,102	.2
South Dakota.....	1,163	13,274	.2	493	7,064	.3	1,688	29,287	.2
Nebraska.....	2,986	38,853	.7	1,093	18,065	.8	3,583	96,858	.6
Kansas.....	4,554	57,672	1.0	1,754	27,028	1.2	4,904	100,414	.6
South Atlantic:									
Delaware.....	922	12,803	.2	189	4,005	.2	745	30,415	.2
Maryland.....	5,049	90,221	1.6	1,200	29,479	1.3	4,358	173,195	1.1
District of Columbia.....	2,502	60,615	1.0	405	18,192	.8	1,910	151,281	1.0
Virginia.....	5,431	100,508	1.7	1,431	31,699	1.4	5,012	155,705	1.0
West Virginia.....	3,096	42,860	.7	725	12,512	.6	2,562	70,434	.4
North Carolina.....	6,570	112,171	1.9	2,113	38,822	1.8	5,620	156,485	1.0
South Carolina.....	2,990	48,305	.8	1,039	17,828	.8	2,437	58,240	.4
Georgia.....	5,647	96,410	1.7	1,774	36,996	1.7	4,716	184,722	1.2
Florida.....	7,682	132,853	2.3	2,401	63,770	2.9	13,209	456,038	2.9
East South Central:									
Kentucky.....	4,176	73,966	1.3	1,139	23,465	1.0	3,863	113,968	.7
Tennessee.....	4,865	90,082	1.6	1,464	31,237	1.4	4,748	244,139	1.6
Alabama.....	4,314	62,989	1.1	1,226	24,334	1.1	3,356	92,832	.6
Mississippi.....	2,487	37,566	.6	598	10,011	.5	2,177	53,818	.3
West South Central:									
Arkansas.....	2,961	37,188	.6	953	13,782	.6	3,184	61,173	.4
Louisiana.....	4,529	67,352	1.2	1,233	26,583	1.2	4,244	179,523	1.1
Oklahoma.....	5,449	66,771	1.2	1,899	34,266	1.5	5,433	132,547	.9
Texas.....	18,244	288,868	5.0	6,359	128,207	5.8	19,391	585,019	3.8
Mountain:									
Montana.....	1,197	16,663	.3	409	7,407	.3	1,969	41,308	.3
Idaho.....	976	15,378	.3	384	6,772	.3	1,599	39,268	.3
Wyoming.....	641	10,183	.2	222	3,906	.2	1,410	32,879	.2
Colorado.....	3,063	51,734	.9	1,106	25,136	1.1	4,816	151,063	1.0
New Mexico.....	1,444	22,152	.4	534	11,080	.5	2,208	50,562	.3
Arizona.....	1,784	30,206	.5	746	14,805	.7	3,070	74,074	.5
Utah.....	1,321	20,457	.4	460	9,490	.4	1,646	54,526	.4
Nevada.....	496	12,170	.2	172	5,672	.3	1,209	145,928	.9
Pacific:									
Washington.....	5,352	87,688	1.5	1,966	44,204	2.0	6,830	196,166	1.3
Oregon.....	3,419	53,717	.9	1,347	30,650	1.4	5,250	132,263	.9
California.....	30,976	548,921	9.4	10,530	271,664	12.3	36,383	1,667,620	10.8

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
| <input type="checkbox"/> Public Merchandise Warehouses | | |
| <input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

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1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-2

ALABAMA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

70. Hotels, rooming houses, camps, and other lodging places.
72. Personal services.
73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
75. Automobile repair services and garages.
76. Miscellaneous repair services.
78. Motion pictures.
79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

77. Radio broadcasting (including facsimile broadcasting) and television.
80. Medical and other health services.
81. Legal services.
82. Educational services.
84. Museums, art galleries, and botanical and zoological gardens.
86. Nonprofit membership organizations.
88. Private households.
89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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BUREAU OF THE CENSUS, Robert W. Burgess, Director.

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mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Alabama, total.....	8,896	4,820	180,155	160,327	52,481	27,848	25,340	8,867	4,314	62,989	1,226	24,334	3,356	92,832
Autauga County.....	33	13	461	369	85	49	46	35	13	256	4	20	16	185
Prattville.....	27	13	445	369	85	49	46	29	11	(D)	2	(D)	14	(D)
Remainder of County.....	6	...	16	6	2	(D)	2	(D)	2	(D)
Baldwin County.....	165	71	3,051	2,627	817	417	396	159	45	509	15	225	105	2,317
Bay Minette.....	28	14	297	229	76	41	37	26	11	115	3	27	14	155
Fairhope.....	31	15	430	340	90	42	36	29	14	133	5	42	12	255
Remainder of County.....	106	42	2,324	2,058	651	334	323	104	20	261	7	156	79	1,907
Barbour County.....	63	35	872	748	166	135	121	75	32	264	14	201	17	407
Eufaula.....	34	18	609	525	118	87	76	49	21	195	5	149	8	265
Remainder of County.....	29	17	263	223	48	48	45	26	11	69	9	52	9	142
Bibb County.....	33	7	228	154	55	26	23	34	15	111	1	(D)	17	(D)
Blount County.....	51	23	402	302	85	53	45	54	25	197	6	59	20	146
Oneonta.....	34	18	329	263	73	44	39	38	19	175	1	(D)	14	(D)
Remainder of County.....	17	5	73	39	12	9	6	16	6	22	5	(D)	6	(D)
Bullock County.....	50	20	623	479	119	47	44	55	26	186	1	(D)	23	(D)
Union Springs.....	47	19	594	(D)	(D)	(D)	(D)	(D)	26	186	1	(D)	20	(D)
Remainder of County.....	3	1	29	(D)	(D)	(D)	(D)	(D)	3	29
Butler County.....	58	32	706	602	173	136	134	53	25	303	7	78	26	325
Greenville.....	36	24	514	454	137	103	101	30	17	246	3	54	16	214
Remainder of County.....	22	8	192	148	36	33	33	23	8	57	4	24	10	111
Calhoun County.....	295	161	5,409	4,701	1,411	790	693	326	147	2,052	48	1,193	100	2,164
Anniston.....	207	117	4,406	3,900	1,185	630	577	238	107	1,587	34	1,032	66	1,787
Jacksonville.....	15	11	180	140	46	43	25	15	8	87	5	(D)	2	(D)
Piedmont.....	26	12	306	260	84	60	40	24	15	207	1	(D)	10	(D)
Remainder of County.....	47	21	517	401	96	57	51	49	17	171	8	80	22	266
Chambers County.....	85	49	839	703	200	119	103	91	50	298	12	179	23	362
Lanett.....	26	14	197	151	43	28	20	28	15	74	3	26	8	97
Remainder of County.....	59	35	642	552	157	91	83	63	35	224	9	153	15	265
Cherokee County.....	15	9	123	99	21	16	13	14	6	26	3	33	6	64
Chilton County.....	60	32	698	602	153	102	83	65	29	322	11	111	20	265
Clanton.....	34	20	426	366	110	69	61	42	19	284	5	42	10	100
Remainder of County.....	26	12	272	236	43	33	22	23	10	38	6	69	10	165
Choctaw County.....	37	9	231	145	41	24	22	34	16	80	6	74	15	77
Clarke County.....	69	43	697	609	153	92	83	73	30	286	10	123	29	288
Jackson.....	29	19	265	231	69	44	38	30	12	129	17	136
Remainder of County.....	40	24	432	378	84	48	45	43	18	157	10	123	12	152
Clay County.....	34	16	187	133	50	48	34	33	13	91	7	18	14	78
Cleburne County.....	14	6	103	71	25	16	14	13	10	75	2	(D)	2	(D)
Coffee County.....	74	44	967	861	234	152	144	72	41	399	6	75	27	493
Elba.....	16	12	151	(D)	30	19	19	15	7	(D)	2	(D)	7	58
Enterprise.....	52	28	785	697	199	128	120	51	29	315	4	(D)	19	(D)
Remainder of County.....	6	4	31	(D)	5	5	5	6	5	(D)	1	(D)
Colbert County.....	128	82	2,293	2,075	575	339	301	136	67	695	13	193	48	1,405
Sheffield.....	80	50	1,099	1,543	434	240	216	84	37	458	11	(D)	32	(D)
Tuscumbia.....	34	24	470	428	119	83	73	36	22	210	2	(D)	10	(D)
Remainder of County.....	14	8	124	104	22	16	12	16	8	27	6	97
Conecuh County.....	32	16	354	302	77	55	48	31	13	140	3	(D)	16	(D)
Evergreen.....	29	15	344	(D)	(D)	(D)	(D)	(D)	11	(D)	3	(D)	15	181
Remainder of County.....	3	1	10	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)
Coosa County.....	23	9	184	152	29	22	21	21	11	46	7	114	5	24
Covington County.....	106	70	1,776	1,640	473	283	255	96	57	732	12	342	37	702
Andalusia.....	52	38	1,113	1,063	322	183	172	46	29	493	9	313	14	307
Florala.....	21	13	210	196	59	45	40	20	12	(D)	1	(D)	8	109
Opp.....	19	13	269	223	63	42	33	17	14	(D)	1	(D)	4	113
Remainder of County.....	14	6	184	158	29	13	10	13	2	(D)	1	(D)	11	173
Crenshaw County.....	27	19	355	335	66	64	59	24	16	169	3	43	8	143
Cullman County.....	129	65	1,852	1,584	391	248	228	135	57	608	38	814	34	430
Cullman.....	100	52	1,610	1,398	362	223	211	104	46	575	31	753	23	282
Remainder of County.....	29	13	242	186	29	25	17	31	11	33	7	61	11	148
Dale County.....	60	34	798	622	159	119	107	53	21	284	7	45	32	469
Ozark.....	47	29	746	588	154	113	101	42	17	271	3	(D)	27	(D)
Remainder of County.....	13	5	50	34	5	6	6	11	4	13	4	(D)	5	(D)
Dallas County.....	152	84	3,054	2,608	812	529	492	158	78	1,374	18	250	56	1,430
Selma.....	136	76	2,634	2,230	731	479	451	147	72	1,337	16	(D)	48	(D)
Remainder of County.....	16	8	420	378	81	50	41	11	6	37	2	(D)	8	(D)
De Kalb County.....	120	44	1,232	836	217	118	112	145	49	438	20	196	51	598
Fort Payne.....	58	26	642	476	139	85	83	71	29	319	7	76	22	247
Remainder of County.....	62	18	590	360	78	33	29	74	20	119	13	120	29	351

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

Table with columns for County and city, Total (Establishments, Receipts, Payroll), Paid employees, Proprietors, and Kind-of-business group (Personal services, Automobile repair, etc.). Rows include Elmore County, Escambia County, Etowah County, Fayette County, Franklin County, Geneva County, Greens County, Hale County, Henry County, Houston County, Jackson County, Jefferson County, Lamar County, Lauderdale County, Lawrence County, Lee County, Limestone County, Lowndes County, Macon County, Madison County, Merango County, Marion County, Marshall County, and Mobile County.

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero. *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

1Tallassee is in Elmore and Tallapoosa counties. 2Leeds is in Jefferson and St. Clair counties.

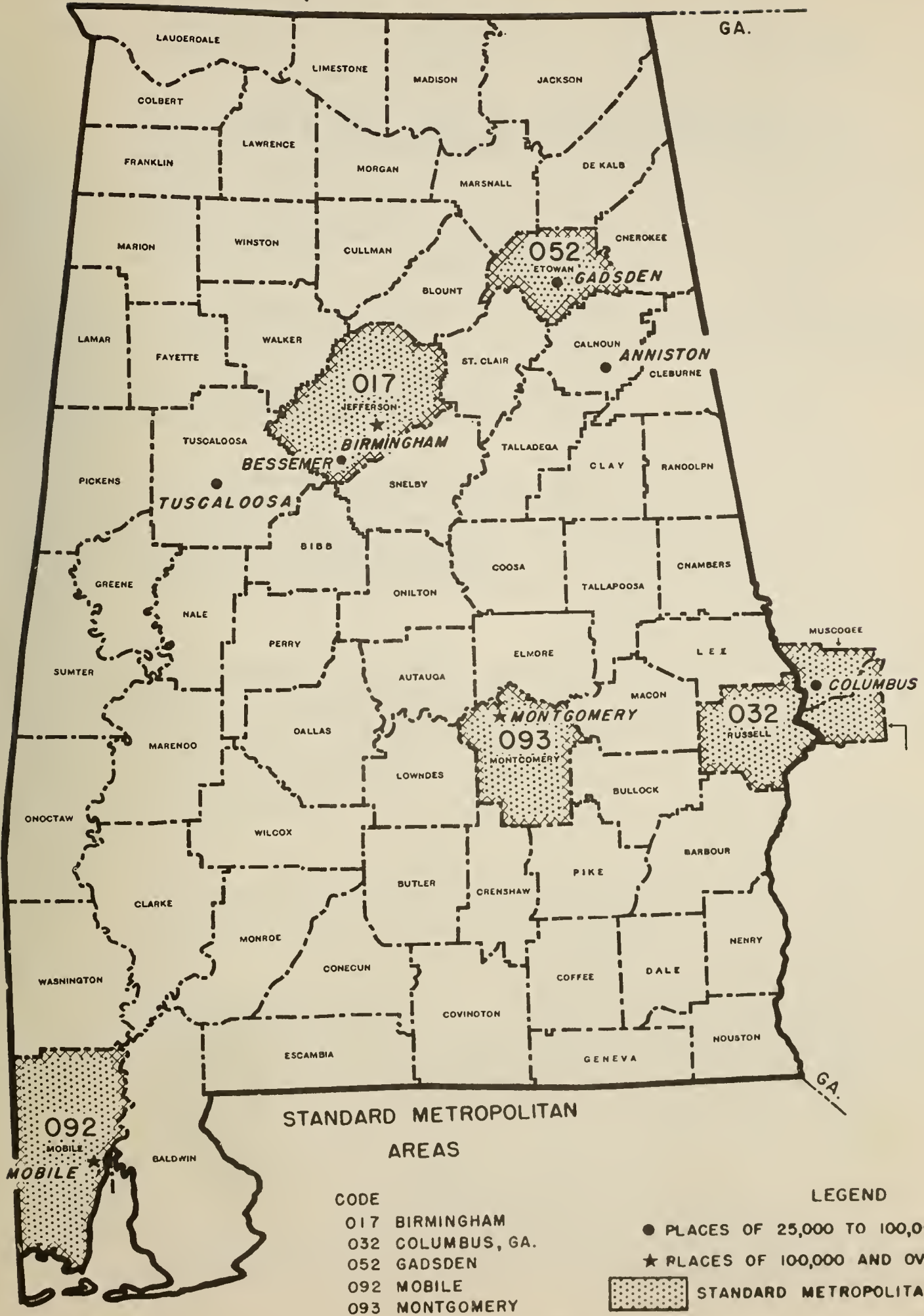
6 PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE—Continued

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Monroe County.....	49	23	664	466	114	65	62	51	27	252	7	257	15	155
Monroeville.....	27	15	406	344	94	56	54	27	18	226	2	(D)	7	(D)
Remainder of County.....	22	8	258	122	20	9	8	24	9	26	5	(D)	8	(D)
Montgomery County.....	516	320	15,052	14,092	4,938	2,621	2,437	514	239	5,778	76	11,943	201	7,331
Montgomery.....	486	302	14,358	13,406	4,762	2,564	2,380	488	224	5,656	73	11,854	189	6,848
Remainder of County.....	30	18	694	646	176	57	57	26	15	122	3	89	12	483
Morgan County.....	182	104	3,213	2,723	845	508	473	191	95	1,462	21	293	66	1,498
Decatur.....	145	83	2,806	2,366	755	444	426	152	73	1,281	17	206	55	1,319
Hartselle.....	25	17	238	220	63	42	26	27	17	162	2	(D)	6	(D)
Remainder of County.....	12	4	169	137	27	22	21	12	5	19	2	(D)	5	(D)
Perry County.....	49	21	378	304	80	66	58	49	34	203	8	56	7	119
Marion.....	32	12	296	250	63	52	47	33	24	144	6	(D)	2	(D)
Remainder of County.....	17	9	82	54	17	14	11	16	10	59	2	(D)	5	(D)
Pickens County.....	48	26	405	295	77	58	50	46	20	141	5	60	23	204
Aliceville.....	17	7	170	130	39	22	21	16	6	74	2	(D)	9	(D)
Remainder of County.....	31	19	235	165	38	36	29	30	14	67	3	(D)	14	(D)
Pike County.....	66	50	1,204	1,126	314	276	188	66	34	515	13	135	19	554
Brundidge.....	15	9	(D)	(D)	(D)	(D)	(D)	(D)	11	66	2	(D)	2	(D)
Troy.....	48	38	1,005	941	273	245	159	48	23	449	10	126	15	430
Remainder of County.....	3	3	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	1	(D)	2	(D)
Randolph County.....	49	21	411	309	87	57	51	46	30	187	8	102	11	122
Roanoke.....	41	19	376	(D)	(D)	(D)	(D)	(D)	23	(D)	8	102	10	(D)
Remainder of County.....	8	2	35	(D)	(D)	(D)	(D)	(D)	7	(D)	•••	•••	1	(D)
Russell County.....	95	43	1,027	821	233	136	121	99	49	467	17	193	29	367
Phenix City.....	81	37	908	730	219	128	114	83	44	430	12	156	25	322
Remainder of County.....	14	6	119	91	14	8	7	16	5	37	5	37	4	45
St. Clair County.....	45	19	452	318	66	48	45	45	18	178	8	62	19	212
Leeds (part) ²	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
Remainder of County.....	45	19	452	318	66	48	45	45	18	178	8	62	19	212
Shelby County.....	39	25	443	399	106	70	63	43	21	187	6	125	12	131
Sumter County.....	36	14	344	194	48	46	44	31	17	148	2	(D)	17	(D)
Talladega County.....	166	106	2,982	2,634	904	499	475	155	91	1,234	21	335	54	1,413
Childersburg.....	18	14	255	197	61	34	34	12	11	123	2	(D)	5	(D)
Sylacauga.....	72	42	1,418	1,198	407	210	202	69	39	597	10	163	23	658
Talladega.....	57	41	1,103	1,067	404	235	222	56	31	465	5	76	21	562
Remainder of County.....	19	9	206	172	32	20	17	18	10	49	4	(D)	5	(D)
Tallapoosa County.....	93	51	1,159	985	250	208	133	93	42	406	19	253	32	500
Alexander City.....	46	32	715	665	168	160	94	46	20	278	11	156	15	281
Tallassee (part) ¹	9	3	28	12	3	2	2	9	7	(D)	•••	•••	2	(D)
Remainder of county.....	38	16	416	308	79	46	37	38	15	(D)	8	97	15	(D)
Tuscaloosa County.....	260	156	5,326	4,838	1,611	981	883	257	140	2,217	30	581	90	2,528
Northport.....	12	8	106	96	39	26	26	12	10	(D)	1	(D)	1	(D)
Tuscaloosa.....	241	145	5,090	4,624	1,557	947	849	237	129	2,051	29	(D)	83	(D)
Remainder of County.....	7	3	130	118	15	8	8	8	1	(D)	•••	(D)	6	(D)
Walker County.....	152	70	1,395	1,131	365	235	216	144	66	572	33	235	53	588
Cordova.....	11	7	65	53	18	17	16	12	6	31	1	(D)	4	(D)
Jasper.....	84	44	1,048	896	303	187	177	77	38	451	21	176	28	421
Remainder of County.....	57	19	282	182	44	31	23	55	25	90	11	(D)	21	(D)
Washington County.....	15	7	95	51	14	8	7	11	4	(D)	4	41	7	(D)
Wilcox County.....	26	8	142	108	26	17	15	24	13	75	2	(D)	11	(D)
Winston County.....	31	19	340	270	80	60	53	37	21	195	6	50	4	95
Halleyville.....	27	17	309	(D)	(D)	(D)	(D)	(D)	18	(D)	6	50	3	(D)
Remainder of County.....	4	2	31	(D)	(D)	(D)	(D)	(D)	3	(D)	•••	•••	1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹Tallassee is in Elmore and Tallapoosa counties. ²Leeds is in Jefferson and St. Clair counties.

ALABAMA (67 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-3

ARIZONA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

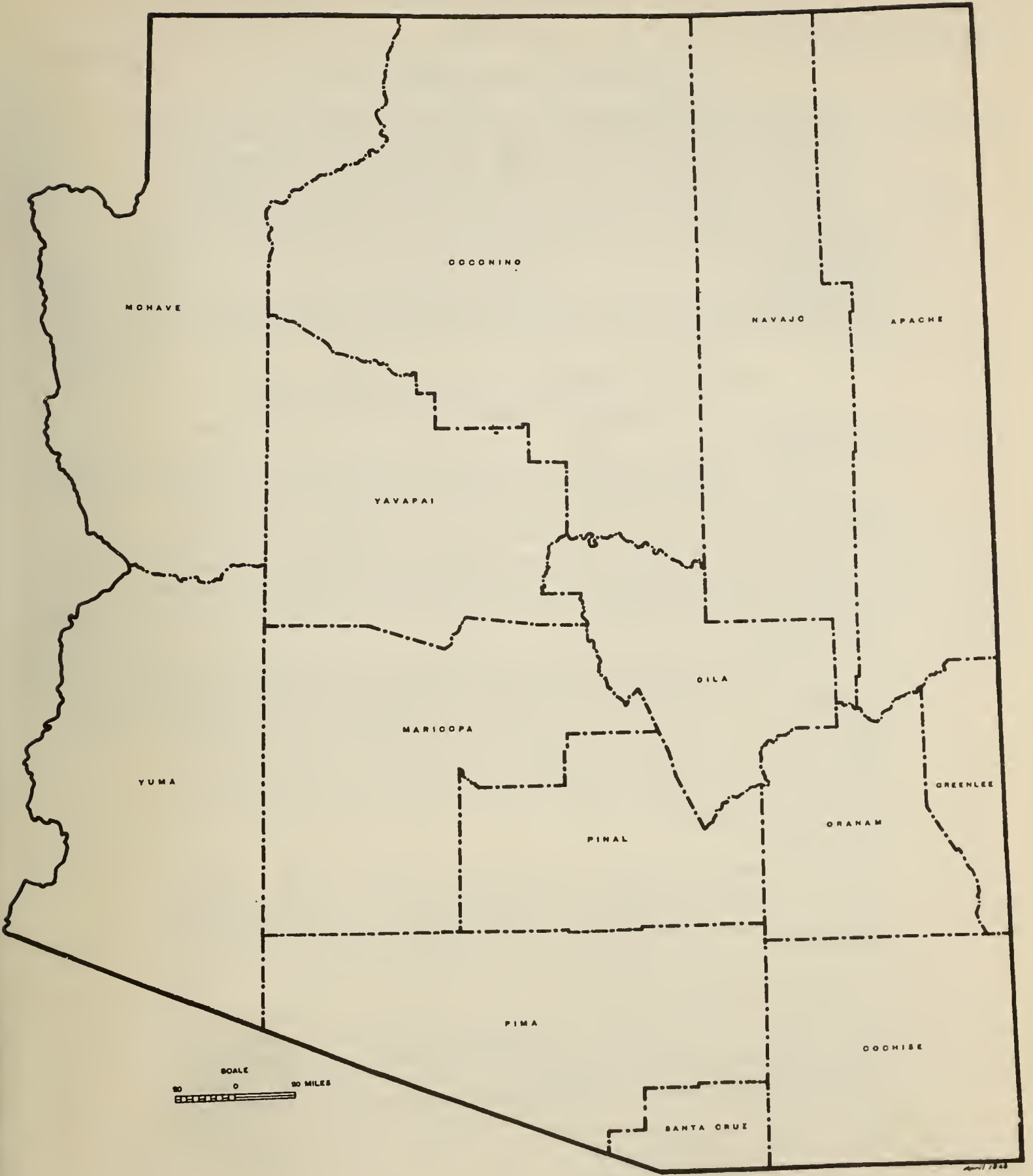
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Arizona, total.....	5,600	2,615	119,085	101,687	30,733	13,426	11,793	5,822	1,784	30,206	746	14,805	3,070	74,074
Apache County.....	48	18	547	373	60	55	49	53	10	54	4	26	34	467
Cochise County.....	231	99	3,263	2,451	696	407	340	246	64	849	27	285	140	2,129
Bisbee.....	30	16	504	424	155	61	59	28	11	223	5	46	14	235
Douglas.....	71	31	1,252	1,050	321	191	146	88	22	334	8	76	41	842
Remainder of County.....	130	52	1,507	977	220	155	135	130	31	292	14	163	85	1,052
Cocconino County.....	171	109	4,564	4,082	1,086	464	392	192	42	951	15	259	114	3,354
Flagstaff.....	85	51	2,170	1,944	592	261	209	94	26	680	5	102	54	1,388
Remainder of County.....	86	58	2,394	2,138	494	203	183	98	16	271	10	157	60	1,966
Gila County.....	126	70	2,157	1,819	362	249	200	133	45	474	10	237	71	1,446
Globe.....	74	36	1,307	1,045	227	135	95	75	24	297	9	(D)	41	(D)
Miami.....	26	18	364	338	75	75	71	29	17	165	9	199
Remainder of County.....	26	16	486	436	60	39	34	29	4	12	1	101	21	(D)
Graham County.....	58	32	1,435	1,101	377	216	186	59	17	455	10	196	31	784
Safford.....	45	25	1,205	919	333	189	159	47	16	(D)	5	125	24	(D)
Remainder of County.....	13	7	230	182	44	27	27	12	1	101	5	71	7	(D)
Greenlee County.....	38	12	603	343	86	48	45	42	11	127	7	135	20	341
Clifton.....	27	9	438	(D)	(D)	(D)	(D)	(D)	11	(D)	7	135	9	(D)
Remainder of County.....	11	3	165	(D)	(D)	(D)	(D)	(D)	...	(D)	11	(D)
Maricopa County.....	2,832	1,257	64,084	55,356	17,223	7,007	6,247	2,891	942	16,000	384	8,753	1,506	39,331
Avondale.....	19	5	133	51	6	8	7	24	5	25	14	108
Chandler.....	58	30	1,078	950	267	86	80	55	18	191	7	98	33	789
Glendale.....	70	32	844	644	185	67	58	72	23	318	10	106	37	420
Mesa.....	180	68	3,183	2,315	687	289	244	199	61	1,124	23	500	96	1,559
Phoenix.....	1,648	796	45,029	40,381	12,822	4,958	4,420	1,633	565	11,778	238	6,611	845	26,640
Tempe.....	79	29	687	471	123	69	54	92	35	356	8	(D)	36	(D)
Tolleson.....	16	6	130	102	34	11	10	19	8	36	1	(D)	7	(D)
Remainder of County.....	762	291	13,000	10,442	3,099	1,519	1,374	797	227	2,172	97	1,249	438	9,579
Mohave County.....	69	35	1,082	940	212	109	89	68	13	114	9	75	47	893
Kingman.....	48	24	695	583	117	67	53	49	11	(D)	5	61	32	(D)
Remainder of County.....	21	11	387	357	95	42	36	19	2	(D)	4	14	15	(D)
Navajo County.....	136	68	2,470	2,078	465	206	171	164	39	346	20	338	77	1,786
Winslow.....	59	29	917	755	193	93	83	70	23	229	5	124	31	564
Remainder of County.....	77	39	1,553	1,323	272	113	88	94	16	117	15	214	46	1,222
Pima County.....	1,178	556	25,374	22,022	7,200	3,348	2,914	1,235	393	7,758	169	2,949	616	14,667
Tucson.....	703	405	17,966	16,332	5,531	2,459	2,106	727	276	6,739	96	2,000	331	9,227
Remainder of County.....	475	151	7,408	5,690	1,669	889	808	508	117	1,019	73	949	285	5,440
Pinal County.....	233	123	3,443	2,727	633	356	316	236	78	855	26	370	129	2,218
Casa Grande.....	70	32	918	602	135	74	60	69	19	263	5	87	46	568
Coolidge.....	51	25	878	698	188	88	81	53	18	326	8	84	25	468
Eloy.....	26	16	290	238	49	27	27	27	12	73	3	56	11	161
Remainder of County.....	86	50	1,357	1,189	261	167	148	87	29	193	10	143	47	1,021
Santa Cruz County.....	49	29	1,069	967	252	156	132	43	13	308	4	58	32	703
Nogales.....	36	24	744	678	180	126	116	33	11	(D)	4	58	21	(D)
Remainder of County.....	13	5	325	289	72	30	16	10	2	(D)	11	(D)
Yavapai County.....	181	85	2,858	2,312	717	294	270	193	55	765	16	132	110	1,961
Prescott.....	89	51	1,824	1,558	500	222	207	102	30	643	9	100	50	1,081
Remainder of County.....	92	34	1,034	754	217	72	63	91	25	122	7	32	60	880
Yuma County.....	250	122	6,136	5,116	1,364	511	442	267	62	1,150	45	992	143	3,994
Yuma.....	194	90	4,348	3,498	941	394	338	216	51	1,078	38	693	105	2,577
Remainder of County.....	56	32	1,788	1,618	423	117	104	51	11	72	7	299	38	1,417

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

ARIZONA



SCALE
0 50 MILES

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

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Street Address ----- City ----- Zone ----- State -----

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business SELECTED SERVICES

February 1956

Series: PS-1-4

ARKANSAS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group							
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*			
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
					(Number)			(Number)								
Garland County.....	427	219	11,440	10,592	3,220	1,729	1,631	437	150	2,239	38	459	239	8,742		
Hot Springs.....	395	197	10,861	10,061	3,056	1,660	1,573	405	147	2,222	33	435	215	8,204		
Remainder of County.....	32	22	579	531	164	69	58	32	3	17	5	24	24	538		
Grant County.....	31	5	182	90	15	15	12	38	16	87	7	32	8	63		
Greene County.....	88	44	1,317	1,123	230	172	161	92	30	479	18	190	40	648		
Paragould.....	77	39	1,263	1,083	223	167	156	82	27	468	15	161	35	634		
Remainder of County.....	11	5	54	40	7	5	5	10	3	11	3	29	5	14		
Hempstead County.....	69	41	1,274	1,098	347	191	168	69	31	262	12	265	26	747		
Hope.....	63	37	1,176	(D)	313	179	157	66	31	262	8	(D)	24	(D)		
Remainder of County.....	6	4	98	(D)	34	12	11	3	•••	•••	4	(D)	2	(D)		
Hot Spring County.....	80	42	974	828	241	141	129	83	42	413	10	153	28	408		
Malvern.....	71	39	885	(D)	(D)	(D)	(D)	(D)	39	406	6	(D)	26	(D)		
Remainder of County.....	9	3	89	(D)	(D)	(D)	(D)	(D)	3	7	4	(D)	2	(D)		
Howard County.....	50	16	277	123	40	30	26	61	26	151	4	16	20	110		
Nashville.....	37	13	225	99	32	28	24	48	20	135	4	16	13	74		
Remainder of County.....	13	3	52	24	8	2	2	13	6	16	•••	•••	7	36		
Independence County.....	88	34	940	688	194	128	116	100	38	416	11	100	39	424		
Bateville.....	67	31	769	(D)	(D)	(D)	(D)	(D)	34	384	7	82	26	303		
Remainder of County.....	21	3	171	(D)	(D)	(D)	(D)	(D)	4	32	4	18	13	121		
Izard County.....	28	6	105	39	6	5	2	35	11	29	3	20	14	56		
Jackson County.....	77	35	959	819	199	121	111	77	26	303	5	34	46	622		
Newport.....	60	28	836	726	181	104	99	60	22	297	4	(D)	34	(D)		
Remainder of County.....	17	7	123	93	18	17	12	17	4	6	1	(D)	12	(D)		
Jefferson County.....	251	143	4,646	4,068	1,371	775	728	261	115	1,896	38	491	98	2,259		
Pine Bluff.....	225	131	4,328	3,796	1,313	741	696	233	103	1,811	32	443	90	2,074		
Remainder of County.....	26	12	318	272	58	34	32	28	12	85	6	48	8	185		
Johnson County.....	64	24	591	425	131	78	75	73	22	248	10	67	32	276		
Clarksville.....	50	22	536	(D)	(D)	(D)	(D)	(D)	22	248	10	67	18	223		
Remainder of County.....	14	2	53	(D)	(D)	(D)	(D)	(D)	•••	•••	•••	•••	14	53		
Lafayette County.....	38	22	372	302	75	44	38	32	19	184	6	89	13	99		
Stamps.....	16	10	139	119	31	20	18	11	8	79	4	(D)	4	(D)		
Remainder of County.....	22	12	233	183	44	24	20	21	11	105	2	(D)	9	(D)		
Lawrence County.....	54	22	453	357	96	58	52	60	22	216	8	55	24	182		
Walnut Ridge.....	25	19	319	299	88	51	50	24	16	165	2	(D)	7	(D)		
Remainder of County.....	29	3	134	58	8	7	2	36	6	51	6	(D)	17	(D)		
Lee County.....	26	16	413	373	104	76	70	26	8	107	1	(D)	17	(D)		
Marionna.....	22	14	(D)	(D)	(D)	(D)	(D)	(D)	8	107	1	(D)	13	211		
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	•••	•••	4	(D)		
Lincoln County.....	21	7	134	80	20	12	11	20	11	52	2	(D)	8	(D)		
Little River County.....	22	14	167	145	39	21	20	22	10	82	1	(D)	11	(D)		
Ashdown.....	15	9	117	(D)	26	12	12	16	7	61	1	(D)	7	(D)		
Remainder of County.....	7	5	50	(D)	13	9	8	6	3	21	•••	•••	4	29		
Logan County.....	85	35	795	587	113	88	77	87	41	227	12	255	32	313		
Paris.....	31	15	293	243	58	22	20	31	17	109	6	151	8	33		
Remainder of County.....	54	20	502	344	55	66	57	56	24	118	6	104	24	280		
Lonoke County.....	73	33	791	627	130	111	73	78	38	323	7	47	28	421		
Madison County.....	21	5	173	95	17	9	9	22	3	(D)	4	46	14	(D)		
Marion County.....	28	6	196	136	23	10	7	30	1	(D)	3	29	24	(D)		
Miller County.....	136	78	2,273	2,003	626	367	343	136	67	695	19	363	54	1,215		
Texarkana.....	128	74	2,169	1,919	612	358	335	130	67	695	14	(D)	47	(D)		
Remainder of County.....	8	4	104	84	14	9	8	6	•••	•••	1	(D)	7	(D)		
Mississippi County.....	211	113	3,460	2,946	826	458	428	213	83	1,121	29	255	99	2,084		
Blytheville.....	120	64	2,255	1,981	551	330	311	127	51	814	19	170	50	1,271		
Osceola.....	32	16	385	311	94	45	42	31	12	100	3	31	17	254		
Remainder of County.....	59	33	820	654	181	83	75	55	20	207	7	54	32	559		
Monroe County.....	62	26	942	806	183	116	106	66	18	257	8	206	26	479		
Brinkley.....	37	15	635	561	146	90	82	41	11	201	4	73	22	361		
Clarendon.....	12	6	112	82	13	12	11	12	4	45	2	(D)	6	(D)		
Remainder of County.....	13	5	195	163	24	14	13	13	3	11	2	(D)	8	(D)		
Montgomery County.....	18	2	192	(D)	(D)	(D)	(D)	(D)	6	(D)	2	(D)	10	146		
Nevada County.....	33	15	296	226	70	48	40	31	16	129	5	57	12	110		
Prescott.....	29	13	(D)	(D)	(D)	(D)	(D)	(D)	14	(D)	5	57	10	(D)		
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	•••	•••	2	(D)		
Newton County.....	14	2	41	(D)	(D)	(D)	(D)	(D)	6	18	•••	•••	8	23		
Ouachita County.....	108	56	1,541	1,299	416	269	251	110	45	543	10	192	53	806		
Camden.....	84	42	1,242	1,026	352	229	218	85	35	462	8	(D)	41	(D)		
Remainder of County.....	24	14	299	273	64	40	33	25	10	81	2	(D)	12	(D)		
Perry County.....	4	•••	12	•••	•••	•••	•••	4	•••	•••	2	(D)	2	(D)		

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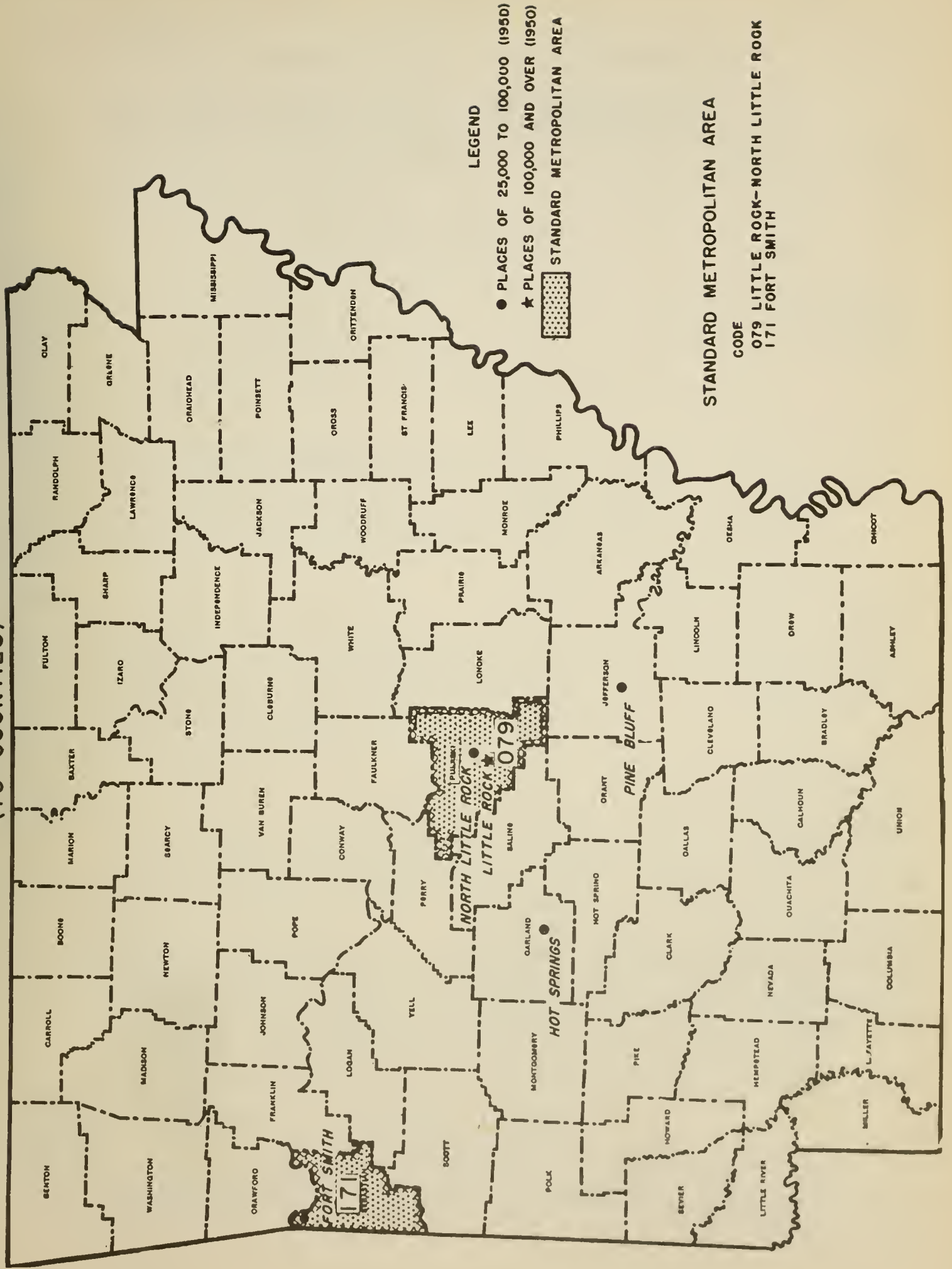
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Phillips County.....	99	61	1,781	1,577	489	273	246	97	50	673	7	163	42	945
Helena.....	51	41	1,214	1,142	344	193	175	55	21	399	3	111	27	704
West Helena.....	14	8	219	199	59	31	31	12	11	167	1	(D)	2	(D)
Remainder of County.....	34	12	348	236	86	49	40	30	18	107	3	(D)	13	(D)
Pike County.....	28	10	183	109	24	23	15	28	13	55	2	(D)	13	(D)
Poinsett County.....	91	55	1,278	1,152	234	118	112	88	41	465	12	388	38	425
Marked Tree.....	22	12	428	386	83	27	27	24	11	127	4	(D)	7	(D)
Trumann.....	18	10	176	144	42	26	25	19	10	110	8	66
Remainder of County.....	51	33	674	622	109	65	60	45	20	228	8	(D)	23	(D)
Polk County.....	58	32	462	384	101	71	56	52	24	211	9	63	25	188
Mena.....	42	30	418	(D)	(D)	(D)	(D)	(D)	22	(D)	5	57	15	(D)
Remainder of County.....	16	2	44	(D)	(D)	(D)	(D)	(D)	2	(D)	4	6	10	(D)
Pope County.....	77	37	841	673	178	111	94	89	38	405	9	81	30	355
Russellville.....	60	30	741	603	164	105	89	70	31	368	5	69	24	304
Remainder of County.....	17	7	100	70	14	6	5	19	7	37	4	12	6	51
Prairie County.....	41	13	313	145	34	24	20	42	17	151	2	(D)	22	(D)
Pulaski County.....	1,086	588	28,496	26,270	8,994	4,372	4,022	1,080	484	8,653	170	3,235	432	16,608
Little Rock.....	780	434	23,322	21,756	7,462	3,757	3,462	776	373	7,570	91	2,162	316	13,590
North Little Rock.....	250	122	3,617	3,027	1,061	433	396	249	99	984	65	970	86	1,663
Remainder of County.....	56	32	1,557	1,487	471	182	164	55	12	99	14	103	30	1,355
Randolph County.....	40	18	465	307	68	48	46	45	19	171	4	145	17	149
Pocahontas.....	30	16	400	(D)	(D)	(D)	(D)	(D)	19	171	4	145	7	84
Remainder of County.....	10	2	65	(D)	(D)	(D)	(D)	(D)	10	65
St. Francis County.....	70	40	1,153	1,007	325	181	163	81	24	441	8	243	38	469
Forrest City.....	52	32	851	735	265	151	140	59	16	395	7	(D)	29	(D)
Remainder of County.....	18	8	302	272	60	30	23	22	8	46	1	(D)	9	(D)
Saline County.....	88	46	994	762	167	107	103	80	34	263	15	249	39	482
Benton.....	72	38	779	583	128	71	67	69	29	249	14	(D)	29	(D)
Remainder of County.....	16	8	215	179	39	36	36	11	5	14	1	(D)	10	(D)
Scott County.....	42	6	193	65	16	10	5	44	24	94	5	24	13	75
Searcy County.....	27	9	262	210	41	28	25	31	11	61	...	(D)	16	(D)
Sebastian County.....	463	229	9,486	8,318	2,635	1,369	1,246	474	191	3,648	82	981	190	4,857
Fort Smith.....	420	212	8,528	7,464	2,350	1,269	1,147	438	164	2,932	72	939	184	4,657
Remainder of County.....	43	17	958	854	285	100	99	36	27	716	10	42	6	200
Sevier County.....	53	23	518	316	95	58	55	58	17	220	7	106	29	192
De Queen.....	35	19	406	(D)	(D)	(D)	(D)	(D)	11	205	4	44	20	157
Remainder of County.....	18	4	112	(D)	(D)	(D)	(D)	(D)	6	15	3	62	9	35
Sharp County.....	37	3	166	(D)	(D)	(D)	(D)	(D)	16	93	9	39	12	34
Stone County.....	15	5	63	39	8	8	6	15	7	21	2	(D)	6	(D)
Union County.....	244	138	3,921	3,455	1,034	529	499	260	119	1,334	36	868	89	1,719
El Dorado.....	183	115	3,477	3,185	988	504	477	200	87	1,169	26	762	70	1,546
Remainder of County.....	61	23	444	270	46	25	22	60	32	165	10	106	19	173
Van Buren County.....	22	6	94	54	12	7	7	23	7	18	1	(D)	14	(D)
Washington County.....	218	108	2,979	2,481	672	414	359	224	88	1,168	33	542	97	1,269
Fayetteville.....	119	61	1,914	1,638	476	321	282	126	51	861	21	322	47	731
Springdale.....	54	26	574	432	111	55	51	56	19	224	5	108	30	242
Remainder of County.....	45	21	491	411	85	38	26	42	18	83	7	112	20	296
White County.....	122	54	1,410	962	279	172	151	130	47	455	20	206	55	749
Searcy.....	61	31	860	600	188	110	96	75	23	308	11	98	27	454
Remainder of County.....	61	23	550	362	91	62	55	55	24	147	9	108	28	295
Woodruff County.....	45	19	367	235	57	27	25	45	26	186	5	49	14	132
Yell County.....	46	10	255	151	44	16	13	48	16	112	4	31	26	112

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ARKANSAS (75 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business SELECTED SERVICES

April 1956

Series: PS-1-5

CALIFORNIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

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This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
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- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

“Paid employees” consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

“Full workweek” employees

“Full workweek” employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

CALIFORNIA



SCALE
24 0 24 MILES

April 1948

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-6

COLORADO

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For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

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The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Colorado, total.....	8,985	4,579	227,933	203,483	60,592	23,202	19,602	9,358	3,063	51,734	1,106	25,136	4,816	151,063
Adams County.....	189	75	5,391	4,531	1,155	303	213	206	44	922	34	658	111	3,811
Aurora (part) ¹	51	21	1,053	739	226	98	89	52	16	332	8	131	27	590
Brighton.....	38	12	617	487	172	81	39	42	14	341	6	108	18	168
Remainder of County.....	100	42	3,721	3,305	757	124	85	112	14	249	20	419	66	3,053
Alamosa County.....	60	46	1,149	1,101	311	158	133	55	24	289	9	243	27	617
Alamosa.....	51	39	1,055	(D)	284	154	131	47	23	(D)	6	230	22	(D)
Remainder of County.....	9	7	94	(D)	27	4	2	8	1	(D)	3	13	5	(D)
Arapahoe County.....	360	156	6,677	5,493	1,369	484	362	365	86	1,091	37	550	237	5,036
Aurora (part) ¹	63	35	1,193	927	199	86	67	72	14	218	7	124	42	851
Englewood.....	180	80	2,473	1,983	635	264	185	177	52	659	21	323	107	1,491
Littleton.....	53	19	764	586	127	58	45	52	12	151	3	36	38	577
Remainder of County.....	64	22	2,247	1,997	408	76	65	64	8	63	6	67	50	2,117
Archuleta County.....	16	8	208	168	28	21	18	20	2	(D)	14	(D)
Baca County.....	43	11	327	195	46	29	24	48	15	79	4	42	24	206
Bent County.....	35	15	400	280	70	46	38	42	13	117	3	(D)	19	(D)
Las Animas.....	32	14	(D)	(D)	(D)	(D)	(D)	(D)	13	117	2	(D)	17	197
Remainder of County.....	3	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)
Boulder County.....	352	170	5,089	4,239	1,182	606	457	377	122	1,780	40	785	190	1,524
Boulder.....	183	95	3,083	2,643	772	397	294	193	73	1,197	24	565	86	1,321
Longmont.....	85	47	1,181	965	274	137	103	99	35	519	13	189	37	473
Remainder of County.....	84	28	825	631	136	72	60	85	14	64	3	31	67	730
Chaffee County.....	67	35	1,037	795	169	98	81	76	21	252	5	117	41	668
Salida.....	40	24	633	525	138	81	68	42	16	234	5	117	19	282
Remainder of County.....	27	11	404	270	31	17	13	34	5	18	22	386
Cheyenne County.....	23	9	190	138	17	12	10	24	4	16	19	174
Clear Creek County.....	50	14	466	330	64	11	10	62	12	47	2	(D)	36	(D)
Conejos County.....	24	12	192	166	32	18	18	25	12	68	2	(D)	10	(D)
Costilla County.....	6	2	26	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)	2	(D)
Crowley County.....	13	3	113	(D)	(D)	(D)	(D)	(D)	6	22	2	(D)	5	(D)
Custer County.....	9	3	52	34	7	7	5	10	9	52
Delta County.....	86	38	915	665	151	91	62	92	25	266	16	124	45	525
Delta.....	55	25	689	499	126	79	57	55	18	242	7	59	30	388
Remainder of County.....	31	13	226	166	25	12	5	37	7	24	9	65	15	137
Denver County (coextensive with Denver city).....	3,187	1,753	111,326	104,060	32,477	12,095	10,443	3,155	1,341	26,671	406	14,118	1,440	70,537
Dolores County.....	11	5	100	54	9	5	5	10	2	(D)	9	(D)
Douglas County.....	19	3	110	38	6	4	3	19	1	(D)	7	40	11	(D)
Eagle County.....	36	12	359	239	56	22	21	38	7	42	29	317
Elbert County.....	16	2	79	(D)	(D)	(D)	(D)	(D)	2	(D)	4	22	10	(D)
El Paso County.....	760	436	30,809	28,879	9,987	3,214	2,747	813	218	5,029	92	2,040	450	23,740
Colorado Springs.....	548	328	23,170	21,828	7,854	2,312	1,951	599	170	4,256	75	1,458	303	17,456
Manitou Springs.....	81	37	1,132	920	216	55	47	84	20	147	2	(D)	59	(D)
Remainder of County.....	131	71	6,507	6,131	1,917	847	749	130	28	626	15	(D)	88	(D)
Fremont County.....	116	44	1,923	1,607	307	141	118	124	44	428	9	97	63	1,398
Canon City.....	84	34	864	626	150	93	77	92	36	353	4	52	44	459
Florence.....	13	9	(D)	(D)	(D)	(D)	(D)	(D)	6	(D)	1	(D)	6	(D)
Remainder of County.....	19	1	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	4	(D)	13	(D)
Garfield County.....	90	48	1,682	1,420	355	125	93	102	24	273	6	96	60	1,313
Gilpin County.....	5	3	97	(D)	20	10	10	6	5	97
Grand County.....	68	34	1,062	828	186	46	39	76	5	83	1	(D)	62	(D)
Gunnison County.....	63	31	757	551	98	48	44	64	12	207	6	28	45	522
Gunnison.....	46	22	532	414	69	45	41	52	12	207	6	28	28	297
Remainder of County.....	17	9	225	137	29	3	3	12	17	225
Hinsdale County.....	11	3	61	35	10	2	...	15	11	61
Huerfano County.....	58	26	555	427	86	63	45	64	15	160	9	58	34	337
Walsenburg.....	43	23	487	397	82	58	40	48	13	(D)	9	58	21	(D)
Remainder of County.....	15	3	68	30	4	5	5	16	2	(D)	13	(D)
Jackaon County.....	12	6	68	54	7	4	3	13	4	(D)	8	(D)
Jefferson County.....	308	150	7,469	6,735	1,563	616	506	327	83	1,042	38	522	187	5,905
Edgewater.....	13	7	701	675	183	63	53	10	6	30	7	671
Golden.....	46	22	779	677	187	98	78	48	18	234	4	74	24	471
Remainder of County.....	249	121	5,989	5,383	1,193	455	375	269	59	778	34	448	156	4,763
Kiowa County.....	15	7	126	80	8	4	3	16	6	26	1	(D)	8	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

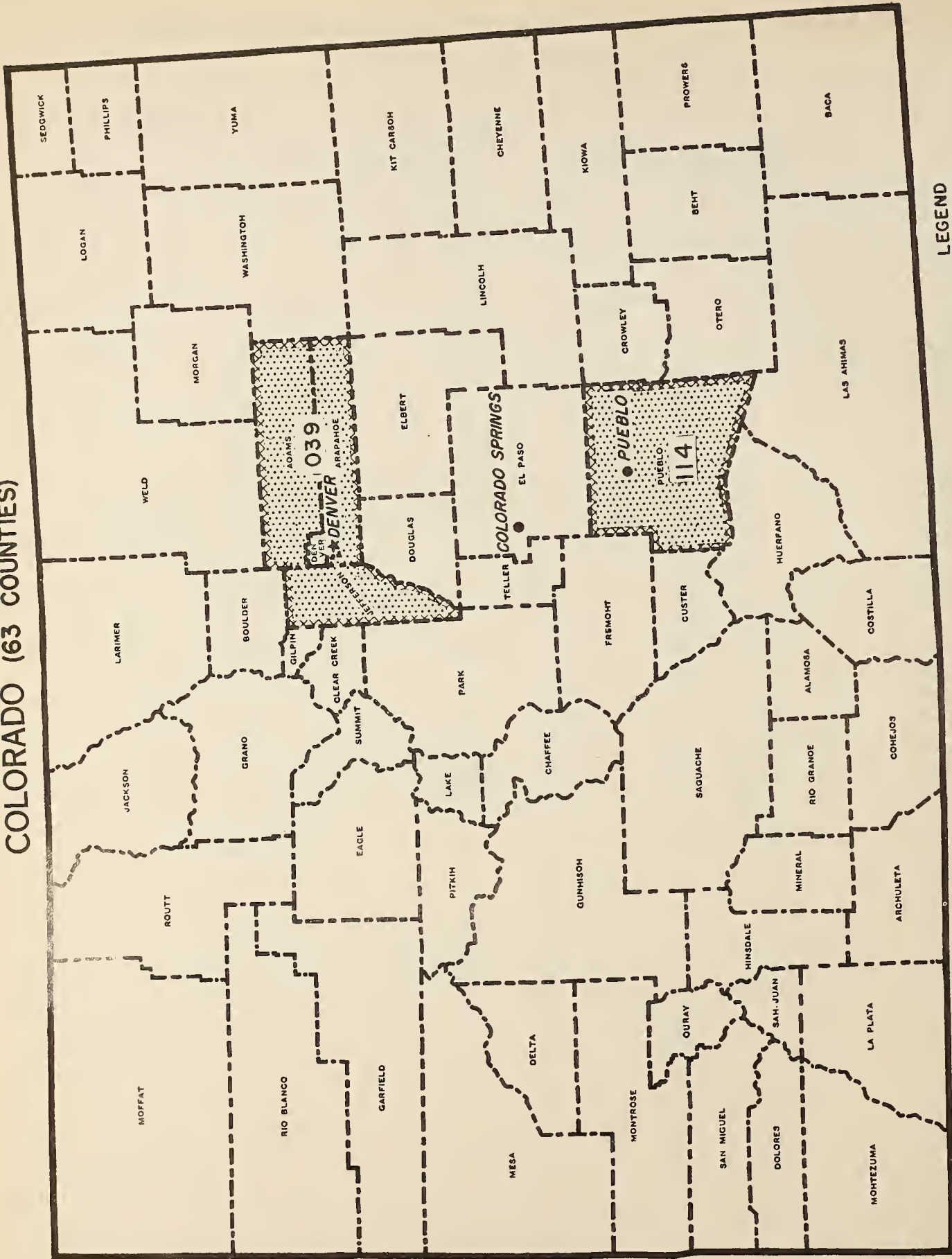
¹Aurora is in Adams and Arapahoe counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Establishments	Receipts (\$1,000)	Establishments	Receipts (\$1,000)	Establishments	Receipts (\$1,000)
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Kit Carson County.....	48	24	595	469	101	61	51	55	12	56	5	114	31	425
Lake County.....	35	21	672	620	164	108	64	37	17	241	1	(D)	17	(D)
Leadville.....	30	16	603	(D)	143	90	57	32	16	(D)	1	(D)	13	359
Remainder of County.....	5	5	69	(D)	21	18	7	5	1	(D)	4	(D)
La Plata County.....	121	67	2,815	2,415	642	283	249	127	30	610	17	169	74	2,036
Durango.....	96	54	2,543	2,213	604	276	243	105	23	582	10	107	63	1,854
Remainder of County.....	25	13	272	202	38	7	6	22	7	28	7	62	11	182
Larimer County.....	361	193	5,841	4,951	1,283	463	372	388	105	1,593	29	445	227	3,803
Fort Collins.....	142	72	2,465	2,097	602	299	247	157	55	1,055	20	303	67	1,107
Loveland.....	78	36	801	661	157	79	61	81	33	359	8	(D)	37	(D)
Remainder of County.....	141	85	2,575	2,193	524	85	64	150	17	179	1	(D)	123	(D)
Las Animas County.....	102	58	1,419	1,189	355	207	160	97	36	494	13	161	53	764
Trinidad.....	82	50	1,215	1,037	326	185	146	78	36	494	12	(D)	34	(D)
Remainder of County.....	20	8	204	152	29	22	14	19	1	(D)	19	(D)
Lincoln County.....	29	21	356	332	64	37	31	32	11	61	6	31	12	264
Logan County.....	123	61	3,117	2,575	616	230	191	129	27	497	22	265	74	2,355
Sterling.....	104	58	2,750	(D)	(D)	(D)	(D)	(D)	27	497	16	251	61	2,002
Remainder of County.....	19	3	367	(D)	(D)	(D)	(D)	(D)	6	14	13	353
Mesa County.....	236	116	4,931	4,199	1,117	538	488	265	78	1,346	43	606	115	2,979
Grand Junction.....	153	95	4,258	3,830	1,053	501	458	180	50	1,238	25	368	78	2,652
Remainder of County.....	83	21	673	369	64	37	30	85	28	108	18	238	37	327
Mineral County.....	9	5	97	85	18	9	9	10	9	97
Moffat County.....	54	30	1,006	906	185	99	77	57	14	178	5	57	35	771
Craig.....	40	24	871	807	168	92	70	42	14	178	3	(D)	23	(D)
Remainder of County.....	14	6	135	99	17	7	7	15	2	(D)	12	(D)
Montezuma County.....	65	27	896	648	154	63	60	68	22	296	4	167	39	433
Cortez.....	37	21	707	553	134	54	52	39	16	274	3	(D)	18	(D)
Remainder of County.....	28	6	189	95	20	9	8	29	6	22	1	(D)	21	(D)
Montrose County.....	86	40	1,186	958	220	113	92	99	31	319	9	208	46	659
Montrose.....	55	29	851	719	179	87	72	62	19	269	4	132	32	450
Remainder of County.....	31	11	335	239	41	26	20	37	12	50	5	76	14	209
Morgan County.....	142	58	2,704	1,736	425	209	183	147	39	647	20	169	83	1,888
Fort Morgan.....	63	31	1,537	979	273	139	121	67	17	459	11	104	35	974
Remainder of County.....	79	27	1,167	757	152	70	62	80	22	188	9	65	48	914
Otero County.....	143	81	1,879	1,605	432	260	198	145	51	608	20	164	72	1,107
La Junta.....	69	39	1,048	908	260	152	122	70	29	371	8	68	32	609
Rocky Ford.....	44	24	535	455	119	74	58	46	14	185	9	67	21	283
Remainder of County.....	30	18	296	262	53	34	18	29	8	52	3	29	19	215
Ouray County.....	13	3	86	52	8	6	5	17	3	(D)	10	(D)
Park County.....	19	9	229	199	34	16	11	20	4	14	2	(D)	13	(D)
Phillips County.....	35	11	243	151	36	24	20	31	21	69	2	(D)	12	(D)
Pitkin County.....	34	22	958	906	330	75	72	27	7	82	3	19	24	857
Prowers County.....	106	46	1,818	1,268	345	186	173	113	44	413	15	440	47	965
Lamar.....	71	33	1,260	(D)	(D)	(D)	(D)	(D)	29	351	9	83	33	826
Remainder of County.....	35	13	558	(D)	(D)	(D)	(D)	(D)	15	62	6	357	14	139
Pueblo County.....	402	220	8,861	7,909	2,516	1,093	928	435	146	2,779	50	947	206	5,135
Pueblo.....	383	207	8,283	7,341	2,333	1,023	872	416	144	(D)	46	(D)	193	4,672
Remainder of County.....	19	13	578	568	183	70	56	19	2	(D)	4	(D)	13	463
Rio Blanco County.....	47	15	552	392	97	36	27	58	12	81	7	82	28	389
Rio Grande County.....	69	33	855	603	95	56	45	78	24	207	11	118	34	530
Monte Vista.....	38	20	491	391	60	32	31	41	19	166	5	73	14	252
Remainder of County.....	31	13	364	212	35	24	14	37	5	41	6	45	20	278
Routt County.....	57	27	725	587	164	77	64	58	10	164	4	(D)	43	(D)
Saguache County.....	21	7	131	79	26	11	10	18	7	35	14	96
San Juan County.....	12	8	182	166	64	22	16	12	3	15	1	(D)	8	(D)
San Miguel County.....	0	4	70	56	7	6	5	7	4	14	4	56
Sedgwick County.....	22	8	282	206	43	29	25	24	12	94	10	188
Summit County.....	21	9	151	115	15	12	6	26	2	(D)	19	(D)
Teller County.....	32	16	598	550	92	14	13	38	4	10	4	67	24	521
Washington County.....	40	8	272	108	29	13	4	46	11	49	3	(D)	26	(D)
Weld County.....	320	144	4,812	3,538	989	477	376	350	96	1,447	64	897	153	2,468
Greeley.....	143	93	3,312	2,710	812	394	309	214	62	1,229	31	389	90	1,694
Remainder of County.....	177	51	1,500	828	177	83	67	136	36	218	38	508	63	774
Yuma County.....	65	27	779	627	136	77	60	64	27	302	5	86	33	391

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

COLORADO (63 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE
 039 DENVER
 114 PUEBLO

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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CENSUS VOLUMES

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ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|--|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District
Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
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| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

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Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business SELECTED SERVICES

February 1956

Series: PS-1-7

CONNECTICUT

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70. Hotels, rooming houses, camps, and other lodging places.
72. Personal services.
73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
75. Automobile repair services and garages.
76. Miscellaneous repair services.
78. Motion pictures.
79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

77. Radio broadcasting (including facsimile broadcasting) and television.
80. Medical and other health services.
81. Legal services.
82. Educational services.
84. Museums, art galleries, and botanical and zoological gardens.
86. Nonprofit membership organizations.
88. Private households.
89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

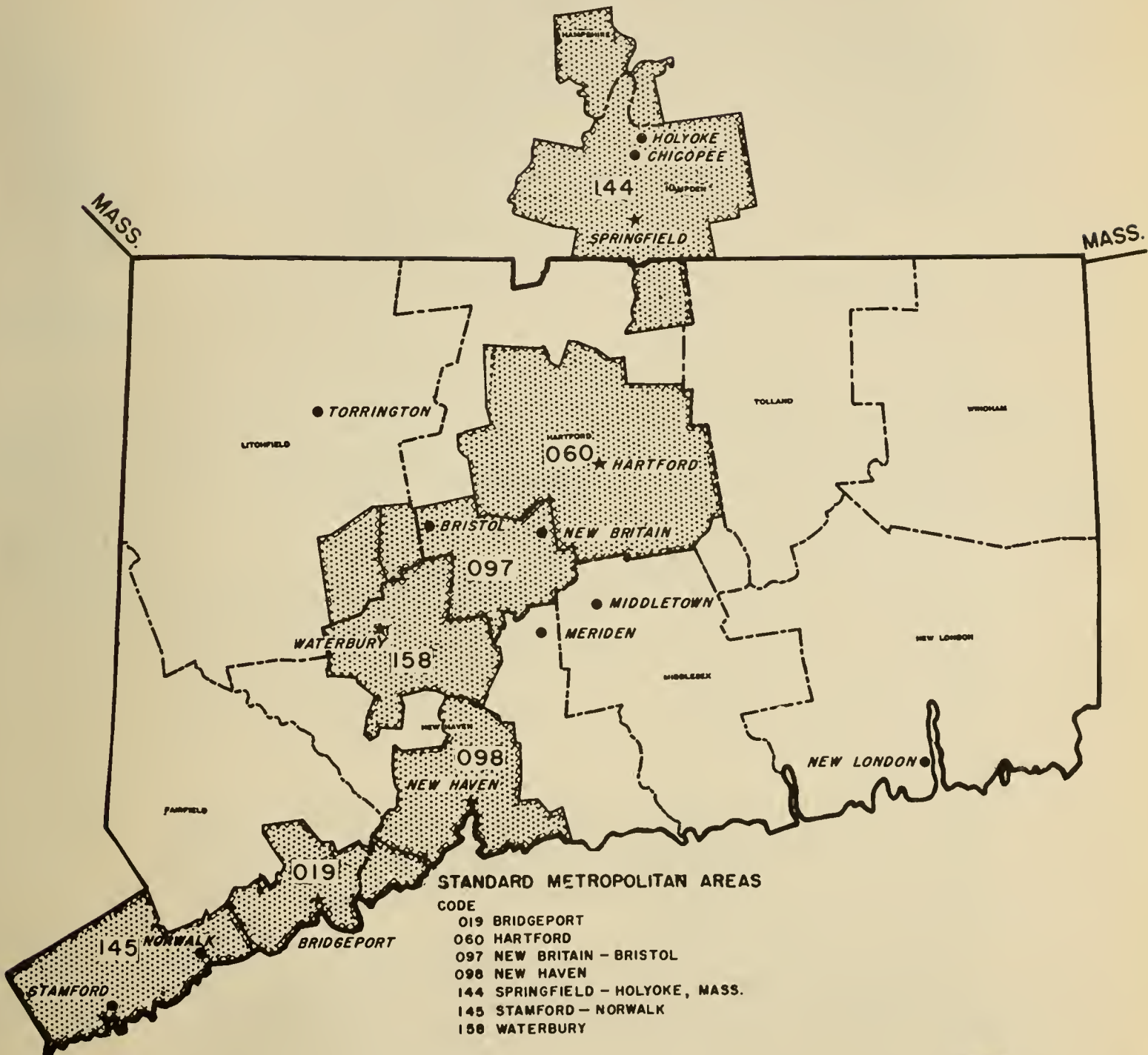
PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)
Connecticut, total.....	10,506	5,514	255,804	230,954	75,540	28,643	22,946	9,844	5,160	86,220	1,121	32,867	4,225	136,717
Fairfield County.....	2,995	1,560	71,960	64,162	23,204	8,206	6,730	2,830	1,415	25,773	308	8,687	1,272	37,500
Bridgeport.....	1,011	543	24,459	21,803	7,978	3,209	2,621	939	564	9,972	100	3,043	347	11,444
Danbury.....	Data for this area combined with Remainder of County.													
Norwalk.....	309	163	6,672	5,934	2,127	690	564	310	147	2,344	46	1,200	116	3,128
Shelton.....	45	25	1,211	1,087	416	170	142	51	22	844	9	147	14	220
Stamford.....	464	248	11,850	10,690	3,930	1,286	1,063	442	211	4,483	41	1,505	212	5,862
Remainder of County.....	1,166	590	27,768	24,648	8,753	2,851	2,340	1,088	471	8,130	112	2,792	583	16,846
Hartford County.....	2,639	1,443	76,821	70,769	23,192	8,754	6,962	2,479	1,312	24,459	304	11,531	1,023	40,831
Bristol.....	166	86	3,234	2,802	779	306	206	154	98	1,144	19	641	49	1,449
Hartford.....	1,205	707	42,916	40,272	13,604	5,133	4,159	1,134	622	14,030	148	5,381	435	23,505
New Britain.....	332	158	6,862	6,080	2,015	954	707	330	170	3,053	24	372	138	3,437
Remainder of County.....	936	492	23,809	21,615	6,794	2,361	1,890	861	422	6,232	113	5,137	401	12,440
Litchfield County.....	540	266	9,202	7,888	2,238	926	714	515	237	2,687	59	960	244	5,555
Torrington.....	169	81	2,662	2,278	694	336	252	155	88	1,172	25	294	56	1,196
Winsted.....	59	21	618	498	148	48	41	56	29	196	7	36	23	386
Remainder of County.....	312	164	5,922	5,112	1,396	542	421	304	120	1,319	27	630	165	3,973
Middlesex County.....	346	168	7,146	6,278	1,758	638	520	334	158	2,155	33	780	155	4,211
Middletown.....	124	70	2,407	2,193	722	364	317	121	77	1,276	7	344	40	787
Remainder of County.....	222	98	4,739	4,085	1,036	274	203	213	81	879	26	436	115	3,424
New Haven County.....	2,904	1,524	71,445	64,953	20,038	7,847	6,280	2,684	1,530	24,319	290	8,339	1,084	38,787
Ansonia.....	78	28	756	528	134	69	52	74	54	365	8	98	16	293
Stratford.....	Data for this area combined with Remainder of County.													
Derby.....	58	20	775	629	175	76	64	54	39	446	7	100	12	229
Meriden.....	179	101	3,158	2,786	959	383	316	172	104	1,635	14	339	61	1,184
Naugatuck.....	55	29	700	602	199	112	87	50	37	377	3	81	15	242
New Haven.....	1,178	656	35,960	33,416	10,298	3,994	3,210	1,044	650	11,896	118	3,901	410	20,163
Wallingford.....	Data for this area combined with Remainder of County.													
Waterbury.....	531	269	11,145	10,045	3,594	1,557	1,221	506	320	5,079	44	1,242	167	4,824
Remainder of County.....	825	421	18,951	16,947	4,679	1,656	1,330	784	326	4,521	96	2,578	403	11,852
New London County.....	676	344	13,453	11,979	3,830	1,649	1,281	620	316	4,657	69	1,518	291	7,278
Groton.....	39	21	974	900	279	50	40	34	19	210	5	99	15	665
Jewett City.....	33	7	282	178	42	32	17	41	18	146	2	(D)	13	(D)
New London.....	227	127	5,218	4,814	1,628	757	601	196	115	2,060	24	379	88	2,779
Norwich.....	161	89	3,455	3,141	1,057	511	411	147	89	1,470	13	416	57	1,569
Remainder of County.....	216	100	3,524	2,946	824	299	212	202	75	771	23	(D)	118	(D)
Tolland County.....	152	64	2,008	1,650	391	193	138	140	64	699	21	337	67	972
Rockville.....	56	24	820	700	207	93	73	53	22	420	12	186	22	214
Stafford Springs.....	24	8	194	130	29	26	7	20	15	103	2	(D)	7	(D)
Remainder of County.....	72	32	994	820	155	74	58	67	27	176	7	(D)	38	(D)
Windham County.....	254	136	3,769	3,275	889	430	321	242	128	1,471	37	715	89	1,583
Danielson.....	44	20	494	418	126	59	52	44	29	289	5	84	10	121
Putnam.....	Data for this area combined with Remainder of County.													
Willimantic.....	69	49	1,671	1,575	420	193	145	67	39	652	6	314	24	705
Remainder of County.....	141	67	1,604	1,282	343	178	124	131	60	530	26	317	55	757

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

CONNECTICUT (8 COUNTIES)



STANDARD METROPOLITAN AREAS
CODE
 019 BRIDGEPORT
 060 HARTFORD
 097 NEW BRITAIN - BRISTOL
 098 NEW HAVEN
 144 SPRINGFIELD - HOLYOKE, MASS.
 145 STAMFORD - NORWALK
 158 WATERBURY

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades :

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

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ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

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(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p>Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p>Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p>Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
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| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

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Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PS-1-8 and 9

DELAWARE AND DISTRICT OF COLUMBIA

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- 77. Radio broadcasting (including facsimile broadcasting) and television.
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- 81. Legal services.
- 82. Educational services.
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- 86. Nonprofit membership organizations.
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For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

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COMPARISON OF 1948 AND 1954 CENSUSES

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directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstery and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

DELAWARE

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Delaware, total.....	1,856	774	47,223	41,723	12,704	4,864	4,130	1,766	922	12,803	189	4,005	745	30,415
Kent County.....	254	84	3,744	2,918	745	411	320	245	125	1,323	18	434	111	1,987
Dover.....	83	29	1,578	1,272	378	236	185	86	46	834	3	(0)	34	(D)
Milford (part) ¹	16	10	511	299	60	41	35	13	8	66	1	(0)	7	(D)
Remainder of County.....	155	45	1,655	1,347	307	134	100	146	71	423	14	226	70	1,206
New Castle County.....	1,256	560	38,625	35,081	11,005	4,004	3,448	1,172	645	9,529	144	3,099	467	25,997
Elsmere.....	9	5	130	114	54	25	25	8	4	35	1	(0)	4	(D)
Newark.....	40	20	620	556	182	86	71	35	24	372	3	(0)	13	(D)
New Castle.....	65	31	2,712	2,488	473	127	109	71	23	251	10	180	32	2,281
Wilmington.....	879	415	26,684	24,464	8,227	3,208	2,788	814	509	8,116	83	2,057	287	16,511
Remainder of County.....	263	89	8,479	7,459	2,069	558	455	244	85	755	47	792	131	6,932
Sussex County.....	346	130	4,854	3,724	954	449	362	349	152	1,951	27	472	167	2,431
Laurel.....	19	11	303	275	75	38	30	17	9	130	3	(D)	7	(D)
Lewes.....	25	5	280	146	42	19	17	27	8	153	17	127
Milford (part) ¹	35	15	620	752	202	104	61	30	16	250	4	26	15	544
Seaford.....	35	19	583	477	142	70	64	38	19	260	3	(0)	13	(D)
Remainder of County.....	232	80	2,868	2,074	493	218	190	237	100	1,158	17	282	115	1,428

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Milford is in Kent and Sussex counties.

DISTRICT OF COLUMBIA

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

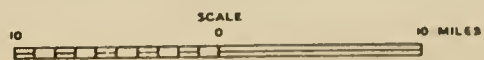
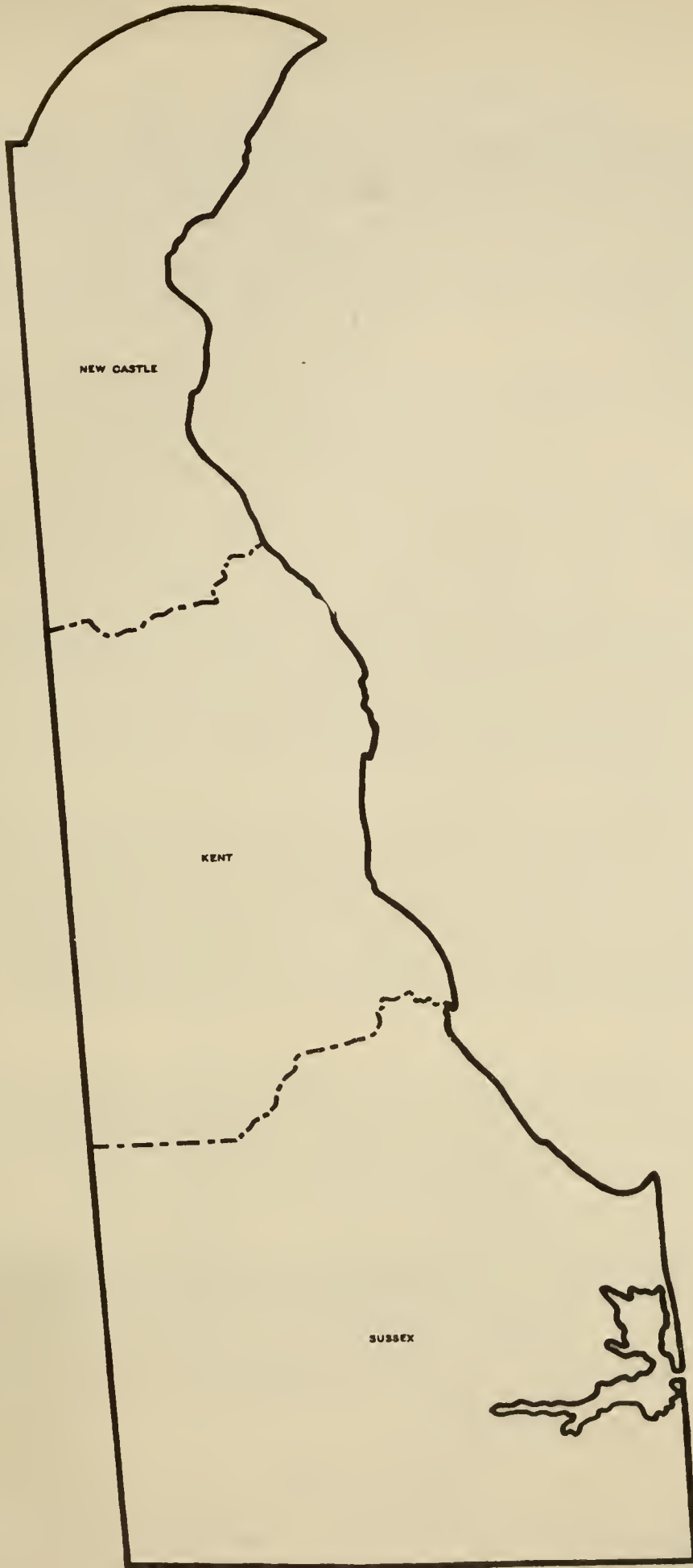
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County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
District of Columbia, total.....	4,817	2,789	230,088	218,490	77,456	28,107	24,070	4,448	2,502	60,615	405	18,192	1,910	151,281
Washington.....	4,817	2,789	230,088	218,490	77,456	28,107	24,070	4,448	2,502	60,615	405	18,192	1,910	151,281

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DELAWARE



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center; margin-bottom: 5px;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center; margin-bottom: 5px;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center; margin-bottom: 5px;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-10

FLORIDA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
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directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

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This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstery and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Hamilton County.....	22	14	420	360	104	58	55	28	9	172	4	36	9	212
Hardee County.....	63	23	715	463	94	49	41	64	25	175	6	79	32	461
Wauchoosa.....	49	19	561	381	78	39	32	51	21	163	4	(D)	24	(D)
Remainder of County.....	14	4	154	82	16	10	9	13	4	12	2	(D)	8	(D)
Hendry County.....	45	23	800	634	158	92	89	47	13	152	4	(D)	28	(D)
Hernando County.....	57	23	895	713	148	86	69	63	12	111	10	275	35	509
Highlands County.....	104	46	2,061	1,783	438	183	170	115	26	270	8	301	70	1,490
Avon Park.....	31	11	564	456	81	42	40	39	8	77	4	(D)	19	(D)
Sebring.....	52	24	1,113	969	253	106	97	53	14	167	2	(D)	36	(D)
Remainder of County.....	21	11	384	358	104	35	33	23	4	26	2	(D)	15	(D)
Hillborough County.....	1,873	825	43,566	38,374	12,150	4,919	4,477	1,901	659	10,852	275	6,725	939	25,989
Plant City.....	80	40	1,139	829	252	144	126	79	35	446	21	286	24	407
Tampa.....	1,651	725	39,573	35,067	11,354	4,644	4,245	1,677	590	10,195	240	6,196	821	23,182
Remainder of County.....	142	60	2,854	2,478	544	131	106	145	34	211	14	243	94	2,400
Holmes County.....	18	12	242	190	45	32	29	16	9	117	9	125
Indian River County.....	128	50	1,783	1,407	371	213	205	131	24	361	24	267	80	1,155
Vero Beach.....	99	41	1,451	1,181	314	182	174	108	20	349	20	239	59	863
Remainder of County.....	29	9	332	226	57	31	31	23	4	12	4	28	21	292
Jackson County.....	99	53	1,519	1,363	338	223	197	110	47	610	11	51	41	858
Marlanna.....	59	35	1,205	1,131	293	197	178	62	27	482	6	28	26	695
Remainder of County.....	40	18	314	232	45	26	19	48	20	128	5	23	15	163
Jefferson County.....	32	12	332	230	53	28	26	32	5	62	7	53	20	217
Lafayette County.....	11	1	29	(D)	(D)	(D)	(D)	(D)	9	(D)	2	(D)
Lake County.....	270	126	3,869	3,063	852	402	363	297	71	904	27	497	172	2,468
Eustis.....	41	21	508	420	113	65	57	46	18	308	23	200
Leesburg.....	85	39	1,277	993	263	148	136	102	20	304	11	220	54	753
Mount Dora.....	46	16	574	378	120	46	45	43	9	94	8	80	29	400
Remainder of County.....	98	50	1,510	1,272	356	143	125	106	24	198	8	197	66	1,115
Lee County.....	317	139	5,929	4,673	1,351	561	499	331	66	1,306	30	581	221	4,042
Fort Myers.....	226	102	4,364	3,512	1,022	455	400	226	59	1,288	24	500	143	2,576
Remainder of County.....	91	37	1,565	1,161	329	106	99	105	7	18	6	81	78	1,466
Leon County.....	237	127	5,815	5,119	1,508	805	754	229	87	1,870	23	759	127	3,186
Tallahassee.....	219	109	5,238	4,542	1,367	735	691	219	85	(D)	21	(D)	113	2,722
Remainder of County.....	18	18	577	577	141	70	63	10	2	(D)	2	(D)	14	464
Levy County.....	50	16	513	273	53	39	38	51	11	111	6	62	33	340
Liberty County.....	11	1	102	(D)	(D)	(D)	(D)	(D)	11	102
Madison County.....	35	21	434	382	79	63	52	33	11	98	6	80	18	256
Madison.....	20	14	294	274	65	52	41	20	6	78	3	(D)	11	(D)
Remainder of County.....	15	7	140	108	14	11	11	13	5	20	3	(D)	7	(D)
Manatee County.....	340	142	4,881	3,759	1,053	556	499	351	96	1,349	38	547	206	2,985
Bradenton.....	227	91	3,470	2,654	774	415	377	241	68	1,157	30	474	129	1,839
Palmetto.....	37	15	363	255	61	39	33	37	11	135	2	(D)	24	(D)
Remainder of County.....	76	36	1,048	850	218	102	89	73	17	57	6	(D)	53	(D)
Marion County.....	285	139	5,092	4,388	1,160	592	540	295	75	1,081	26	465	184	3,346
Ocala.....	162	72	2,684	2,248	657	346	326	176	58	852	14	239	90	1,593
Remainder of County.....	123	67	2,408	2,140	503	246	214	119	17	229	12	226	94	1,953
Martin County.....	94	36	1,656	1,322	361	186	157	100	23	246	8	58	63	1,352
Stuart.....	58	26	829	625	154	82	73	61	16	204	6	(D)	36	(D)
Remainder of County.....	36	10	827	697	207	104	84	39	7	42	2	(D)	27	(D)
Monroe County.....	322	124	6,955	5,727	1,457	602	543	310	68	1,268	20	334	234	5,353
Key West.....	180	92	4,725	4,061	1,124	470	435	166	61	1,178	14	(D)	105	(D)
Remainder of County.....	142	32	2,230	1,666	333	132	108	144	7	90	6	(D)	129	(D)
Nassau County.....	59	29	745	583	108	90	70	67	20	187	3	48	36	510
Fernandina Beach.....	26	14	284	252	56	33	30	28	12	159	14	123
Remainder of County.....	33	15	461	331	52	57	40	39	8	28	3	48	22	385
Okaloosa County.....	151	65	5,497	4,989	1,741	521	490	168	52	871	10	269	89	4,357
Crestview.....	34	14	531	385	80	31	29	45	12	246	8	(D)	20	(D)
Remainder of County.....	117	51	4,966	4,604	1,661	490	461	123	40	625	8	(D)	69	(D)
Okeechobee County.....	24	12	296	248	52	23	21	25	4	14	5	128	15	154
Orange County.....	1,012	504	22,508	19,772	6,084	2,648	2,430	1,044	350	6,501	146	4,517	516	11,490
Orlando.....	673	347	16,426	14,666	4,930	2,090	1,939	670	257	5,499	88	2,731	328	8,196
Winter Garden.....	42	24	633	505	128	56	56	47	15	166	11	121	16	346
Winter Park.....	118	38	1,630	1,218	370	190	166	133	45	426	10	287	63	917
Remainder of County.....	179	95	3,819	3,383	656	312	269	194	33	410	37	1,378	109	2,031
Osceola County.....	80	32	675	505	129	81	77	77	36	269	4	(D)	40	(D)
Kissimmee.....	41	19	438	338	83	57	54	41	23	190	2	(D)	16	(D)
St. Cloud.....	35	13	221	167	46	24	23	32	13	79	2	(D)	20	(D)
Remainder of County.....	4	...	16	4	4	16

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Palm Beach County.....	1,195	577	34,154	30,606	8,757	3,340	2,963	1,225	410	6,738	108	1,997	677	25,419
Belle Glade.....	32	14	559	361	124	72	70	40	13	234	6	109	13	216
Boynton Beach.....	42	12	369	211	48	18	13	55	6	56	4	66	32	247
Delray Beach.....	97	47	1,811	1,525	414	122	116	100	32	483	2	(D)	63	(D)
Lake Worth.....	196	76	2,528	1,810	509	243	205	217	62	860	22	193	112	1,475
Pahokee.....	20	8	205	141	31	28	25	25	8	31	5	42	7	132
Palm Beach.....	170	90	9,824	9,368	2,955	768	683	145	63	466	7	144	100	9,214
Riviera Beach.....	70	22	900	594	172	89	74	75	15	186	7	58	48	656
West Palm Beach.....	471	253	11,800	10,720	3,379	1,303	1,156	475	180	4,174	49	1,178	242	6,448
Remainder of County.....	97	55	6,158	5,876	1,125	697	621	93	31	248	6	(D)	60	(D)
Pasco County.....	161	57	1,262	878	211	125	103	173	57	334	20	188	84	740
Dade City.....	54	20	490	362	101	60	46	58	27	206	8	58	19	226
Remainder of County.....	107	37	772	516	110	65	57	115	30	128	12	130	65	514
Pinellas County.....	2,058	900	40,634	34,392	9,880	4,393	3,858	2,153	616	9,671	167	2,796	1,275	28,167
Clearwater.....	332	134	6,249	4,971	1,558	702	595	372	95	1,695	27	531	210	4,023
Dunedin.....	42	14	600	458	189	68	63	40	9	255	3	23	30	322
Gulfport.....	31	15	297	(D)	(D)	(D)	(D)	(D)	9	61	1	(D)	21	(D)
Pinellas Park.....	35	1	220	(D)	(D)	(D)	(D)	(D)	9	46	4	16	22	158
St. Petersburg.....	1,282	570	26,060	22,358	6,467	2,917	2,607	1,335	438	6,953	105	1,877	739	17,230
Tarpon Springs.....	50	18	709	615	183	87	79	48	18	259	2	(D)	30	(D)
Remainder of County.....	286	148	6,499	5,723	1,412	590	494	287	38	402	25	334	223	5,763
Polk County.....	774	394	18,450	16,050	3,482	1,764	1,522	801	265	4,211	111	2,580	398	11,659
Auburndale.....	26	12	505	371	71	40	38	31	10	165	7	224	9	116
Bartow.....	65	29	1,174	1,026	276	158	139	67	27	480	7	57	31	637
Fort Meade.....	15	7	90	74	18	9	8	17	7	41	1	(D)	7	(D)
Haines City.....	47	21	638	520	118	87	84	51	20	231	4	(D)	23	(D)
Lake Wales.....	68	46	1,574	1,392	387	159	147	64	25	527	4	164	39	883
Lakeland.....	307	137	9,719	8,775	1,624	839	678	335	106	1,763	43	1,309	158	6,647
Winter Haven.....	117	61	2,421	1,967	556	261	251	114	36	739	23	470	58	1,212
Remainder of County.....	129	81	2,329	1,925	432	211	177	122	34	265	22	320	73	1,744
Putnam County.....	125	57	1,884	1,526	402	224	187	129	41	580	14	212	70	1,092
Palatka.....	74	36	1,195	1,021	307	171	143	75	38	538	7	139	29	518
Remainder of County.....	51	21	689	505	95	53	44	54	3	42	7	73	41	574
St. Johns County.....	232	120	6,876	6,246	1,733	837	771	233	50	1,242	17	280	165	5,354
St. Augustine.....	192	88	4,552	3,972	1,142	538	503	194	46	1,209	13	244	133	3,099
Remainder of County.....	40	32	2,324	2,274	591	299	268	39	4	33	4	36	32	2,255
St. Lucie County.....	177	77	2,885	2,369	712	325	310	184	55	849	21	259	101	1,777
Fort Pierce.....	168	68	2,646	(D)	671	302	290	171	55	(D)	19	(D)	94	1,577
Remainder of County.....	9	9	239	(D)	41	23	20	13	...	(D)	2	(D)	7	200
Santa Rosa County.....	52	20	521	333	78	58	55	65	15	229	8	54	29	238
Sarasota County.....	542	236	16,239	14,597	4,341	1,853	1,672	546	137	2,172	40	774	365	13,293
Sarasota.....	422	170	13,974	12,554	3,897	1,662	1,509	428	117	1,970	32	570	273	11,434
Remainder of County.....	120	66	2,265	2,043	444	191	163	118	20	202	8	204	92	1,859
Seminole County.....	149	57	3,023	2,475	634	234	182	152	45	514	27	347	77	2,162
Sanford.....	111	41	1,551	1,155	338	139	117	114	37	440	23	267	51	844
Remainder of County.....	38	16	1,472	1,320	296	95	65	38	8	74	4	80	26	1,318
Sumter County.....	40	10	363	197	42	35	24	43	17	79	4	20	19	264
Suwannee County.....	54	24	657	471	125	90	87	57	25	389	5	38	24	230
Live Oak.....	50	22	590	(D)	(D)	(D)	(D)	(D)	24	(D)	5	38	21	(D)
Remainder of County.....	4	2	67	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)
Taylor County.....	58	28	1,213	1,023	179	103	100	63	15	136	3	(D)	40	(D)
Perry.....	37	17	768	638	122	58	55	38	11	122	3	(D)	23	(D)
Remainder of County.....	21	11	445	385	57	45	45	25	4	14	17	431
Union County.....	8	4	23	13	3	2	2	6	5	16	3	7
Volusia County.....	1,025	475	20,257	17,011	4,318	1,809	1,559	1,102	260	3,581	91	1,203	674	15,473
Daytona Beach.....	528	254	10,933	9,057	2,300	1,062	931	559	136	1,885	37	762	355	8,286
De Land.....	91	45	1,365	1,151	347	164	136	96	36	575	9	149	46	641
Holly Hill.....	75	27	1,053	789	250	110	105	88	13	540	9	42	53	471
New Smyrna Beach.....	101	31	810	516	149	95	87	109	30	296	16	101	55	413
Ormond.....	42	12	1,997	1,815	441	163	123	40	14	145	4	18	24	1,834
Remainder of County.....	188	106	4,099	3,683	831	215	177	210	31	140	16	131	141	3,828
Wakulla County.....	15	5	163	129	20	3	3	16	5	18	3	25	7	120
Walton County.....	52	24	797	683	168	108	101	54	21	238	4	(D)	27	(D)
De Funiak Springs.....	37	15	430	334	112	74	70	40	20	(D)	2	(D)	15	191
Remainder of County.....	15	9	367	349	56	34	31	14	1	(D)	2	(D)	12	(D)
Washington County.....	27	15	277	183	46	38	36	24	9	76	2	(D)	16	(D)
Chipley.....	22	12	247	(D)	(D)	(D)	(D)	(D)	8	(D)	2	(D)	12	174
Remainder of County.....	5	3	30	(D)	(D)	(D)	(D)	(D)	1	(D)	4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

FLORIDA (67 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE	
066	JACKSONVILLE
089	MIAMI
105	ORLANDO
149	TAMPA-ST. PETERSBURG

KEY WEST

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-11

GEORGIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Georgia, total.....	12,137	6,811	318,128	288,518	85,090	42,388	38,844	11,919	5,647	96,410	1,774	36,996	4,716	184,722
Appling County.....	29	21	594	570	148	88	82	29	18	157	2	(D)	9	(D)
Baxley.....	22	16	478	(D)	115	67	61	25	16	(D)	2	(D)	4	191
Remainder of County.....	7	5	116	(D)	33	21	21	4	2	(D)	5	(D)
Atkinson County.....	20	4	174	78	12	10	8	19	12	59	8	115
Bacon County.....	21	15	396	302	73	45	36	21	7	90	2	(D)	12	(D)
Alma.....	21	15	396	302	73	45	36	21	7	90	2	(D)	12	(D)
Remainder of County.....
Baker County.....	4	...	20	4	2	(D)	2	(D)
Baldwin County.....	74	32	1,174	996	249	169	160	71	37	432	12	106	25	636
Milledgeville.....	67	29	1,101	943	229	152	143	65	34	406	9	(D)	24	(D)
Remainder of County.....	7	3	73	53	20	17	17	6	3	26	3	(D)	1	(D)
Banks County.....	4	...	10	4	4	10
Barrow County.....	58	22	720	404	141	90	83	59	33	474	8	44	17	202
Winder.....	53	21	693	(D)	(D)	(D)	(D)	(D)	33	(D)	6	(D)	14	187
Remainder of County.....	5	1	27	(D)	(D)	(D)	(D)	(D)	...	(D)	2	(D)	3	15
Bartow County.....	74	40	1,138	946	269	157	145	78	29	398	12	229	33	511
Cartersville.....	48	28	808	716	231	137	129	44	25	382	8	143	15	283
Remainder of County.....	26	12	330	230	38	20	16	34	4	16	4	86	18	228
Ben Hill County.....	71	37	1,066	928	219	140	125	70	27	280	10	190	34	596
Fitzgerald.....	62	32	898	774	186	121	107	61	27	280	9	(D)	26	(D)
Remainder of County.....	9	5	168	154	33	19	18	9	1	(D)	8	(D)
Berrien County.....	28	16	505	341	72	54	52	26	13	140	3	(D)	12	(D)
Nashville.....	19	13	362	(D)	(D)	(D)	(D)	(D)	10	(D)	2	(D)	7	202
Remainder of County.....	9	3	143	(D)	(D)	(D)	(D)	(D)	3	(D)	1	(D)	5	(D)
Bibb County.....	471	285	12,220	11,064	3,882	2,084	1,881	449	204	4,133	79	1,744	188	6,343
Macon.....	422	240	10,778	9,646	3,459	1,864	1,682	412	181	3,844	71	1,595	170	5,339
Remainder of County.....	49	45	1,442	1,418	423	220	199	37	23	289	8	149	18	1,004
Bleckley County.....	19	9	256	216	52	33	33	22	10	128	6	(D)	3	(D)
Cochran.....	19	9	256	216	52	33	33	22	10	128	6	(D)	3	(D)
Remainder of County.....
Brantley County.....	14	8	213	187	29	21	19	20	3	26	1	(D)	10	(D)
Brooks County.....	33	17	489	361	82	54	46	31	8	120	7	(D)	18	(D)
Quitman.....	27	13	351	(D)	62	43	36	27	8	120	1	(D)	18	(D)
Remainder of County.....	6	4	138	(D)	20	11	10	4	6	138
Bryan County.....	13	3	93	47	13	18	14	11	8	38	5	55
Bulloch County.....	67	43	1,172	1,072	305	167	155	65	28	401	10	114	29	657
Statesboro.....	45	31	791	751	236	137	133	42	24	(D)	3	61	18	(D)
Remainder of County.....	22	12	381	321	69	30	22	23	4	(D)	7	53	11	(D)
Burke County.....	57	29	753	557	139	90	78	62	25	272	4	63	28	418
Waynesboro.....	39	21	557	427	120	72	63	42	17	188	2	(D)	20	(D)
Remainder of County.....	18	8	196	130	19	18	15	20	8	84	2	(D)	8	(D)
Butts County.....	23	11	257	219	60	31	28	23	7	94	2	(D)	14	(D)
Calhoun County.....	21	5	235	151	28	21	18	21	9	70	5	98	7	67
Camden County.....	30	12	372	244	57	27	19	31	19	76	2	(D)	9	(D)
Candler County.....	22	10	376	192	57	31	26	22	12	147	4	62	6	167
Carroll County.....	104	58	1,233	937	277	159	142	111	51	597	20	225	33	411
Carrollton.....	65	37	854	680	193	106	100	69	27	388	11	114	27	352
Remainder of County.....	39	21	379	257	84	53	42	42	24	209	9	111	6	59
Catoosa County.....	32	14	347	269	79	27	21	37	13	90	8	44	11	213
Charlton County.....	23	7	299	221	30	17	12	29	9	64	14	235
Chatham County.....	701	411	16,831	15,409	5,040	2,997	2,831	665	312	5,276	92	1,778	297	9,777
Savannah.....	636	364	15,576	14,246	4,770	2,674	2,557	605	301	5,099	86	1,711	249	8,766
Remainder of County.....	65	47	1,255	1,163	270	323	274	60	11	177	6	67	48	1,011
Chattahoochee County.....	22	20	875	(D)	371	176	168	18	17	612	1	(D)	4	(D)
Chattooga County.....	70	26	710	522	148	90	85	68	32	309	21	172	17	229
Summerville.....	37	21	502	410	119	65	61	36	19	247	7	122	11	133
Trion.....	10	2	59	(D)	(D)	(D)	(D)	(D)	6	39	4	20
Remainder of County.....	23	3	149	(D)	(D)	(D)	(D)	(D)	7	23	10	30	6	96
Cherokee County.....	44	20	605	467	106	82	74	49	20	245	7	89	17	271
Canton.....	37	15	484	(D)	84	66	59	40	17	(D)	5	(D)	15	(D)
Remainder of County.....	7	5	121	(D)	22	16	15	9	3	(D)	2	(D)	2	(D)
Clarke County.....	160	106	4,627	4,263	1,249	688	643	159	76	1,274	26	1,054	58	2,299
Athens.....	146	96	3,989	3,631	1,084	607	566	150	73	1,255	24	(D)	49	(D)
Remainder of County.....	14	10	638	632	165	81	77	9	3	19	2	(D)	9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	
Clay County.....	7	3	34	24	4	5	4	7	5	(D)	1	(D)	1	(D)
Clayton County.....	74	24	1,026	610	180	97	89	81	21	283	12	128	41	615
College Park (part) ¹	9	1	54	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)	6	40
Forest Park.....	36	12	485	247	92	36	36	37	13	169	6	51	17	265
Remainder of County.....	29	11	487	(D)	(D)	(D)	(D)	(D)	7	(D)	4	(D)	18	310
Clinch County.....	14	4	166	78	16	8	8	13	6	38	2	(D)	6	82
Cobb County.....	244	136	5,652	5,068	2,338	807	745	253	97	1,685	44	789	103	3,184
Marietta.....	115	77	2,453	2,201	747	327	304	120	52	1,263	19	408	44	782
Remainder of County.....	129	59	3,205	2,867	1,591	480	441	133	45	422	25	381	59	2,402
Coffee County.....	57	39	1,277	1,143	322	195	191	54	29	598	11	240	17	439
Douglas.....	46	32	1,064	980	287	175	173	45	29	598	7	182	10	284
Remainder of County.....	11	7	213	163	35	20	18	9	4	58	7	155
Colquitt County.....	118	66	1,808	1,532	423	283	250	128	60	715	20	226	38	867
Moultrie.....	99	51	1,619	1,365	383	253	226	112	52	673	17	193	30	753
Remainder of County.....	19	15	189	167	40	30	24	16	8	42	3	33	8	114
Columbia County.....	17	5	118	100	27	18	16	16	11	36	2	(D)	4	(D)
Cook County.....	26	18	445	407	154	114	109	26	17	294	3	30	6	121
Adel.....	18	14	396	374	148	102	99	17	14	277	1	(D)	3	(D)
Remainder of County.....	8	4	49	33	6	12	10	9	3	17	2	(D)	3	(D)
Coweta County.....	88	42	900	656	208	160	138	101	55	589	4	(D)	29	(D)
Newnan.....	82	38	824	(D)	194	150	131	95	54	(D)	2	(D)	26	207
Remainder of County.....	6	4	76	(D)	14	10	7	6	1	(D)	2	(D)	3	(D)
Crawford County.....	13	3	215	(D)	(D)	(D)	(D)	(D)	3	12	5	39	5	164
Crisp County.....	60	42	1,064	914	227	144	140	58	24	449	11	147	25	468
Cordele.....	52	36	907	(D)	203	124	120	53	24	449	9	(D)	19	(D)
Remainder of County.....	8	6	157	(D)	24	20	20	5	2	(D)	6	(D)
Dade County.....	14	6	306	254	68	27	25	17	4	33	1	(D)	9	(D)
Dawson County.....	8	...	40	8	4	12	2	(D)	2	(D)
Decatur County.....	67	43	1,050	976	255	156	141	66	32	383	8	133	27	534
Bainbridge.....	54	34	881	819	215	128	114	53	27	363	6	(D)	21	(D)
Remainder of County.....	13	9	169	157	40	28	27	13	5	20	2	(D)	6	(D)
De Kalb County.....	503	241	13,276	11,792	3,701	1,621	1,455	494	254	4,711	68	1,175	181	7,390
Atlanta (part) ²	120	60	4,764	4,450	1,054	460	417	116	57	853	13	209	50	3,702
Chamblee.....	24	18	1,870	1,820	796	217	214	23	9	155	6	81	9	1,634
Decatur.....	159	69	3,083	2,667	991	437	393	159	82	1,843	16	340	61	900
North Atlanta.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Remainder of County.....	198	92	(D)	(D)	(D)	(D)	(D)	(D)	104	(D)	33	545	61	1,154
Dodge County.....	37	25	444	372	105	74	65	41	14	189	7	38	16	217
Eastman.....	33	21	374	302	82	57	48	38	14	189	7	38	12	147
Remainder of County.....	4	4	70	70	23	17	17	3	4	70
Dooly County.....	21	9	166	126	35	24	22	21	13	95	4	12	4	59
Dougherty County.....	226	142	7,403	6,953	1,911	1,144	1,073	237	113	2,412	28	1,049	85	3,942
Albany.....	205	125	6,290	5,860	1,691	964	901	220	109	2,345	26	(D)	70	(D)
Remainder of County.....	21	17	1,113	1,093	220	180	172	17	4	67	2	(D)	15	(D)
Douglas County.....	35	15	439	289	79	44	38	34	13	142	4	113	18	184
Douglasville.....	25	9	310	168	51	24	22	25	10	121	3	(D)	12	(D)
Remainder of County.....	10	6	129	121	28	20	16	9	3	21	1	(D)	6	(D)
Early County.....	31	19	415	371	81	61	48	24	14	127	4	55	13	233
Blakely.....	26	16	318	(D)	67	53	42	20	14	127	4	55	8	136
Remainder of County.....	5	3	97	(D)	14	8	6	4	5	97
Echols County.....	2	...	(D)	(D)	2	(D)
Effingham County.....	13	7	165	139	32	19	17	13	7	67	6	98
Elbert County.....	62	32	694	744	239	150	135	57	27	314	12	103	23	477
Elberton.....	51	27	803	665	219	138	124	49	25	(D)	8	85	18	(D)
Remainder of County.....	11	5	91	79	20	12	11	8	2	(D)	4	18	5	(D)
Emanuel County.....	53	29	480	380	81	64	61	50	31	199	4	38	18	243
Swainsboro.....	40	22	416	336	75	61	59	38	27	182	2	(D)	11	(D)
Remainder of County.....	13	7	64	44	6	3	2	12	4	17	2	(D)	7	(D)
Evans County.....	36	24	555	447	107	86	75	33	16	182	7	75	13	298
Fannin County.....	39	15	379	217	54	36	36	45	20	201	4	32	15	146
Fayette County.....	14	4	70	40	4	5	3	14	5	33	9	37
Floyd County.....	234	128	4,371	3,913	1,181	659	579	233	122	1,868	21	182	91	2,321
Home.....	202	112	3,807	3,425	1,096	610	538	199	109	1,757	19	(D)	74	(D)
Remainder of County.....	32	16	564	488	85	49	41	34	13	111	2	(D)	17	(D)
Forsyth County.....	17	3	89	43	10	6	6	17	4	36	4	10	9	43
Franklin County.....	31	15	316	244	54	37	31	35	21	153	2	(D)	8	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹College Park is in Clayton and Fulton counties. ²Atlanta is in De Kalb and Fulton counties.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE—Continued

Establishments, Receipts, Payroll, and Personnel

County and city	Total									Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	
Fulton County.....	2,720	1,706	134,642	128,640	36,159	15,156	13,906	2,498	1,228	31,058	368	13,024	1,124	90,560	
Atlanta (part) ²	2,399	1,557	129,530	124,508	34,864	14,534	13,343	2,160	1,082	28,668	313	12,141	1,004	88,721	
College Park (part) ¹	60	24	763	531	206	125	110	66	31	553	3	43	26	167	
East Point.....	113	61	2,446	2,120	728	320	296	115	47	957	22	482	44	1,007	
Hapeville.....	50	28	704	612	162	91	78	52	19	250	9	207	22	247	
Remainder of County.....	98	36	1,199	869	199	86	79	105	49	630	21	151	28	418	
Gilmer County.....	29	9	270	146	46	21	20	34	9	56	8	69	12	145	
Glascock County.....	8	2	53	(0)	(0)	(0)	(0)	(0)	5	32	2	(0)	1	(0)	
Glynn County.....	154	86	5,804	5,540	1,927	1,013	912	143	50	1,070	18	225	86	4,509	
Brunswick.....	117	61	2,161	1,935	664	411	332	116	41	956	13	158	63	1,047	
Remainder of County.....	37	25	3,643	3,605	1,263	602	580	27	9	114	5	67	23	3,462	
Gordon County.....	53	25	767	565	190	120	111	52	34	529	7	50	12	188	
Calhoun.....	40	22	657	(D)	(D)	(D)	(D)	(D)	30	518	3	24	7	115	
Remainder of County.....	13	3	110	(0)	(0)	(0)	(0)	(0)	4	11	4	26	5	73	
Grady County.....	41	23	524	422	134	69	64	38	23	251	6	94	12	179	
Cairo.....	37	23	514	422	134	69	64	34	19	241	6	94	12	179	
Remainder of County.....	4	•••	10	•••	•••	•••	•••	4	4	10	•••	•••	•••	•••	
Greene County.....	34	14	345	285	103	35	33	28	16	174	8	55	10	116	
Greensboro.....	14	6	198	174	82	15	13	12	5	(D)	2	(D)	7	70	
Remainder of County.....	20	8	147	111	21	20	20	16	11	(D)	6	(D)	3	46	
Gwinnett County.....	85	35	840	594	146	94	87	83	42	430	25	194	18	216	
Buford.....	29	13	322	238	69	35	34	28	19	155	4	60	6	107	
Lawrenceville.....	24	12	310	248	56	42	37	25	10	195	10	57	4	58	
Remainder of County.....	32	10	208	108	21	17	16	30	13	80	11	77	8	51	
Habersham County.....	51	21	495	383	112	67	65	55	18	180	15	141	18	174	
Hall County.....	139	79	2,989	2,717	806	447	392	141	66	1,249	24	397	49	1,343	
Gainesville.....	120	68	2,640	2,398	731	399	348	120	59	1,194	17	(D)	44	(D)	
Remainder of County.....	19	11	349	319	75	48	44	21	7	55	7	(D)	5	(D)	
Hancock County.....	17	11	133	121	35	29	24	16	10	52	2	(D)	5	(D)	
Haralson County.....	71	27	600	412	118	79	76	74	44	348	9	111	18	141	
Tallapoosa.....	29	9	223	145	55	32	32	32	21	134	2	(D)	6	(D)	
Remainder of County.....	42	18	377	267	63	47	44	42	23	214	7	(D)	12	(D)	
Harris County.....	12	6	88	64	14	7	7	11	3	25	6	(D)	3	(D)	
Hart County.....	31	15	411	397	130	93	80	25	13	179	7	109	11	123	
Hartwell.....	29	13	(D)	(D)	(D)	(D)	(D)	(D)	13	179	7	109	9	(D)	
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	•••	•••	2	(D)	
Heard County.....	4	2	17	(D)	(D)	(D)	(D)	(D)	3	(D)	•••	•••	1	(D)	
Henry County.....	37	15	440	336	81	48	39	36	20	172	5	156	12	112	
Houston County.....	72	28	1,431	1,239	386	275	269	67	29	494	3	61	40	876	
Perry.....	20	12	628	568	137	89	86	17	6	128	•••	•••	14	500	
Warner Robins.....	44	12	679	563	202	158	157	43	20	321	3	61	21	297	
Remainder of County.....	8	4	124	108	47	28	26	7	3	45	•••	•••	5	79	
Irwin County.....	15	11	144	124	34	28	27	14	7	62	4	21	4	61	
Ocilla.....	14	10	(D)	(D)	(D)	(D)	(D)	(D)	7	62	3	(D)	4	61	
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	1	(D)	•••	•••	
Jackson County.....	46	24	544	448	138	84	76	40	23	251	11	88	12	205	
Commerce.....	25	13	326	266	94	63	56	23	14	195	2	(D)	9	(D)	
Remainder of County.....	21	11	218	182	44	21	20	17	9	56	9	(D)	3	(D)	
Jasper County.....	18	8	145	95	23	15	13	18	9	62	5	(D)	4	(D)	
Jeff Davis County.....	25	13	341	293	88	53	46	21	16	139	2	(D)	7	(D)	
Hazlehurst.....	25	13	341	293	88	53	46	21	16	139	2	(D)	7	(D)	
Remainder of County.....	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	
Jefferson County.....	63	21	726	578	133	64	45	68	29	168	7	100	27	458	
Jenkins County.....	18	12	273	255	67	42	42	19	9	132	2	(D)	7	(D)	
Millen.....	18	12	273	255	67	42	42	19	9	132	2	(D)	7	(D)	
Remainder of County.....	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	
Johnson County.....	18	10	158	94	31	17	14	18	9	95	3	34	6	29	
Jonea County.....	16	6	150	102	24	15	15	17	6	21	2	(D)	8	(D)	
Lamar County.....	28	16	313	243	59	47	42	28	14	122	5	71	9	120	
Barneville.....	24	16	(D)	243	59	47	42	24	14	122	5	71	5	(D)	
Remainder of County.....	4	•••	(D)	•••	•••	•••	•••	4	•••	•••	•••	•••	4	(D)	
Lanier County.....	11	7	101	89	25	16	11	11	7	56	2	(D)	2	(D)	
Laurens County.....	97	53	1,446	1,242	363	260	219	85	37	455	21	201	39	790	
Dublin.....	83	45	1,281	1,091	314	234	193	75	35	(D)	17	178	31	(D)	
Remainder of County.....	14	8	165	151	49	26	26	10	2	(D)	4	23	8	(D)	
Lee County.....	11	3	159	(D)	(D)	(D)	(D)	(D)	2	(D)	4	64	5	(D)	

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¹College Park is in Clayton and Fulton counties. ²Atlanta is in De Kalb and Fulton counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Liberty County.....	38	22	462	372	107	79	76	41	15	156	6	36	17	270
Lincoln County.....	13	3	107	51	19	15	15	15	8	63	5	44
Long County.....	9	5	138	112	19	17	16	7	3	16	1	(D)	5	(D)
Lowndes County.....	173	111	4,925	4,513	1,262	708	672	176	82	1,373	25	591	66	2,961
Valdosta.....	146	90	4,398	4,062	1,143	653	619	144	74	1,255	20	516	52	2,627
Remainder of County.....	27	21	527	451	119	55	53	32	8	118	5	75	14	334
Lumpkin County.....	19	11	268	162	41	30	28	17	7	59	4	41	8	168
McDuffie County.....	43	27	687	587	156	102	87	40	19	294	7	93	17	300
Thomson.....	34	22	615	535	137	94	80	32	19	294	2	(D)	13	(D)
Remainder of County.....	9	5	72	52	19	8	7	8	5	(D)	4	(D)
McIntosh County.....	19	9	232	174	41	35	24	19	8	71	2	(D)	9	(D)
Macon County.....	22	12	303	201	53	26	26	20	12	180	10	123
Montezuma.....	16	10	207	(D)	(D)	(D)	(D)	(D)	9	(D)	7	(D)
Remainder of County.....	6	2	96	(D)	(D)	(D)	(D)	(D)	3	(D)	3	(D)
Madison County.....	22	4	95	45	14	12	12	22	9	32	12	(D)	1	(D)
Marion County.....	5	3	42	(D)	(D)	(D)	(D)	(D)	4	(D)	1	(D)
Meriwether County.....	52	22	606	438	146	103	100	53	30	315	5	62	17	229
Manchester (part) ³	26	16	407	325	121	81	78	25	18	289	4	(D)	4	(D)
Remainder of County.....	26	6	199	113	25	22	22	28	12	26	1	(D)	13	(D)
Miller County.....	12	4	94	58	9	9	9	10	2	(D)	10	(D)
Mitchell County.....	45	27	737	589	147	88	82	44	21	204	12	205	12	328
Camilla.....	16	12	152	132	37	22	22	16	6	47	4	28	6	77
Pelham.....	27	13	(D)	(D)	(D)	(D)	(D)	(D)	15	157	8	177	4	(D)
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Monroe County.....	27	13	242	166	48	26	23	31	14	122	2	(D)	11	(D)
Forsyth.....	26	12	(D)	(D)	(D)	(D)	(D)	(D)	14	122	2	(D)	10	81
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Montgomery County.....	14	2	151	(D)	(D)	(D)	(D)	(D)	9	121	4	(D)	1	(D)
Morgan County.....	16	8	200	160	41	26	23	20	13	115	3	(D)	...	(D)
Murray County.....	20	14	223	201	46	21	18	19	9	44	5	44	6	135
Muscogee County.....	512	322	14,240	13,154	4,278	2,344	2,130	536	252	5,470	80	1,718	180	7,052
Columbus.....	459	271	12,545	(D)	3,813	2,082	1,887	490	226	4,976	77	1,656	156	5,913
Remainder of County.....	53	51	1,695	(D)	465	262	243	46	26	494	3	62	24	1,139
Newton County.....	49	23	686	460	189	151	144	43	32	513	7	67	10	106
Covington.....	41	19	588	412	173	133	126	38	30	(D)	2	(D)	9	(D)
Porterdale.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Remainder of County.....	6	2	(D)	(D)	(D)	(D)	(D)	(D)	5	(D)	1	(D)
Oconee County.....	9	1	25	(D)	(D)	(D)	(D)	(D)	5	11	2	(D)	2	(D)
Oglethorpe County.....	2	...	(D)	(D)	2	(D)
Paulding County.....	31	9	261	139	45	36	30	33	14	109	6	58	11	94
Peach County.....	31	21	426	384	108	69	67	27	15	136	4	74	12	216
Fort Valley.....	29	19	(D)	(D)	(D)	(D)	(D)	(D)	15	136	4	74	10	(D)
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Pickens County.....	18	8	141	85	21	10	8	20	10	61	4	42	4	38
Pierce County.....	19	9	150	116	26	25	20	18	7	45	3	22	9	63
Pike County.....	10	2	49	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	6	28
Polk County.....	73	45	1,112	1,016	287	197	173	69	37	626	9	96	27	390
Cedartown.....	44	26	777	709	208	139	131	42	23	466	6	39	15	272
Rockmart.....	22	14	250	(D)	62	43	31	22	11	146	2	(D)	9	(D)
Remainder of County.....	7	5	85	(D)	17	15	11	5	3	14	1	(D)	3	(D)
Pulaski County.....	19	15	354	338	85	73	70	16	7	122	3	24	9	208
Hawkinsville.....	18	14	(D)	(D)	(D)	(D)	(D)	(D)	7	122	3	24	8	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Putnam County.....	20	10	316	280	61	39	36	20	4	53	3	(D)	13	(D)
Eatonton.....	19	9	(D)	(D)	(D)	(D)	(D)	(D)	3	(D)	3	(D)	13	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Quitman County.....	2	...	(D)	(D)	2	(D)
Rabun County.....	31	15	458	284	56	30	28	32	10	108	4	(D)	17	(D)
Randolph County.....	33	17	479	399	89	76	72	32	9	145	7	134	17	200
Cuthbert.....	22	12	280	244	67	59	55	19	6	(D)	3	(D)	13	126
Remainder of County.....	11	5	199	155	22	17	17	13	3	(D)	4	(D)	4	74
Richmond County.....	525	325	15,719	14,695	4,717	2,330	2,188	528	249	5,380	86	2,252	190	8,087
Augusta.....	469	275	12,799	11,831	3,931	1,896	1,774	471	232	4,228	75	1,679	162	6,882
Remainder of County.....	56	50	2,920	2,864	786	434	414	57	17	1,152	11	373	28	1,395

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³Manchester is in Meriwether and Talbot counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Rockdale County.....	22	10	170	132	34	25	21	20	11	118	4	14	7	38
Schley County.....	7	3	63	43	7	6	6	7	4	20	2	(D)	1	(D)
Screven County.....	30	20	668	580	139	100	84	36	12	173	18	495
Sylvania.....	19	13	481	409	104	79	63	24	11	(D)	8	(D)
Remainder of County.....	11	7	187	171	35	21	21	12	1	(D)	10	(D)
Seminole County.....	24	16	360	304	66	45	36	18	11	132	3	39	10	182
Donalsonville.....	23	15	(D)	(D)	(D)	(D)	(D)	(D)	11	132	3	39	9	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Spalding County.....	134	84	2,334	2,058	722	448	422	135	59	1,147	21	227	54	960
Griffin.....	112	70	2,054	1,820	668	413	387	114	56	1,137	18	190	38	727
Remainder of County.....	22	14	280	238	54	35	35	21	3	10	3	37	16	233
Stephens County.....	65	29	921	707	226	108	94	65	29	321	11	84	25	516
Toccoa.....	55	27	761	(D)	(D)	(D)	(D)	(D)	27	(D)	7	58	21	(D)
Remainder of County.....	10	2	160	(D)	(D)	(D)	(D)	(D)	2	(D)	4	26	4	(D)
Stewart County.....	22	10	214	132	19	23	21	21	12	86	10	128
Sumter County.....	86	48	1,365	1,191	330	212	196	81	38	463	12	242	36	660
Americus.....	80	44	1,168	(D)	287	187	174	79	37	(D)	9	176	34	(D)
Remainder of County.....	6	4	197	(D)	43	25	22	2	1	(D)	3	66	2	(D)
Talbot County.....	6	2	41	(D)	(D)	(D)	(D)	(D)	5	(D)	1	(D)
Manchester (part) ³
Remainder of County.....	6	2	41	(D)	(D)	(D)	(D)	(D)	5	(D)	1	(D)
Taliaferro County.....	7	1	65	(D)	(D)	(D)	(D)	(D)	5	35	2	(D)	...	(D)
Tattnall County.....	36	20	388	286	56	46	36	44	17	7	5	26	14	235
Taylor County.....	19	11	128	100	16	13	11	17	9	31	2	(D)	8	(D)
Telfair County.....	45	25	486	398	90	76	64	45	19	84	7	106	19	296
Terrell County.....	32	16	480	406	78	57	53	29	17	156	5	36	10	288
Dawson.....	24	10	306	(D)	58	42	40	22	16	(D)	2	(D)	6	(D)
Remainder of County.....	8	6	174	(D)	20	15	13	7	1	(D)	3	(D)	4	(D)
Thomas County.....	120	78	2,451	2,231	572	313	288	114	48	520	16	662	56	1,269
Thomasville.....	91	71	2,273	2,145	548	293	270	84	35	477	12	609	44	1,187
Remainder of County.....	29	7	178	86	24	20	18	30	13	43	4	53	12	82
Tift County.....	93	47	1,638	1,382	365	176	162	93	42	551	12	423	39	664
Tifton.....	79	41	1,419	1,199	330	162	148	79	39	542	10	(D)	30	(D)
Remainder of County.....	14	6	219	183	35	14	14	14	3	9	2	(D)	9	(D)
Toombs County.....	62	38	891	729	219	132	117	62	24	316	6	64	32	511
Lyons.....	17	13	244	(D)	(D)	(D)	(D)	(D)	8	86	2	(D)	7	(D)
Vidalia.....	39	23	582	490	157	84	78	42	16	230	3	20	20	332
Remainder of County.....	6	2	65	(D)	(D)	(D)	(D)	(D)	1	(D)	5	(D)
Towns County.....	3	3	44	44	5	5	2	5	3	44
Treutlen County.....	12	8	145	135	25	16	14	12	8	82	1	(D)	3	(D)
Troup County.....	189	111	2,637	2,285	612	382	355	194	104	1,155	24	211	61	1,271
Hogansville.....	22	12	240	196	50	38	34	25	15	125	5	(D)	2	(D)
La Grange.....	126	74	1,590	1,366	411	249	231	127	71	836	14	127	41	627
West Point.....	30	18	607	531	117	77	72	35	18	194	1	(D)	11	(D)
Remainder of County.....	11	7	200	192	34	18	18	7	4	28	7	172
Turner County.....	18	10	343	277	46	30	29	16	11	96	2	(D)	5	(D)
Ashburn.....	18	10	343	277	46	30	29	16	11	96	2	(D)	5	(D)
Remainder of County.....
Twiggs County.....	11	3	101	85	13	1	1	10	4	13	5	(D)	2	(D)
Union County.....	12	6	139	125	16	12	11	11	3	(D)	9	(D)
Upson County.....	90	44	1,249	927	276	170	157	95	38	501	9	238	43	510
East Thomaston.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Silvertown.....	3	3	58	58	19	16	13	2	1	(D)	2	(D)
Thomaston.....	74	34	1,090	800	238	143	133	80	37	(D)	8	(D)	29	374
Remainder of County.....	12	6	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	11	(D)
Walker County.....	115	57	2,065	1,805	462	228	217	111	63	737	15	155	37	1,173
La Fayette.....	41	21	386	312	74	48	43	37	25	186	1	(D)	15	(D)
Rossville.....	37	15	674	556	173	97	93	38	21	380	7	59	9	235
Remainder of County.....	37	21	1,005	957	215	83	81	36	17	171	7	(D)	13	(D)
Walton County.....	51	23	629	457	150	103	94	48	29	386	2	(D)	20	(D)
Monroe.....	33	17	524	408	134	95	87	31	22	356	11	168
Remainder of County.....	18	6	105	49	16	8	7	17	7	30	2	(D)	9	(D)
Ware County.....	131	79	2,161	2,355	626	410	365	132	63	813	15	253	53	1,595
Waycross.....	111	67	2,174	1,970	561	363	326	111	63	813	12	241	36	1,120
Remainder of County.....	20	12	487	385	65	47	39	21	3	12	17	475
Warren County.....	18	8	166	98	20	16	13	22	14	102	4	64

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

³Manchester is in Meriwether and Talbot counties.

Establishments, Receipts, Payroll, and Personnel

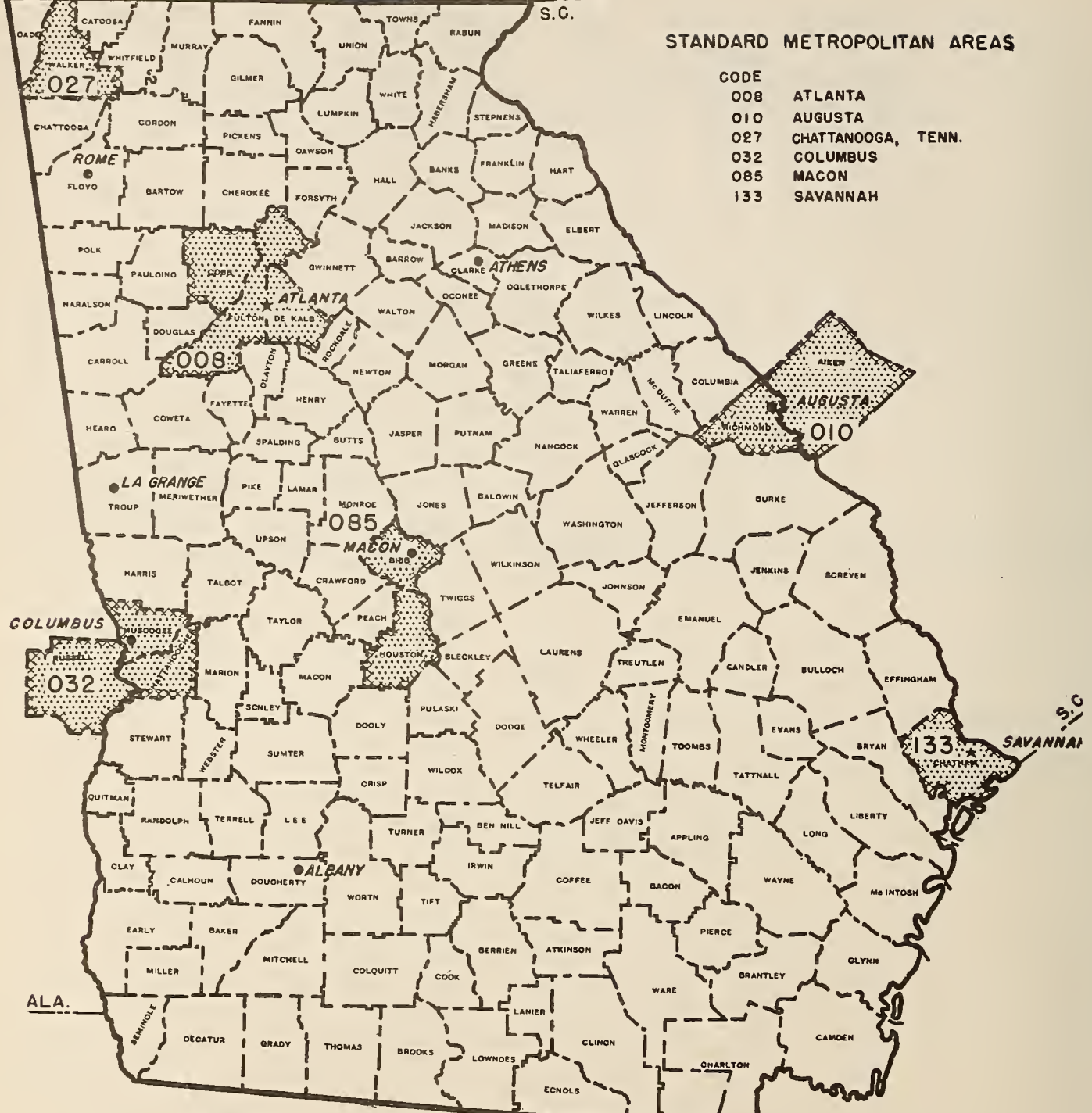
County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Washington County.....	46	18	404	210	59	43	36	47	17	176	5	43	24	183
Sandersville.....	35	13	324	(D)	(0)	(D)	(0)	(0)	14	(D)	4	(D)	17	124
Remainder of County.....	11	5	80	(D)	(D)	(D)	(D)	(D)	3	(D)	1	(D)	7	61
Wayne County.....	55	35	1,159	1,013	230	138	132	60	23	292	9	140	23	727
Jesup.....	44	26	904	(D)	170	107	101	50	20	283	7	(D)	17	(D)
Remainder of County.....	11	9	255	(D)	60	31	31	10	3	9	2	(D)	6	(D)
Webster County.....
Wheeler County.....	12	4	135	87	15	14	9	13	3	16	6	99	3	20
White County.....	13	5	213	179	39	12	6	11	5	31	2	(D)	6	(D)
Whitfield County.....	131	71	2,681	2,307	700	332	306	139	64	1,467	29	292	38	922
Dalton.....	103	55	2,266	1,914	622	289	267	113	58	1,350	19	231	26	685
Remainder of County.....	28	16	415	393	78	43	39	26	6	117	10	61	12	237
Wilcox County.....	19	7	113	77	25	16	13	19	13	68	3	13	3	32
Wilkes County.....	28	16	466	372	89	58	50	28	11	157	3	(D)	14	(D)
Washington.....	25	13	421	327	81	49	43	24	11	157	3	(D)	11	(D)
Remainder of County.....	3	3	45	45	8	9	7	4	3	45
Wilkinson County.....	11	5	93	81	25	22	21	13	4	(D)	7	(D)
Worth County.....	35	13	406	310	81	56	52	36	22	194	5	44	8	168
Sylvester.....	29	11	367	(D)	(0)	(D)	(0)	(0)	20	(D)	1	(D)	8	168
Remainder of County.....	6	2	39	(D)	(0)	(0)	(0)	(0)	2	(0)	4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

CHATTANOOGA ★
 ALA. TENN. GEORGIA (159 COUNTIES) S.C.

STANDARD METROPOLITAN AREAS

CODE	AREA
008	ATLANTA
010	AUGUSTA
027	CHATTANOOGA, TENN.
032	COLUMBUS
085	MACON
133	SAVANNAH



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-12

IDAHO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all estab- lish- ments (\$1,000)	Estab- lish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Idaho, total.....	2,959	1,456	61,418	52,229	14,800	6,418	5,245	3,081	976	15,378	384	6,772	1,599	39,268
Ada County.....	442	242	12,012	10,758	2,973	1,293	1,125	466	135	3,219	72	1,264	235	7,529
Boise City.....	352	186	10,533	9,427	2,702	1,190	1,038	378	107	2,913	53	1,090	192	6,530
Remainder of County.....	90	56	1,479	1,331	271	103	87	88	28	306	19	174	43	999
Adams County.....	4	2	52	(D)	(D)	(D)	(D)	(D)	4	52
Bannock County.....	196	122	5,080	4,616	1,331	627	469	203	72	1,217	24	532	100	3,331
Alameda.....	15	9	440	414	72	38	22	20	6	35	2	(D)	7	(D)
Pocatello (part) ¹	154	94	4,234	3,848	1,203	564	424	151	60	1,156	19	317	75	2,761
Remainder of County.....	27	19	406	354	56	25	23	32	6	26	3	(D)	18	(D)
Bear Lake County.....	17	9	286	266	52	33	30	22	9	118	8	168
Montpelier.....	13	7	(D)	(D)	(D)	(D)	(D)	(D)	7	(D)	6	(D)
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
Benewah County.....	24	10	234	170	31	16	16	27	12	83	4	85	8	66
Bingham County.....	77	35	1,229	881	193	120	80	75	29	458	16	198	32	573
Blackfoot.....	53	25	901	663	152	97	68	54	22	423	7	74	24	404
Remainder of County.....	24	10	328	218	41	23	12	21	7	35	9	124	8	169
Blaine County.....	38	20	3,235	(D)	(D)	(D)	(D)	(D)	9	(D)	29	(D)
Boise County.....	8	8	353	353	85	29	25	5	1	(D)	1	(D)	6	(D)
Bonner County.....	95	35	1,286	882	225	91	66	101	19	370	7	70	69	846
Sandpoint.....	41	21	792	582	122	57	38	46	10	326	3	(D)	28	(D)
Remainder of County.....	54	14	494	300	103	34	28	55	9	44	4	(D)	41	(D)
Sonneville County.....	173	101	4,666	4,230	1,224	504	439	190	55	1,254	20	467	98	2,945
Idaho Falls.....	149	85	4,237	3,863	1,132	457	396	166	55	1,254	13	391	81	2,592
Remainder of County.....	24	16	429	367	92	47	43	24	7	76	17	353
Boundary County.....	33	10	345	170	44	20	19	35	6	43	3	12	24	290
Butte County.....	16	4	110	46	2	3	3	23	4	34	12	76
Camaa County.....	(D)	(D)
Canyon County.....	199	105	3,359	2,909	917	450	371	193	73	1,190	34	508	92	1,661
Caldwell.....	76	40	1,272	1,118	339	152	125	76	34	549	11	205	31	518
Nampa.....	78	44	1,364	1,164	377	215	168	75	27	606	11	148	40	610
Remainder of County.....	45	21	723	627	201	83	78	42	12	35	12	155	21	533
Caribou County.....	18	10	407	345	55	36	25	19	6	43	1	(D)	11	(D)
Cassia County.....	88	36	1,200	954	246	124	107	97	28	308	8	121	52	771
Burley.....	75	35	1,139	(D)	(D)	(D)	(D)	(D)	24	296	8	121	43	722
Remainder of County.....	13	1	61	(D)	(D)	(D)	(D)	(D)	4	12	9	49
Clark County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Clearwater County.....	25	11	356	248	65	20	20	22	5	89	3	28	17	239
Orofino.....	17	9	261	(D)	(D)	(D)	(D)	(D)	4	(D)	1	(D)	12	158
Remainder of County.....	8	2	95	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)	5	81
Custer County.....	31	5	210	54	8	5	5	36	4	14	4	24	23	172
Elmore County.....	44	22	618	524	141	75	48	43	20	295	4	12	20	311
Mountain Home.....	33	13	422	(D)	77	43	25	33	15	170	2	(D)	16	(D)
Remainder of County.....	11	9	196	(D)	64	32	23	10	5	125	2	(D)	4	(D)
Franklin County.....	34	12	424	236	29	30	27	38	13	106	6	118	15	200
Preston.....	32	12	(D)	236	29	30	27	(D)	11	(D)	6	118	15	200
Remainder of County.....	2	...	(D)	(D)	2	(D)
Fremont County.....	46	26	867	755	149	74	63	48	10	176	5	28	31	663
St. Anthony.....	19	7	270	208	53	35	26	22	4	134	4	(D)	11	(D)
Remainder of County.....	27	19	597	547	96	39	37	26	6	42	1	(D)	20	(D)
Gem County.....	45	15	493	353	67	70	36	50	19	199	5	29	21	265
Emmett.....	41	13	417	(D)	(D)	(D)	(D)	(D)	19	199	5	29	17	189
Remainder of County.....	4	2	76	(D)	(D)	(D)	(D)	(D)	4	76
Gooding County.....	54	18	705	399	113	61	48	65	22	310	7	134	25	261
Gooding.....	36	12	535	295	98	48	38	46	16	268	5	(D)	15	(D)
Remainder of County.....	18	6	170	104	15	13	10	19	6	42	2	(D)	10	(D)
Idaho County.....	55	29	626	514	93	48	30	52	17	124	7	147	31	355
Grangeville.....	21	15	354	338	59	35	20	18	11	102	2	(D)	8	(D)
Remainder of County.....	34	14	272	176	34	13	10	34	6	22	5	(D)	23	(D)
Jefferson County.....	31	13	614	524	66	27	14	33	14	105	2	(D)	15	(D)
Jerome County.....	39	19	529	405	118	52	50	38	17	131	4	46	18	352
Jerome.....	33	15	384	(D)	83	42	40	32	17	131	3	(D)	13	(D)
Remainder of County.....	6	4	145	(D)	35	10	10	6	1	(D)	5	(D)
Kootenai County.....	182	74	2,434	1,836	437	218	136	191	54	577	22	325	106	1,532
Coeur D'Alene.....	120	50	1,719	1,311	313	180	111	132	44	555	17	227	59	937
Remainder of County.....	62	24	715	525	124	38	25	59	10	22	5	98	47	595

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

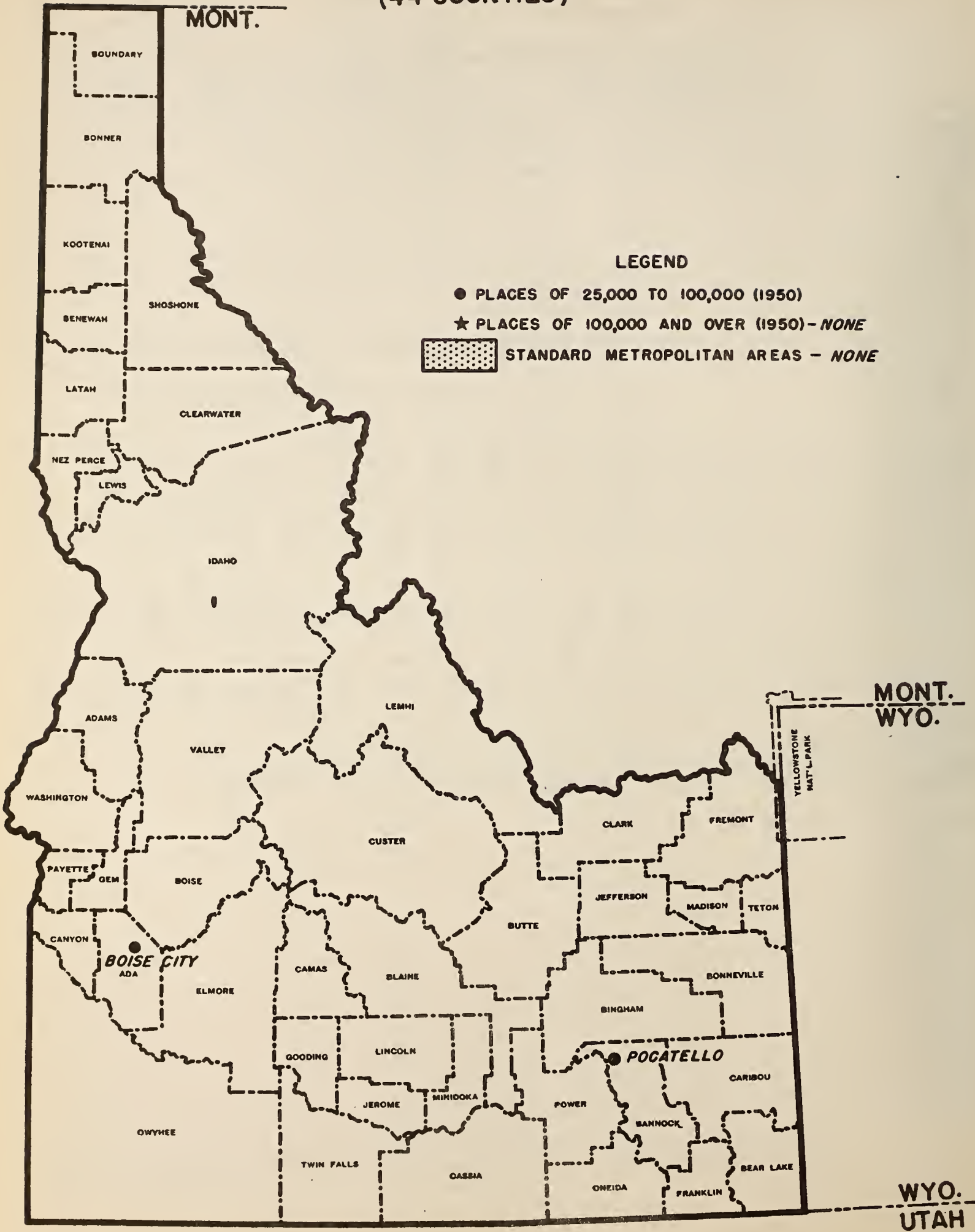
¹Pocatello is in Bannock and Power counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Latah County.....	78	44	1,557	1,429	390	177	157	83	33	575	10	134	35	848
Moscow.....	57	35	1,261	1,179	335	143	134	61	26	553	9	(D)	22	(D)
Remainder of County.....	21	9	296	250	55	34	23	22	7	22	1	(D)	13	(D)
Lemhi County.....	39	13	502	250	53	32	14	40	11	147	5	193	23	162
Salmon.....	32	10	473	(D)	(D)	(D)	(D)	(D)	11	147	5	193	16	133
Remainder of County.....	7	3	29	(D)	(D)	(D)	(D)	(D)	7	29
Lewis County.....	24	12	238	178	35	15	11	25	12	66	...	(D)	12	(D)
Lincoln County.....	22	8	186	112	10	2	2	24	5	24	2	(D)	15	(D)
Madison County.....	45	23	597	455	98	76	40	45	13	149	7	117	25	331
Rexburg.....	37	21	531	(D)	(D)	(D)	(D)	(D)	13	149	4	97	20	285
Remainder of County.....	8	2	66	(D)	(D)	(D)	(D)	(D)	3	20	5	46
Minidoka County.....	36	20	667	523	136	59	55	32	15	217	3	39	18	411
Rupert.....	30	16	497	(D)	95	48	46	27	15	217	2	(D)	13	(D)
Remainder of County.....	6	4	170	(D)	41	11	9	5	1	(D)	5	(D)
Nez Perce County.....	156	82	3,862	3,312	1,040	438	395	162	52	918	24	422	80	2,522
Lewiston.....	152	78	3,752	3,202	1,018	425	385	159	52	918	22	(D)	78	(D)
Remainder of County.....	4	4	110	110	22	13	10	3	2	(D)	2	(D)
Oneida County.....	20	10	(D)	(D)	(D)	(D)	(D)	(D)	10	69	4	(D)	6	(D)
Malad City.....	19	9	239	173	36	22	21	21	10	69	4	(D)	5	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Owyhee County.....	30	8	239	97	12	14	14	31	13	53	3	62	14	124
Payette County.....	39	19	728	606	147	88	73	42	13	149	1	(D)	25	(D)
Payette.....	26	12	535	437	102	59	54	27	10	135	1	(D)	15	(D)
Remainder of County.....	13	7	193	169	45	29	19	15	3	14	10	179
Power County.....	16	6	192	142	26	13	13	14	10	59	6	133
Pocatello (part) ¹	4	...	28	4	4	28
Remainder of County.....	12	6	164	142	26	13	13	10	6	31	6	133
Shoshone County.....	106	48	2,803	2,467	557	224	179	109	46	601	13	131	47	2,071
Kellogg.....	33	13	497	371	140	67	55	38	20	280	13	217
Wallace.....	43	21	758	618	167	100	71	45	20	284	9	(D)	14	(D)
Remainder of County.....	30	14	1,548	1,478	250	57	53	26	6	37	4	(D)	20	(D)
Teton County.....	14	6	109	73	11	12	9	12	3	18	5	50	6	41
Twin Falls County.....	249	123	5,124	4,354	1,168	521	446	253	67	1,370	38	758	144	2,996
Buhl.....	34	14	436	304	66	45	40	31	10	(D)	...	(D)	24	236
Twin Falls.....	187	97	4,368	3,816	1,066	457	393	194	56	1,164	30	638	101	2,566
Remainder of County.....	28	12	320	234	36	19	13	28	1	(D)	8	(D)	19	194
Valley County.....	27	19	598	542	174	71	66	23	6	41	3	70	18	487
Washington County.....	43	21	666	568	176	86	68	46	18	260	3	86	22	320
Weiser.....	39	19	618	(D)	(D)	(D)	(D)	(D)	18	260	3	86	18	272
Remainder of County.....	4	2	48	(D)	(D)	(D)	(D)	(D)	4	48
Yellowstone National Park (part) ²

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹Pocatello is in Bannock and Power counties. ²Yellowstone National Park is in Idaho, Montana and Wyoming.

IDAHO (44 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business

SELECTED SERVICES

April 1956

Series: PS-1-13

ILLINOIS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

County and city	Total									Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	
Illinois, total.....	46,785	21,027	1,990,379	1,838,697	527,277	169,923	141,786	47,034	22,937	438,897	4,720	144,962	19,128	1,406,520	
Adams County.....	364	180	6,640	5,830	1,900	921	799	372	173	2,151	48	1,110	143	3,379	
Quincy.....	301	159	6,050	5,470	1,781	857	753	308	141	2,038	40	979	120	3,033	
Remainder of County.....	63	21	590	360	119	64	46	64	32	113	8	131	23	346	
Alexander County.....	99	47	1,497	1,245	330	217	181	95	42	446	11	135	46	916	
Cairo.....	81	41	1,190	1,032	281	183	147	77	35	425	9	(D)	37	(D)	
Remainder of County.....	18	6	307	213	49	34	34	18	7	21	2	(O)	9	(D)	
Bond County.....	86	24	526	310	65	57	44	83	50	287	11	70	25	169	
Creeville.....	48	12	320	184	44	37	27	49	35	202	3	22	10	96	
Remainder of County.....	38	12	206	126	21	20	17	34	15	85	8	48	15	73	
Boone County.....	77	31	1,064	848	185	72	54	84	30	397	14	225	33	442	
Belydere.....	66	24	864	660	153	58	45	74	28	(D)	12	(D)	26	295	
Remainder of County.....	11	7	200	188	32	14	9	10	2	(D)	2	(D)	7	147	
Brown County.....	42	18	442	260	44	27	22	42	19	203	8	145	15	94	
Bureau County.....	172	56	2,225	1,463	315	205	149	190	72	808	29	418	71	999	
Princeton.....	47	27	886	726	162	79	61	49	17	289	9	183	21	414	
Spring Valley.....	27	5	255	141	20	26	12	29	17	100	***	***	10	155	
Remainder of County.....	98	24	1,084	596	133	100	76	112	38	419	20	235	40	430	
Calhoun County.....	27	5	236	154	14	6	4	31	12	56	7	162	8	18	
Carroll County.....	88	36	755	549	157	118	73	88	41	264	15	144	32	347	
Savanna.....	24	18	326	308	87	61	43	22	15	148	2	(O)	7	(D)	
Remainder of County.....	64	18	429	241	70	57	30	66	26	116	13	(D)	25	(D)	
Cass County.....	89	33	914	648	181	104	75	98	41	366	7	120	41	428	
Beardstown.....	44	18	541	449	140	83	59	51	21	215	4	(O)	19	(D)	
Remainder of County.....	45	15	373	199	41	21	16	47	20	151	3	(D)	22	(D)	
Champaign County.....	524	264	15,507	14,045	4,388	1,819	1,525	516	227	7,829	61	937	236	6,741	
Champaign.....	278	148	10,382	9,692	3,084	1,230	1,031	269	125	5,929	30	449	123	4,004	
Rantoul.....	43	21	794	582	137	83	70	50	19	366	5	59	19	369	
Urbans.....	104	52	2,343	2,097	700	343	289	105	49	1,101	9	124	46	1,118	
Remainder of County.....	99	43	1,988	1,674	467	163	135	92	34	433	17	305	48	1,250	
Christian County.....	215	87	2,529	1,913	491	258	226	232	102	1,017	25	296	88	1,216	
Pana.....	63	23	666	466	93	58	49	75	34	273	8	105	21	288	
Taylorville.....	72	36	1,109	931	278	130	123	72	36	532	7	41	29	536	
Remainder of County.....	80	28	754	516	120	70	54	85	32	212	10	150	38	392	
Clark County.....	108	44	943	621	102	75	63	114	45	389	17	190	46	364	
Casey.....	34	18	315	199	44	32	26	33	13	93	6	54	15	168	
Marshall.....	36	12	277	183	29	25	20	42	15	134	6	48	15	95	
Remainder of County.....	38	14	351	239	29	18	17	39	17	162	5	88	16	101	
Clay County.....	92	28	774	532	104	55	46	88	43	248	20	216	29	310	
Flora.....	47	15	387	269	57	29	24	43	25	174	12	156	10	57	
Remainder of County.....	45	13	387	263	47	26	22	45	18	74	8	60	19	253	
Clinton County.....	72	34	807	647	130	86	62	74	26	186	10	163	36	458	
Carlyle.....	31	13	297	211	39	24	21	31	13	92	4	42	14	163	
Centralia (part) ¹	5	1	34	(O)	(D)	(D)	(D)	(D)	***	***	***	***	5	34	
Remainder of County.....	36	20	476	(D)	(D)	(D)	(D)	(D)	13	94	6	121	17	261	
Coles County.....	263	125	4,298	3,694	1,071	555	478	249	118	1,562	31	476	114	2,260	
Charleston.....	78	38	948	782	205	103	96	80	36	451	12	173	30	324	
Mattoon.....	151	73	2,858	2,484	748	404	337	138	73	1,031	15	215	63	1,612	
Remainder of County.....	34	14	492	428	118	48	45	31	9	80	4	88	21	324	
Cook County.....	25,102	12,018	1,584,064	1,498,026	424,189	125,876	105,482	24,902	12,983	298,094	1,950	95,579	10,169	1,190,391	
Arlington Heights.....	46	28	1,980	1,818	679	188	169	42	20	743	1	(O)	25	(D)	
Barrington (part) ²	21	9	543	457	205	65	59	27	11	457	1	(O)	9	(D)	
Bellwood.....	35	11	266	166	50	20	18	35	19	165	7	46	9	55	
Berkley.....	12	***	44	***	***	***	***	12	4	20	4	14	4	10	
Berwyn.....	248	88	5,001	3,995	1,333	486	391	265	145	2,726	22	366	81	1,909	
Blue Island.....	86	32	2,099	1,761	482	203	154	92	49	912	3	108	34	1,079	
Broadview.....	18	10	440	358	100	31	27	19	13	213	1	(O)	4	(D)	
Brookfield.....	56	22	901	671	273	72	55	58	31	326	5	106	20	469	
Calumet City.....	61	21	654	470	153	61	41	59	26	330	7	46	28	278	
Calumet Park.....	12	4	306	224	40	12	11	12	1	(O)	4	109	7	(D)	
Chicago.....	20,959	10,065	1,436,865	1,365,039	379,948	111,792	94,367	20,723	10,967	250,250	1,618	86,648	8,374	1,099,967	
Chicago Heights.....	142	56	3,116	2,734	776	254	225	149	81	1,456	19	425	42	1,235	
Cicero.....	292	116	11,167	10,041	3,254	939	809	314	178	4,312	23	440	91	6,415	
Des Plaines.....	93	45	5,721	5,343	1,110	306	254	92	33	652	6	395	54	4,674	
Dolton.....	27	11	713	625	232	50	44	29	8	57	4	100	15	556	
Elgin (part) ³	32	6	378	290	89	40	20	31	13	70	3	(O)	16	(D)	
Elmwood Park.....	50	26	1,387	1,171	405	130	118	45	36	597	***	***	14	790	
Evanston.....	504	244	17,710	16,178	5,881	1,939	1,753	511	297	8,127	34	1,372	173	8,211	
Evergreen Park.....	43	27	1,733	1,673	802	268	246	37	27	1,073	5	231	11	429	
Flossmoor.....	9	5	169	151	34	11	8	10	3	44	***	***	6	125	
Forest Park.....	92	34	2,023	1,643	726	262	184	95	49	794	12	266	31	963	
Franklin Park.....	53	23	2,251	2,019	801	231	193	55	15	364	5	100	33	1,787	
Clenceo.....	17	11	1,025	943	424	78	68	24	11	234	***	***	6	791	
Clenview.....	36	22	1,482	1,378	525	152	134	34	12	455	2	(D)	22	(D)	
Harvey.....	105	49	1,777	1,473	443	214	147	97	53	724	5	103	47	950	
Hazel Crest.....	6	4	300	(D)	92	17	15	6	3	24	2	(O)	1	(D)	
Hillside.....	11	3	239	161	41	7	5	11	5	53	***	***	7	186	
Hinsdale (part) ⁴	7	1	217	(D)	(D)	(O)	(O)	(D)	***	***	***	***	7	217	
Homewood.....	32	18	986	882	253	87	61	30	17	244	1	(O)	14	(D)	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹Centralia is in Clinton and Marion counties. ²Barrington is in Cook and Lake counties. ³Elgin is in Cook and Kane counties. ⁴Hinsdale is in Cook and Du Page counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all estab- lishments (\$1,000)	Estab- lish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Cook County—Con.														
Kenilworth.....	13	9	1,265	1,235	219	51	48	12	6	131	1	(D)	6	(D)
La Grange.....	97	49	3,528	3,236	1,070	381	330	102	49	1,892	2	(D)	46	(D)
La Grange Park.....	16	8	590	572	260	534	48	15	8	268	1	(D)	7	(D)
Lansing.....	33	19	785	682	187	115	85	35	12	272	3	(D)	18	(D)
Lemont.....	17	5	280	248	79	28	24	16	6	44	1	(D)	10	(D)
Lincolnwood.....	15	9	1,241	1,207	377	74	64	13	4	124	11	1,117
Lyons.....	31	23	731	689	271	77	54	30	5	173	10	166	16	392
Markham.....	4	2	31	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
Maywood.....	117	53	2,874	2,452	882	338	255	125	70	1,451	16	305	31	988
Melrose Park.....	52	28	1,144	990	258	86	64	46	19	334	7	201	26	609
Midlothian.....	9	3	63	45	11	2	2	9	7	(D)	2	(D)
Morton Grove.....	40	16	971	839	272	76	49	41	11	184	4	114	25	673
Mount Prospect.....	23	13	516	496	143	40	32	24	11	182	2	(D)	10	(D)
Niles.....	35	11	2,563	2,461	875	268	216	31	16	(D)	2	(D)	17	1,717
Norridge.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Northbrook.....	20	12	1,222	1,154	545	159	137	19	4	290	1	(D)	15	(D)
North Lake.....	13	5	90	56	12	17	7	14	7	75	6	15
North Riverside.....	7	5	659	(D)	(D)	(D)	(D)	(D)	3	68	4	(D)
Oak Lawn.....	77	33	2,407	2,113	613	196	153	87	32	780	8	121	37	1,506
Oak Park.....	342	198	13,247	12,019	4,940	1,777	1,298	334	196	5,654	35	1,188	111	6,405
Palatine.....	35	13	681	415	108	51	47	40	14	214	21	467
Park Forest.....	19	7	550	456	170	87	65	20	5	158	1	(D)	13	(D)
Park Ridge.....	70	42	2,108	1,996	787	253	228	67	31	1,391	39	717
Phoenix.....	6	2	53	(D)	(D)	(D)	(D)	(D)	4	47	2	(D)
Riverdale.....	12	6	380	364	127	35	25	12	7	35	5	345
River Forest.....	20	14	1,165	1,073	502	152	141	28	21	816	2	(D)	7	(D)
River Grove.....	22	10	663	611	214	68	59	23	8	118	5	83	9	462
Riverside.....	26	18	773	643	261	87	78	36	16	421	4	115	16	237
Robbins.....	8	2	85	(D)	(D)	(D)	(D)	(D)	6	(D)	2	(D)
Skokie.....	86	44	3,330	3,070	1,090	330	285	83	31	1,044	2	(D)	53	2,135
South Holland.....	14	8	307	277	101	29	25	15	5	49	2	(D)	7	(D)
Steger (part) ⁵	11	5	217	149	47	14	13	11	5	116	6	101
Stickney.....	5	3	(D)	(D)	(D)	(D)	(D)	(D)	3	(D)	2	(D)
Summit.....	38	22	828	730	201	105	78	40	20	436	4	162	14	230
Tinley Park.....	10	6	217	201	73	21	15	9	7	(D)	3	(D)
Westchester.....	13	5	106	50	13	12	3	15	6	57	1	(D)	6	(D)
Western Springs.....	26	14	479	427	152	47	45	22	8	246	3	(D)	15	(D)
Wilmette.....	123	59	6,442	5,442	1,541	400	334	129	58	1,158	7	305	58	4,579
Winnetka.....	61	35	1,598	1,476	693	199	180	58	31	1,195	30	403
Remainder of County.....	409	209	25,231	23,805	6,957	1,686	1,286	377	102	2,018	32	868	275	22,345
Crawford County.....	101	37	1,370	1,094	301	143	126	113	42	463	21	311	38	596
Robinson.....	54	18	717	527	138	81	69	60	19	197	9	116	26	404
Remainder of County.....	47	19	653	567	163	62	57	53	23	266	12	195	12	192
Cumberland County.....	52	16	403	211	27	14	5	55	16	109	8	71	28	223
De Kalb County.....	253	77	3,347	2,241	637	269	224	262	127	1,417	28	587	98	1,343
De Kalb.....	97	35	1,573	1,267	389	144	121	108	53	818	5	45	39	710
Sandwich.....	38	10	443	239	63	29	28	42	23	244	3	80	12	119
Sycamore.....	43	13	486	348	91	56	42	41	24	235	7	52	12	199
Remainder of County.....	75	19	845	387	94	40	33	71	27	120	13	410	35	315
De Witt County.....	105	45	1,103	853	167	96	75	171	46	461	11	119	48	523
Clinton.....	59	21	620	474	97	60	43	61	35	331	2	(D)	22	(D)
Remainder of County.....	46	24	483	379	70	36	32	50	11	130	9	(D)	26	(D)
Douglas County.....	120	50	1,329	1,031	264	138	107	139	48	562	19	225	53	542
Tuscola.....	40	18	516	418	95	42	38	43	14	185	8	92	18	239
Remainder of County.....	80	32	813	613	169	96	69	96	34	377	11	133	35	303
Du Page County.....	650	296	19,162	16,852	5,483	1,962	1,502	664	307	5,368	41	669	302	13,125
Sensenville.....	33	11	585	487	162	55	47	35	18	300	2	(D)	13	(D)
Clarendon Hills.....	7	5	483	(D)	(D)	(D)	(D)	(D)	2	(D)	5	(D)
Downers Grove.....	55	27	1,093	967	274	275	262	58	29	353	2	(D)	24	(D)
Elmhurst.....	117	53	2,439	1,857	571	223	192	128	56	1,259	10	63	51	1,117
Clen Ellyn.....	48	22	1,227	1,051	346	121	75	48	24	456	24	771
Hinsdale (part) ⁴	55	27	1,450	1,198	523	172	120	46	24	603	1	(D)	30	(D)
Lombard.....	43	17	663	529	163	77	49	42	26	384	2	(D)	15	(D)
Naperville.....	49	19	569	433	113	82	32	50	30	313	5	61	14	195
Villa Park.....	32	22	894	822	306	133	83	30	15	371	2	(D)	15	(D)
West Chicago.....	26	6	352	234	77	59	53	25	15	(D)	1	(D)	10	150
Westmont.....	25	9	223	(D)	(D)	(D)	(D)	(D)	18	140	1	(D)	6	(D)
Wheaton.....	67	29	3,971	3,695	859	189	182	65	27	586	6	176	34	3,209
Remainder of County.....	93	49	5,213	4,963	1,887	518	356	99	23	426	9	179	61	4,608
Edgar County.....	125	63	1,505	1,239	310	164	128	120	48	535	14	132	63	838
Paris.....	84	48	1,183	1,003	278	147	116	80	30	432	10	(D)	44	(D)
Remainder of County.....	41	15	322	236	32	17	12	40	18	103	4	(D)	19	(D)
Edwarda County.....	51	19	386	304	60	32	30	54	29	149	6	60	16	177
Effingham County.....	123	67	1,914	1,660	387	214	191	127	47	471	17	225	59	1,218
Effingham.....	69	47	1,423	1,335	320	171	154	72	25	381	6	106	38	936
Remainder of County.....	54	20	491	325	67	43	37	55	22	90	11	119	21	282
Fayette County.....	145	61	1,472	1,124	253	161	128	152	62	504	24	260	59	708
Vandalia.....	69	29	856	682	177	114	97	75	35	339	14	128	20	391
Remainder of County.....	76	32	614	442	76	47	31	77	27	165	10	132	39	317
Ford County.....	96	38	1,112	750	177	111	90	110	34	344	19	207	43	561
Cibson City.....	76	16	505	333	65	40	30	38	13	174	4	51	19	280
Paxton.....	36	14	421	279	90	58	50	44	14	130	8	81	14	210
Remainder of County.....	24	8	186	138	22	13	10	28	7	40	7	75	10	71

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

⁴Hinsdale is in Cook and Du Page counties. ⁵Steger is in Cook and Will counties.

Establishments, Receipts, Payroll, and Personnel.

County and city	Total									Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments	Receipts	Estab- lish- ments	Receipts	Estab- lish- ments	Receipts	
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)		
Franklin County.....	222	78	2,147	1,595	480	239	191	213	110	875	30	231	82	1	
Benton.....	69	23	749	559	184	99	81	66	38	350	8	74	23		
Christopher.....	29	9	218	130	36	26	16	28	17	123	12		
West Frankfort.....	64	28	739	591	171	82	68	60	36	270	8	64	20		
Zeigler.....	14	4	111	71	8	5	5	15	2	(0)	5	43	7	(D)	
Remainder of County.....	46	14	330	244	81	27	21	44	17	(D)	9	50	20	(D)	
Fulton County.....	214	70	2,393	1,817	518	275	233	221	103	988	20	303	91	1,102	
Canton.....	96	38	1,417	1,155	418	224	204	98	44	624	11	146	41	647	
Farmington.....	15	7	200	158	31	19	10	15	8	133	7	67	
Lewistown.....	24	10	184	126	22	14	5	23	11	62	5	(D)	8	(D)	
Remainder of County.....	79	15	592	378	47	18	14	85	40	169	4	(0)	35	(D)	
Gallatin County.....	29	7	231	87	16	15	14	29	14	123	3	27	12	81	
Greene County.....	100	24	679	405	64	47	34	97	49	233	12	188	39	258	
White Hall.....	30	6	187	85	12	10	9	27	13	67	6	38	11	82	
Remainder of County.....	70	18	492	320	52	37	25	70	36	166	6	150	28	176	
Grundy County.....	99	37	1,611	1,277	216	120	68	110	45	569	20	586	34	456	
Morris.....	64	22	834	608	120	79	36	79	34	445	13	(D)	17	(D)	
Remainder of County.....	35	15	777	669	96	41	32	31	11	124	7	(0)	17	(D)	
Hamilton County.....	65	17	463	213	46	42	27	73	23	198	13	87	29	178	
McLeansboro.....	51	15	387	(D)	(D)	(D)	(D)	(D)	20	(D)	7	59	24	(D)	
Remainder of County.....	14	2	76	(0)	(0)	(0)	(0)	(0)	3	(0)	6	28	5	(D)	
Hancock County.....	129	49	967	633	121	81	46	136	67	483	15	146	47	338	
Carthage.....	24	14	273	211	37	30	18	27	15	171	1	(0)	8	(D)	
Remainder of County.....	105	35	694	422	84	51	28	109	52	312	14	(D)	39	(D)	
Hardin County.....	37	11	229	141	24	15	12	39	23	104	6	30	8	95	
Henderson County.....	47	11	375	229	32	18	18	45	13	63	7	105	27	207	
Henry County.....	267	89	3,119	2,231	634	405	328	285	138	1,339	32	438	97	1,342	
Galva.....	27	9	222	168	39	32	30	29	18	152	4	31	5	39	
Geneseo.....	45	19	477	339	98	57	48	44	22	233	7	74	16	170	
Kewanee.....	108	38	1,664	1,300	403	240	209	122	59	701	17	194	32	769	
Remainder of County.....	87	23	756	424	94	76	41	90	39	253	4	139	44	364	
Iroquois County.....	156	50	1,445	949	221	123	91	155	72	488	18	178	66	779	
Watseka.....	41	15	441	305	83	48	38	43	21	145	7	65	13	231	
Remainder of County.....	115	35	1,004	644	138	75	53	112	51	343	11	113	53	548	
Jackson County.....	176	76	2,887	2,453	707	350	301	170	82	1,441	27	316	67	1,130	
Carbondale.....	84	38	1,607	1,607	469	235	210	83	46	1,158	7	170	31	501	
Murphysboro.....	62	28	730	598	171	84	66	61	25	259	12	90	25	381	
Remainder of County.....	30	10	328	248	67	31	25	26	11	24	8	56	11	248	
Jasper County.....	46	14	385	(D)	(D)	(D)	(D)	(D)	18	183	10	100	18	102	
Newton.....	31	13	317	195	41	13	13	33	14	173	5	76	12	68	
Remainder of County.....	15	1	68	(0)	(0)	(0)	(0)	(0)	4	10	5	24	6	34	
Jefferson County.....	174	78	3,473	3,051	898	349	324	166	82	890	19	192	73	2,391	
Mt. Vernon.....	131	63	2,952	2,688	798	309	288	129	67	851	13	118	51	1,983	
Remainder of County.....	43	15	521	363	100	40	36	37	15	39	6	74	22	408	
Jersey County.....	49	13	597	443	128	112	68	57	22	100	5	(0)	22	(D)	
Jerseyville.....	34	10	333	(D)	(D)	(D)	(D)	(D)	18	94	5	(0)	11	(D)	
Remainder of County.....	15	3	264	(0)	(0)	(0)	(0)	(0)	4	6	11	258	
Jo Daviess County.....	110	32	1,022	628	126	80	36	114	50	328	13	140	47	554	
Galena.....	34	10	452	302	59	36	22	37	17	130	4	30	13	292	
Remainder of County.....	76	22	570	326	67	44	14	77	33	198	9	110	34	262	
Johnson County.....	23	11	257	209	38	27	21	24	15	87	2	(0)	6	(D)	
Kane County.....	751	337	20,081	17,867	5,918	2,067	1,737	766	363	7,290	86	1,643	302	11,148	
Aurora.....	329	153	8,977	8,045	2,675	996	844	320	159	3,181	50	884	120	4,912	
Satevia.....	32	8	407	249	57	37	17	34	15	183	3	31	14	193	
Elgin (part) ³	216	108	4,669	4,227	1,300	486	430	218	109	2,019	20	450	87	2,200	
Geneva.....	35	17	759	665	234	75	58	37	22	367	1	(0)	12	(D)	
St. Charles.....	43	17	1,685	1,561	763	231	204	46	26	991	2	(0)	15	(D)	
Remainder of County.....	96	34	3,584	3,120	889	242	184	111	32	549	10	171	54	2,864	
Kankakee County.....	351	143	8,095	7,045	1,805	804	665	348	158	2,543	52	2,042	141	3,510	
Bradley.....	25	9	353	275	88	42	34	28	7	132	8	48	10	173	
Kankakee.....	213	99	6,507	5,837	1,530	676	562	204	99	2,111	25	1,785	89	2,611	
Mokenca.....	30	6	227	143	22	19	18	33	19	95	4	28	7	104	
Remainder of County.....	83	29	1,008	790	165	67	51	83	33	205	15	181	35	622	
Kendall County.....	48	20	487	277	75	38	21	42	19	133	9	142	20	212	
Knox County.....	322	126	5,507	4,607	1,277	638	565	343	139	1,968	38	524	145	3,015	
Abingdon.....	21	5	231	165	26	15	12	26	12	74	4	16	5	141	
Galesburg.....	223	97	4,338	3,754	1,116	566	519	236	102	1,721	17	282	104	2,335	
Remainder of County.....	78	24	938	688	135	57	34	81	25	173	17	226	36	539	
Lake County.....	977	443	27,671	23,741	7,821	2,814	2,215	1,023	403	8,916	86	1,795	488	16,960	
Barrington (part) ²	21	9	308	258	42	17	9	20	7	67	3	(0)	11	(D)	
Deerfield.....	27	9	790	536	159	53	53	27	14	457	13	333	
Grayslake.....	17	7	407	325	60	16	10	21	8	142	9	265	
Highland Park.....	104	58	4,541	4,181	1,557	557	431	109	47	1,374	3	163	54	3,004	
Highwood.....	32	8	1,152	880	429	171	161	43	15	808	3	54	14	290	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

²Barrington is in Cook and Lake counties. ³Elgin is in Cook and Kane counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	
					(Number)			(Number)							(Number)
Lake County—Con.															
Lake Forest.....	62	28	2,000	1,780	652	204	151	60	31	569	5	96	26	1,335	
Libertyville.....	40	22	1,131	1,049	317	111	82	41	17	470	6	105	17	556	
Mundelein.....	20	10	227	189	48	25	12	23	8	51	1	(D)	11	(D)	
North Chicago.....	47	21	1,151	921	236	119	105	49	18	556	5	47	24	548	
Waukegan.....	260	134	8,845	8,001	2,666	924	781	280	122	2,732	25	737	113	5,376	
Zion.....	45	21	993	779	303	135	111	49	24	475	1	(D)	20	(D)	
Remainder of County.....	302	116	6,126	4,842	1,352	482	309	301	92	1,215	34	462	176	4,449	
La Salle County.....	556	210	9,619	7,191	2,008	1,037	847	576	287	3,728	54	938	215	4,953	
La Salle.....	80	34	1,816	1,484	501	247	215	79	47	822	6	93	27	901	
Mareilles.....	21	5	184	98	24	18	14	21	12	86	2	(D)	7	(D)	
Mendota.....	55	15	946	712	130	46	44	50	40	421	5	98	10	427	
Ogleby.....	16	6	253	199	57	20	15	18	13	139	...	(D)	3	(D)	
Ottawa.....	113	55	2,308	1,794	558	288	243	121	59	880	15	405	39	1,023	
Peru.....	53	19	815	587	150	84	75	57	27	537	3	43	23	235	
Streator (part) ⁵	125	45	1,790	1,228	316	197	150	141	64	752	19	210	42	828	
Remainder of County.....	93	31	1,507	1,089	272	137	91	89	25	91	4	(D)	64	(D)	
Lawrence County.....	111	43	1,147	867	181	106	96	113	58	493	17	207	36	447	
Lawrenceville.....	63	25	739	603	133	73	69	65	34	327	7	123	22	289	
Remainder of County.....	48	18	408	264	48	33	27	48	24	166	10	84	14	158	
Lee County.....	173	69	2,728	2,086	514	256	215	166	80	784	25	359	68	1,585	
Dixon.....	98	48	1,886	1,564	373	196	165	94	51	618	15	262	32	1,006	
Remainder of County.....	75	21	842	522	141	60	50	72	29	166	10	97	36	579	
Livingston County.....	204	82	2,939	2,241	563	268	243	214	88	1,228	34	694	82	1,017	
Dwight.....	29	11	401	203	56	33	32	34	9	70	6	122	14	209	
Pontiac.....	76	36	1,142	994	269	116	105	79	35	534	11	151	30	457	
Streator (part) ⁶	7	5	343	(D)	(D)	(D)	(D)	(D)	4	(D)	1	(D)	2	(D)	
Remainder of County.....	92	30	1,053	(D)	(D)	(D)	(D)	(D)	40	(D)	16	(D)	36	(D)	
Logan County.....	132	60	2,125	1,867	455	205	143	141	64	795	20	460	48	870	
Lincoln.....	80	42	1,775	1,621	406	176	127	85	41	639	14	417	25	719	
Remainder of County.....	52	18	350	246	49	29	16	56	23	156	6	43	23	151	
McDonough County.....	177	65	2,539	2,051	505	292	245	181	79	820	30	451	68	1,268	
Bushnell.....	45	11	399	211	41	28	19	50	23	185	7	32	15	182	
Macomb.....	73	39	1,580	1,452	410	229	201	75	38	570	9	207	26	803	
Remainder of County.....	59	15	560	388	54	35	25	56	18	65	14	212	27	283	
McHenry County.....	337	135	5,316	4,100	1,162	409	327	361	129	1,661	39	806	169	2,849	
Crystal Lake.....	43	21	856	754	212	70	58	44	19	291	2	(D)	22	(D)	
Harvard.....	35	11	703	453	173	63	48	44	10	341	6	56	19	306	
Marengo.....	30	10	262	140	31	14	11	32	15	131	1	(D)	14	(D)	
Woodstock.....	59	31	991	845	250	89	73	62	26	342	11	126	22	523	
Remainder of County.....	170	62	2,504	1,908	496	173	137	179	59	556	19	506	92	1,442	
McLean County.....	394	186	10,592	9,630	2,630	1,047	911	379	161	2,611	43	807	190	7,174	
Bloomington.....	227	129	8,607	8,191	2,227	872	764	219	95	2,004	23	541	109	6,062	
Normal.....	31	13	576	504	154	76	65	29	19	326	1	(D)	11	(D)	
Remainder of County.....	136	44	1,409	935	249	99	82	131	47	281	19	(D)	70	(D)	
Macon County.....	550	264	13,386	12,128	4,285	1,878	1,647	534	217	5,132	83	1,644	250	4,608	
Decatur.....	465	221	11,798	10,760	3,910	1,698	1,518	456	196	4,843	66	1,347	203	5,608	
Remainder of County.....	85	43	1,588	1,368	375	180	129	78	21	289	17	299	47	1,000	
Macoupin County.....	217	73	2,025	1,343	267	173	135	235	124	827	22	277	71	921	
Carlinville.....	41	13	331	217	50	27	22	40	23	137	4	(D)	14	(D)	
Gillespie.....	34	14	388	318	65	38	34	40	18	157	3	38	13	193	
Staunton.....	33	9	288	174	27	14	11	42	21	102	1	(D)	11	(D)	
Virden.....	15	7	168	146	31	20	7	18	10	102	2	(D)	3	(D)	
Remainder of County.....	94	30	850	488	94	74	61	95	52	329	12	98	30	423	
Madison County.....	876	378	16,713	14,057	4,133	1,629	1,369	900	442	5,882	108	1,953	326	8,878	
Alton.....	226	110	5,148	4,340	1,479	620	576	229	123	2,282	28	502	75	2,364	
Collinsville (part) ⁷	70	26	1,014	820	180	74	67	73	33	493	7	229	30	292	
Eat Alton.....	49	17	470	344	130	67	47	49	30	287	5	59	14	124	
Edwardsville.....	66	24	1,091	939	262	100	89	65	32	376	4	(D)	30	(D)	
Granite City.....	159	73	2,596	2,072	689	308	220	161	79	1,098	17	402	63	1,096	
Highland.....	43	17	556	386	103	51	38	49	12	161	5	112	26	283	
Madison.....	50	22	964	834	277	130	105	53	30	548	13	135	7	281	
Venice.....	10	2	64	(D)	(D)	(D)	(D)	(D)	3	23	2	(D)	5	(D)	
Wood River.....	55	21	818	696	210	85	72	56	37	274	3	91	15	453	
Remainder of County.....	148	64	3,992	(D)	(D)	(D)	(D)	(D)	63	340	24	395	61	3,257	
Marion County.....	269	113	4,089	3,417	989	407	355	281	139	1,340	32	511	98	2,238	
Centralia (part) ¹	144	68	2,513	2,177	614	260	222	151	76	849	15	222	53	1,442	
Salem.....	52	24	953	843	285	112	104	58	34	345	5	126	13	482	
Remainder of County.....	73	21	623	397	90	35	29	72	29	146	12	163	32	314	
Marshall County.....	78	20	816	492	98	51	39	80	37	326	7	138	34	352	
Mason County.....	85	33	718	532	106	68	54	84	45	276	9	120	31	322	
Havana.....	40	20	384	314	73	42	38	37	21	162	1	(D)	18	(D)	
Remainder of County.....	45	13	334	218	33	26	16	47	24	114	8	(D)	13	(D)	
Massac County.....	71	27	927	761	195	100	63	75	34	335	8	103	29	489	
Metropolis.....	55	19	646	516	155	80	54	63	31	319	8	103	16	224	
Remainder of County.....	16	8	281	245	40	20	9	12	3	16	13	265	
Mensrd County.....	50	18	568	498	106	87	44	49	29	184	7	52	14	332	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Centralia is in Clinton and Marion counties.⁶Streator is in La Salle and Livingston counties.⁷Collinsville is in Madison and St. Clair counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Mercer County.....	69	25	722	510	123	57	43	70	28	339	9	137	32	246
Aledo.....	29	13	378	312	71	34	27	27	14	271	2	(D)	13	(D)
Remainder of County.....	40	12	344	198	52	23	16	43	14	68	7	(D)	19	(D)
Monroe County.....	52	20	429	305	68	51	39	52	19	111	6	129	27	189
Waterloo.....	29	11	313	223	40	28	24	32	11	69	4	(D)	14	(D)
Remainder of County.....	23	9	116	82	28	23	15	20	8	42	2	(D)	13	(D)
Montgomery County.....	193	57	2,041	1,331	333	209	188	211	107	1,021	27	337	59	683
Hillsboro.....	51	13	523	325	76	55	54	60	32	249	5	36	14	238
Litchfield.....	65	23	873	573	180	91	80	75	41	533	9	139	15	201
Nokomis.....	24	6	172	106	21	10	9	25	13	120	4	(D)	7	(D)
Remainder of County.....	53	15	473	327	56	53	45	51	21	119	9	(D)	23	(D)
Morgan County.....	188	74	3,728	3,020	846	433	395	189	92	1,285	26	377	70	2,066
Jacksonville.....	141	61	3,260	2,674	789	405	371	145	75	1,176	22	348	44	1,736
Remainder of County.....	47	13	468	346	57	28	24	44	17	109	4	29	26	330
Moultrie County.....	80	24	768	498	116	54	46	84	38	276	9	126	33	366
Sullivan.....	39	15	392	316	62	39	31	41	20	167	6	(D)	13	(D)
Remainder of County.....	41	9	376	182	54	15	15	43	18	109	3	(D)	20	(D)
Ogle County.....	170	58	2,265	1,605	392	178	133	176	74	711	26	227	70	1,327
Mt. Morris.....	22	12	354	322	49	29	22	20	12	150	6	46	4	158
Oregon.....	34	12	564	466	132	51	44	36	15	135	3	30	16	399
Rochelle.....	44	16	668	452	138	61	40	45	20	249	2	(D)	22	(D)
Remainder of County.....	70	18	679	365	73	37	27	75	27	177	15	(D)	28	(D)
Peoria County.....	889	499	27,926	26,014	8,512	3,349	2,740	838	404	8,142	107	2,974	378	16,810
Chillicothe.....	36	18	432	348	96	51	35	34	17	154	***	***	19	278
Peoria.....	717	419	25,590	24,152	7,930	3,118	2,589	676	333	7,461	84	2,742	300	15,387
Peoria Heights.....	19	9	198	142	46	24	14	17	8	85	2	(D)	9	(D)
Remainder of County.....	117	53	1,706	1,372	440	156	102	111	46	442	21	(D)	50	(D)
Perry County.....	107	43	1,533	1,091	203	120	94	116	49	529	10	91	48	913
Du Quoin.....	53	25	1,010	840	148	87	68	58	24	360	3	9	26	641
Piokauneville.....	40	10	343	123	28	21	19	45	22	162	5	(D)	13	(D)
Remainder of County.....	14	8	180	128	27	12	7	13	3	7	2	(D)	9	(D)
Piatt County.....	65	19	475	283	51	27	24	63	32	234	7	68	26	173
Monticello.....	27	9	214	166	34	18	16	25	12	95	4	16	11	103
Remainder of County.....	38	10	261	117	17	9	8	38	20	139	3	52	15	70
Pike County.....	114	38	1,110	728	103	58	51	120	58	347	17	331	39	432
Pittsfield.....	42	20	654	530	81	41	35	48	24	177	4	195	14	282
Remainder of County.....	72	18	456	198	22	17	16	72	34	170	13	136	25	150
Pope County.....	18	2	136	(D)	(D)	(D)	(D)	(D)	9	(D)	2	(D)	7	70
Pulaski County.....	39	11	489	337	59	46	42	41	22	148	5	55	12	286
Putnam County.....	10	4	99	83	9	11	2	12	7	51	1	(D)	2	(D)
Randolph County.....	114	36	1,032	706	193	144	107	115	57	408	13	141	44	483
Chester.....	24	14	346	294	80	62	55	23	14	139	3	31	7	176
Sparta.....	30	10	319	243	75	55	35	32	19	184	***	***	11	135
Remainder of County.....	60	12	367	169	38	27	17	60	24	85	10	110	26	172
Richland County.....	113	39	1,175	955	216	100	92	118	55	493	17	154	41	528
Olney.....	92	34	1,046	872	197	97	89	99	50	475	12	137	30	434
Remainder of County.....	21	5	129	83	19	3	3	19	5	18	5	17	11	94
Rock Island County.....	640	306	13,520	11,480	3,997	1,733	1,420	667	300	5,427	77	1,216	263	6,877
East Moline.....	51	23	974	856	316	158	110	52	31	489	4	(D)	16	(D)
Moline.....	253	131	5,740	5,036	1,870	727	634	265	134	2,308	23	423	96	3,009
Rock Island.....	269	127	5,846	4,886	1,649	801	637	278	120	2,433	34	498	115	2,915
Silvis.....	15	9	263	193	40	14	10	18	7	107	2	(D)	6	(D)
Remainder of County.....	52	16	697	509	122	33	29	54	8	90	14	122	30	485
St. Clair County.....	947	415	19,055	16,221	5,642	2,169	1,729	922	444	6,907	130	2,494	373	9,654
Alorton.....	3	3	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	***	***	2	(D)
Belleleville.....	240	106	4,531	3,755	1,254	530	414	225	100	1,498	39	685	101	2,348
Brooklyn.....	***	***	***	***	***	***	***	***	***	***	***	***	***	***
Collinsville (part).....	6	2	(D)	(D)	(D)	(D)	(D)	(D)	4	(D)	***	***	2	(D)
East St. Louis.....	447	211	9,637	8,435	3,233	1,274	1,022	431	215	4,129	66	1,440	166	4,068
Maacoutah.....	26	10	264	188	60	28	22	23	16	116	1	(D)	9	(D)
O'Fallon.....	28	12	348	184	37	26	12	30	20	198	1	(D)	7	(D)
Washington Park.....	4	4	35	35	4	5	2	3	1	(D)	1	(D)	2	(D)
Remainder of County.....	193	67	2,499	1,889	648	273	235	202	87	934	22	330	84	1,235
Saline County.....	191	77	1,982	1,436	332	184	163	193	99	825	24	283	68	874
Eldorado.....	51	17	472	250	63	35	30	57	30	259	7	41	14	172
Harrisburg.....	99	43	954	764	186	93	89	99	50	429	10	96	39	429
Remainder of County.....	41	17	556	422	83	56	44	37	19	137	7	146	15	273
Sangamon County.....	830	386	21,896	19,578	6,403	2,734	2,394	843	337	6,198	114	3,363	379	12,335
Springfield.....	660	322	19,763	17,999	6,063	2,555	2,247	666	291	5,861	85	2,978	284	10,924
Remainder of County.....	170	64	2,133	1,579	340	179	147	177	46	337	29	385	95	1,411
Schuyler County.....	47	13	388	192	33	24	18	46	19	172	5	77	23	139
Rushville.....	37	13	358	192	33	24	18	37	17	(D)	5	77	15	(D)
Remainder of County.....	10	***	30	***	***	***	***	10	2	(D)	***	***	8	(D)
Scott County.....	39	9	247	105	15	13	11	43	16	111	4	38	19	98

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

7Collinsville is in Madison and St. Clair counties.

Establishments, Receipts, Payroll, and Personnel

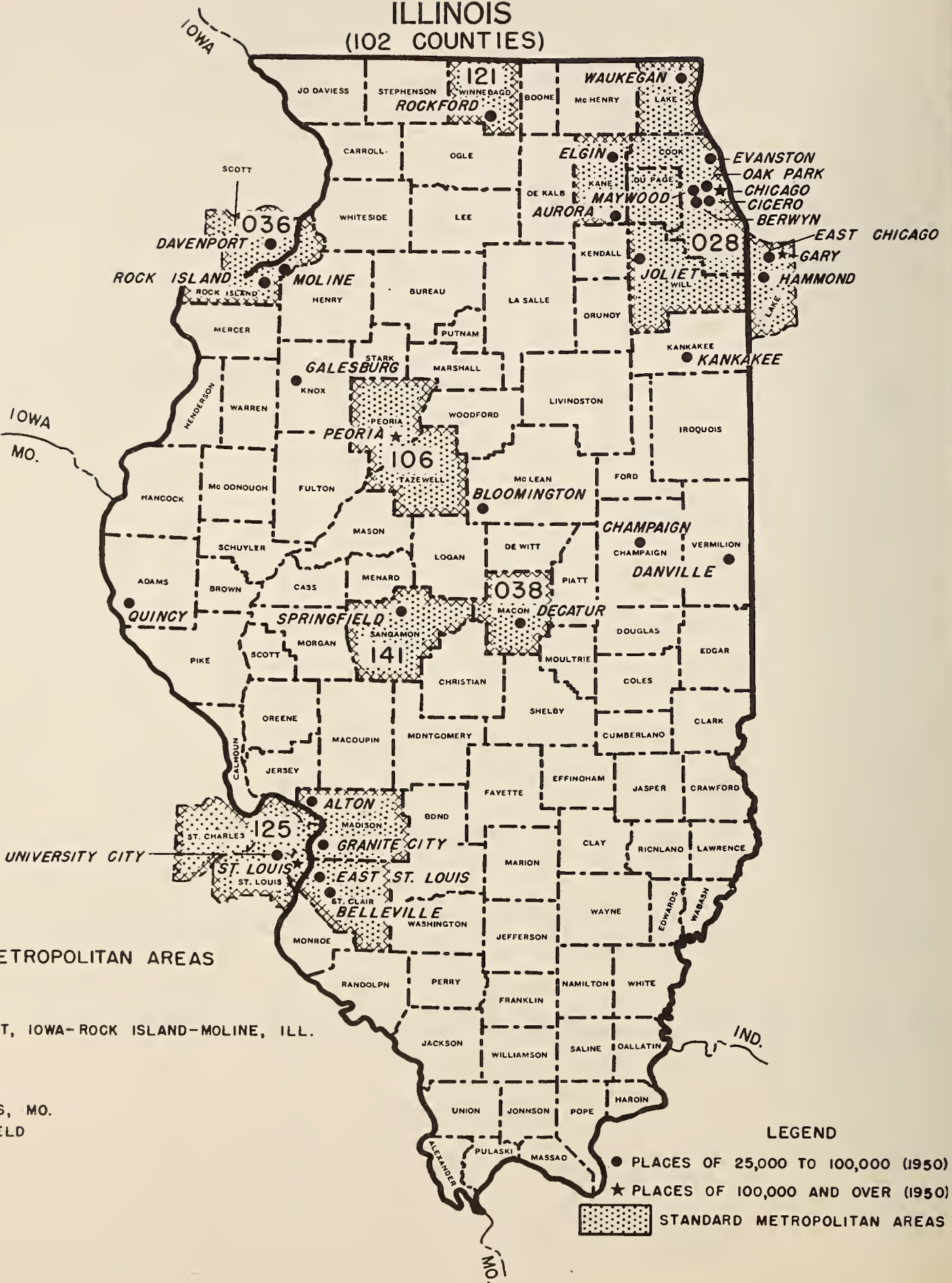
County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
					(Number)			(Number)						
Shelby County.....	120	40	900	626	121	76	55	119	61	343	15	198	44	359
Shelbyville.....	49	19	419	307	66	44	37	45	17	178	2	(D)	30	(D)
Remainder of County.....	71	21	481	319	55	32	18	74	44	165	13	(D)	14	(D)
Stark County.....	41	13	323	175	30	26	19	46	17	119	8	97	16	107
Stephenson County.....	194	86	3,803	3,173	910	381	317	203	83	1,421	29	734	82	1,648
Freeport.....	144	68	3,265	2,833	832	342	289	151	63	1,316	15	528	66	1,421
Remainder of County.....	50	18	538	340	78	39	28	52	20	105	14	206	16	227
Tazewell County.....	374	132	4,325	3,241	868	471	377	369	184	1,666	37	800	153	1,859
Crevecoeur.....	16	6	173	139	28	17	6	13	6	36	2	(D)	8	(D)
East Peoria.....	78	26	872	586	177	87	62	77	34	335	9	119	35	418
Morton.....	29	9	311	243	52	34	31	31	20	175	1	(D)	8	(D)
Pekin.....	141	57	2,024	1,728	502	245	206	140	73	725	14	513	54	786
Washington.....	40	10	309	129	36	39	36	42	17	181	7	37	16	91
Remainder of County.....	70	24	636	416	73	49	36	66	34	214	4	84	32	338
Union County.....	102	34	1,045	697	176	120	90	111	53	449	14	136	35	460
Anna.....	54	24	633	473	134	76	68	59	29	327	6	49	19	257
Remainder of County.....	48	10	412	224	42	44	22	52	24	122	8	87	16	203
Vermilion County.....	519	209	8,748	7,284	2,441	1,143	989	517	248	3,572	80	951	191	4,225
Danville.....	307	141	6,642	5,896	2,095	965	854	290	150	2,846	41	432	116	3,364
Georgetown.....	13	5	165	97	25	12	12	15	7	134	2	(D)	4	(D)
Hoopston.....	54	24	639	515	131	80	53	57	27	236	10	199	17	204
Westville.....	13	7	132	102	37	19	17	15	9	72	1	(D)	3	(D)
Remainder of County.....	132	32	1,170	674	153	67	53	140	55	284	26	300	51	586
Wabash County.....	83	33	1,293	1,023	281	94	84	84	30	395	12	90	41	808
Mount Carmel.....	76	30	1,175	(D)	(D)	(D)	(D)	(D)	30	395	11	(D)	29	(D)
Remainder of County.....	13	3	118	(D)	(D)	(D)	(D)	(D)	1	(D)	12	(D)
Warren County.....	127	37	1,435	887	225	131	103	138	66	637	18	223	43	575
Monmouth.....	82	28	1,079	767	202	115	92	88	43	449	13	195	26	435
Remainder of County.....	45	9	356	120	23	16	11	50	23	188	5	28	17	140
Washington County.....	74	22	525	339	66	51	43	76	34	145	13	229	27	151
Wayne County.....	113	43	1,824	1,442	208	98	82	120	46	473	18	215	49	1,186
Fairfield.....	58	28	702	522	115	55	53	65	24	279	11	154	23	269
Remainder of County.....	55	15	1,122	920	93	43	29	55	22	144	7	61	26	917
White County.....	109	48	1,294	1,106	256	110	94	122	58	486	18	310	32	498
Carmi.....	47	25	747	665	175	79	65	56	28	324	6	91	13	332
Remainder of County.....	61	23	547	441	81	31	29	66	30	162	12	219	19	166
Whiteside County.....	229	103	3,973	3,235	845	402	318	249	100	1,271	29	686	100	2,016
Fulton.....	21	5	209	75	17	9	7	23	9	62	3	53	9	94
Morrison.....	29	15	314	238	65	40	20	29	9	118	2	(D)	18	(D)
Rock Falls.....	47	15	748	612	163	63	54	52	21	194	6	218	20	336
Sterling.....	83	49	1,897	1,713	502	228	208	86	50	785	7	160	26	952
Remainder of County.....	49	19	805	597	98	62	37	59	11	112	11	(D)	27	(D)
Will County.....	714	262	14,343	12,095	4,042	1,680	1,334	732	341	4,964	88	2,494	285	6,885
Joliet.....	482	182	11,072	9,486	3,212	1,327	1,057	498	243	4,171	65	2,064	174	4,837
Lockport.....	36	14	564	498	181	82	72	41	22	(D)	2	(D)	12	228
Steger (part).....	8	6	100	(D)	18	11	11	7	2	(D)	2	(D)	4	23
Wilmington.....	29	9	310	(D)	49	36	36	30	11	103	7	123	11	84
Remainder of County.....	159	51	2,297	1,817	582	224	158	156	63	459	12	125	84	1,713
Williamson County.....	230	94	2,995	2,431	739	324	227	229	106	1,092	33	268	91	1,635
Cartersville.....	14	10	144	136	27	17	16	14	9	86	2	(D)	3	(D)
Herrin.....	78	32	1,032	848	281	147	83	76	39	467	12	82	27	483
Johnston City.....	35	9	185	87	24	12	11	36	18	77	5	30	12	78
Marion.....	82	36	1,343	1,133	360	127	111	83	32	418	9	130	41	795
Remainder of County.....	21	7	291	227	47	21	6	20	8	44	5	(D)	8	(D)
Winnebago County.....	830	370	24,934	22,312	7,128	2,555	2,177	844	349	7,329	128	2,575	359	15,030
Loves Park.....	34	14	611	577	206	88	78	35	7	261	5	97	22	253
Rockford.....	662	324	22,505	20,631	6,568	2,360	2,015	660	304	6,840	82	2,072	276	13,593
South Beloit.....	17	5	225	107	38	15	11	21	6	50	7	132	4	43
Remainder of County.....	117	27	1,593	1,047	316	92	73	128	32	178	28	274	57	1,141
Woodford County.....	99	35	911	617	150	122	93	99	44	342	17	189	38	380

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. (XXX) Not applicable. (Z) Less than \$500. . . Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Steger is in Cook and Will counties.

ILLINOIS (102 COUNTIES)



STANDARD METROPOLITAN AREAS

- | | |
|------|--|
| CODE | |
| 028 | CHICAGO |
| 036 | DAVENPORT, IOWA-ROCK ISLAND-MOLINE, ILL. |
| 038 | DECATUR |
| 106 | PEORIA |
| 121 | ROCKFORD |
| 125 | ST. LOUIS, MO. |
| 141 | SPRINGFIELD |

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business SELECTED SERVICES

February 1956

Series: PS-1-14

INDIANA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

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mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab- lishments	Receipts	Estab- lishments	Receipts	Estab- lishments	Receipts
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Indiana, total.....	16,664	8,586	392,389	355,609	115,852	48,388	40,745	16,628	7,827	135,535	2,195	46,922	6,642	209,932
Adams County.....	92	38	1,065	737	208	137	92	103	38	375	13	177	41	513
Decatur.....	47	23	648	474	149	94	63	53	24	306	8	116	15	226
Remainder of County.....	45	15	417	263	59	43	29	50	14	69	5	61	26	287
Allen County.....	901	513	30,172	28,420	9,527	3,531	2,790	836	402	8,027	112	3,489	387	18,656
Fort Wayne.....	780	442	26,112	24,602	8,467	3,162	2,513	725	362	7,566	99	2,864	319	15,682
Remainder of County.....	121	71	4,060	3,818	1,060	369	277	111	40	461	13	625	68	2,974
Bartholomew County.....	142	76	2,476	2,148	679	305	233	138	53	915	22	315	67	1,246
Columbus.....	111	63	1,980	1,796	583	261	211	110	47	847	13	209	51	924
Edinburg (part)¹.....	3	1	7	(0)	(D)	(0)	(0)	(0)	2	(0)	•••	•••	1	(D)
Remainder of County.....	28	12	489	(D)	(D)	(D)	(D)	(D)	4	(0)	9	106	15	(D)
Benton County.....	56	28	901	767	157	65	63	54	20	260	12	220	24	421
Blackford County.....	68	28	668	428	100	54	50	74	36	312	6	109	26	247
Dunkirk (part)².....	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
Hartford City.....	45	19	459	319	80	49	45	52	24	257	2	(D)	19	(D)
Remainder of County.....	23	9	209	109	20	5	5	22	12	55	4	(D)	7	(D)
Boone County.....	109	49	1,667	1,391	316	141	116	120	46	482	9	156	54	1,029
Lebanon.....	66	32	1,212	1,058	228	92	82	76	28	333	6	114	32	765
Remainder of County.....	43	17	455	333	88	49	34	44	18	149	3	42	22	264
Brown County.....	13	7	159	143	31	9	8	12	4	12	1	(D)	8	(D)
Carroll County.....	44	20	446	320	63	47	35	44	16	88	9	134	19	224
Delphi.....	12	6	117	93	24	13	11	11	6	45	•••	•••	6	72
Remainder of County.....	32	14	329	227	39	34	24	33	10	43	9	134	13	152
Cass County.....	159	77	3,178	2,802	1,050	519	450	162	73	1,788	24	326	62	1,064
Logansport.....	123	67	2,748	2,520	994	501	438	127	58	1,660	18	180	47	908
Remainder of County.....	36	10	430	282	56	18	12	35	15	128	6	146	15	156
Clark County.....	162	72	2,263	1,771	538	257	179	168	72	917	20	279	70	1,067
Charlestown.....	18	10	201	145	46	15	14	19	10	112	•••	•••	8	89
Clarksville.....	25	7	327	255	78	68	26	26	11	161	2	(0)	12	(D)
Jeffersonville.....	79	31	1,057	783	282	124	110	84	36	568	14	123	27	366
Remainder of County.....	40	24	678	588	132	50	29	39	13	76	4	(D)	23	(D)
Clay County.....	128	52	1,449	1,145	328	126	93	126	59	490	22	350	47	609
Brazil.....	81	37	1,074	850	252	96	72	81	36	363	13	211	32	500
Remainder of County.....	47	15	375	295	76	30	21	45	23	127	9	139	15	109
Clinton County.....	117	53	2,338	2,066	443	195	174	127	53	714	28	916	36	708
Frankfort.....	85	43	2,048	1,880	406	179	162	94	40	639	21	856	24	553
Remainder of County.....	32	10	290	186	37	16	12	33	13	75	7	60	12	155
Crawford County.....	24	12	196	172	43	39	26	25	11	95	2	(0)	11	(D)
Darvels County.....	86	54	1,452	1,336	349	176	157	96	45	499	9	180	32	773
Washington.....	56	34	981	889	239	103	92	66	33	441	5	80	18	460
Remainder of County.....	30	20	471	447	110	73	65	30	12	58	4	100	14	313
Dearborn County.....	69	39	1,147	967	254	152	106	74	40	564	8	175	21	408
Aurora.....	22	14	465	401	125	72	55	27	16	291	1	(0)	5	(D)
Lawrenceburg.....	32	18	378	320	78	51	29	32	18	192	1	(0)	13	(D)
Remainder of County.....	15	7	304	246	51	29	22	15	6	81	6	(D)	3	(D)
Decatur County.....	81	35	1,009	805	168	94	76	86	30	358	10	103	41	548
Greensburg.....	65	27	788	616	124	68	51	66	25	280	8	(D)	32	(D)
Remainder of County.....	16	8	221	189	44	26	25	20	5	78	2	(0)	9	(D)
De Kalb County.....	109	51	1,433	1,215	318	188	127	101	44	329	9	127	56	977
Auburn.....	49	19	542	442	135	108	63	45	22	136	5	71	22	335
Garrett.....	24	14	491	453	109	41	34	22	11	155	•••	•••	13	336
Remainder of County.....	36	18	400	320	74	39	30	34	11	38	4	56	21	306
Delaware County.....	362	214	11,282	10,598	2,992	1,175	1,039	368	158	3,715	61	1,435	143	6,132
Anson.....	296	180	9,973	9,537	2,765	1,079	958	300	132	3,395	45	889	119	5,689
Remainder of County.....	66	34	1,309	1,061	227	96	81	68	26	320	16	546	24	443
Dubois County.....	108	40	1,487	1,193	322	174	125	120	62	650	10	242	36	595
Huntingburg.....	27	15	387	327	69	34	33	29	19	279	•••	•••	8	108
Jasper.....	54	16	646	496	153	97	55	62	34	339	6	(D)	14	(D)
Remainder of County.....	27	9	454	370	100	43	37	29	9	32	4	(D)	14	(D)
Elkhart County.....	400	186	8,183	7,189	2,538	1,056	866	375	194	3,354	57	1,058	149	3,771
Elkhart.....	240	112	5,551	5,087	1,927	776	645	220	118	2,304	30	512	92	2,735
Goshen.....	83	37	1,575	1,317	399	183	147	75	43	712	14	302	26	561
Happanoe.....	23	11	319	219	61	42	29	26	10	174	4	58	9	87
Remainder of County.....	54	26	738	566	151	55	45	54	23	164	9	186	22	388
Fayette County.....	98	58	2,467	2,229	516	215	177	93	47	549	16	209	35	1,709
Connersville.....	91	53	2,226	(D)	456	194	162	87	47	549	15	(D)	29	(D)
Remainder of County.....	7	5	241	(D)	60	21	15	6	•••	•••	1	(0)	6	(D)
Floyd County.....	167	95	2,793	2,521	837	366	320	163	94	1,293	16	190	57	1,310
New Albany.....	150	84	2,470	2,214	754	325	286	146	94	1,293	14	(D)	42	(D)
Remainder of County.....	17	11	323	307	83	41	34	17	•••	•••	2	(0)	15	(D)
Fountain County.....	88	30	1,055	735	218	103	97	90	40	352	18	257	30	444
Atlanta.....	72	12	465	379	127	64	63	33	19	250	5	39	8	176
Remainder of County.....	56	18	580	406	91	39	34	57	21	102	13	218	22	268

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ••• Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
 ¹Edinburg is Bartholomew and Johnson counties. ²Dunkirk is in Blackford and Jay counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Estab- lish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Franklin County.....	41	17	439	313	66	31	24	42	19	163	5	60	17	216
Brookville.....	26	10	275	203	40	23	17	24	14	152	2	(D)	10	(D)
Remainder of County.....	15	7	164	110	26	8	7	14	5	11	3	(D)	7	(D)
Fulton County.....	87	39	1,209	911	205	86	63	99	41	395	13	303	33	511
Rochester.....	43	23	690	600	147	59	53	47	24	267	7	240	12	193
Remainder of County.....	44	16	519	311	58	27	10	51	17	128	6	63	21	328
Gibson County.....	125	53	1,675	1,323	394	195	178	134	72	623	12	248	41	804
Oakland City.....	27	9	285	193	56	25	21	35	16	145	11	140
Princeton.....	50	24	939	835	257	122	118	57	34	365	5	172	11	402
Remainder of County.....	48	20	451	295	81	48	39	42	22	113	7	76	19	262
Grant County.....	256	126	5,792	5,228	1,799	1,013	884	264	129	2,877	36	600	91	2,315
Fairmount.....	15	7	242	134	28	11	10	22	9	(D)	2	(D)	4	97
Cas City.....	17	9	175	157	37	22	15	19	8	72	4	58	5	45
Marion.....	177	89	3,659	3,305	1,254	632	525	173	94	1,760	24	330	59	1,569
Remainder of County.....	47	21	1,716	1,632	480	348	334	50	18	(0)	6	(D)	23	604
Greene County.....	115	45	949	743	185	117	93	126	66	493	14	95	35	361
Jasonville.....	21	11	185	157	26	18	13	25	13	98	4	21	4	66
Linton.....	35	15	300	244	73	46	36	41	20	180	3	9	12	111
Remainder of County.....	59	19	464	342	86	53	44	60	33	215	7	65	19	184
Hamilton County.....	122	52	1,510	1,188	289	165	125	129	55	453	23	174	44	883
Noblesville.....	52	24	571	469	116	63	51	54	29	302	10	37	13	232
Remainder of County.....	70	28	939	719	173	102	74	75	26	151	13	137	31	651
Hancock County.....	85	43	1,354	1,122	255	116	98	96	45	623	7	145	33	586
Greenfield.....	43	21	793	629	164	84	71	51	26	426	2	(D)	15	(D)
Remainder of County.....	42	22	561	493	91	32	27	45	19	197	5	(D)	18	(D)
Harrison County.....	44	14	317	209	38	20	13	44	18	143	5	25	21	149
Hendricks County.....	127	49	1,441	1,023	181	99	72	131	45	412	20	359	62	670
Danville.....	27	9	182	102	25	14	11	28	11	54	5	33	11	95
Plainfield.....	19	7	225	149	19	20	9	23	11	122	3	55	5	48
Remainder of County.....	81	33	1,034	772	137	65	52	80	23	236	12	271	46	527
Henry County.....	202	68	2,258	1,710	525	265	213	211	92	933	27	196	83	1,129
New Castle.....	117	45	1,539	1,197	376	173	154	120	56	759	5	47	54	733
Remainder of County.....	85	23	719	513	149	92	59	91	34	174	22	149	29	396
Howard County.....	235	117	4,098	3,648	1,142	562	466	238	123	1,575	28	488	84	2,035
Kokomo.....	204	100	3,523	3,131	1,001	493	421	206	111	1,473	23	443	70	1,607
Remainder of County.....	31	17	575	517	141	69	45	32	12	102	9	45	14	428
Huntington County.....	98	54	1,945	1,747	524	262	239	105	49	753	14	243	35	949
Huntington.....	87	47	1,683	1,595	510	254	234	73	30	667	13	(D)	24	(D)
Remainder of County.....	31	7	262	152	14	8	5	32	19	86	1	(D)	11	(D)
Jackson County.....	94	44	1,227	1,051	332	162	134	99	52	534	14	245	28	448
Seymour.....	59	25	870	740	259	126	104	57	38	452	7	133	14	285
Remainder of County.....	35	19	357	311	73	36	30	42	14	82	7	112	14	163
Jasper County.....	70	28	842	710	200	135	116	78	37	400	12	129	21	313
Rensselaer.....	35	15	560	484	157	106	104	38	19	292	7	80	9	188
Remainder of County.....	35	13	282	226	43	29	12	40	18	108	5	49	12	125
Jay County.....	90	40	1,180	946	239	129	122	91	40	494	19	178	31	508
Dunkirk (part) ²	16	6	191	141	35	16	16	23	9	112	1	(D)	6	(D)
Portland.....	40	22	665	609	150	85	81	40	20	319	9	82	11	264
Remainder of County.....	34	12	324	236	54	28	25	28	11	63	9	(D)	14	(D)
Jefferson County.....	86	50	1,643	1,423	395	233	190	91	35	563	21	234	30	846
Madison.....	67	41	1,442	1,258	362	199	167	68	29	492	17	216	21	734
Remainder of County.....	19	9	201	165	33	34	23	23	6	71	4	18	9	112
Jennings County.....	36	16	530	344	105	61	52	38	12	178	9	123	15	229
North Vernon.....	23	11	340	248	85	39	38	22	8	151	3	50	12	139
Remainder of County.....	13	5	190	136	20	22	14	16	4	27	6	73	3	90
Johnson County.....	125	53	1,684	1,412	365	146	112	131	49	561	14	219	62	904
Edinburg (part) ¹	14	10	162	136	22	11	10	11	5	53	4	52	5	57
Franklin.....	56	26	796	700	226	103	81	60	24	369	3	80	29	347
Greenwood.....	22	8	212	132	26	8	8	27	7	94	4	45	11	73
Remainder of County.....	33	9	514	444	91	24	13	33	13	45	3	42	17	427
Knox County.....	223	115	3,797	3,423	928	456	390	234	103	1,293	23	482	97	2,032
Bicknell.....	30	12	205	154	47	23	19	28	16	110	3	31	9	67
Vincennes.....	157	86	3,093	2,835	818	402	347	166	69	1,006	15	325	74	1,762
Remainder of County.....	35	17	496	434	63	31	24	40	16	167	5	126	14	203
Kosciusko County.....	154	78	2,495	2,153	543	222	201	155	62	837	16	340	76	1,318
Warsaw.....	61	37	1,433	1,327	329	147	133	69	25	547	8	176	28	710
Remainder of County.....	93	41	1,062	826	214	75	68	86	37	290	8	164	48	608
Lagrange County.....	56	16	415	283	67	37	22	56	25	141	6	122	25	152
Lake County.....	1,359	751	33,807	30,865	11,108	4,496	3,627	1,441	699	14,570	133	3,142	527	16,095
Crown Point.....	46	20	504	416	113	101	97	51	26	282	3	45	17	177
East Chicago.....	170	102	4,295	3,975	1,362	502	393	189	102	1,454	8	134	60	2,707
East Cary.....	10	4	69	45	16	8	7	10	8	(D)	2	(D)
Cary.....	553	291	13,611	12,319	4,763	1,949	1,626	590	297	6,585	55	1,342	201	5,684
Criffith.....	20	14	445	431	74	41	25	20	11	(D)	2	(D)	7	305
Hammond.....	342	202	10,909	10,203	3,825	1,409	1,150	328	171	4,781	40	1,271	131	4,857

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
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¹Edinburg is in Bartholomew and Johnson counties. ²Dunkirk is in Blackford and Jay counties.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lishments	Receipts	Estab-lishments	Receipts	Estab-lishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	
Lake County—Con.														
Highland.....	16	10	496	480	131	90	60	12	5	150	3	(0)	8	(D)
Hobart.....	26	16	453	415	38	61	43	31	7	193	8	82	11	178
Munster.....	15	7	144	108	22	7	7	19	6	62	***	***	9	86
Whiting.....	61	25	995	847	314	165	132	65	45	602	3	(0)	13	(D)
Remainder of County.....	100	60	1,682	1,626	350	163	87	120	21	264	11	141	68	1,477
La Porte County.....	291	161	6,726	6,116	1,849	843	632	277	139	2,773	31	640	121	3,313
La Porte.....	108	50	2,071	1,833	610	268	218	104	55	1,143	11	186	42	742
Michigan City.....	134	82	3,806	3,500	1,076	517	369	128	68	1,543	14	298	52	1,965
Remainder of County.....	49	29	849	783	163	58	45	45	16	87	6	156	27	606
Lawrence County.....	135	72	2,345	2,077	634	334	300	141	68	783	18	295	19	1,267
Bedford.....	89	49	1,557	1,373	478	230	212	87	48	650	10	182	31	725
Mitchell.....	27	13	256	198	41	29	18	37	13	99	4	58	10	99
Remainder of County.....	19	11	532	506	115	75	70	17	7	34	4	55	8	443
Madison County.....	477	243	7,993	6,959	2,264	1,078	922	488	240	3,244	71	1,134	166	3,615
Alexandria.....	30	20	395	303	90	49	41	33	17	185	5	48	8	162
Anderson.....	301	151	5,755	5,033	1,771	828	727	304	160	2,515	41	920	100	2,320
Elwood.....	83	37	785	609	184	102	70	91	35	365	17	104	31	316
Remainder of County.....	63	35	1,058	974	219	99	84	60	28	179	8	62	27	817
Marion County.....	2,753	1,613	112,662	107,590	36,664	13,624	12,068	2,506	1,296	35,128	344	11,814	1,113	65,720
Beech Grove.....	21	11	289	257	98	26	24	24	16	111	1	(0)	4	(D)
Indianapolis.....	2,550	1,462	106,440	101,550	34,705	12,926	11,521	2,316	1,209	33,767	327	11,374	1,014	61,299
Speedway.....	15	11	471	453	143	71	42	13	9	233	2	(D)	4	(D)
Remainder of County.....	167	129	5,462	5,330	1,718	601	481	153	62	1,017	14	77	41	4,068
Marshall County.....	139	69	2,237	1,959	526	257	206	144	45	687	17	192	77	1,358
Bremen.....	29	13	309	247	68	37	31	29	8	79	8	70	13	160
Flymouth.....	48	28	887	757	191	89	69	64	20	426	5	67	33	394
Remainder of County.....	52	28	1,041	955	267	131	106	51	17	182	4	55	31	804
Martin County.....	32	18	307	273	61	40	35	31	12	144	4	60	16	103
Miami County.....	141	67	1,978	1,650	464	218	188	134	64	715	21	228	56	1,035
Peru.....	91	55	1,381	1,249	390	177	156	85	46	612	10	137	35	632
Remainder of County.....	50	12	597	401	74	41	32	49	18	103	11	91	21	403
Monroe County.....	189	101	3,829	3,313	1,112	597	515	201	87	1,566	24	561	78	1,702
Bloomington.....	170	90	3,595	3,095	1,068	573	492	183	81	1,537	19	491	70	1,567
Remainder of County.....	19	11	234	218	44	24	23	18	6	29	5	70	8	135
Montgomery County.....	131	69	1,844	1,522	443	235	174	136	69	872	14	188	48	784
Crawfordsville.....	85	47	1,218	1,054	334	190	140	92	42	609	12	(D)	31	(D)
Remainder of County.....	46	22	626	468	109	45	34	44	27	263	2	(D)	17	(D)
Morgan County.....	91	37	1,334	1,148	349	122	111	97	41	502	19	414	31	418
Martinsville.....	49	23	760	664	184	78	71	53	22	392	9	77	18	291
Remainder of County.....	42	14	574	484	165	44	40	44	19	110	10	337	13	127
Newton County.....	47	21	490	366	91	47	39	44	24	123	1	(0)	22	(D)
Noble County.....	105	43	1,309	1,047	284	146	113	107	49	450	13	259	43	600
Kendallville.....	49	25	748	652	221	110	82	47	28	287	6	153	15	308
Remainder of County.....	56	18	561	395	63	36	31	60	21	163	7	106	28	292
Ohio County.....	14	6	134	(0)	(0)	(0)	(D)	(D)	5	51	4	36	5	47
Orange County.....	54	24	1,767	1,627	615	380	241	58	26	247	7	113	21	1,407
Paoli.....	20	6	164	122	39	33	22	24	11	90	***	***	9	74
Remainder of County.....	34	18	1,603	1,505	576	347	219	34	15	157	7	113	12	1,333
Owen County.....	40	20	462	400	65	28	25	46	18	126	8	100	14	236
Purke County.....	52	26	608	516	130	56	55	59	24	212	4	42	24	354
Perry County.....	55	23	729	581	114	56	50	54	24	227	5	88	26	414
Tell City.....	34	14	499	415	77	40	35	33	13	158	3	(D)	18	(D)
Remainder of County.....	21	9	230	166	37	16	15	21	11	69	2	(0)	8	(D)
Pike County.....	52	22	464	368	96	52	48	53	24	164	9	55	19	245
Petersburg.....	31	17	372	326	92	50	46	30	18	137	5	(D)	8	(D)
Remainder of County.....	21	5	92	42	4	2	2	23	6	27	4	(0)	11	(D)
Porter County.....	180	58	2,423	1,809	548	270	191	182	77	886	14	239	89	1,298
Chesterton.....	32	8	294	130	31	21	11	35	8	98	3	34	21	162
Valparaiso.....	103	33	1,540	1,220	417	222	161	106	56	729	8	131	39	680
Remainder of County.....	45	17	589	459	100	27	19	41	13	59	3	74	29	456
Posey County.....	63	31	636	522	136	75	56	59	32	267	7	46	24	323
Mount Vernon.....	34	16	350	272	79	44	30	32	20	179	2	(D)	12	(D)
Remainder of County.....	29	17	286	250	57	31	26	27	12	88	5	(D)	12	(D)
Pulaski County.....	47	19	464	300	76	74	36	43	19	157	11	127	17	180
Putnam County.....	80	32	987	795	192	123	102	87	29	440	19	196	32	351
Greencastle.....	40	20	592	506	161	108	93	41	17	341	6	32	17	219
Remainder of County.....	40	12	395	289	31	15	9	46	12	99	13	164	15	132
Randolph County.....	132	52	1,342	1,004	248	134	108	133	67	742	14	142	51	458
Union City.....	43	15	420	323	69	42	42	43	19	210	3	29	21	190
Winchester.....	40	20	471	355	96	56	36	41	25	245	3	70	12	162
Remainder of County.....	49	17	436	326	83	36	30	49	23	297	8	43	18	106

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

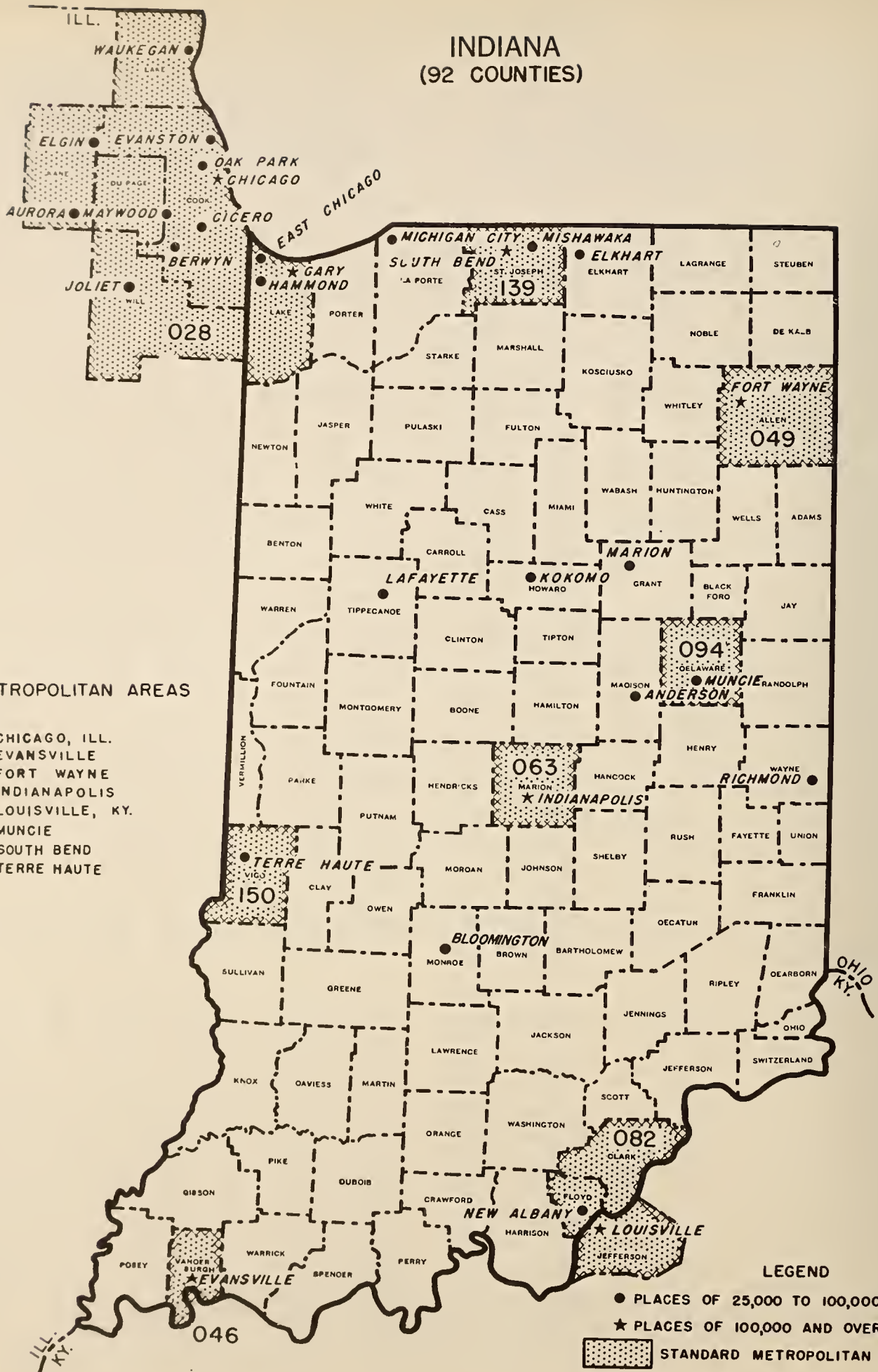
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total										Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*			
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts		
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)		
Ripley County.....	55	21	593	371	78	55	44	56	34	240	6	70	15	283		
Batesville.....	24	8	333	233	51	33	30	20	17	106	2	(0)	5	(D)		
Remainder of County.....	31	13	260	138	27	22	14	36	17	134	4	(D)	10	(D)		
Rush County.....	77	31	906	730	198	97	82	81	39	324	13	172	25	410		
Rushville.....	53	23	649	537	151	82	68	57	33	312	6	38	14	299		
Remainder of County.....	24	8	257	193	47	15	14	24	6	12	7	134	11	111		
St. Joseph County.....	877	469	26,532	24,556	8,168	3,152	2,719	826	431	7,956	123	3,398	323	15,178		
Mishawaka.....	142	72	3,527	3,217	1,248	534	456	159	75	2,012	21	353	46	1,162		
South Bend.....	640	344	21,407	19,887	6,492	2,443	2,135	576	314	5,663	85	2,679	241	13,065		
Remainder of County.....	95	53	1,598	1,452	428	175	128	91	42	281	17	366	36	951		
Scott County.....	43	19	473	(D)	(D)	(D)	(D)	(D)	14	131	2	(0)	27	(D)		
Scottsburg.....	31	15	321	269	67	43	38	27	10	120	1	(0)	20	(D)		
Remainder of County.....	12	4	152	(0)	(0)	(0)	(0)	(0)	4	11	1	(0)	7	(D)		
Shelby County.....	121	61	1,820	1,552	507	227	206	122	57	817	21	266	43	717		
Shelbyville.....	85	47	1,343	1,201	438	196	179	87	44	746	7	95	34	502		
Remainder of County.....	36	14	477	351	69	31	27	35	13	71	14	191	9	215		
Spencer County.....	33	13	525	357	77	43	35	34	15	187	3	35	15	303		
Starke County.....	50	28	733	645	99	62	42	49	23	218	6	72	21	443		
Knox.....	29	17	438	410	70	52	35	28	16	139	2	(0)	11	(D)		
Remainder of County.....	21	11	295	235	29	10	7	21	7	79	4	(D)	10	(D)		
Steuben County.....	86	52	1,695	1,559	402	148	121	91	29	396	14	167	43	1,132		
Angola.....	24	16	519	503	158	87	80	27	11	254	3	55	10	210		
Remainder of County.....	62	36	1,176	1,056	244	61	41	64	18	142	11	112	33	922		
Sullivan County.....	86	44	1,117	973	283	144	101	99	41	372	10	127	35	618		
Sullivan.....	49	27	627	539	135	96	72	52	25	260	7	80	17	287		
Remainder of County.....	37	17	490	434	148	48	29	47	16	112	3	47	18	331		
Switzerland County.....	17	7	184	154	28	9	8	19	11	88	1	(0)	5	(D)		
Tippecanoe.....	264	176	8,167	7,753	2,702	1,360	1,018	265	112	2,969	43	874	109	4,324		
Lafayette.....	206	132	6,604	6,260	2,240	1,160	855	207	94	2,604	34	619	78	3,381		
West Lafayette.....	23	19	506	472	209	82	69	22	11	337	3	58	9	111		
Remainder of County.....	35	25	1,057	1,021	253	118	94	36	7	28	6	197	22	832		
Tipton County.....	49	21	584	446	108	53	44	54	30	334	7	105	12	145		
Tipton.....	27	13	347	309	87	46	37	28	17	242	3	18	7	87		
Remainder of County.....	22	8	237	137	21	7	7	26	13	92	4	87	5	58		
Union County.....	20	8	159	107	29	12	12	17	8	58	12	101		
Vanderburgh.....	706	420	20,124	18,842	6,994	2,880	2,571	695	324	7,003	100	2,700	282	10,421		
Evansville.....	677	391	18,812	17,530	6,634	2,732	2,446	670	324	7,003	93	2,495	260	9,314		
Remainder of County.....	29	29	1,312	1,312	360	148	125	25	7	205	22	1,107		
Vermillion County.....	61	31	708	622	178	95	79	62	28	324	7	37	26	347		
Clinton.....	36	22	562	524	160	77	70	37	20	266	4	25	14	271		
Remainder of County.....	25	9	146	98	18	18	9	25	8	58	3	12	12	76		
Vigo County.....	497	271	11,249	10,299	3,591	1,593	1,405	497	234	3,517	64	1,095	199	6,637		
Terre Haute.....	423	223	9,846	8,990	3,308	1,457	1,306	427	211	3,259	51	990	161	5,597		
West Terre Haute.....	21	11	278	238	43	15	13	23	10	197	6	49	5	32		
Remainder of County.....	53	37	1,125	1,071	240	121	86	47	13	61	7	56	33	1,008		
Wabash County.....	129	57	1,813	1,489	414	176	141	144	58	564	15	269	56	980		
North Manchester.....	29	11	393	313	93	39	36	30	17	183	2	(0)	10	(D)		
Wabash.....	80	38	1,236	1,032	276	128	97	97	35	369	10	155	35	712		
Remainder of County.....	20	8	184	144	45	9	8	17	6	12	3	(D)	11	(D)		
Warren County.....	33	7	260	174	26	16	16	32	14	142	6	32	13	86		
Warrick County.....	85	29	851	549	120	60	38	94	36	322	18	169	31	360		
Boonville.....	44	16	481	367	82	38	26	44	15	210	10	46	19	225		
Remainder of County.....	41	13	370	182	38	22	12	50	21	112	8	123	12	135		
Washington County.....	40	17	528	412	69	36	24	58	20	176	7	132	22	220		
Salem.....	33	11	407	313	62	32	21	39	16	166	5	(D)	12	(D)		
Remainder of County.....	16	6	121	99	7	4	3	19	4	10	2	(0)	10	(D)		
Wayne County.....	322	164	6,646	5,748	2,065	900	704	313	170	2,562	46	833	106	3,251		
Cambridge City.....	22	6	141	75	16	21	10	22	16	107	2	(0)	4	(D)		
Richmond.....	242	132	5,694	5,014	1,849	797	645	231	125	2,169	38	722	79	2,807		
Remainder of County.....	58	26	807	659	200	82	49	60	29	296	6	(D)	23	(D)		
Wells County.....	102	40	1,329	1,117	270	114	107	103	43	520	19	378	40	431		
Bluffton.....	62	26	854	712	203	89	86	61	23	307	11	265	28	282		
Remainder of County.....	40	14	475	405	67	25	21	42	20	213	8	113	12	149		
White County.....	116	40	1,500	1,114	355	83	69	120	43	319	14	188	49	993		
Monticello.....	56	22	861	679	269	47	42	62	24	220	10	114	24	527		
Remainder of County.....	58	18	639	435	86	36	27	58	19	99	4	74	25	466		
Whitley County.....	77	35	932	714	160	99	65	78	29	348	6	94	28	490		
Columbia City.....	38	20	617	487	110	75	51	41	17	245	2	(D)	19	(D)		
Remainder of County.....	39	15	315	227	50	24	14	37	12	103	4	(D)	19	(D)		

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

INDIANA (92 COUNTIES)



STANDARD METROPOLITAN AREAS

- | | |
|------|-----------------|
| CODE | |
| 028 | CHICAGO, ILL. |
| 046 | EVANSVILLE |
| 049 | FORT WAYNE |
| 063 | INDIANAPOLIS |
| 082 | LOUISVILLE, KY. |
| 094 | MUNCIE |
| 139 | SOUTH BEND |
| 150 | TERRE HAUTE |

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

1954 Census of Business

SELECTED SERVICES

CENSUS VERTICAL FILE

February 1956

Series: PS-1-15

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The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

malled a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether
1906.2

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establish- ments	Establish- ments with payroll		Total	Full workweek		Estab- lish- ments	Receipts	Estab- lish- ments	Receipts	Estab- lish- ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Iowa, total.....	14,118	5,714	233,061	187,817	53,194	25,374	20,502	14,353	5,880	73,879	2,024	30,190	6,214	128,992
Adair County.....	61	21	489	299	47	28	22	66	27	184	14	146	20	159
Adams County.....	52	10	367	167	29	12	11	56	14	94	9	43	29	230
Allamakee County.....	70	28	673	377	78	60	44	74	22	191	11	131	37	351
Waukon.....	42	20	404	264	58	40	31	48	13	94	10	(D)	19	(D)
Remainder of County.....	28	8	269	113	20	20	13	26	9	97	1	(D)	18	(D)
Appanoose County.....	90	34	770	550	139	99	81	91	35	256	9	90	46	424
Centerville.....	57	25	520	418	110	84	66	62	24	203	4	34	29	283
Remainder of County.....	33	9	250	132	29	15	15	29	11	53	5	56	17	141
Audubon County.....	47	21	430	284	58	36	29	58	16	123	9	76	22	231
Audubon.....	26	16	281	231	50	30	26	31	11	105	2	(D)	13	(D)
Remainder of County.....	21	5	149	53	8	6	3	27	5	18	7	(D)	9	(D)
Benton County.....	94	34	954	626	111	49	42	93	54	425	13	227	27	302
Belle Plaine.....	21	11	217	145	25	12	11	18	10	145	3	36	8	36
Vinton.....	33	11	305	225	48	22	18	35	15	152	6	61	12	92
Remainder of County.....	40	12	432	256	38	15	13	40	29	128	4	130	7	174
Black Hawk County.....	488	224	11,916	10,482	3,307	1,441	1,132	513	204	3,501	67	1,271	217	7,144
Cedar Falls.....	64	30	927	705	176	74	58	70	27	336	7	48	30	543
Evansdale.....	10	4	98	70	19	17	15	11	5	70	3	(D)	2	(D)
Waterloo.....	383	177	10,553	9,407	3,045	1,324	1,038	403	158	3,037	55	1,112	170	6,404
Remainder of County.....	31	13	338	300	67	26	21	29	14	58	2	(D)	15	(D)
Boone County.....	147	63	1,975	1,641	464	261	193	143	66	760	17	287	64	928
Boone.....	100	48	1,586	1,372	402	240	177	96	43	636	11	202	46	748
Remainder of County.....	47	15	389	269	62	21	16	47	23	124	6	85	18	180
Bremer County.....	111	41	1,058	648	125	102	68	121	51	246	16	287	44	525
Waverly.....	57	19	610	342	66	53	44	60	29	136	7	142	21	332
Remainder of County.....	54	22	448	306	59	49	24	61	22	110	9	145	23	193
Buchanan County.....	105	27	921	549	138	76	62	102	37	296	18	196	50	429
Independence.....	56	18	580	354	103	67	54	53	27	248	7	75	22	257
Remainder of County.....	49	9	341	195	35	9	8	49	10	48	11	121	28	172
Buena Vista County.....	154	62	2,068	1,544	295	161	113	160	58	643	30	321	66	1,104
Storm Lake.....	74	36	1,134	936	212	123	87	79	30	459	11	109	33	566
Remainder of County.....	80	26	934	608	83	38	26	81	28	184	19	212	33	538
Butler County.....	89	21	682	274	55	28	22	94	36	167	11	182	42	333
Calhoun County.....	120	34	977	481	73	70	31	124	49	392	21	182	50	403
Carroll County.....	125	53	1,748	1,464	345	191	155	129	51	599	17	258	57	891
Carroll.....	67	31	1,112	944	265	138	113	66	28	445	10	74	29	593
Remainder of County.....	58	22	636	520	80	53	42	63	23	154	7	184	28	298
Case County.....	128	46	1,235	931	213	128	92	120	33	309	19	151	76	775
Atlantic.....	65	29	817	663	174	101	76	62	21	243	5	59	39	515
Remainder of County.....	63	17	418	268	39	27	16	58	12	66	14	92	37	260
Cedar County.....	83	31	961	509	96	95	61	88	35	335	14	197	34	429
Tipton.....	28	12	312	208	48	28	26	31	9	119	6	73	13	120
Remainder of County.....	55	19	649	301	48	67	35	57	26	216	8	124	21	309
Cerro Gordo County.....	241	125	5,829	5,149	1,670	680	589	226	93	2,115	30	667	118	3,047
Clear Lake.....	36	22	726	640	142	70	41	37	8	90	6	187	22	449
Mason City.....	173	91	4,757	4,337	1,476	588	527	159	77	1,997	17	398	79	2,362
Remainder of County.....	32	12	346	172	52	22	21	30	8	28	7	82	17	236
Cherokee County.....	101	43	1,155	851	204	113	89	97	43	363	18	205	40	587
Cherokee.....	60	30	869	697	183	101	81	57	27	290	8	101	25	478
Remainder of County.....	41	13	286	154	21	12	8	40	16	73	10	104	15	109
Chicago County.....	56	20	630	420	75	54	37	56	26	166	9	149	21	315
New Hampton.....	35	11	469	299	60	43	31	33	16	117	4	78	15	274
Remainder of County.....	21	9	161	121	15	11	6	23	10	49	5	71	6	41
Clarke County.....	53	19	451	299	53	44	27	55	17	144	11	57	25	250
Osceola.....	41	17	412	(D)	(D)	(D)	(D)	(D)	13	134	9	(D)	19	(D)
Remainder of County.....	12	2	39	(D)	(D)	(D)	(D)	(D)	4	10	2	(D)	6	(D)
Clay County.....	117	53	2,105	1,683	466	211	153	111	38	625	20	240	59	1,240
Spencer.....	78	42	1,716	1,518	433	201	145	74	28	550	10	87	40	1,079
Remainder of County.....	39	11	389	165	33	10	8	37	10	75	10	153	19	161
Clayton County.....	126	46	1,274	800	159	108	89	141	42	310	21	304	63	660
Clinton County.....	267	101	5,086	3,994	1,105	546	429	290	132	2,233	24	387	111	2,466
Clinton.....	166	78	4,026	3,430	990	476	402	183	87	1,863	18	240	61	1,923
Leadbelt.....	28	10	324	234	61	48	16	34	13	136	1	(D)	14	(D)
Remainder of County.....	73	13	736	330	54	22	11	73	32	234	5	(D)	36	(D)
Crawford County.....	99	37	1,008	782	137	97	58	102	47	325	16	242	36	441
Demison.....	47	25	610	550	107	79	49	53	23	240	7	113	17	257
Remainder of County.....	52	12	398	232	30	18	9	49	24	85	9	129	19	184
Dallas County.....	143	45	1,376	842	171	111	82	150	61	457	16	175	66	744
Ferry.....	64	24	737	515	117	73	50	62	28	280	8	89	28	368
Remainder of County.....	79	21	639	327	54	38	32	88	33	177	8	86	38	376

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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Davis County.....	44	14	363	251	58	32	28	45	21	101	8	110	15	152
Bloomfield.....	31	13	327	(D)	(D)	(D)	(D)	(D)	17	93	2	(D)	12	(D)
Remainder of County.....	13	1	36	(D)	(D)	(D)	(D)	(D)	4	8	6	(D)	3	(D)
Decatur County.....	61	13	442	140	23	22	17	67	25	137	12	170	24	135
Delaware County.....	74	26	663	419	89	66	54	74	25	191	10	89	39	383
Manchester.....	43	17	424	302	73	56	48	45	23	(D)	4	31	16	(D)
Remainder of County.....	31	9	239	117	16	10	6	29	2	(D)	6	58	23	(D)
Des Moines County.....	208	100	3,546	3,118	963	488	384	212	94	1,278	20	333	94	1,935
Burlington.....	176	92	3,335	2,979	942	484	380	182	81	1,248	20	333	75	1,754
Remainder of County.....	32	8	211	139	21	4	4	30	13	30	•••	•••	19	181
Dickinson County.....	132	64	1,632	1,278	277	126	93	131	37	300	9	114	86	1,218
Dubuque County.....	304	156	5,872	5,178	1,665	749	637	306	144	2,391	34	499	126	2,982
Dubuque.....	243	121	4,943	4,433	1,520	676	589	243	120	2,162	23	346	100	2,435
Remainder of County.....	61	35	929	745	145	73	48	63	24	229	11	153	26	547
Emmet County.....	97	41	1,204	820	164	102	82	94	26	294	20	262	51	648
Estherville.....	64	28	804	544	126	85	69	61	22	260	13	191	29	353
Remainder of County.....	33	13	400	276	38	17	13	33	4	34	7	71	22	295
Fayette County.....	136	56	2,263	1,821	618	276	225	132	52	1,105	23	372	61	786
Oelwein.....	58	32	1,635	1,473	570	243	201	58	23	956	8	132	27	547
Remainder of County.....	78	24	628	348	48	33	24	74	29	149	15	240	34	239
Floyd County.....	108	36	1,170	864	210	138	116	109	52	519	12	86	44	565
Charles City.....	71	27	927	759	199	130	110	71	38	448	3	10	30	469
Remainder of County.....	37	9	243	105	11	8	6	38	14	71	9	76	14	96
Franklin County.....	101	33	1,011	577	134	62	58	103	43	355	7	109	51	547
Hampton.....	50	26	624	484	119	60	56	52	19	241	5	(D)	26	(D)
Remainder of County.....	51	7	387	93	15	2	2	51	24	114	2	(D)	25	(D)
Fremont County.....	41	19	367	265	47	26	23	49	14	157	5	44	22	166
Greene County.....	84	30	805	545	133	85	51	97	38	388	7	47	39	370
Jefferson.....	46	20	580	450	108	70	45	51	23	332	2	(D)	21	(D)
Remainder of County.....	38	10	225	95	25	15	6	46	15	56	5	(D)	18	(D)
Grundy County.....	67	19	501	269	60	34	29	69	37	190	4	78	26	233
Guthrie County.....	90	22	633	257	54	34	21	96	36	219	19	132	35	282
Hamilton County.....	102	40	1,253	871	260	152	118	104	48	453	18	216	36	584
Webster City.....	61	29	988	752	243	137	106	63	28	394	11	163	22	431
Remainder of County.....	41	11	265	119	17	15	12	41	20	59	7	53	14	153
Hancock County.....	84	22	667	337	58	41	30	93	31	282	8	36	45	349
Hardin County.....	124	58	1,446	1,068	242	159	110	121	53	532	15	216	56	698
Eldora.....	29	11	328	234	71	50	29	25	13	137	•••	•••	16	191
Iowa Falls.....	38	22	480	388	89	63	50	36	22	247	6	67	10	166
Remainder of County.....	57	25	638	446	82	46	31	60	18	148	9	149	30	341
Harrison County.....	75	27	618	392	81	42	40	84	42	263	9	65	24	290
Missouri Valley.....	23	11	262	212	57	31	29	24	10	80	5	39	8	143
Remainder of County.....	52	16	356	180	24	11	11	60	32	183	4	26	16	147
Herry County.....	100	40	1,006	716	146	79	52	105	45	354	12	110	43	542
Mount Pleasant.....	53	27	707	577	119	69	44	61	27	218	7	82	19	407
Remainder of County.....	47	13	299	139	27	10	8	44	18	136	5	28	24	135
Howard County.....	71	21	475	271	43	35	22	70	40	253	9	68	22	154
Cresco.....	51	15	409	245	43	35	22	52	27	218	7	(D)	17	(D)
Remainder of County.....	20	6	66	26	•••	•••	•••	18	13	35	2	(D)	5	(D)
Humboldt County.....	74	24	678	454	101	55	40	81	30	221	16	201	28	256
Humboldt.....	35	17	450	324	88	49	35	39	18	191	6	104	11	155
Remainder of County.....	39	7	228	130	13	6	5	42	12	30	10	97	17	101
Ida County.....	61	21	563	307	60	31	27	68	21	180	11	97	29	286
Iowa County.....	88	26	758	392	101	40	34	87	41	282	6	128	41	348
Jackson County.....	108	34	933	545	113	65	56	107	49	343	18	190	41	400
Maquoketa.....	57	19	583	377	88	50	44	56	27	217	8	66	22	300
Remainder of County.....	51	15	350	168	25	15	12	51	22	126	10	124	19	100
Jasper County.....	171	59	1,932	1,340	347	197	155	185	78	725	25	322	68	885
Newton.....	95	43	1,319	1,045	310	179	143	103	42	518	9	107	44	694
Remainder of County.....	76	16	613	295	37	18	12	82	36	207	16	215	24	191
Jefferson County.....	74	34	1,095	813	209	127	99	71	40	463	10	89	24	543
Fairfield.....	62	28	881	617	166	117	91	63	36	455	9	(D)	17	(D)
Remainder of County.....	12	6	214	196	43	10	8	8	4	8	1	(D)	7	(D)
Johnson County.....	171	93	3,434	3,008	925	448	361	167	77	1,660	16	395	78	1,379
Iowa City.....	128	76	2,949	2,639	861	398	330	117	63	1,576	9	276	56	1,097
Remainder of County.....	43	17	485	369	64	50	31	50	14	84	7	119	22	282

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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Jones County.....	103	27	803	413	94	54	38	103	44	352	18	165	41	286
Aranosa.....	26	8	197	125	36	19	19	30	15	101	1	(D)	10	(D)
Monticello.....	31	7	262	146	33	22	13	32	16	131	5	43	10	88
Remainder of County.....	46	12	344	142	25	13	6	41	13	120	12	(D)	21	(D)
Keokuk County.....	112	28	738	410	84	50	38	121	49	308	9	135	54	295
Losuth County.....	113	43	1,312	966	218	104	81	114	52	461	11	195	50	656
Algona.....	41	23	684	560	163	85	65	42	23	335	1	(D)	17	(D)
Remainder of County.....	72	20	628	406	55	19	16	72	29	126	10	(D)	33	(D)
Lee County.....	250	100	4,636	3,700	1,039	474	400	247	128	1,537	27	267	95	2,832
Fort Madison.....	107	37	1,632	1,240	352	192	157	112	59	742	11	114	37	776
Keokuk.....	108	50	2,337	2,017	573	223	204	107	58	696	13	118	37	1,523
Remainder of County.....	35	13	667	443	114	59	39	28	11	99	3	35	21	533
Linn County.....	593	279	15,310	13,610	4,150	1,767	1,512	575	253	4,565	73	1,742	267	9,003
Cedar Rapids.....	455	221	13,438	12,230	3,847	1,631	1,386	435	197	3,843	52	1,460	206	8,135
Marion.....	38	26	700	632	180	99	97	37	18	431	5	31	15	238
Remainder of County.....	100	32	1,172	748	123	37	29	103	38	291	16	251	46	630
Louisa County.....	65	13	462	130	21	15	14	67	31	193	6	80	28	189
Lucas County.....	63	31	1,113	961	272	97	87	64	28	234	12	81	23	798
Chariton.....	54	26	1,059	919	261	91	82	56	26	(D)	9	63	19	(D)
Remainder of County.....	9	5	54	42	11	6	5	8	2	(D)	3	18	4	(D)
Lyon County.....	68	22	778	396	67	50	21	66	26	217	13	71	29	490
Rock Rapids.....	32	14	451	301	60	46	19	34	12	173	3	13	17	265
Remainder of County.....	36	8	327	95	7	4	2	32	14	44	10	58	12	225
Madison County.....	69	25	569	357	66	33	29	68	32	240	14	128	23	201
Winterset.....	40	18	415	277	52	27	24	39	19	185	4	67	17	163
Remainder of County.....	29	7	154	80	14	6	5	29	13	55	10	61	6	38
Mahaska County.....	145	55	1,613	1,227	293	200	157	149	54	675	36	276	55	662
Oskaloosa.....	109	49	1,465	1,159	281	190	147	115	36	599	31	239	42	627
Remainder of County.....	36	6	148	68	12	10	10	34	18	76	5	37	13	35
Marion County.....	125	39	1,144	652	159	83	62	125	53	391	24	208	48	545
Knorrville.....	50	18	507	285	63	34	24	54	24	235	11	115	15	157
Pella.....	27	11	268	158	44	27	19	26	8	99	1	(D)	18	(D)
Remainder of County.....	48	10	369	209	52	22	19	45	21	57	12	(D)	15	(D)
Marshall County.....	186	90	3,345	3,001	840	393	305	182	85	1,235	31	536	70	1,574
Marshalltown.....	122	66	2,609	2,413	732	337	264	119	61	1,146	16	317	45	1,146
Remainder of County.....	64	24	736	588	108	56	41	63	24	89	15	219	25	428
Mills County.....	56	16	596	412	148	74	69	58	25	245	11	103	20	148
Glenwood.....	22	10	400	330	131	67	62	26	12	308	2	(D)	8	(D)
Remainder of County.....	34	6	196	82	17	7	7	32	13	37	9	(D)	12	(D)
Mitchell County.....	68	24	602	382	75	48	31	68	18	184	13	168	37	250
Osage.....	38	16	366	256	55	40	26	38	16	(D)	4	25	18	(D)
Remainder of County.....	30	8	236	126	20	8	5	30	2	(D)	9	143	19	(D)
Monona County.....	94	34	760	498	81	65	39	97	35	287	13	116	46	357
Onawa.....	28	14	260	172	37	34	20	30	12	158	4	37	12	65
Remainder of County.....	66	20	500	326	44	31	19	67	23	129	9	79	34	292
Monroe County.....	42	16	519	373	85	57	53	47	22	264	4	26	16	229
Albia.....	30	14	419	(D)	(D)	(D)	(D)	(D)	16	198	2	(D)	12	(D)
Remainder of County.....	12	2	100	(D)	(D)	(D)	(D)	(D)	6	66	2	(D)	4	(D)
Montgomery County.....	82	34	999	737	171	109	90	89	30	325	18	235	34	439
Red Oak.....	54	22	700	512	137	89	71	57	19	261	6	91	29	348
Remainder of County.....	28	12	299	225	34	20	19	32	11	64	12	144	5	91
Muscatine County.....	208	88	2,567	1,943	495	262	189	205	97	1,030	32	370	79	1,167
Muscatine.....	149	71	2,006	1,698	454	246	174	146	75	861	24	224	50	921
Remainder of County.....	59	17	561	245	41	16	15	59	22	169	8	146	29	246
Orien County.....	120	50	1,311	887	148	120	87	133	58	512	17	290	45	509
Sheldon.....	47	21	542	426	79	64	54	53	25	177	6	129	16	236
Remainder of County.....	73	29	769	461	69	56	33	80	33	335	11	161	29	273
Osceola County.....	33	9	237	141	26	18	17	33	15	70	18	167
Sibley.....	17	7	140	(D)	(D)	(D)	(D)	(D)	11	66	6	74
Remainder of County.....	16	2	97	(D)	(D)	(D)	(D)	(D)	4	4	12	93
Page County.....	152	54	1,943	1,455	419	226	180	156	63	686	22	222	67	1,035
Clarinda.....	61	11	568	328	74	51	36	64	29	217	6	36	26	315
Sherandoah.....	65	35	1,197	1,029	328	169	140	63	29	451	10	105	26	641
Remainder of County.....	26	8	178	98	17	6	4	29	5	18	6	81	15	79
Palo Alto County.....	101	29	873	485	84	67	42	107	47	284	5	53	49	536
Empireburg.....	50	16	496	264	49	40	28	54	25	216	3	(D)	22	(D)
Remainder of County.....	51	13	377	221	35	27	14	53	22	68	2	(D)	27	(D)

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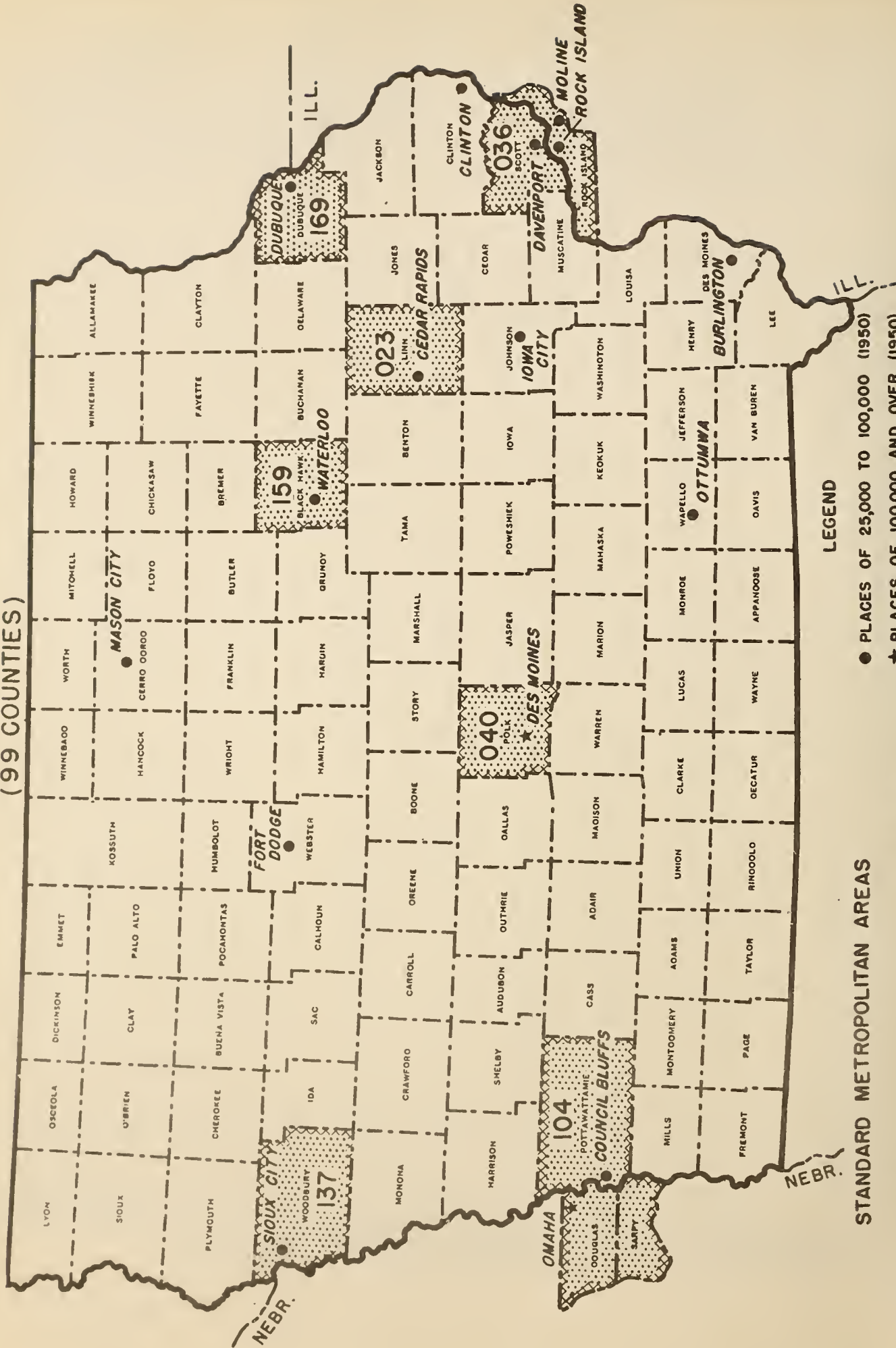
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Establishments, Receipts, Payroll, and Personnel

County and city	Total									Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	
Plymouth County.....	120	50	1,230	838	183	123	99	122	48	477	17	271	55	482	
Le Mars.....	63	27	743	549	136	90	66	62	23	303	9	137	31	303	
Remainder of County.....	57	23	487	289	47	33	33	60	25	174	8	134	24	179	
Pocahontas County.....	78	30	775	477	75	50	39	85	36	250	11	136	31	389	
Polk County.....	1,510	702	47,015	42,609	12,758	5,261	4,554	1,468	583	11,067	233	5,219	694	30,729	
Des Moines.....	1,386	650	45,004	40,958	12,321	5,072	4,386	1,343	530	10,484	207	4,908	649	29,612	
West Des Moines.....	40	16	601	401	121	72	66	46	25	363	7	73	12	165	
Remainder of County.....	80	36	1,410	1,250	316	117	102	79	28	220	19	238	33	952	
Pottawattamie County.....	309	117	5,671	4,635	1,266	606	488	309	126	1,799	56	1,010	127	2,862	
Council Bluffs.....	217	93	4,664	4,012	1,158	505	435	212	87	1,625	41	876	89	2,163	
Remainder of County.....	92	24	1,007	623	108	101	53	97	39	174	15	134	38	699	
Poweshiek County.....	109	43	1,152	774	187	89	69	113	44	381	20	303	45	468	
Crinnell.....	58	24	802	578	143	67	57	64	24	286	11	188	23	328	
Remainder of County.....	51	19	350	196	44	22	12	49	20	95	9	115	22	140	
Ringgold County.....	51	13	273	127	23	19	19	51	25	107	9	61	17	105	
Sac County.....	96	32	734	450	117	98	70	108	39	231	9	80	48	423	
Sac City.....	36	16	349	275	79	63	54	34	13	95	3	39	20	215	
Remainder of County.....	60	16	385	175	38	35	16	74	26	136	6	41	28	208	
Scott County.....	526	274	15,185	13,697	4,470	1,921	1,491	521	198	4,161	70	1,706	258	9,318	
Bettendorf.....	38	16	633	543	171	84	49	39	10	198	5	67	23	368	
Davenport.....	448	244	14,144	12,864	4,219	1,821	1,431	443	177	3,909	54	1,518	217	8,717	
Remainder of County.....	40	14	408	290	80	16	11	39	11	54	11	121	18	233	
Shelby County.....	60	18	857	577	91	47	38	74	22	328	10	119	28	410	
Harlan.....	36	16	639	(D)	(D)	(D)	(D)	(D)	14	310	4	73	18	256	
Remainder of County.....	24	2	218	(D)	(D)	(D)	(D)	(D)	8	18	6	46	10	154	
Sioux County.....	124	28	1,045	517	112	36	32	131	52	273	20	329	52	443	
Hawarden.....	29	5	244	88	24	9	7	29	14	95	5	63	10	86	
Remainder of County.....	95	23	801	429	88	27	25	102	38	178	15	266	42	357	
Story County.....	246	98	3,586	2,720	725	417	324	272	92	1,274	42	467	112	1,845	
Ames.....	114	60	2,235	1,917	573	355	267	119	42	865	16	281	56	1,089	
Nevada.....	39	21	592	484	79	41	38	47	16	175	6	44	17	373	
Remainder of County.....	93	17	759	319	73	21	19	106	34	234	20	142	39	383	
Tama County.....	83	29	706	410	78	47	32	90	33	265	16	189	34	252	
Tama.....	21	9	220	148	31	19	10	27	7	72	6	46	8	102	
Remainder of County.....	62	20	486	262	47	28	22	63	26	193	10	143	26	150	
Taylor County.....	60	24	510	382	73	36	32	60	20	130	11	101	29	279	
Union County.....	101	41	1,314	938	233	151	137	102	35	359	14	100	52	855	
Creston.....	77	33	1,066	762	196	132	118	79	28	329	9	69	40	668	
Remainder of County.....	24	8	248	176	37	19	19	23	7	30	5	31	12	187	
Van Buren County.....	68	14	410	240	31	29	17	67	34	199	10	85	24	126	
Wapello County.....	242	98	3,923	3,141	995	502	414	240	96	1,395	28	147	118	2,381	
Ottumwa.....	210	88	3,609	2,925	951	471	398	208	84	1,362	22	121	104	2,126	
Remainder of County.....	32	10	314	216	44	31	16	32	12	33	6	26	14	255	
Warren County.....	94	18	753	347	72	42	37	98	43	349	27	279	24	125	
Indianola.....	68	14	551	267	67	40	35	66	39	312	12	148	17	91	
Remainder of County.....	26	4	202	80	5	2	2	32	4	37	15	131	7	34	
Washington County.....	101	49	1,179	959	208	113	88	102	45	414	10	143	46	622	
Washington.....	45	27	746	674	150	85	65	49	22	315	3	70	20	361	
Remainder of County.....	56	22	433	285	58	28	23	53	23	99	7	73	26	261	
Wayne County.....	62	22	454	310	59	37	28	65	29	176	9	93	24	185	
Webster County.....	235	113	4,898	4,162	1,185	622	488	247	88	1,520	20	418	127	2,960	
Fort Dodge.....	181	99	4,302	3,800	1,102	572	453	193	71	1,445	14	364	96	2,493	
Remainder of County.....	54	14	596	362	83	50	35	54	17	75	6	54	31	467	
Winnebago County.....	66	22	624	382	99	47	37	70	29	218	5	60	32	346	
Forest City.....	25	9	279	215	60	26	21	24	11	111	1	(D)	13	(D)	
Remainder of County.....	41	13	345	167	39	21	16	46	18	107	4	(D)	19	(D)	
Winneshek County.....	92	42	1,119	913	232	144	110	85	42	279	16	149	34	691	
Occora.....	60	26	841	715	197	116	94	57	31	224	10	92	19	525	
Remainder of County.....	32	16	278	198	35	28	16	28	11	55	6	57	15	166	
Woodbury County.....	645	303	14,398	12,228	3,928	1,931	1,557	638	277	4,304	106	1,959	262	8,135	
Sioux City.....	570	280	13,787	11,831	3,864	1,884	1,521	560	248	4,115	91	1,819	231	7,853	
Remainder of County.....	75	23	611	397	64	47	36	78	29	189	15	140	31	282	
Worth County.....	51	15	389	183	31	23	13	51	25	192	7	80	19	117	
Wright County.....	124	46	1,163	703	134	105	75	123	48	441	16	170	60	552	
Clarion.....	41	11	348	202	40	28	19	43	16	157	4	54	21	137	
Eagle Grove.....	30	12	328	190	42	31	28	30	14	152	3	24	13	152	
Remainder of County.....	53	2	487	311	52	46	28	50	18	132	9	92	26	263	

Standard Notes: (D) Withheld to avoid disclosure. (N) Not available. XXX Not applicable. (Z) Less than \$500. . . Represents zero.
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

IOWA (99 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE	104	OMAHA, NEBR.
	023	CEDAR RAPIDS
	036	DAVENPORT, IOWA - ROCK ISLAND - Moline, ILL.
	040	DES MOINES
	137	SIoux CITY
	159	WATERLOO
	169	DUBUQUE

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-16

KANSAS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether
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regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Kansas, total.....	11,212	5,004	185,114	151,004	44,241	21,947	18,411	11,483	4,554	57,672	1,754	27,028	4,904	100,414
Allen County.....	100	42	921	717	144	96	68	100	44	282	11	113	45	526
Iola.....	58	28	692	548	116	74	60	56	30	226	8	100	20	366
Remainder of County.....	42	14	229	169	28	22	8	44	14	56	3	13	25	160
Anderson County.....	47	21	458	330	94	52	36	52	14	148	15	78	18	232
Garrett.....	31	15	377	277	78	44	32	37	10	139	7	30	14	208
Remainder of County.....	16	6	81	53	16	8	4	15	4	9	8	48	4	24
Atchison County.....	98	46	1,224	1,002	272	155	135	97	47	495	14	197	37	532
Atchison.....	87	45	1,146	(D)	(D)	(D)	(D)	(D)	45	(D)	10	169	32	(D)
Remainder of County.....	11	1	78	(D)	(D)	(D)	(D)	(D)	2	(D)	4	28	5	(D)
Barber County.....	64	26	715	445	86	45	36	69	30	278	6	48	28	389
Barton County.....	225	103	4,527	3,843	1,054	437	394	233	77	1,034	15	166	133	3,327
Elliswood.....	24	8	279	183	48	11	11	25	10	55	1	(D)	13	(D)
Great Bend.....	119	55	2,833	2,495	693	286	261	125	47	730	8	110	64	1,993
Holington.....	34	20	536	492	127	82	69	35	16	226	2	(D)	16	(D)
Remainder of County.....	48	20	879	673	186	58	53	48	4	23	4	31	40	825
Bourbon County.....	108	34	1,262	996	293	172	143	107	54	638	15	141	39	483
Fort Scott.....	92	32	1,211	(D)	(D)	(D)	(D)	(D)	48	618	11	135	33	458
Remainder of County.....	16	2	51	(D)	(D)	(D)	(D)	(D)	6	20	4	6	6	25
Brown County.....	89	41	919	683	126	90	71	89	28	244	15	195	46	480
Hiawatha.....	36	22	482	392	81	69	54	35	13	144	9	93	14	245
Remainder of County.....	53	19	437	291	45	21	17	54	15	100	6	102	32	235
Butler County.....	191	91	2,392	1,810	496	253	202	199	71	784	30	388	90	1,220
Augusta.....	49	23	506	370	91	58	42	52	18	207	6	70	25	229
El Dorado.....	92	48	1,304	1,090	313	147	127	93	39	492	12	165	41	647
Remainder of County.....	50	20	582	350	92	48	33	54	14	85	12	153	24	344
Chase County.....	13	7	185	149	15	11	11	12	6	(D)	1	(D)	6	87
Chautauqua County.....	33	11	326	130	26	21	16	35	18	148	15	178
Cherokee County.....	140	56	1,256	918	205	118	96	146	67	405	24	293	49	558
Baxter Springs.....	46	18	447	307	61	40	33	50	24	177	10	87	12	183
Columbus.....	46	18	447	353	74	41	32	47	22	113	5	97	19	237
Galena.....	24	10	169	133	31	21	15	25	10	55	6	76	8	38
Remainder of County.....	24	10	193	125	39	16	16	24	11	60	3	33	10	100
Cheyenne County.....	36	20	510	346	58	41	30	36	14	149	6	205	16	156
Clark County.....	23	13	(D)	171	28	15	14	27	10	61	7	83	6	(D)
Clay County.....	76	28	898	608	166	86	69	80	32	323	13	199	31	376
Clay Center.....	56	24	757	553	162	84	68	58	25	302	10	(D)	21	(D)
Remainder of County.....	20	4	141	55	4	2	1	22	7	21	3	(D)	10	(D)
Cloud County.....	79	39	894	698	146	91	80	73	36	295	17	172	26	427
Concordia.....	49	25	644	530	123	80	71	47	25	223	9	91	15	330
Remainder of County.....	30	14	250	168	23	11	9	26	11	72	8	81	11	97
Coffey County.....	48	16	459	225	46	36	32	50	28	299	4	38	16	122
Comanche County.....	37	13	471	193	33	18	17	39	21	189	3	80	13	202
Covley County.....	218	102	3,234	2,692	889	425	353	221	101	1,197	29	416	88	1,621
Arkansas City.....	106	46	1,530	1,252	331	200	157	118	50	583	14	253	42	694
Winfield.....	90	44	1,231	1,049	278	150	131	88	50	(D)	10	119	30	(D)
Remainder of County.....	22	12	473	391	280	75	65	15	1	(D)	5	44	16	(D)
Crawford County.....	253	105	3,362	2,560	651	388	330	268	102	1,105	42	515	109	1,742
Pittsburg.....	156	70	2,129	1,729	485	304	255	160	68	788	21	295	67	1,046
Remainder of County.....	97	35	1,233	831	186	84	75	108	34	317	21	220	42	696
Decatur County.....	33	11	405	243	39	25	22	33	11	47	4	45	18	313
Dickinson County.....	139	55	1,410	1,004	243	148	123	133	51	483	24	211	64	716
Abilene.....	68	28	771	607	162	94	81	68	27	284	12	123	29	364
Herington.....	32	16	442	270	62	47	37	29	10	162	7	47	15	233
Remainder of County.....	39	11	197	127	19	7	5	36	14	37	5	41	20	119
Doniphan County.....	43	7	419	101	14	8	7	53	17	120	11	127	15	172
Douglas County.....	171	83	3,285	2,821	848	458	383	169	74	1,162	24	330	73	1,793
Lawrence.....	136	70	2,905	2,599	797	432	363	137	60	1,072	18	272	58	1,561
Remainder of County.....	35	13	380	222	51	26	20	32	14	90	6	58	15	232
Edwards County.....	46	14	483	335	57	21	18	54	17	151	6	24	23	308
Elk County.....	37	11	192	96	24	13	11	38	18	87	3	21	16	84
Ellis County.....	91	59	1,664	1,664	430	226	183	83	35	430	14	154	42	1,200
Ellis.....	17	11	180	(D)	27	19	17	19	10	(D)	1	(D)	6	77
Hays.....	63	39	1,413	1,325	366	172	139	55	24	348	12	(D)	27	(D)
Remainder of County.....	11	9	191	(D)	37	35	27	9	1	(D)	1	(D)	9	(D)
Ellsworth County.....	62	22	567	349	68	32	24	65	19	171	5	37	38	359

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Finney County.....	100	70	2,030	1,744	486	271	229	96	29	519	17	276	54	1,235
Garden City.....	91	63	1,850	(D)	459	253	219	88	29	519	15	(D)	47	(D)
Remainder of County.....	9	7	180	(D)	27	18	10	8	2	(D)	7	(D)
Ford County.....	163	67	2,233	1,767	479	241	222	166	57	644	24	232	82	1,357
Dodge City.....	131	53	1,822	1,428	413	198	184	129	49	598	19	192	63	1,032
Remainder of County.....	32	14	411	339	66	43	38	37	8	46	5	40	19	325
Franklin County.....	89	39	1,345	1,089	267	162	124	98	34	474	16	203	39	668
Ottawa.....	73	35	1,185	979	246	159	121	83	29	459	13	146	31	580
Remainder of County.....	16	4	160	110	21	3	3	15	5	15	3	57	8	88
Gearv County.....	90	56	1,991	1,819	450	258	219	99	43	808	13	165	32	1,018
Junction City.....	80	50	1,732	1,568	409	223	189	87	41	(D)	15	(D)	24	832
Remainder of County.....	10	6	259	251	41	35	30	12	2	(D)	...	(D)	8	186
Gove County.....	22	6	259	151	30	13	12	27	12	43	4	111	6	105
Graham County.....	52	12	407	189	31	23	16	61	21	111	8	94	23	202
Grant County.....	29	13	429	333	91	41	27	31	10	96	3	73	16	260
Gray County.....	25	11	187	121	21	13	10	26	14	67	1	(D)	10	(D)
Greeley County.....	17	7	143	99	15	14	6	16	6	32	5	51	6	60
Greenwood County.....	70	40	678	562	107	74	61	75	25	228	13	152	32	298
Eureka.....	41	29	461	425	84	62	51	47	15	169	8	113	18	179
Remainder of County.....	29	11	217	137	23	12	10	28	10	59	5	39	14	119
Hamilton County.....	29	15	407	331	57	31	26	36	11	88	1	(D)	17	(D)
Harper County.....	74	26	655	483	143	68	57	71	34	280	13	144	27	231
Anthony.....	40	16	371	307	93	51	43	38	17	195	7	52	16	124
Remainder of County.....	34	10	284	176	50	17	14	33	17	85	6	92	11	107
Harvey County.....	140	56	1,504	1,040	272	157	117	139	62	656	26	233	52	615
Newton.....	80	42	1,059	829	230	137	100	80	37	454	17	158	26	447
Remainder of County.....	60	14	445	211	42	20	17	59	25	202	9	75	26	168
Haskell County.....	17	5	153	79	16	9	7	20	9	41	8	112
Hodgeman County.....	22	6	152	86	13	7	6	24	7	23	8	75	7	54
Jackson County.....	70	16	513	225	46	30	20	74	26	223	22	133	22	157
Holton.....	36	14	353	(D)	(D)	(D)	(D)	(D)	19	204	6	47	11	102
Remainder of County.....	34	2	160	(D)	(D)	(D)	(D)	(D)	7	19	16	86	11	55
Jefferson County.....	44	14	222	122	24	18	15	47	20	71	8	56	16	95
Jewell County.....	59	11	425	193	44	26	24	58	28	185	13	45	18	195
Johnson County.....	249	119	5,273	4,465	1,409	699	472	252	105	1,559	33	660	111	3,054
Olathe.....	47	17	414	188	43	18	14	48	23	173	8	94	16	147
Remainder of County.....	202	102	4,859	4,277	1,366	681	458	204	82	1,386	25	566	95	2,907
Kearny County.....	22	6	141	71	12	9	5	21	8	37	3	22	11	82
Kingman County.....	69	25	616	418	90	49	34	74	27	220	14	151	28	245
Kingman.....	42	20	423	333	73	45	30	46	18	176	8	91	16	156
Remainder of County.....	27	5	193	85	17	4	4	28	9	44	6	60	12	89
Kiowa County.....	26	8	195	117	28	22	16	26	15	57	11	138
Labette County.....	187	77	1,931	1,481	393	294	258	198	89	877	22	139	76	915
Parsons.....	120	60	1,503	1,267	355	266	239	123	62	719	15	81	43	703
Remainder of County.....	67	17	428	214	38	28	19	75	27	158	7	58	33	212
Lane County.....	20	10	187	119	24	13	7	23	7	33	5	56	8	98
Leavenworth County.....	165	83	2,465	2,087	723	367	311	162	77	1,062	19	329	69	1,074
Leavenworth.....	129	65	1,990	1,722	614	320	269	130	63	953	12	170	54	867
Remainder of County.....	36	18	475	365	109	47	42	32	14	109	7	159	15	207
Lincoln County.....	33	7	232	92	11	13	4	34	13	72	7	78	13	82
Linn County.....	46	8	250	120	13	11	10	49	27	147	6	53	13	50
Logan County.....	32	14	383	291	46	35	25	30	15	91	1	(D)	16	(D)
Lyon County.....	149	69	2,685	2,203	714	398	352	151	53	943	29	402	67	1,340
Emporia.....	125	65	2,299	1,949	659	364	322	126	49	927	22	334	54	1,038
Remainder of County.....	24	4	386	254	55	34	30	25	4	16	7	68	13	302
McPherson County.....	155	65	2,099	1,541	431	255	206	158	72	631	15	235	68	1,233
McPherson.....	80	40	1,466	1,132	343	197	162	82	37	423	7	153	36	890
Remainder of County.....	75	25	633	409	88	58	44	76	35	208	8	82	32	343
Marion County.....	92	18	593	197	46	42	28	106	35	190	22	173	35	230
Marshall County.....	128	44	1,313	833	147	81	66	135	48	343	23	377	57	593
Marysville.....	58	26	802	578	101	58	43	65	24	212	7	195	27	395
Remainder of County.....	70	18	511	255	46	23	23	70	24	131	16	182	30	198
Meade County.....	50	16	406	276	49	32	29	54	12	69	4	64	34	273

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

PRELIMINARY, 1954 SELECTED SERVICES REPORT—COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lishments	Receipts	Estab-lishments	Receipts	Estab-lishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Miami County.....	86	36	872	582	120	85	72	97	42	390	22	231	22	251
Caney.....	29	15	292	214	44	36	32	34	17	153	7	69	5	70
Paoli.....	36	16	372	254	55	42	34	42	17	191	6	40	13	141
Remainder of County.....	21	5	208	114	21	7	6	21	6	46	9	122	4	40
Mitchell County.....	64	26	791	559	132	85	69	68	23	198	10	171	31	422
Beloit.....	40	18	458	376	101	69	56	45	21	(D)	4	39	15	(D)
Remainder of County.....	24	8	333	183	31	16	13	23	2	(D)	6	132	16	(D)
Montgomery County.....	326	134	4,568	3,622	878	551	472	333	135	1,291	52	516	139	2,761
Caney.....	37	13	366	298	38	24	16	40	16	128	4	16	17	222
Cherryvale.....	28	8	217	121	20	10	9	33	10	(D)	9	64	9	(D)
Coffeyville.....	145	61	1,898	1,546	434	255	228	148	67	623	20	230	58	1,045
Independence.....	94	40	1,788	1,428	344	229	197	94	40	443	12	141	42	1,204
Remainder of County.....	22	12	299	229	42	33	22	18	2	(D)	7	65	13	(D)
Morris County.....	33	13	231	165	37	29	23	33	23	105	...	(D)	10	(D)
Council Grove.....	20	8	142	100	25	25	19	19	15	87	5	55
Remainder of County.....	13	5	89	65	12	4	4	14	8	18	...	(D)	5	(D)
Morton County.....	18	4	181	85	11	7	6	17	9	49	3	(D)	6	(D)
Nemaha County.....	88	32	726	432	100	57	48	80	30	259	18	160	40	307
Neosho County.....	123	55	1,469	1,149	290	176	133	120	52	416	23	194	48	859
Chamute.....	93	43	1,261	983	252	165	123	91	42	388	19	180	32	693
Remainder of County.....	30	12	208	166	38	11	10	29	10	28	4	14	16	166
Ness County.....	46	18	490	292	59	21	20	42	7	48	11	141	28	301
Norton County.....	49	19	591	467	105	59	51	49	32	185	2	(D)	15	(D)
Norton.....	37	17	506	(D)	(D)	(D)	(D)	(D)	26	169	...	(D)	11	(D)
Remainder of County.....	12	2	85	(D)	(D)	(D)	(D)	(D)	6	16	2	(D)	4	(D)
Osage County.....	71	19	444	148	31	32	23	76	26	134	10	111	35	199
Osborne County.....	62	26	601	429	96	45	35	65	23	116	6	138	33	347
Ottawa County.....	59	13	539	283	69	35	25	61	21	103	13	197	25	239
Pawnee County.....	51	31	1,045	879	211	87	76	52	22	346	9	290	20	409
Larned.....	38	30	920	(D)	(D)	(D)	(D)	(D)	18	338	7	(D)	13	(D)
Remainder of County.....	13	1	125	(D)	(D)	(D)	(D)	(D)	4	8	2	(D)	7	(D)
Phillips County.....	59	17	673	431	94	57	55	69	18	161	9	152	32	360
Phillipsburg.....	34	14	469	(D)	(D)	(D)	(D)	(D)	12	149	1	(D)	21	(D)
Remainder of County.....	25	3	204	(D)	(D)	(D)	(D)	(D)	6	12	8	(D)	11	(D)
Pottawatomie County.....	63	19	481	199	54	32	21	67	27	201	6	46	30	234
Pratt County.....	93	37	1,371	931	248	132	106	92	34	568	16	140	43	663
Pratt.....	83	33	1,257	839	239	131	105	83	32	(D)	15	(D)	36	564
Remainder of County.....	10	4	114	92	9	1	1	9	2	(D)	1	(D)	7	99
Ravlin County.....	38	18	322	212	25	17	10	44	14	71	5	96	19	155
Reno County.....	330	148	5,763	4,783	1,553	750	686	348	106	1,593	78	1,065	146	3,105
Hutchinson.....	257	129	5,008	4,384	1,457	707	651	269	88	1,508	57	858	112	2,642
Remainder of County.....	73	19	755	399	96	43	35	79	18	85	21	207	34	463
Republic County.....	56	30	699	535	102	50	40	59	17	272	7	73	32	354
Belleville.....	29	21	489	421	81	43	34	29	14	238	2	(D)	13	(D)
Remainder of County.....	27	9	210	114	21	7	6	30	3	34	5	(D)	19	(D)
Rice County.....	95	53	1,525	1,251	332	159	129	104	30	385	18	262	47	878
Lyons.....	44	36	809	789	202	117	101	50	16	200	8	117	20	492
Remainder of County.....	51	17	716	462	130	42	28	54	14	185	10	145	27	386
Riley County.....	168	86	3,810	3,302	1,049	604	479	165	78	1,658	20	189	70	1,963
Manhattan.....	128	68	3,034	2,612	775	457	350	134	60	1,092	10	145	58	1,797
Remainder of County.....	40	18	776	690	274	147	129	31	18	566	10	44	12	166
Rooks County.....	72	34	797	659	172	94	72	74	26	184	10	66	36	547
Rush County.....	54	14	466	222	65	25	19	52	18	177	4	47	32	242
Russell County.....	96	42	1,527	1,139	346	157	118	107	25	281	14	100	57	1,146
Russell.....	57	31	1,049	879	282	139	107	67	21	267	5	51	31	731
Remainder of County.....	39	11	478	260	64	18	11	40	4	14	9	49	26	415
Saline County.....	247	149	5,453	4,975	1,482	723	599	241	97	1,555	31	788	119	3,110
Saline.....	227	137	4,864	4,440	1,354	664	542	216	93	1,537	26	715	108	2,612
Remainder of County.....	20	12	589	535	128	59	57	25	4	18	5	73	11	498
Scott County.....	40	20	561	433	90	57	42	40	11	129	7	81	22	351
Scott City.....	39	19	(D)	(D)	(D)	(D)	(D)	(D)	11	129	7	81	21	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Sedgewick County.....	1,640	870	43,739	39,087	12,577	5,317	4,535	1,649	657	12,379	283	6,589	700	24,771
Wichita.....	1,526	802	41,101	36,719	11,896	4,993	4,306	1,551	622	12,161	262	6,342	642	22,598
Remainder of County.....	114	68	2,638	2,368	681	324	229	98	35	218	21	247	58	2,173
Seward County.....	85	55	1,655	1,493	370	207	176	91	29	458	9	125	47	1,072
Liberal.....	77	40	1,395	(D)	315	181	155	84	29	458	9	125	39	812
Remainder of County.....	8	6	260	(D)	55	26	21	7	8	260

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

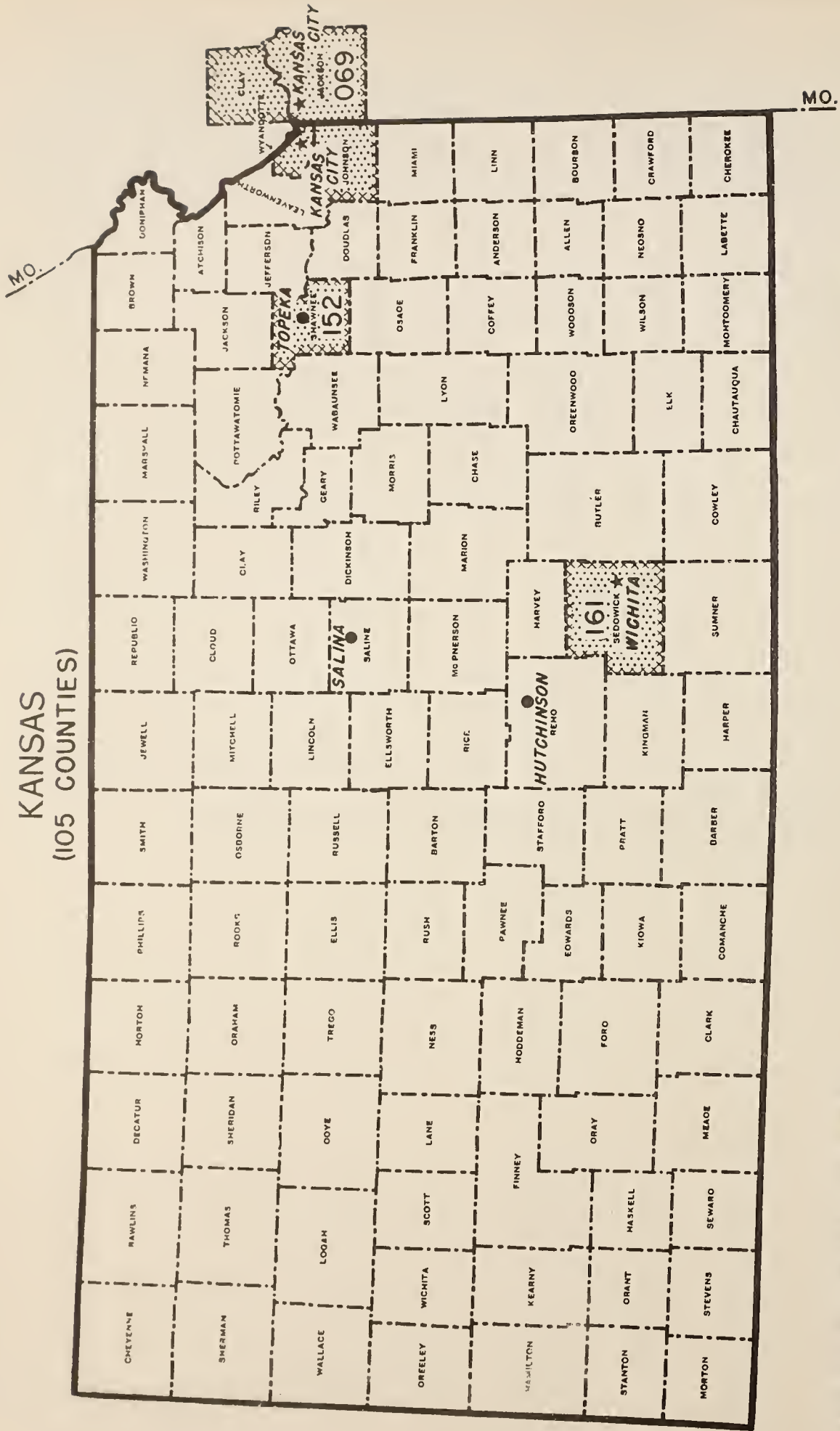
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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Shawnee County.....	564	306	14,508	13,118	4,284	1,984	1,722	547	237	4,435	77	1,793	250	8,280
Topeka.....	502	274	13,045	11,859	3,999	1,862	1,623	487	220	4,356	65	1,629	217	7,064
Remainder of County.....	62	32	1,463	1,259	285	122	99	60	17	79	12	168	33	1,216
Sheridan County.....	20	10	148	92	9	9	7	22	4	25	8	77	8	46
Sherman County.....	61	31	927	(D)	(D)	(D)	(D)	(D)	19	281	15	225	27	421
Goodland.....	50	26	713	623	164	93	79	56	19	281	11	117	20	315
Remainder of County.....	11	5	214	(D)	(D)	(D)	(D)	(D)	4	108	7	106
Smith County.....	55	19	491	287	43	26	25	62	20	172	9	50	26	269
Stafford County.....	57	17	390	230	51	44	38	57	24	89	5	71	28	230
Stanton County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Stevens County.....	31	13	374	264	68	32	25	30	10	86	3	34	18	254
Hugoton.....	26	10	298	(D)	(D)	(D)	(D)	(D)	10	86	2	(D)	14	(D)
Remainder of County.....	5	3	76	(D)	(D)	(D)	(D)	(D)	1	(D)	4	(D)
Sumner County.....	128	60	1,304	988	220	129	96	137	52	504	19	225	57	373
Wellington.....	57	27	620	482	150	74	60	62	23	299	10	105	24	216
Remainder of County.....	71	33	684	506	70	55	36	75	29	205	9	120	33	359
Thomas County.....	57	29	701	589	123	85	65	63	18	172	7	50	32	479
Colby.....	44	22	597	497	111	76	58	50	15	168	5	(D)	24	(D)
Remainder of County.....	13	7	104	92	12	9	7	13	3	4	2	(D)	8	(D)
Trego County.....	34	12	391	225	70	30	27	32	14	85	2	(D)	18	(D)
Wabaunsee County.....	22	6	214	72	5	7	4	23	11	86	4	88	7	40
Wallace County.....	8	4	84	64	15	9	8	10	2	(D)	1	(D)	5	64
Washington County.....	60	16	397	175	33	36	21	59	22	105	8	80	30	212
Wichita County.....	25	13	242	202	43	17	15	19	7	94	4	30	14	118
Wilson County.....	77	29	623	427	75	67	41	81	33	246	9	59	35	318
Fredonia.....	27	15	287	247	38	26	21	31	12	148	7	(D)	8	(D)
Neodesha.....	33	9	232	132	32	37	16	34	17	84	16	148
Remainder of County.....	17	5	104	48	5	4	4	16	4	14	2	(D)	11	(D)
Woodson County.....	39	13	271	155	26	25	20	44	8	33	13	104	18	134
Wyandotte County.....	726	292	17,350	14,802	5,009	2,437	2,145	740	348	5,823	116	2,813	262	8,714
Kansas City.....	594	258	15,508	13,534	4,663	2,312	2,052	601	307	5,576	89	2,526	198	7,406
Remainder of County.....	132	34	1,842	1,268	346	125	93	139	41	247	27	287	64	1,308

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 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

KANSAS (105 COUNTIES)



STANDARD METROPOLITAN AREAS

- CODE
- 069 KANSAS CITY, MO.
- 152 TOPEKA
- 161 WICHITA

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PS-1-17

KENTUCKY

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

matted a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Kentucky, total.....	9,178	4,770	211,399	188,059	57,077	27,653	24,674	9,432	4,176	73,966	1,139	23,465	3,863	113,968
Adair County.....	40	22	371	333	59	41	38	44	14	178	4	36	22	157
Allen County.....	29	13	321	257	54	44	38	37	16	153	3	(0)	10	(D)
Anderson County.....	15	7	231	193	40	20	18	21	6	112	5	52	4	67
Ballard County.....	49	9	272	84	17	6	5	57	23	85	4	80	22	107
Barren County.....	102	68	1,799	1,633	351	205	188	101	36	563	15	293	51	943
Ashland.....	69	41	1,063	913	224	122	115	72	31	524	10	154	28	385
Remainder of County.....	33	27	736	720	127	83	73	29	5	39	5	139	23	558
Bath County.....	20	8	170	118	25	14	12	18	1	(0)	7	49	12	(D)
Bell County.....	87	55	1,678	1,446	420	258	228	97	39	656	13	128	35	894
Middlesborough.....	56	36	1,175	1,007	296	177	154	62	24	416	12	(D)	20	(D)
Pineville.....	25	17	457	(D)	(D)	(D)	(D)	(D)	11	(D)	1	(0)	13	224
Remainder of County.....	6	2	46	(0)	(0)	(0)	(0)	(0)	4	(D)	•••	•••	2	(0)
Boone County.....	67	19	670	434	97	34	22	68	21	174	9	151	37	345
Bourbon County.....	58	38	964	864	266	144	138	62	28	380	5	127	25	457
Paris.....	43	33	801	733	248	135	131	45	20	356	4	(D)	19	(D)
Remainder of County.....	15	5	163	131	18	9	7	17	8	24	1	(0)	6	(D)
Boyd County.....	178	100	5,026	4,658	1,667	759	654	172	91	2,659	24	398	63	1,969
Ashland.....	161	89	4,723	4,371	1,593	728	626	156	79	2,501	22	(D)	60	(D)
Cattlettsburg.....	13	7	80	64	19	7	6	13	11	(D)	1	(0)	1	(0)
Remainder of County.....	4	4	223	223	55	24	22	3	1	(0)	1	(0)	2	(0)
Boyle County.....	64	40	1,416	1,324	382	239	223	59	33	586	8	162	23	668
Danville.....	56	34	1,264	(D)	357	233	218	53	30	572	8	162	18	530
Remainder of County.....	8	6	152	(D)	25	6	5	6	3	14	•••	•••	5	138
Breckinridge County.....	22	8	205	111	11	6	4	28	9	87	6	66	7	52
Breathitt County.....	26	6	277	(0)	(0)	(0)	(0)	(0)	9	91	6	90	11	96
Breckinridge County.....	38	12	248	170	32	14	11	43	22	133	1	(0)	15	(D)
Bullitt County.....	41	9	216	72	12	4	3	45	26	116	•••	•••	15	100
Butler County.....	25	7	179	127	26	20	16	30	4	(0)	•••	•••	21	(D)
Caldwell County.....	39	25	593	525	153	94	90	36	16	205	6	91	17	297
Princeton.....	32	18	427	(D)	114	72	71	30	15	(D)	5	(D)	12	(D)
Remainder of County.....	7	7	166	(D)	39	22	19	6	1	(0)	1	(0)	5	(D)
Calloway County.....	70	42	954	832	227	147	138	73	35	440	11	161	24	353
Murray.....	57	35	777	701	191	127	125	60	32	433	8	121	17	223
Remainder of County.....	13	7	177	131	36	20	13	13	3	7	3	40	7	130
Campbell County.....	281	105	4,315	3,275	1,013	444	363	304	151	2,163	28	570	102	1,582
Bellevue.....	33	15	578	454	112	56	51	33	24	385	1	(0)	8	(D)
Dayton.....	33	5	246	68	16	5	3	41	21	144	3	47	9	55
Fort Thomas.....	33	11	322	198	63	22	17	33	18	159	•••	•••	15	163
Newport.....	138	60	2,549	2,113	721	306	251	146	83	1,407	18	375	37	767
Remainder of County.....	44	14	620	442	101	55	41	51	5	68	6	(D)	33	(D)
Carlisle County.....	15	5	112	86	14	10	10	14	9	35	•••	•••	6	77
Carroll County.....	41	21	514	374	74	43	41	47	13	108	9	101	19	305
Carrollton.....	31	15	349	225	57	36	34	36	13	108	5	53	13	188
Remainder of County.....	10	6	165	149	17	7	7	11	•••	•••	4	48	6	117
Carter County.....	42	12	346	198	41	32	28	42	18	201	6	33	18	112
Casey County.....	23	5	304	188	19	7	6	27	9	68	5	141	9	95
Christian County.....	157	99	3,778	3,406	1,072	551	525	165	63	1,483	29	578	65	1,717
Hopkinsville.....	119	71	2,847	2,509	708	375	357	132	44	889	24	550	51	1,408
Remainder of County.....	38	28	931	897	364	176	168	33	19	594	5	28	14	309
Clark County.....	92	54	2,190	1,936	466	254	225	94	39	946	11	390	42	854
Winchester.....	79	47	1,984	1,750	431	239	210	83	35	934	10	(D)	34	(D)
Remainder of County.....	13	7	206	186	35	15	15	11	4	12	1	(0)	8	(D)
Clay County.....	41	15	422	234	40	26	23	46	12	137	10	112	19	173
Clinton County.....	21	9	332	262	70	42	31	22	9	133	4	22	8	177
Crittenden County.....	36	16	346	282	92	45	33	38	17	98	7	68	12	180
Cumberland County.....	26	6	225	119	33	17	16	23	6	60	•••	•••	20	165
Daviess County.....	232	142	5,203	4,809	1,405	712	625	228	110	1,773	18	395	104	3,035
Owensboro.....	210	126	4,667	4,283	1,280	635	555	212	102	1,641	16	(D)	92	(D)
Remainder of County.....	22	16	536	526	125	77	70	16	8	132	2	(0)	12	(D)
Edmonson County.....	20	4	467	(0)	(0)	(0)	(0)	(0)	2	(0)	4	70	14	(D)
Ellis County.....	4	•••	16	•••	•••	•••	•••	•••	4	2	(0)	•••	•••	(0)

Standard Notes. (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ••• Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Estill County.....	45	19	450	376	70	47	43	43	24	148	3	128	18	174
Irvine.....	28	14	240	208	52	35	33	25	19	134	1	(D)	8	(D)
Remainder of County.....	17	5	210	168	18	12	10	18	5	14	2	(D)	10	(D)
Fayette County.....	511	297	16,671	15,517	5,306	2,482	2,248	502	206	4,926	55	1,404	250	10,341
Lexington.....	434	264	12,707	11,869	4,407	2,151	1,931	421	193	4,800	51	1,390	190	6,517
Remainder of County.....	77	33	3,964	3,648	899	331	317	81	13	126	4	14	60	3,824
Fleming County.....	30	10	296	182	29	15	13	39	12	127	11	97	7	72
Floyd County.....	91	43	1,176	988	208	111	101	93	31	500	11	118	49	558
Prestonsburg.....	32	20	447	375	73	42	38	37	8	125	6	76	18	246
Remainder of County.....	59	23	729	613	135	69	63	56	23	375	5	42	31	312
Franklin County.....	106	64	2,932	2,716	750	399	376	117	59	1,138	20	389	27	1,405
Frankfort.....	98	56	2,418	2,202	629	353	333	111	58	(D)	19	(D)	21	(D)
Remainder of County.....	8	8	514	514	121	46	43	6	1	(D)	1	(D)	6	(D)
Fulton County.....	74	34	1,166	956	387	208	201	74	35	655	13	97	26	414
Fulton.....	50	24	905	777	355	181	178	46	25	566	6	53	19	286
Remainder of County.....	24	10	261	179	32	27	23	28	10	89	7	44	7	128
Gallatin County.....	7	3	112	100	8	3	3	7	3	(D)	3	(D)	1	(D)
Garrard County.....	31	11	355	205	58	31	30	33	15	169	4	8	12	178
Grant County.....	32	12	378	284	43	31	25	35	18	200	5	108	9	70
Graves County.....	92	48	1,410	1,092	354	226	172	95	43	609	17	279	32	522
Mayfield.....	73	41	1,279	995	329	218	164	78	40	603	9	216	24	460
Remainder of County.....	19	7	131	97	25	8	8	17	3	6	8	63	8	62
Greyson County.....	36	14	429	329	54	26	23	35	14	135	11	221	11	73
Green County.....	29	9	(D)	148	41	26	24	34	21	131	4	32	4	(D)
Greenup County.....	48	12	436	228	34	31	22	52	22	206	10	94	16	136
Hancock County.....	12	6	138	102	19	9	9	11	4	27	3	65	5	46
Hardin County.....	166	96	3,675	3,281	1,024	482	428	162	73	1,539	19	256	74	1,880
Elizabethtown.....	64	38	1,456	1,366	342	194	180	69	22	514	7	63	35	879
Remainder of County.....	102	58	2,219	1,915	682	288	248	93	51	1,025	12	193	39	1,001
Harlan County.....	116	72	3,317	3,093	888	414	399	108	52	803	11	271	53	2,243
Cumberland.....	26	14	311	285	99	50	49	24	17	166	2	(D)	7	(D)
Harlan.....	48	34	1,826	1,688	556	224	213	44	19	391	6	144	23	1,291
Remainder of County.....	42	24	1,180	1,120	233	140	137	40	16	246	3	(D)	23	(D)
Harrison County.....	43	21	745	561	147	75	74	45	19	293	2	(D)	22	(D)
Cynthiana.....	32	20	665	(D)	(D)	(D)	(D)	(D)	15	287	17	378
Remainder of County.....	11	1	80	(D)	(D)	(D)	(D)	(D)	4	6	2	(D)	5	(D)
Hart County.....	54	26	792	620	99	61	54	58	12	151	4	44	38	597
Henderson County.....	132	72	3,074	2,784	734	237	198	143	66	857	16	269	50	1,948
Henderson.....	115	63	1,807	1,547	456	197	173	130	66	857	15	(D)	34	(D)
Remainder of County.....	17	9	1,267	1,237	278	40	25	13	1	(D)	16	(D)
Henry County.....	30	12	273	215	35	25	21	31	18	121	2	(D)	10	(D)
Hickman County.....	24	10	182	128	28	18	13	33	10	77	2	(D)	12	(D)
Hopkins County.....	144	92	2,365	2,125	630	314	294	147	60	807	14	195	70	1,363
Earlington.....	16	10	181	157	38	21	21	21	10	109	6	72
Madisonville.....	89	63	1,663	1,565	474	234	223	87	38	574	11	132	40	957
Remainder of County.....	39	19	521	403	118	59	50	39	12	124	3	63	24	334
Jackson County.....	17	3	174	110	21	15	13	22	3	74	5	72	9	28
Jefferson County.....	2,221	1,263	86,297	80,769	26,321	11,896	10,595	2,097	1,112	26,635	247	8,418	862	51,244
Louisville.....	2,001	1,131	79,591	74,739	24,577	11,124	9,983	1,882	1,027	25,238	221	7,389	753	46,964
Remainder of County.....	220	132	6,706	6,030	1,744	772	612	215	85	1,397	26	1,029	109	4,280
Jessamine County.....	30	14	409	317	74	43	42	30	13	148	3	45	14	216
Nicholasville.....	22	12	327	(D)	(D)	(D)	(D)	(D)	10	(D)	2	(D)	10	204
Remainder of County.....	8	2	82	(D)	(D)	(D)	(D)	(D)	3	(D)	1	(D)	4	12
Johnson County.....	50	20	757	619	176	115	106	62	26	394	2	(D)	22	(D)
Paintsville.....	42	20	733	619	176	115	106	54	24	(D)	2	(D)	16	306
Remainder of County.....	8	...	24	8	2	(D)	6	(D)
Kenton County.....	406	184	7,545	6,325	1,896	821	653	437	213	3,027	48	1,101	145	3,417
Covington.....	291	141	5,628	4,828	1,480	619	512	325	165	2,639	28	556	98	2,431
Elmore.....	9	3	79	73	19	17	12	9	3	(D)	2	(D)	4	(D)
Erlanger.....	27	15	451	377	124	63	43	25	13	212	4	(D)	10	(D)
Ludlow.....	28	10	341	169	72	29	21	32	16	89	5	30	7	222
Park Hills.....	10	2	135	(D)	(D)	(D)	(D)	(D)	4	12	1	(D)	5	(D)
South Fort Mitchell.....	7	3	383	(D)	(D)	(D)	(D)	(D)	4	(D)	3	(D)
Remainder of County.....	34	10	528	406	99	40	36	31	8	44	8	383	18	101
Knott County.....	14	4	122	96	24	13	13	17	5	77	9	45

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County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Knex County.....	33	13	377	273	46	28	26	35	13	(D)	4	(D)	16	159
Barbourville.....	22	10	262	188	33	22	22	24	10	126	3	8	9	128
Corbin (part) ¹	8	2	100	(D)	(D)	(D)	(D)	(D)	3	(D)	1	(D)	4	16
Remainder of County.....	3	1	15	(D)	(D)	(D)	(D)	(D)	3	15
Large County.....	35	17	416	342	97	55	53	39	18	209	7	53	10	154
Laurel County.....	58	36	1,056	964	244	150	144	63	21	350	11	142	26	564
London.....	40	28	727	691	186	117	114	45	19	(D)	5	73	16	(D)
Remainder of County.....	18	8	329	273	58	33	30	18	2	(D)	6	69	10	(D)
Lawrence County.....	32	14	355	273	67	33	32	38	14	212	4	33	14	110
Lee County.....	14	4	158	82	27	26	14	18	7	61	...	(D)	7	(D)
Leslie County.....	15	5	106	86	19	13	12	16	...	(D)	2	(D)	13	89
Letcher County.....	42	24	690	612	148	82	75	36	17	237	2	(D)	23	(D)
Jenkins.....	7	5	125	(D)	26	16	14	7	2	(D)	5	(D)
Remainder of County.....	35	19	565	(D)	122	66	61	29	15	(D)	2	(D)	18	351
Levis County.....	10	6	87	77	9	10	10	13	5	19	1	(D)	4	(D)
Lincoln County.....	47	15	397	271	61	38	34	50	18	147	7	58	22	192
Livingston County.....	23	7	208	118	18	17	14	24	1	(D)	3	55	19	(D)
Logan County.....	57	31	652	558	147	84	75	60	27	363	6	42	24	247
Russellville.....	29	21	450	428	123	67	60	31	18	291	1	(D)	10	(D)
Remainder of County.....	28	10	202	130	24	17	15	29	9	72	5	(D)	14	(D)
Lyon County.....	18	6	127	91	13	13	10	19	9	59	1	(D)	8	(D)
McCracken County.....	290	174	6,864	6,316	1,985	900	853	283	119	2,279	46	742	125	3,843
Paducah.....	226	142	5,783	5,357	1,805	825	785	220	106	2,231	31	514	89	3,038
Remainder of County.....	64	32	1,081	959	180	75	68	63	13	48	15	228	36	805
McCreary County.....	23	9	233	155	26	32	25	21	4	51	7	53	12	129
McLean County.....	29	7	262	104	18	13	12	32	14	119	4	94	11	49
Madison County.....	101	55	1,768	1,580	401	216	191	108	51	763	11	132	39	873
Berea.....	22	12	279	249	62	38	36	21	14	146	1	(D)	7	(D)
Richmond.....	65	35	1,314	1,186	305	159	140	71	33	591	8	105	24	618
Remainder of County.....	14	8	175	145	34	19	15	16	4	26	2	(D)	8	(D)
Magoffin County.....	14	6	151	111	14	10	10	17	4	39	3	(D)	7	(D)
Marion County.....	42	20	518	402	92	44	41	51	20	192	2	(D)	20	(D)
Lebanon.....	34	18	449	(D)	(D)	(D)	(D)	(D)	16	186	1	(D)	17	(D)
Remainder of County.....	8	2	69	(D)	(D)	(D)	(D)	(D)	4	6	1	(D)	3	(D)
Marshall County.....	72	30	831	635	123	57	46	85	12	197	13	101	47	533
Martin County.....	10	4	82	70	14	11	10	10	5	48	1	(D)	4	(D)
Mason County.....	66	40	1,409	1,233	357	196	169	67	27	626	9	296	30	487
Maysville.....	55	35	1,254	1,140	346	189	163	54	27	626	5	222	23	406
Remainder of County.....	11	5	155	93	11	7	6	13	4	74	7	81
Meade County.....	27	13	820	780	222	123	103	33	15	(D)	1	(D)	11	154
Menifee County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Mercer County.....	69	35	1,106	970	250	154	132	76	30	293	12	209	27	604
Harrodsburg.....	50	24	896	790	223	141	120	51	28	(D)	5	135	17	(D)
Remainder of County.....	19	11	210	180	27	13	12	25	2	(D)	7	74	10	(D)
Metcalf County.....	12	6	175	141	14	12	12	12	6	52	1	(D)	5	(D)
Murray County.....	28	12	203	159	39	26	16	28	16	120	6	29	6	54
Montgomery County.....	65	35	1,026	910	186	109	102	67	25	340	6	252	34	434
Mount Sterling.....	58	30	732	(D)	149	91	86	62	25	340	3	(D)	30	(D)
Remainder of County.....	7	5	294	(D)	37	18	16	5	3	(D)	4	(D)
Morgan County.....	16	6	222	130	25	17	17	14	6	160	1	(D)	9	(D)
Muhlenberg County.....	75	39	1,095	937	191	136	124	74	40	425	5	71	30	599
Central City.....	32	20	634	590	111	68	58	34	18	231	1	(D)	13	(D)
Greenville.....	25	13	322	252	59	55	53	24	18	167	1	(D)	6	(D)
Remainder of County.....	18	6	139	95	21	13	13	16	4	27	3	(D)	11	(D)
Nelson County.....	54	34	1,017	951	240	136	116	61	25	435	11	204	18	378
Bariation.....	30	24	808	786	214	116	102	39	17	376	3	105	10	327
Remainder of County.....	24	10	209	165	26	20	14	22	8	59	8	99	8	51
Nicholas County.....	12	8	150	136	18	17	12	14	7	85	1	(D)	4	(D)
Ohio County.....	41	19	501	423	102	58	54	45	18	207	3	(D)	20	(D)
Oglethorpe County.....	33	17	525	467	74	50	30	38	11	82	4	(D)	18	(D)
Owen County.....	11	5	182	102	26	14	14	19	6	115	1	(D)	2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Corbin is in Knex and Whitley counties.

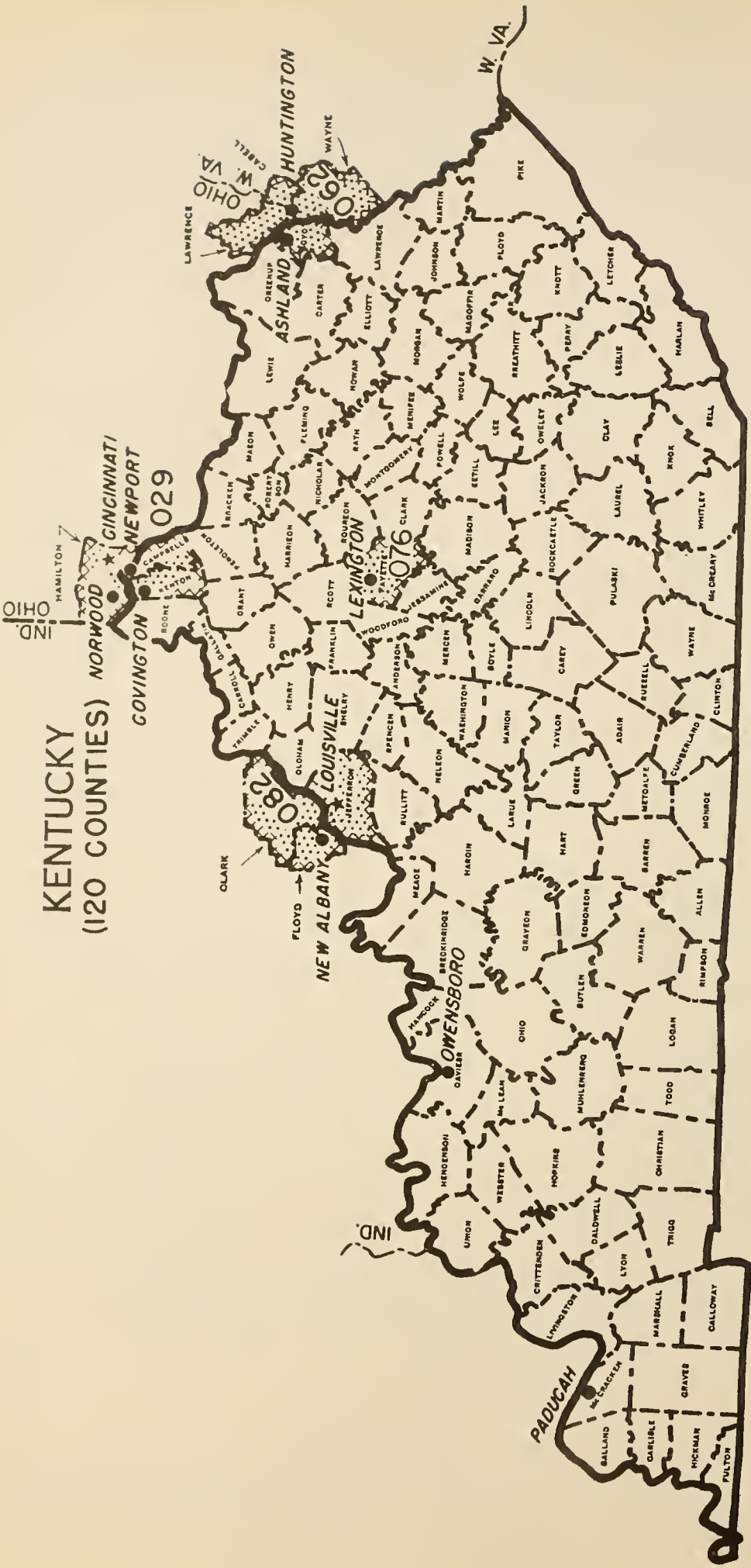
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Owsley County.....	11	3	155	(D)	(D)	(D)	(D)	(D)	6	114	5	41
Pendleton County.....	24	10	430	268	88	34	32	26	8	64	2	(D)	14	(D)
Perry County.....	64	34	1,143	1,001	279	166	155	62	31	515	10	131	23	497
Hazard.....	45	23	837	709	233	134	129	45	26	502	5	(D)	14	(D)
Remainder of County.....	19	11	306	292	46	32	26	17	5	13	5	(D)	9	(D)
Pike County.....	94	44	1,780	1,478	470	226	217	99	31	720	7	104	56	956
Pikeville.....	49	29	1,249	1,103	415	200	193	48	18	654	3	23	28	572
Remainder of County.....	45	15	531	375	55	26	24	51	13	66	4	81	28	384
Powell County.....	3	1	123	(D)	(D)	(D)	(D)	(D)	...	(D)	1	(D)	2	(D)
Pulaski County.....	85	55	1,838	1,662	442	238	219	90	28	606	14	328	43	904
Somerset.....	57	41	1,291	1,239	392	215	198	56	28	606	4	40	25	645
Remainder of County.....	28	14	547	423	50	23	21	34	10	288	18	259
Robertson County.....	10	...	46	12	6	36	4	10
Rockcastle County.....	32	12	356	292	90	67	63	34	13	102	19	254
Rowan County.....	37	13	513	339	75	50	29	42	16	226	5	51	16	236
Morehead.....	32	10	366	(D)	(D)	(D)	(D)	(D)	15	(D)	3	(D)	14	(D)
Remainder of County.....	5	3	147	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)	2	(D)
Russell County.....	36	16	357	261	36	29	23	42	16	115	3	17	17	225
Scott County.....	36	22	706	632	225	146	131	34	18	410	5	50	13	246
Georgetown.....	29	17	561	(D)	189	126	119	29	16	(D)	4	(D)	9	116
Remainder of County.....	7	5	145	(D)	36	20	12	5	2	(D)	1	(D)	4	130
Shelby County.....	47	31	1,018	944	290	133	125	43	22	456	11	218	14	344
Shelbyville.....	33	23	696	658	242	122	114	29	20	(D)	3	47	10	(D)
Remainder of County.....	14	8	322	286	48	11	11	14	2	(D)	8	171	4	(D)
Simpson County.....	43	29	528	498	128	80	69	52	15	176	6	58	22	294
Franklin.....	40	28	514	(D)	(D)	(D)	(D)	(D)	15	176	4	101	21	(D)
Remainder of County.....	3	1	14	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)
Spencer County.....	10	4	64	50	7	9	7	12	4	41	6	23
Taylor County.....	56	28	628	482	111	78	73	62	30	340	8	78	18	210
Campbellsville.....	46	24	550	422	103	69	64	52	29	(D)	8	78	9	(D)
Remainder of County.....	10	4	78	60	8	9	9	10	1	(D)	9	(D)
Todd County.....	26	10	223	133	32	24	24	23	8	27	7	41	11	155
Trigg County.....	15	9	180	160	31	15	14	17	8	76	3	(D)	4	(D)
Trimble County.....	9	5	115	103	27	11	10	10	3	9	5	(D)	1	(D)
Union County.....	72	28	724	478	100	68	43	79	40	294	5	45	27	385
Morganfield.....	24	12	299	229	45	27	20	24	14	163	3	(D)	7	(D)
Remainder of County.....	48	16	425	249	55	41	23	55	26	131	2	(D)	20	(D)
Warren County.....	172	94	3,679	3,331	970	568	538	183	72	1,350	18	261	82	2,068
Bowling Green.....	143	79	3,274	2,982	883	525	498	159	67	1,333	13	226	63	1,715
Remainder of County.....	29	15	405	349	87	43	40	24	5	17	5	35	19	353
Washington County.....	36	16	417	283	71	45	40	45	17	217	3	60	16	140
Wayne County.....	30	12	287	209	57	39	37	41	10	90	9	52	11	145
Monticello.....	27	11	279	(D)	(D)	(D)	(D)	(D)	9	(D)	7	(D)	11	145
Remainder of County.....	3	1	8	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)
Webster County.....	36	18	487	337	66	29	25	42	23	230	5	82	8	175
Providence.....	11	7	213	193	43	14	11	11	8	116	2	(D)	1	(D)
Remainder of County.....	25	11	274	144	23	15	14	31	15	114	3	(D)	7	(D)
Whitley County.....	90	48	1,318	1,160	314	197	177	94	46	502	7	49	37	767
Corbin (part) ¹	62	32	961	855	265	158	138	63	31	365	7	49	24	547
Williamsburg.....	25	13	290	238	42	37	37	26	15	137	10	153
Remainder of County.....	3	3	67	67	7	2	2	5	3	67
Wolfe County.....	3	3	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)
Woodford County.....	34	20	392	298	61	24	23	32	12	107	5	62	17	223
Versailles.....	27	15	341	(D)	55	21	20	26	9	101	5	62	13	178
Remainder of County.....	7	5	51	(D)	6	3	3	6	3	6	4	45

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹Corbin is in Knox and Whitley counties.

KENTUCKY

(120 COUNTIES) NORWOOD



STANDARD METROPOLITAN AREAS

CODE

- 029 CINCINNATI, OHIO
- 062 HUNTINGTON, W. VA.
- ASHLAND, KY.
- 076 LEXINGTON
- 082 LOUISVILLE

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▣ STANDARD METROPOLITAN AREAS

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PS-1-18

LOUISIANA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—PARISHES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

Parish and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Louisiana, total.....	10,006	5,008	273,458	247,946	72,187	33,006	30,616	9,850	4,529	67,352	1,233	26,583	4,244	179,523
Acadia Parish.....	146	68	2,468	2,148	575	332	296	144	67	883	18	478	61	1,107
Church Point.....	14	4	218	(D)	(D)	(D)	(D)	(D)	31	4	(D)	2	(D)	(D)
Crosby.....	85	47	1,536	1,356	598	226	234	81	38	714	10	184	37	638
Rayne.....	28	12	570	500	96	53	50	32	15	126	2	(D)	11	(D)
Remainder of Parish.....	19	5	144	(D)	(D)	(D)	(D)	(D)	6	12	2	(D)	11	(D)
Allen Parish.....	67	21	578	424	93	58	57	66	39	244	12	96	16	238
Oakdale.....	35	13	324	234	50	23	22	36	20	154	8	84	7	86
Remainder of Parish.....	32	8	254	190	43	35	35	30	19	90	4	12	9	152
Ascension Parish.....	74	26	787	509	149	95	91	79	41	379	9	85	24	323
Donaldsonville.....	32	12	394	264	73	56	52	33	22	217	5	43	5	134
Remainder of Parish.....	42	14	393	245	76	39	39	46	19	162	4	42	19	189
Assumption Parish.....	40	12	503	311	49	38	38	43	16	62	5	181	17	260
Avoyelles Parish.....	72	36	687	733	190	134	123	61	45	425	7	114	20	348
Bunkie.....	24	16	318	262	79	54	46	21	14	174	2	(D)	8	(D)
Marksville.....	22	6	209	151	51	37	34	21	14	126	3	48	5	35
Remainder of Parish.....	26	14	360	320	60	43	43	19	17	125	2	(D)	7	(D)
Beauregard Parish.....	56	32	963	829	237	130	123	60	25	555	7	63	24	345
De Ridder.....	47	29	864	758	222	117	110	50	23	(D)	7	63	17	(D)
Remainder of Parish.....	9	3	99	71	15	13	13	10	2	(D)	7	(D)
Bienville Parish.....	44	24	501	445	95	47	44	40	30	233	6	(D)	8	(D)
Bossier Parish.....	128	74	4,153	3,833	1,036	444	423	136	42	921	20	579	66	2,653
Bossier City.....	101	55	3,296	3,002	757	333	322	109	32	823	18	(D)	51	(D)
Remainder of Parish.....	27	19	857	831	279	111	101	27	10	98	2	(D)	15	(D)
Caddo Parish.....	901	521	26,513	24,371	8,178	3,521	3,318	844	353	7,167	154	3,760	394	15,586
Shreveport.....	810	468	24,672	22,678	7,688	3,344	3,145	762	319	6,796	141	3,580	350	14,296
Remainder of Parish.....	91	53	1,841	1,693	490	177	173	82	34	371	13	180	44	1,290
Calcasieu Parish.....	458	244	9,955	8,719	2,654	1,219	1,142	462	173	3,217	85	1,445	200	5,223
De Quincy.....	21	13	209	185	60	27	24	24	10	101	3	(D)	8	(D)
Lake Charles.....	317	169	7,677	6,755	2,073	965	898	320	121	2,592	66	1,236	130	3,849
Sulphur.....	53	19	501	317	91	53	53	51	24	184	8	87	21	230
Vinton.....	19	5	92	50	12	6	4	19	8	47	3	21	8	24
Remainder of Parish.....	48	38	1,476	1,412	418	168	163	48	10	293	5	(D)	33	(D)
Caldwell Parish.....	21	9	147	113	22	16	15	23	13	74	2	(D)	6	(D)
Cameron Parish.....	24	8	487	811	260	32	32	25	7	35	1	(D)	16	(D)
Catahoula Parish.....	16	8	116	92	21	22	21	15	9	46	7	70
Claiborne Parish.....	61	33	874	686	220	134	124	59	23	338	9	176	29	360
Hayneville.....	23	11	286	226	69	52	47	23	9	131	5	59	9	96
Homer.....	33	19	460	(D)	(D)	(D)	(D)	(D)	14	207	2	(D)	17	(D)
Remainder of Parish.....	5	3	126	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)
Concordia Parish.....	33	17	423	347	84	36	35	34	13	94	3	56	17	273
Ferriday.....	21	11	300	242	75	29	28	21	11	(D)	3	56	7	(D)
Remainder of Parish.....	12	6	123	105	9	7	7	13	2	(D)	10	(D)
De Soto Parish.....	63	25	492	352	102	80	73	56	34	234	11	80	18	178
Mansfield.....	43	17	345	243	69	50	44	41	26	198	4	34	13	113
Remainder of Parish.....	20	8	147	109	33	30	29	15	8	36	7	46	5	65
East Baton Rouge Parish.....	649	345	18,113	16,667	5,603	2,836	2,692	643	271	6,562	94	2,176	284	9,375
Baton Rouge.....	628	328	17,721	16,323	5,511	2,740	2,631	627	267	6,494	94	2,176	267	9,051
Remainder of Parish.....	21	17	392	344	92	96	61	16	4	68	17	324
East Carroll Parish.....	29	13	392	302	77	55	47	31	16	175	3	32	10	183
Lake Providence.....	27	11	(D)	(D)	(D)	(D)	(D)	(D)	16	175	3	32	8	(D)
Remainder of Parish.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
East Feliciana Parish.....	30	10	332	262	38	51	30	33	17	91	2	(D)	11	(D)
Jackson.....	8	4	63	47	13	12	9	8	7	(D)	1	(D)
Remainder of Parish.....	27	6	269	215	25	39	21	25	10	(D)	2	(D)	10	80
Evangeline Parish.....	49	23	653	563	146	72	70	47	28	217	8	143	13	293
Ville Platte.....	26	14	430	394	75	51	49	26	16	136	2	(D)	8	(D)
Remainder of Parish.....	23	9	223	169	31	21	21	21	12	81	6	(D)	5	(D)
Franklin Parish.....	40	21	374	304	91	50	48	34	27	187	7	61	6	126
Winnsboro.....	25	13	239	193	59	34	32	20	18	147	4	40	3	52
Remainder of Parish.....	15	7	135	111	32	16	16	14	9	40	3	21	3	74
Grant Parish.....	27	5	98	44	9	13	13	28	11	33	10	26	6	39
Iberia Parish.....	158	42	3,506	3,182	860	382	354	145	63	704	23	182	68	2,622
Jacquemette.....	26	10	247	(D)	40	32	26	28	13	(D)	5	(D)	8	(D)
New Iberia.....	116	62	2,717	2,475	702	313	294	106	50	622	17	123	49	1,972
Remainder of Parish.....	12	10	544	(D)	118	37	34	11	...	(D)	1	(D)	11	(D)
Iberville Parish.....	57	10	617	475	121	65	63	55	24	218	10	59	23	341
Plaquemine.....	24	12	453	359	140	51	50	35	15	166	7	50	12	257
Remainder of Parish.....	3	7	164	116	21	14	13	20	9	52	3	8	11	104

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 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

Parish and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Jackson Parish.....	42	20	417	301	116	55	51	40	17	246	10	65	15	106
Jonesboro.....	29	17	37c	(D)	(D)	(D)	(D)	(D)	11	228	8	(D)	10	(D)
Remainder of Parish.....	13	3	41	(D)	(D)	(D)	(D)	(D)	6	18	2	(D)	5	(D)
Jefferson Parish.....	452	202	12,157	10,997	3,337	1,481	1,363	461	187	1,761	40	572	225	9,824
Gretna.....	58	24	873	661	198	110	106	55	28	282	4	35	26	556
Harahan.....	24	10	401	315	129	59	45	24	10	75	8	(D)	6	(D)
Kenner.....	37	7	282	160	62	33	32	38	21	204	2	(D)	13	(D)
Westwego.....	44	10	514	350	100	52	45	46	29	199	2	(D)	13	(D)
Remainder of Parish.....	289	151	10,087	9,501	2,848	1,227	1,135	298	99	1,001	24	419	166	8,667
Jefferson Davis Parish.....	106	46	1,647	1,371	322	203	194	107	36	467	9	50	61	1,130
Jennings.....	68	30	1,069	871	216	137	133	71	24	362	4	12	40	695
Lake Arthur.....	15	5	229	189	52	25	25	13	6	71	9	158
Remainder of Parish.....	23	11	349	311	54	41	36	23	6	34	5	38	12	277
Lafayette Parish.....	274	140	6,751	5,849	1,413	714	680	279	105	1,534	41	657	128	4,560
Lafayette.....	231	119	5,140	4,340	1,154	600	575	244	90	1,427	36	538	105	3,175
Remainder of Parish.....	43	21	1,611	1,469	259	114	105	35	15	107	5	119	23	1,385
Lafourche Parish.....	177	71	3,456	2,766	890	372	367	176	61	611	8	236	108	2,609
Thibodaux.....	63	29	1,292	1,594	596	239	236	71	26	355	2	(D)	35	(D)
Remainder of Parish.....	114	42	1,564	1,172	294	133	131	105	35	256	6	(D)	73	(D)
La Salle Parish.....	41	17	396	288	62	56	46	44	21	155	6	22	14	219
Lincoln Parish.....	70	36	1,203	1,005	325	197	185	69	39	565	6	68	25	570
Ruston.....	54	32	1,034	900	304	186	175	55	28	522	6	68	20	444
Remainder of Parish.....	16	4	169	105	21	11	10	14	11	43	5	126
Livingston Parish.....	36	12	244	184	43	25	24	39	22	132	1	(D)	13	(D)
Madison Parish.....	40	20	395	309	96	61	60	38	23	252	3	11	14	132
Tallulah.....	38	20	(D)	379	96	61	60	(D)	23	252	3	11	12	(D)
Remainder of Parish.....	2	...	(D)	(D)	2	(D)
Morehouse Parish.....	76	44	1,622	1,356	416	200	195	79	44	790	8	202	24	630
Bastrop.....	68	38	1,373	1,135	356	176	171	69	39	716	7	(D)	18	(D)
Remainder of Parish.....	12	6	249	221	60	24	24	10	5	74	1	(D)	6	(D)
Natchitoches Parish.....	61	25	1,300	1,146	287	191	189	56	27	348	4	60	30	892
Natchitoches.....	43	17	637	543	176	117	116	38	25	(D)	18	(D)
Remainder of Parish.....	18	8	663	603	111	74	73	18	2	(D)	4	60	12	(D)
Orleans Parish (coextensive with New Orleans city).....	3,010	1,558	129,901	122,695	34,090	14,352	13,096	2,928	1,483	24,273	288	9,553	1,239	96,075
Ouachita Parish.....	303	197	7,519	6,803	2,248	1,189	1,142	289	136	2,613	52	988	113	3,918
Monroe.....	219	147	6,159	5,653	1,918	1,023	985	206	115	2,338	27	486	77	3,335
West Monroe.....	64	36	1,042	860	272	135	130	66	18	249	19	451	27	342
Remainder of Parish.....	20	14	318	290	58	31	27	17	5	26	6	51	9	241
Plaquemines Parish.....	57	23	777	531	166	49	46	55	16	81	1	(D)	40	(D)
Pointe Coupee Parish.....	38	16	485	357	78	63	60	39	14	168	6	137	18	180
New Roads.....	23	11	345	245	64	50	49	24	12	(D)	5	(D)	6	84
Remainder of Parish.....	15	5	140	72	14	13	11	15	2	(D)	1	(D)	12	96
Rapides Parish.....	297	171	7,949	7,163	2,353	1,246	1,144	296	128	2,849	35	691	134	4,409
Alexandria.....	219	131	6,824	6,202	2,125	1,110	1,015	214	98	2,572	25	527	96	3,725
Pineville.....	29	15	340	240	75	40	39	26	18	228	1	(D)	10	(D)
Remainder of Parish.....	49	25	785	721	153	96	90	56	12	49	9	(D)	28	(D)
Red River Parish.....	12	6	142	130	45	37	34	11	9	107	2	(D)	1	(D)
Richland Parish.....	49	31	693	633	164	100	98	43	29	384	5	47	15	262
Rayville.....	23	17	425	407	93	58	56	20	16	242	1	(D)	6	(D)
Remainder of Parish.....	26	14	268	226	71	42	42	23	13	142	4	(D)	9	(D)
Sabine Parish.....	36	20	250	192	58	39	34	33	19	124	6	40	11	86
St. Bernard Parish.....	49	14	826	650	129	56	50	52	19	101	7	189	22	536
St. Charles Parish.....	42	12	464	238	78	37	35	45	23	225	2	(D)	17	(D)
St. Helena Parish.....	8	2	163	(D)	(D)	(D)	(D)	(D)	5	10	1	(D)	2	(D)
St. James Parish.....	31	11	394	310	59	34	27	37	19	119	2	(D)	10	(D)
St. John The Baptist Parish.....	19	9	346	314	69	44	38	18	6	40	4	129	9	179
St. Landry Parish.....	193	83	5,019	2,423	725	368	350	186	86	844	40	699	67	1,476
Eunice.....	47	27	932	792	193	116	109	45	20	278	11	289	16	365
Opelousas.....	78	32	1,294	1,118	420	185	179	75	41	419	12	112	25	763
Remainder of Parish.....	68	24	793	513	112	67	62	66	25	147	17	298	26	348
St. Martin Parish.....	47	15	356	246	48	21	21	46	28	148	1	(D)	18	(D)
St. Martinville.....	20	4	166	94	22	8	8	21	9	32	1	(D)	10	(D)
Remainder of Parish.....	27	11	186	152	26	13	13	25	19	116	8	72
St. Mary Parish.....	142	68	2,225	1,853	387	226	205	141	57	580	4	53	81	1,592
Barwick.....	17	9	215	165	25	20	16	20	2	(D)	15	(D)
Franklin.....	31	15	454	396	88	71	61	28	15	171	1	(D)	15	(D)
Morgan City.....	72	34	1,255	1,073	232	117	110	74	30	265	2	(D)	40	(D)
Remainder of Parish.....	22	10	301	219	42	18	18	19	10	(D)	1	(D)	11	154

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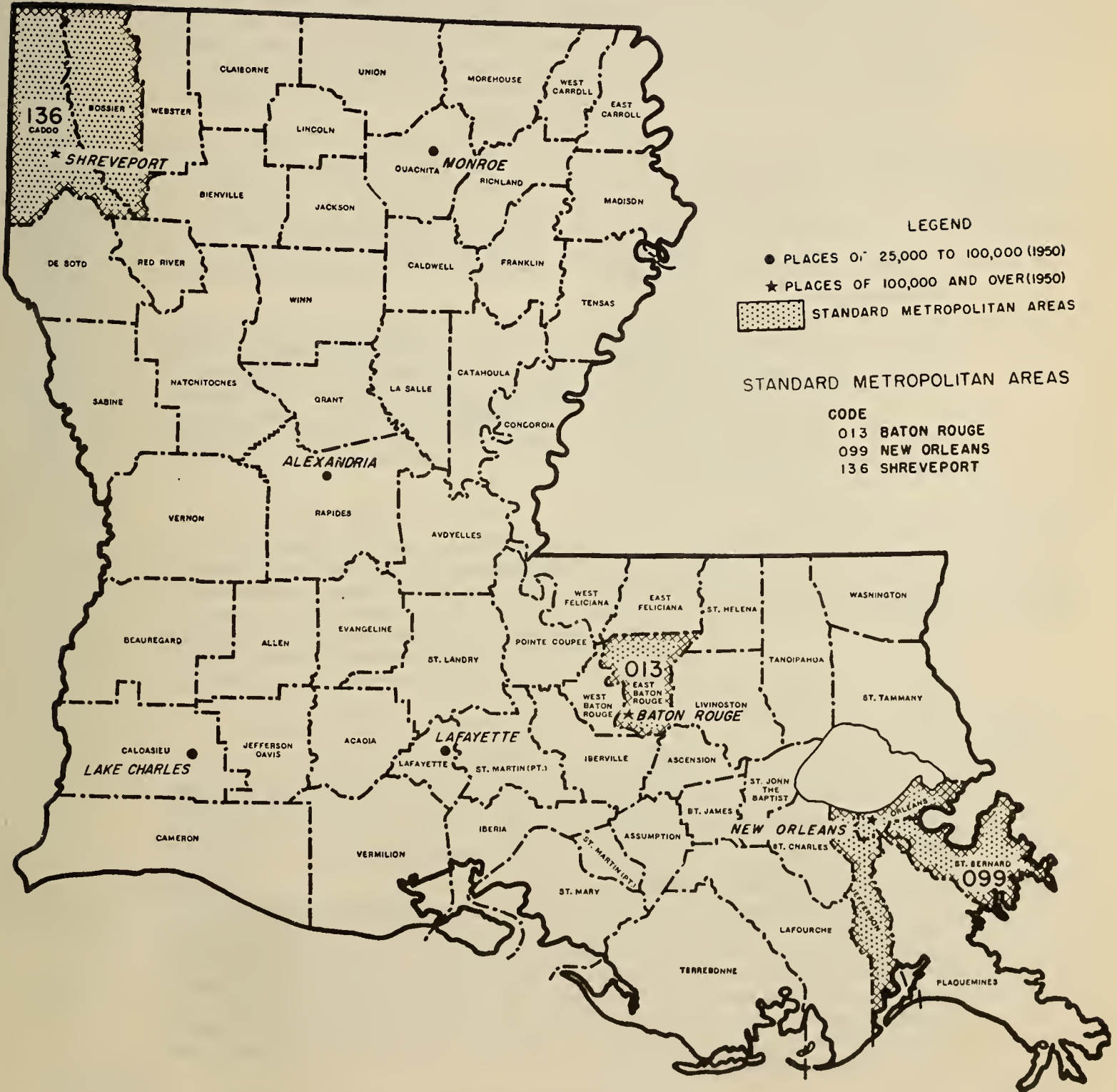
Establishments, Receipts, Payroll, and Personnel

Parish and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Estab-lishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)
St. Tammany Parish.....	73	37	1,167	997	268	132	120	76	31	272	7	72	35	823
Covington.....	29	17	632	592	138	76	71	30	14	162	2	(D)	13	(D)
Slidell.....	22	8	310	204	77	31	31	28	9	78	2	(D)	11	(D)
Remainder of Parish.....	22	12	225	201	53	25	18	18	8	32	3	16	11	177
Tangipahoa Parish.....	184	72	2,386	1,760	504	290	276	178	79	784	19	361	86	1,241
Amite City.....	31	11	403	317	93	60	58	28	18	192	3	(D)	10	(D)
Hammond.....	70	36	1,228	988	291	151	148	63	29	413	8	185	33	630
Ponchatoula.....	38	10	354	178	51	27	26	41	13	93	4	52	21	209
Remainder of Parish.....	45	15	401	277	69	52	44	46	19	86	4	(D)	22	(D)
Texas Parish.....	16	8	137	87	17	13	12	16	8	24	8	113
Terrebonne Parish.....	188	80	3,533	2,891	936	382	357	202	54	671	20	377	114	2,485
Houma.....	131	49	2,123	1,597	509	258	236	146	44	634	12	210	75	1,279
Remainder of Parish.....	57	31	1,410	1,294	427	124	121	56	10	37	8	167	39	1,206
Union Parish.....	35	21	341	273	76	56	52	40	16	113	6	94	13	134
Vermilion Parish.....	155	61	1,478	1,152	223	151	138	146	86	457	20	179	49	842
Abbeville.....	64	26	617	437	108	82	73	64	35	216	9	103	20	298
Kaplan.....	38	12	340	280	36	23	19	34	28	169	5	41	5	130
Remainder of Parish.....	53	23	521	435	79	46	46	48	23	72	6	35	24	414
Vernon Parish.....	49	27	598	508	167	59	54	54	25	318	4	65	20	215
Leesville.....	43	23	442	(D)	114	53	48	49	24	(D)	3	(D)	16	(D)
Remainder of Parish.....	6	4	156	(D)	53	6	6	5	1	(D)	1	(D)	4	(D)
Washington Parish.....	118	54	1,532	1,284	393	200	187	116	70	762	16	211	32	559
Bogalusa.....	87	45	1,342	1,164	359	177	166	85	51	657	12	173	24	512
Remainder of Parish.....	31	9	190	120	34	23	21	31	19	105	4	38	8	47
Webster Parish.....	145	61	1,640	1,242	410	238	227	144	68	812	29	233	48	595
Minden.....	67	33	961	763	275	167	160	68	27	489	17	161	23	311
Springhill.....	40	18	481	359	106	56	52	40	26	254	3	38	11	189
Remainder of Parish.....	38	10	198	120	29	15	15	36	15	69	9	34	14	95
West Baton Rouge Parish.....	25	7	245	(D)	(D)	(D)	(D)	(D)	10	78	1	(D)	14	(D)
Port Allen.....	18	6	214	178	46	28	27	20	8	(D)	1	(D)	9	67
Remainder of Parish.....	7	1	31	(D)	(D)	(D)	(D)	(D)	2	(D)	5	(D)
West Carroll Parish.....	26	10	283	235	52	40	31	25	13	139	7	20	6	124
West Feliciana Parish.....	9	3	47	35	5	4	4	10	3	16	1	(D)	5	(D)
Winn Parish.....	37	23	638	582	205	129	121	38	16	285	5	65	16	288
Winnfield.....	33	21	585	(D)	(D)	(D)	(D)	(D)	16	285	4	(D)	13	(D)
Remainder of Parish.....	4	2	53	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

LOUISIANA (64 PARISHES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

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Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

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1954 Census of Business SELECTED SERVICES

February 1956

Series: PS-1-19

MAINE

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This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

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METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll--workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees--workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)
Maine, total.....	5,309	2,669	87,172	76,162	22,264	9,704	7,815	4,830	1,942	21,560	631	11,368	2,736	54,248
Androscoggin County.....	420	200	7,333	6,419	2,032	1,007	849	375	213	2,691	57	1,002	150	3,640
Auburn.....	105	53	1,883	1,735	722	438	393	92	48	1,022	16	219	41	646
Leviston.....	229	113	3,887	3,327	938	504	404	208	129	1,457	25	539	75	1,891
Remainder of County.....	86	34	1,563	1,357	372	65	52	75	36	212	16	248	34	1,103
Arceobook County.....	339	181	6,232	5,656	1,409	729	580	298	146	1,488	54	796	139	3,948
Presque Isle.....	47	39	1,668	1,650	424	183	162	31	16	339	10	172	21	1,157
Remainder of County.....	292	142	4,564	4,006	985	546	418	267	130	1,149	44	624	118	2,791
Damascus County.....	1,062	574	24,291	22,337	7,354	3,084	2,519	905	429	6,604	98	2,355	535	15,332
Portland.....	502	288	14,220	13,424	4,800	2,301	1,908	407	256	5,149	51	1,529	195	7,542
South Portland.....	71	57	1,848	1,694	547	191	158	62	26	305	13	323	32	1,220
Westbrook.....	68	26	1,065	913	324	146	126	63	44	377	8	109	16	579
Remainder of County.....	421	223	7,158	6,306	1,683	446	327	373	103	773	26	394	292	5,991
Franklin County.....	142	90	2,043	1,799	454	190	118	130	42	326	11	245	89	1,472
Hancock County.....	248	134	3,165	2,745	661	228	183	226	71	558	30	664	147	1,943
Kilbuck.....	53	23	638	544	134	69	59	53	16	278	8	84	29	276
Remainder of County.....	195	111	2,527	2,201	527	159	124	173	55	280	22	580	118	1,667
Kennebec County.....	510	276	9,206	8,222	2,355	1,050	838	467	191	2,067	62	1,253	257	5,886
Augusta.....	119	67	2,169	1,985	599	313	248	113	64	657	13	209	42	1,293
Gardiner.....	36	16	379	305	96	54	46	37	17	247	8	48	11	84
Hallowell.....	18	10	461	341	96	53	34	23	4	62	5	139	9	260
Waterville.....	116	66	3,133	2,929	867	455	366	100	58	803	16	640	42	1,690
Remainder of County.....	221	117	3,064	2,662	697	175	144	194	48	288	20	217	153	2,559
Knox County.....	155	91	2,662	2,462	664	251	203	138	61	609	20	372	74	1,681
Rockland.....	55	33	1,443	1,383	382	174	136	44	35	364	4	(D)	16	(D)
Remainder of County.....	100	58	1,219	1,079	282	77	67	94	26	245	16	(D)	58	(D)
Lincoln County.....	160	84	2,155	1,633	443	210	166	143	46	272	17	127	97	1,756
Oxford County.....	259	111	3,665	3,141	876	264	228	239	81	690	37	483	141	2,492
Penobscot County.....	564	254	9,374	8,040	2,523	1,266	1,036	533	220	2,540	80	1,914	264	4,920
Bangor.....	249	129	5,286	4,804	1,690	777	673	225	118	1,667	29	938	102	2,681
Brewer.....	43	21	747	645	171	65	62	37	13	217	5	228	25	302
Old Town.....	45	15	474	362	77	61	58	52	24	176	5	78	16	220
Remainder of County.....	227	89	2,867	2,229	585	363	243	219	65	450	41	670	121	1,717
Piscataquis County.....	135	67	1,335	1,093	291	135	98	123	37	339	16	290	82	706
Sagadahoc County.....	105	45	1,305	1,081	341	125	106	91	44	407	9	93	52	805
Bath.....	72	32	796	638	205	101	90	63	39	377	6	57	27	362
Remainder of County.....	33	13	509	443	136	24	16	28	5	30	3	36	25	443
Somerset County.....	213	99	2,524	2,018	511	240	195	223	79	585	19	383	115	1,556
Waldo County.....	132	54	1,332	966	208	94	80	142	30	264	18	259	84	809
Belfast.....	45	21	577	485	123	53	49	46	18	144	3	18	24	415
Remainder of County.....	87	33	755	481	85	41	31	96	12	120	15	241	60	394
Washington County.....	175	67	1,837	1,261	284	164	127	175	48	394	21	364	106	1,079
Calais.....	42	20	592	484	123	74	57	36	16	195	3	(D)	23	(D)
Eastport.....	16	6	200	172	38	14	13	17	9	21	3	(D)	4	(D)
Remainder of County.....	117	41	1,045	605	123	76	57	122	23	178	15	285	79	582
York County.....	690	342	8,713	7,089	1,858	667	489	622	204	1,726	82	764	404	6,223
Biddeford.....	120	48	1,341	1,043	313	177	114	113	65	607	19	149	36	585
Saco.....	69	29	792	636	169	38	19	62	18	140	15	129	36	523
Remainder of County.....	501	265	6,580	5,410	1,376	452	356	447	121	979	48	486	332	5,115

Standard Note: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

MAINE (16 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

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ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25. D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-20

MARYLAND

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For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes; from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

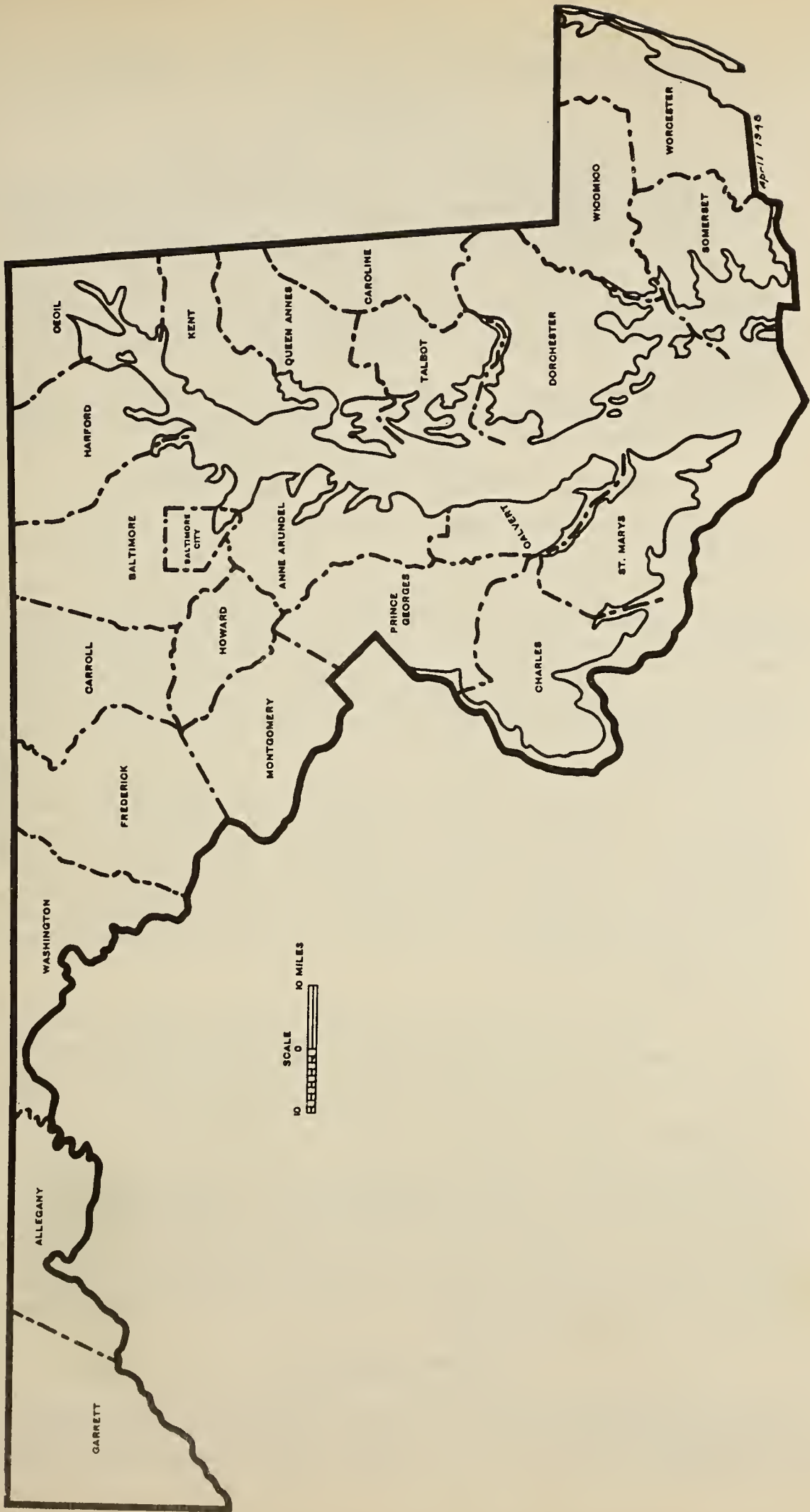
PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES, CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Maryland, total.....	10,607	5,017	292,895	262,027	87,454	35,783	31,078	10,289	5,049	90,221	1,200	29,479	4,358	173,195
Allegany County.....	363	181	6,235	5,489	1,566	800	687	340	192	2,230	39	552	132	3,453
Cumberland.....	247	129	4,647	4,205	1,231	600	519	222	134	1,606	24	339	89	2,702
Frostburg.....	43	17	396	268	67	34	33	47	24	180	3	27	16	189
Westernport.....	9	5	167	(D)	(D)	(D)	(D)	(D)	8	(D)	1	(D)
Remainder of County.....	64	30	1,025	(D)	(D)	(D)	(D)	(D)	26	(D)	11	(D)	27	562
Anne Arundel County.....	405	199	12,959	11,879	3,288	1,132	972	408	161	3,085	49	1,122	195	8,752
Arncliffe.....	132	76	3,502	3,212	940	483	425	127	64	1,199	9	298	59	2,005
Remainder of County.....	273	123	9,457	8,667	2,348	649	547	281	97	1,886	40	824	136	6,747
Baltimore city (not part of Baltimore County).....	5,340	2,572	163,042	147,984	51,134	21,574	19,054	5,050	2,922	51,698	541	16,653	1,877	94,691
Baltimore County.....	709	405	19,279	17,143	5,761	2,185	1,847	657	287	5,255	102	2,227	320	11,797
Calvert County.....	34	20	1,153	1,095	329	94	84	28	9	29	1	(D)	24	(D)
Caroline County.....	79	21	902	546	190	95	83	78	27	377	8	113	44	412
Carroll County.....	182	60	2,791	2,045	467	217	177	190	75	814	35	412	72	1,565
Westminster.....	60	30	1,522	1,344	333	150	112	63	30	453	10	99	20	970
Remainder of County.....	122	30	1,269	701	134	67	65	127	45	361	25	313	52	595
Cecil County.....	130	52	2,111	1,781	417	185	173	140	44	771	21	255	65	1,085
Elkton.....	58	24	895	777	177	88	82	63	20	325	8	77	30	493
Remainder of County.....	72	28	1,216	1,004	240	97	91	77	24	446	13	178	35	592
Charles County.....	90	44	3,771	3,401	424	159	140	95	19	335	7	176	64	3,260
Dorchester County.....	127	30	1,517	1,081	365	184	159	127	71	627	18	378	38	512
Cambridge.....	99	33	1,353	989	344	175	151	96	56	562	14	(D)	29	(D)
Remainder of County.....	28	6	164	92	21	9	8	31	15	65	4	(D)	9	(D)
Frederick County.....	251	105	3,970	3,168	860	611	451	257	120	1,181	34	526	97	2,263
Brunswick.....	19	5	122	60	11	7	7	22	17	(D)	2	(D)
Frederick.....	141	67	2,905	2,469	713	464	383	140	72	907	17	250	52	1,748
Remainder of County.....	91	33	943	639	136	140	61	95	31	(D)	17	276	43	(D)
Garrett County.....	59	21	440	290	65	55	43	64	14	81	6	(D)	39	(D)
Harford County.....	222	102	4,958	4,276	1,221	495	405	234	95	1,934	23	468	104	2,556
Aberdeen.....	44	28	1,184	1,082	333	136	120	48	18	561	6	107	20	516
Bel Air.....	27	13	515	457	179	72	59	27	16	(D)	11	(D)
Havre de Grace.....	51	21	1,194	996	332	142	129	50	31	650	1	(D)	19	(D)
Remainder of County.....	100	40	2,065	1,741	377	145	97	109	30	(D)	16	(D)	54	1,451
Howard County.....	73	35	2,009	1,783	443	197	184	77	12	269	4	70	57	1,670
Yen: County.....	78	30	1,022	762	175	126	108	82	27	381	11	191	40	450
Chester town.....	30	12	396	328	68	48	35	31	12	229	7	65	11	102
Remainder of County.....	48	18	626	434	107	78	73	51	15	152	4	126	29	348
Montgomery County.....	699	325	26,011	23,573	9,806	3,305	2,919	690	255	7,934	57	2,271	387	15,806
Rockville.....	65	35	1,629	1,571	530	237	211	74	21	362	6	(D)	38	(D)
Takoma Park (part).....	35	17	543	421	133	75	67	41	20	338	2	(D)	13	(D)
Remainder of County.....	599	273	23,639	21,581	9,143	2,993	2,641	575	214	7,234	49	1,947	336	14,458
Prince Georges County.....	675	309	19,089	16,919	5,381	1,854	1,500	679	279	6,320	86	1,472	310	11,297
Bladensburg.....	22	14	1,239	1,189	461	200	142	21	14	979	8	260
Brentwood.....	16	6	527	435	138	45	45	15	11	242	1	(D)	4	(D)
Capitol Heights.....	7	3	70	56	16	10	6	6	3	8	4	62
Cheverly.....	8	2	162	(D)	(D)	(D)	(D)	(D)	8	162
College Park.....	42	22	(D)	812	249	106	95	46	23	330	1	(D)	18	602
Greenbelt.....	7	7	(D)	(D)	(D)	(D)	(D)	(D)	4	(D)	3	(D)
Hyattsville.....	98	50	2,081	1,769	495	224	148	97	43	883	11	204	44	994
Laurel.....	42	24	1,036	868	239	103	88	39	16	528	5	115	21	393
Mt. Rainier.....	48	24	1,526	1,350	472	181	166	51	29	809	2	(D)	17	(D)
Riverdale.....	23	13	1,109	1,065	683	163	160	21	8	(D)	1	(D)	14	761
Takoma Park (part).....	36	12	338	178	62	40	15	39	16	160	4	16	16	162
Remainder of County.....	376	132	9,887	8,911	2,492	753	620	335	112	1,998	61	913	153	6,976
Queen Annes County.....	41	19	755	675	146	92	80	40	16	208	9	156	16	391
St. Marys County.....	79	39	1,852	1,598	442	227	164	84	28	668	13	142	38	1,042
Sumner County.....	83	17	635	301	85	49	42	89	45	266	16	94	22	275
Crisfield.....	32	6	223	125	18	13	10	35	18	83	6	16	8	124
Remainder of County.....	51	11	412	176	67	36	32	54	27	183	10	78	14	151
Talbot County.....	109	59	2,575	2,287	692	333	294	93	40	780	15	313	54	1,482
Easton.....	69	39	2,060	1,864	591	284	247	61	23	647	11	221	35	1,192
Remainder of County.....	40	20	515	423	101	49	47	32	17	133	4	92	19	290
Washington County.....	382	168	6,993	6,163	1,948	913	683	388	185	2,577	49	899	148	3,517
Hagerstown.....	274	122	5,659	5,013	1,773	828	610	273	140	2,242	30	579	98	2,838
Remainder of County.....	114	46	1,334	1,150	175	85	73	115	45	335	19	320	50	679
Wicomico County.....	209	102	4,461	3,899	1,335	596	534	210	76	1,869	41	735	89	1,857
Salisbury.....	199	79	3,601	3,151	1,129	508	451	164	60	1,617	30	455	69	1,529
Remainder of County.....	47	23	860	748	206	88	83	46	16	252	11	280	20	328
Westwater County.....	191	93	4,365	3,889	914	305	295	189	50	532	15	143	126	3,690
Pocomoke City.....	71	19	624	522	124	67	67	50	26	216	6	20	19	388
Remainder of County.....	14	74	3,741	3,367	790	238	228	139	24	316	9	123	107	3,302

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. (XXX) Not applicable. (Z) Less than \$500. ... Represents zero.
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
Takoma Park is in Montgomery and Prince Georges counties.

MARYLAND



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$ -----

Your Name -----

Street Address ----- City ----- Zone ----- State -----
1967

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PS-1-21

MASSACHUSETTS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

“Paid employees” consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

“Full workweek” employees

“Full workweek” employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

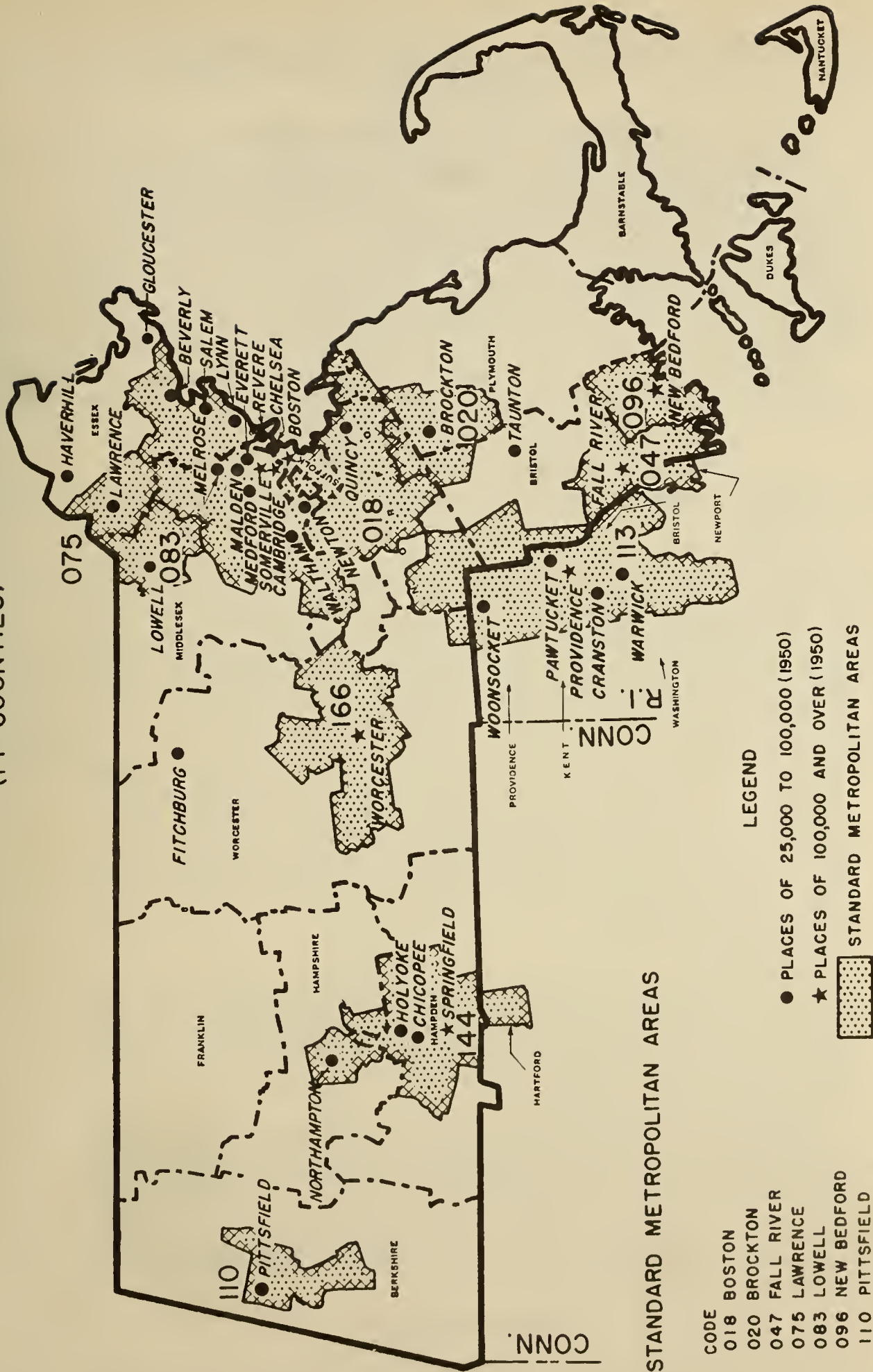
Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

MASSACHUSETTS (14 COUNTIES)



STANDARD METROPOLITAN AREAS

- | | |
|------|-----------------------|
| CODE | |
| 018 | BOSTON |
| 020 | BROCKTON |
| 047 | FALL RIVER |
| 075 | LAWRENCE |
| 083 | LOWELL |
| 096 | NEW BEDFORD |
| 110 | PITTSFIELD |
| 113 | PROVIDENCE, R.I. |
| 144 | SPRINGFIELD - HOLYOKE |
| 166 | WORCESTER |

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-22

MICHIGAN

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

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Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

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regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

County and city	Total										Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*			
	Total	With payroll	Total, all establishments	Establish- ments with payroll		Total	Full workweek		Estab- lish- ments	Receipts	Estab- lish- ments	Receipts	Estab- lish- ments	Receipts		
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)		
Michigan, total.....	29,771	15,161	1,020,773	938,083	268,735	93,103	77,493	30,555	13,114	263,979	3,524	98,594	13,133	658,200		
Alcona County.....	43	15	374	238	33	28	20	45	5	59	6	76	32	239		
Alder County.....	68	22	659	339	58	43	28	75	9	78	4	48	55	533		
Munising.....	33	13	385	(D)	(D)	(D)	(D)	(D)	9	78	2	(D)	22	(D)		
Remainder of County.....	35	9	274	(D)	(D)	(D)	(D)	(D)	2	(D)	33	(D)		
Allegan County.....	209	97	3,072	2,402	555	236	139	219	72	808	24	692	113	1,572		
Allegan.....	38	18	545	409	94	62	36	40	16	227	5	136	17	182		
Osego.....	23	11	355	251	105	32	23	22	14	161	2	(D)	7	(D)		
Plainwell.....	19	0	455	417	92	40	26	20	10	134	1	(D)	8	(D)		
Remainder of County.....	129	59	1,717	1,325	264	102	54	137	32	286	16	301	81	1,130		
Alpena County.....	113	47	1,932	1,634	368	222	200	115	53	898	10	154	50	880		
Alpena.....	93	35	1,686	1,422	334	207	189	92	49	884	9	(D)	35	(D)		
Remainder of County.....	20	12	246	212	34	15	11	23	4	14	1	(D)	15	(D)		
Antrim County.....	87	31	753	555	107	36	27	84	18	92	5	75	64	586		
Arenac County.....	41	11	489	369	80	66	55	50	8	169	3	56	30	264		
Baraga County.....	33	11	265	201	28	14	9	38	12	69	21	196		
Barry County.....	88	40	1,011	755	207	82	56	91	28	338	17	220	43	453		
Hastings.....	42	22	612	508	149	67	47	43	14	245	10	150	18	217		
Remainder of County.....	46	18	399	247	58	15	9	48	14	93	7	70	25	236		
Bay County.....	363	165	7,627	6,387	1,792	773	618	373	172	3,551	51	852	140	3,224		
Bay City.....	294	132	6,657	5,617	1,627	678	575	300	148	3,367	37	594	109	2,696		
Esserville.....	14	8	174	152	47	45	19	14	7	58	7	116		
Remainder of County.....	55	25	796	618	118	50	24	59	17	126	14	258	24	412		
Benzie County.....	61	27	615	481	119	37	25	62	19	118	3	67	39	430		
Berrien County.....	601	293	14,736	12,884	3,744	1,553	1,305	604	228	4,067	82	1,419	291	9,250		
Benton Harbor.....	161	77	4,739	4,243	1,203	551	493	166	67	1,271	20	421	74	3,047		
Suchanran.....	29	11	371	285	61	30	22	30	20	191	9	180		
Hills.....	86	46	1,796	1,466	460	198	169	83	33	635	17	303	36	858		
St. Joseph.....	74	46	4,110	3,870	1,260	486	431	71	34	1,260	9	185	31	2,665		
Remainder of County.....	251	113	3,720	3,020	760	288	190	254	74	710	36	510	141	2,500		
Branch County.....	138	60	2,140	1,680	401	219	178	141	43	502	19	368	76	1,270		
Coldwater.....	75	31	1,315	1,039	269	143	127	78	23	323	9	152	43	840		
Remainder of County.....	63	29	825	641	132	76	51	63	20	179	10	216	33	430		
Calhoun County.....	526	276	11,458	10,264	3,363	1,440	1,143	535	262	4,767	57	1,305	207	5,386		
Albion.....	64	30	1,028	848	195	91	68	71	40	480	7	62	17	486		
Battle Creek.....	312	178	8,224	7,626	2,583	1,123	918	315	163	3,451	33	936	116	3,837		
Marshall.....	48	24	716	572	169	90	59	49	20	309	3	60	25	347		
Remainder of County.....	102	44	1,490	1,218	416	136	98	100	39	527	14	247	49	716		
Cass County.....	120	52	1,595	1,279	371	166	132	123	42	554	22	163	56	878		
Dowagiac.....	46	24	642	538	167	85	70	45	14	293	9	52	23	307		
Remainder of County.....	74	28	953	741	204	81	62	78	28	271	13	111	33	571		
Charlevoix County.....	107	43	1,506	1,180	317	73	52	105	53	352	3	(D)	51	(D)		
Bozoye City.....	33	7	320	176	37	26	11	41	18	124	15	196		
Charlevoix.....	39	17	413	345	102	17	14	38	22	146	1	(D)	16	(D)		
Remainder of County.....	35	19	773	659	178	30	27	26	13	82	2	(D)	20	(D)		
Cheboygan County.....	177	67	1,778	1,292	280	142	99	184	29	291	12	154	136	1,333		
Cheboygan.....	67	25	689	539	131	67	49	73	20	245	6	(D)	41	(D)		
Remainder of County.....	110	42	1,089	753	149	75	50	111	9	46	6	(D)	95	(D)		
Chippewa County.....	141	55	2,916	2,606	813	344	279	148	50	970	8	253	83	1,693		
Sault Ste. Marie.....	89	39	2,524	2,314	756	307	249	95	41	917	7	(D)	41	(D)		
Remainder of County.....	52	16	392	292	57	37	30	53	9	53	1	(D)	42	(D)		
Clare County.....	67	27	1,136	924	232	135	114	89	15	157	3	63	49	916		
Clinton County.....	112	42	1,234	812	188	98	68	124	46	427	19	218	47	589		
St. Johns.....	46	16	503	329	99	50	36	47	23	257	7	45	16	201		
Remainder of County.....	66	26	731	483	89	48	32	77	23	170	12	173	31	388		
Crawford County.....	30	18	429	365	84	75	57	38	6	124	24	305		
Lela County.....	127	75	2,177	1,973	521	340	257	128	46	550	10	101	71	1,526		
Escanaba.....	74	50	1,657	1,533	439	291	228	77	30	487	5	74	39	1,096		
Gladstone.....	27	7	212	158	42	27	16	24	14	(D)	2	(D)	11	149		
Remainder of County.....	26	18	308	282	40	22	13	27	2	(D)	3	(D)	21	281		
Dickinson County.....	106	44	1,308	990	283	165	122	112	50	529	15	133	41	646		
Iron Mountain.....	42	32	976	860	245	138	105	68	33	444	6	77	23	455		
Kingsford.....	14	2	77	(D)	(D)	(D)	(D)	(D)	7	43	5	(D)	2	(D)		
Howay.....	12	4	190	(D)	(D)	(D)	(D)	(D)	6	34	2	(D)	4	(D)		
Remainder of County.....	18	6	65	31	8	9	2	16	4	8	2	(D)	12	(D)		
Zawn County.....	154	68	2,012	1,504	316	169	139	160	64	733	27	425	63	854		
Charlotte.....	48	22	880	658	144	63	54	54	16	298	9	186	23	396		
Easton Rapids.....	35	15	463	353	82	43	40	34	15	178	8	74	12	211		
Grand Ledge.....	30	14	221	221	43	32	25	29	18	183	2	(D)	10	(D)		
Remainder of County.....	41	17	350	272	47	31	20	43	15	74	8	(D)	18	(D)		

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Livingston County.....	132	48	1,753	1,253	408	167	116	133	42	558	17	258	73	937
Howell.....	17	23	714	564	172	83	52	47	16	321	4	91	27	302
Remainder of County.....	95	25	1,039	689	236	84	64	86	26	237	13	167	46	635
Washtenaw County.....	41	21	422	356	57	37	27	48	4	23	1	(D)	36	(D)
Newberry.....	23	15	364	328	52	30	24	35	4	23	1	(D)	24	(D)
Remainder of County.....	12	6	56	28	5	7	3	13	12	56
Washtenaw County.....	164	64	2,236	1,844	531	151	129	171	16	159	3	(D)	145	(D)
St. Ignace.....	61	17	500	314	78	56	55	66	7	133	2	(D)	52	(D)
Remainder of County.....	103	47	1,738	1,530	453	95	74	105	9	26	1	(D)	93	(D)
Washtenaw County.....	798	388	17,122	14,706	4,660	1,678	1,248	835	324	4,798	90	1,904	374	10,420
Center Line.....	47	23	1,058	974	299	123	93	47	22	527	6	34	19	497
East Detroit.....	121	69	2,917	2,591	759	284	184	131	59	918	11	242	51	1,757
Mount Clemens.....	129	85	3,409	3,175	1,035	381	323	131	53	1,097	14	246	62	2,076
Rosco.....	20	12	375	291	52	20	15	20	10	151	4	53	6	171
Roseville.....	61	29	1,095	817	237	133	90	76	30	471	10	189	21	435
St. Clair Shores.....	81	35	1,544	1,334	378	171	94	81	31	273	5	118	45	1,153
Remainder of County.....	339	135	6,724	5,524	1,900	566	449	349	119	1,371	40	1,022	190	4,331
Washtenaw County.....	93	45	1,380	1,154	284	146	125	98	29	330	7	177	57	873
Manistee.....	53	31	823	705	192	122	102	52	22	232	4	78	27	513
Remainder of County.....	40	14	557	449	92	24	23	46	7	98	3	99	30	360
Washtenaw County.....	160	94	2,777	2,403	655	392	294	157	64	879	17	292	79	1,606
Tadousac.....	20	21	576	524	180	97	72	26	17	191	1	(D)	11	(D)
Marquette.....	24	42	1,565	1,355	370	224	163	83	32	525	13	206	39	834
Megaunee.....	18	10	338	312	63	46	40	20	9	129	2	(D)	7	(D)
Remainder of County.....	29	21	298	212	42	25	19	28	6	34	1	(D)	22	(D)
Mason County.....	132	62	1,727	1,411	383	180	112	138	41	493	12	140	79	1,094
Ludington.....	75	30	1,040	894	244	138	86	76	29	388	6	106	40	546
Remainder of County.....	57	23	687	517	139	42	26	62	12	105	6	34	39	548
Mecosta County.....	60	28	741	557	153	78	72	63	24	310	9	64	27	367
Big Rapids.....	30	21	567	439	123	71	66	42	18	206	7	(D)	14	(D)
Remainder of County.....	21	7	174	118	30	7	6	21	6	104	2	(D)	13	(D)
Menominee County.....	92	36	1,205	831	230	167	92	101	39	480	9	168	44	557
Menominee.....	69	29	1,024	724	210	154	81	78	32	430	9	168	28	426
Remainder of County.....	23	7	181	107	20	13	11	23	7	50	16	131
Midland County.....	101	51	2,039	1,795	554	315	170	102	53	765	8	91	40	1,183
Midland.....	91	47	1,906	1,740	540	307	163	86	51	(D)	8	91	32	(D)
Remainder of County.....	10	4	133	55	14	8	7	16	2	(D)	8	(D)
Missaukee County.....	25	5	180	120	25	7	7	30	8	47	1	(D)	16	(D)
Monroe County.....	257	109	4,511	3,549	1,078	449	346	281	104	1,747	40	682	113	2,082
Milan (part) ¹	6	2	113	(D)	(D)	(D)	(D)	(D)	3	(D)	2	(D)	1	18
Monroe.....	133	77	2,911	2,479	875	350	291	142	64	1,373	18	329	51	1,209
Remainder of County.....	118	30	1,487	(D)	(D)	(D)	(D)	(D)	37	(D)	20	(D)	61	855
Montcalm County.....	171	57	1,732	1,216	258	180	144	131	54	436	17	497	60	799
Greenville.....	34	22	536	476	139	77	71	28	13	158	5	101	16	277
Remainder of County.....	97	35	1,196	740	119	103	73	103	41	278	12	396	44	522
Montcalm County.....	36	12	379	277	40	36	24	35	9	62	2	(D)	25	(D)
Muskegon County.....	492	252	10,365	9,083	2,690	1,198	941	500	216	3,551	64	1,807	212	5,007
Muskegon.....	325	169	7,463	6,723	2,065	934	731	319	159	2,689	42	1,006	124	3,768
Muskegon Heights.....	68	36	1,725	1,431	357	138	114	76	32	701	10	607	26	417
Remainder of County.....	99	47	1,177	929	268	126	96	105	25	161	12	194	62	822
Washtenaw County.....	78	28	966	662	152	89	57	80	26	315	16	268	36	383
Freeport.....	23	11	355	287	92	48	38	21	13	184	4	81	6	90
Remainder of County.....	55	17	611	375	60	41	19	63	13	131	12	187	30	293
Oakland County.....	1,865	967	92,237	86,545	20,646	5,447	4,656	1,929	808	15,151	218	6,716	839	70,370
Berkley.....	76	42	1,562	1,400	510	228	180	79	39	720	8	322	29	520
Birmingham.....	138	70	5,330	4,564	1,680	596	547	137	56	1,875	16	421	66	3,034
Clawson.....	37	17	473	365	117	56	26	38	17	230	5	55	15	188
Farmdale.....	112	56	3,265	3,025	1,102	332	295	121	44	816	14	556	54	1,893
Hazel Park.....	94	48	8,980	8,662	2,106	261	234	103	39	674	14	352	41	7,954
Holly.....	27	9	235	167	43	23	16	28	13	(D)	4	(D)	10	109
Huntington Woods.....	4	2	169	(D)	(D)	(D)	(D)	(D)	3	(D)	1	(D)	...	(D)
Northville (part) ²	4	...	10	(D)	4	10
Oak Park.....	55	33	1,468	1,350	551	156	136	61	28	508	5	57	22	903
Pleasant Ridge.....	10	4	130	(D)	(D)	(D)	(D)	(D)	6	113	1	(D)	3	(D)
Pontiac.....	483	243	11,928	10,580	3,564	1,300	1,113	482	237	4,168	71	2,474	175	5,286
Rochester.....	59	21	810	542	186	75	71	67	30	356	4	47	25	407
Royal Oak.....	294	152	8,377	7,365	2,414	834	743	299	139	2,819	26	1,087	129	4,471
Remainder of County.....	472	270	49,500	48,306	8,282	1,554	1,264	491	157	2,633	49	1,291	266	45,576
Oscoda County.....	84	30	963	699	163	58	42	93	27	186	8	107	49	670
Ogemaw County.....	52	30	806	722	141	50	48	45	15	131	10	275	27	396
Ontonagon County.....	46	12	507	357	31	24	20	56	16	107	3	(D)	27	(D)
Ogemaw County.....	50	18	450	246	61	43	34	53	23	129	7	40	20	281
Ogemaw County.....	73	5	200	148	30	6	4	22	4	18	19	182

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable.

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¹Milan is in Monroe and Washtenaw counties.²Northville is in Oakland and Wayne counties.

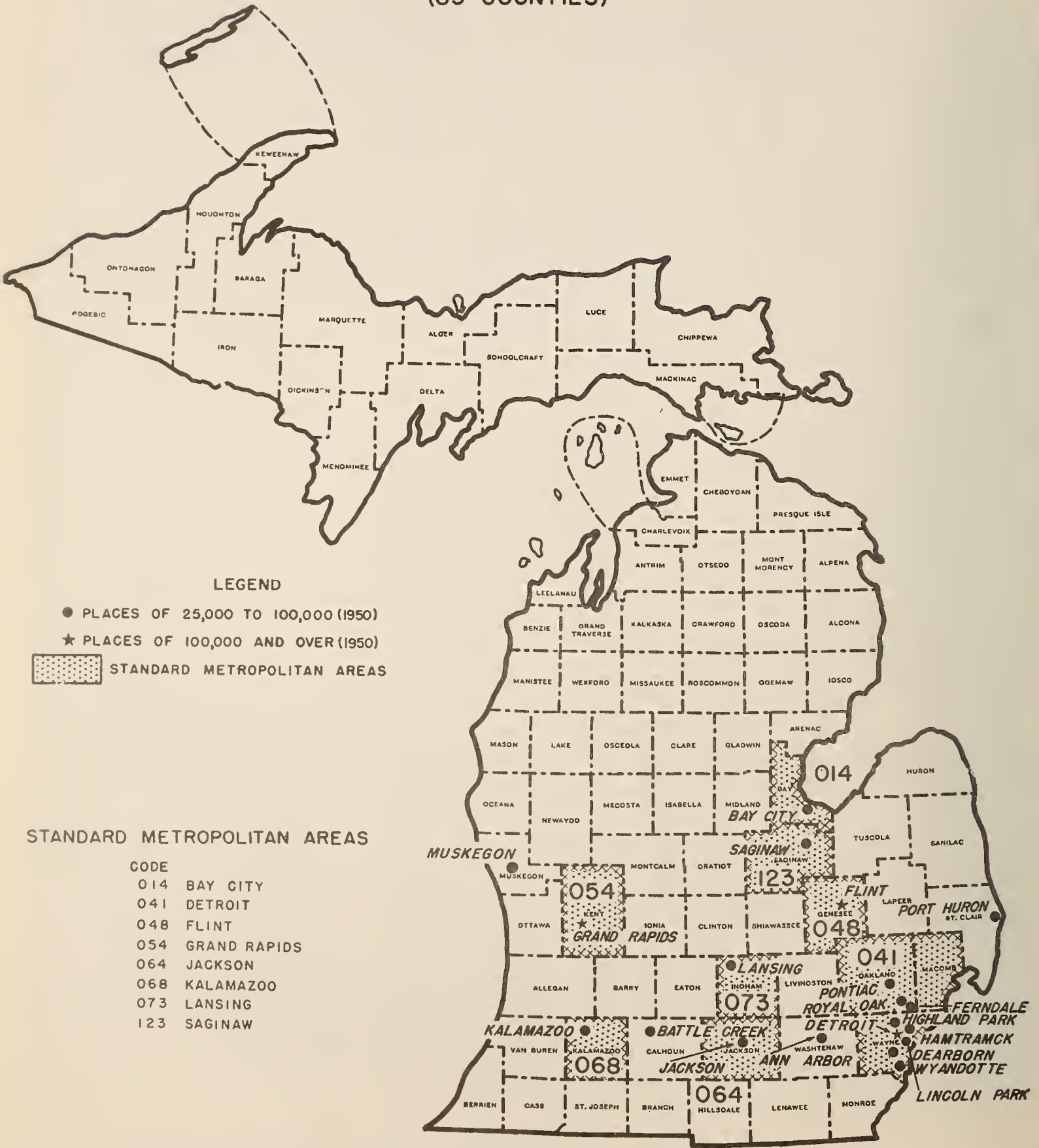
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Otsego County.....	70	24	803	635	161	80	64	80	14	189	6	57	50	557
Ottawa County.....	291	133	5,542	4,548	1,287	653	487	305	123	1,647	34	723	134	3,172
Grand Haven.....	67	33	1,226	1,080	268	147	103	64	35	377	3	(D)	29	(D)
Holland.....	112	50	2,535	2,109	670	335	257	116	49	783	11	144	52	1,608
Zeeland.....	27	15	410	318	59	41	21	30	10	177	8	161	9	72
Remainder of County.....	85	35	1,371	1,041	290	130	106	95	29	310	12	(D)	44	(D)
Presque Isle County.....	52	20	694	532	114	72	58	50	17	217	10	110	25	367
Rogers City.....	15	11	355	347	81	53	46	14	8	132	3	16	4	207
Remainder of County.....	37	9	339	185	33	19	12	36	9	85	7	94	21	160
Roscommon County.....	128	32	1,261	807	166	54	27	151	12	91	4	36	112	1,134
Saginaw County.....	616	332	16,418	14,608	4,478	1,846	1,504	637	252	9,417	74	2,194	290	8,807
Saginaw.....	479	267	14,238	12,822	3,984	1,639	1,346	487	199	4,851	56	1,947	224	7,440
Remainder of County.....	137	65	2,180	1,786	494	207	158	150	53	566	18	247	66	1,367
St. Clair County.....	440	184	8,372	7,072	2,235	915	753	465	170	2,899	60	969	210	4,504
Algonac.....	17	7	139	95	28	22	20	15	8	55	4	18	5	66
Marine City.....	33	11	343	233	63	53	17	34	12	144	9	80	12	119
Marysville.....	11	3	124	94	14	3	3	11	4	37	7	87
Port Huron.....	213	115	5,397	4,861	1,626	691	593	230	95	2,266	33	561	85	2,570
St. Clair.....	31	15	1,062	980	304	97	76	30	15	185	5	60	11	817
Remainder of County.....	135	33	1,307	809	200	49	44	145	36	212	9	250	90	845
St. Joseph County.....	207	93	2,984	2,282	593	261	184	217	75	1,048	28	362	104	1,574
Sturgis.....	80	32	1,175	921	274	122	84	86	30	462	12	210	38	503
Three Rivers.....	37	21	727	509	131	77	55	38	20	402	3	53	14	272
Remainder of County.....	90	40	1,082	852	188	62	45	93	25	184	13	99	52	799
Sanilac County.....	133	43	1,401	865	164	107	68	142	49	661	20	246	64	494
Schoolcraft County.....	81	35	1,237	969	261	127	115	93	20	228	3	(D)	58	(D)
Manistique.....	51	25	685	513	95	64	52	63	17	212	3	(D)	31	(D)
Remainder of County.....	30	10	552	456	166	63	63	30	3	16	27	536
Shiawassee County.....	180	70	3,002	2,486	720	348	272	185	87	1,174	29	540	64	1,288
Durand.....	23	7	232	162	41	43	29	27	13	107	10	125
Owosso.....	88	34	1,864	1,626	554	244	206	88	51	898	10	137	27	829
Remainder of County.....	69	29	906	698	125	61	37	70	23	169	19	403	27	334
Tuscola County.....	137	53	1,732	1,254	337	184	145	160	61	716	24	277	52	739
Caro.....	36	14	681	473	179	90	77	49	19	387	5	63	12	231
Vassar.....	16	6	155	117	34	19	7	19	5	34	3	12	8	109
Remainder of County.....	85	33	896	664	124	75	61	92	37	295	16	202	32	399
Van Buren County.....	229	83	3,200	2,288	626	256	176	239	86	1,118	22	288	121	1,794
South Haven.....	73	33	1,369	1,051	253	99	73	78	23	418	5	83	45	868
Remainder of County.....	156	50	1,831	1,237	373	157	103	161	63	700	17	205	76	926
Washtenaw County.....	516	262	13,163	11,683	3,882	1,541	1,269	546	235	5,139	54	1,774	227	6,250
Ann Arbor.....	221	133	7,568	7,050	2,430	896	760	231	103	3,211	14	547	104	3,810
Chelsea.....	26	10	297	211	43	19	17	25	14	119	3	115	9	63
Milan (part) ¹	11	5	136	100	31	15	12	12	7	68	4	68
Ypsilanti.....	118	52	2,621	2,137	824	351	298	134	66	1,301	19	467	33	853
Remainder of County.....	140	62	2,541	2,185	554	260	182	144	45	440	18	645	77	1,456
Wayne County.....	11,555	6,569	592,926	563,800	162,042	51,273	43,570	11,646	5,800	138,230	1,308	46,889	4,447	407,807
Allen Park.....	63	33	1,245	1,039	381	171	155	58	36	592	2	(D)	25	(D)
Dearborn.....	373	215	11,848	10,790	3,876	1,244	973	381	196	3,844	25	862	152	7,142
Detroit.....	9,390	5,430	533,239	510,253	144,476	45,526	38,938	9,409	4,717	116,680	1,086	41,531	3,587	375,028
Ecorse.....	41	21	703	571	195	58	54	40	19	221	2	(D)	20	(D)
Garden City.....	51	25	1,087	863	229	94	57	54	26	331	7	67	18	689
Grosse Pointe.....	60	38	2,233	2,139	908	316	269	60	35	1,590	3	(D)	22	(D)
Grosse Pointe Farms.....	18	10	350	318	126	45	38	19	12	316	1	(D)	5	(D)
Grosse Pointe Park.....	25	19	1,011	989	256	65	58	24	18	911	1	(D)	6	(D)
Grosse Pointe Woods.....	24	20	1,585	1,567	471	167	115	22	13	292	11	1,293
Hamtramck.....	172	76	3,512	3,006	1,127	403	353	188	102	2,009	16	509	54	994
Highland Park.....	259	145	7,451	6,809	2,619	892	786	269	147	4,112	27	465	85	2,874
Inkster.....	65	23	912	576	147	58	54	70	21	340	1	(D)	43	(D)
Lincoln Park.....	111	59	2,349	2,041	700	278	223	117	56	1,093	22	466	33	790
Livonia.....	66	36	5,728	5,550	1,412	147	89	63	20	384	9	294	37	5,050
Melvindale.....	49	21	981	817	211	90	69	57	21	222	6	114	22	645
Northville (part) ²	28	14	1,550	1,466	363	67	59	33	14	297	3	16	11	1,243
Plymouth.....	71	25	1,711	1,501	440	159	115	79	42	421	7	94	22	1,196
River Rouge.....	80	40	1,267	1,009	288	137	111	87	46	499	8	161	26	607
Trenton.....	37	15	709	561	109	74	72	38	22	302	6	239	9	168
Wayne.....	101	45	2,047	1,783	542	202	153	113	52	930	9	122	40	995
Wyandotte.....	157	87	3,250	2,848	916	398	312	167	77	1,446	32	588	48	1,216
Remainder of County.....	314	172	8,152	7,304	2,250	682	517	298	108	1,398	35	954	171	5,800
Wexford County.....	98	44	1,478	1,206	315	125	101	110	38	559	16	157	44	762
Cadillac.....	70	30	1,154	944	265	102	80	76	33	546	9	83	28	525
Remainder of County.....	28	14	324	262	50	23	21	34	5	13	7	74	16	237

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Milan is in Monroe and Washtenau counties. ²Northville is in Oakland and Wayne counties.

MICHIGAN (83 COUNTIES)



1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-23

MINNESOTA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether
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regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles, are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments with payroll (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Minnesota, total.....	15,653	6,647	376,626	329,750	93,905	37,284	29,615	15,700	5,702	87,237	1,766	38,904	8,185	250,485
Aitkin County.....	112	22	685	371	83	63	40	129	17	133	10	66	85	486
Anoka County.....	120	50	1,630	1,246	286	130	96	119	32	372	16	276	72	982
Anoka.....	52	28	739	595	157	74	55	49	18	(D)	2	(O)	32	431
Columbia Heights.....	28	12	337	287	66	32	26	27	12	125	5	19	11	193
Fridley.....	15	5	308	242	43	18	11	14	2	(O)	1	(O)	12	258
Remainder of County.....	25	5	246	122	20	6	4	29	8	146	17	100
Becker County.....	165	77	1,886	1,554	380	195	152	172	39	363	6	173	120	1,350
Detroit Lakes.....	96	54	1,389	1,217	318	174	136	97	28	297	6	173	62	919
Remainder of County.....	69	23	497	337	62	21	16	75	11	66	58	431
Beltrami County.....	162	62	1,776	1,228	310	160	136	169	36	467	7	106	119	1,203
Bemidji.....	99	45	1,343	1,077	294	148	125	105	32	449	6	(D)	61	(D)
Remainder of County.....	63	17	433	151	16	12	11	64	4	18	1	(O)	58	(D)
Benton County.....	57	21	847	647	160	80	72	61	24	231	10	112	23	504
St. Cloud (part).....	16	8	461	421	124	63	59	15	6	86	2	(O)	8	(D)
Sauk Rapids.....	16	8	130	92	18	7	7	19	6	55	3	14	7	61
Remainder of County.....	25	5	256	134	18	10	6	27	12	90	5	(D)	8	(D)
Big Stone County.....	61	25	642	430	66	48	45	63	23	141	6	83	32	418
Ortonville (part) ²	21	13	360	280	46	29	26	23	8	85	1	(O)	12	(D)
Remainder of County.....	40	12	282	150	20	19	19	40	15	56	5	(D)	20	(D)
Blue Earth County.....	194	98	4,275	3,697	1,214	550	479	181	84	1,395	29	375	81	2,505
Mankato.....	149	81	3,775	3,363	1,135	521	461	136	63	1,268	19	292	67	2,215
Remainder of County.....	45	17	500	334	79	29	18	45	21	127	10	83	14	290
Brown County.....	155	65	2,028	1,646	523	262	213	148	49	625	32	257	74	1,146
New Ulm.....	71	37	1,346	1,162	416	192	166	64	20	444	10	94	41	808
Sleepy Eye.....	31	11	269	201	42	27	13	31	14	86	5	44	12	139
Springfield.....	28	12	237	161	47	31	22	28	11	87	8	36	9	114
Remainder of County.....	25	5	176	122	18	12	12	25	4	8	9	83	12	85
Carlton County.....	82	24	934	594	158	71	63	89	49	453	5	43	28	438
Cloquet.....	42	18	579	449	132	55	51	42	32	345	1	(O)	9	(D)
Remainder of County.....	40	6	355	145	26	16	12	47	17	108	4	(D)	19	(D)
Carver County.....	76	22	559	335	65	32	16	72	31	151	8	95	37	313
Cass County.....	314	98	2,680	1,880	337	121	78	345	22	185	4	13	288	2,482
Chippewa County.....	94	30	1,290	944	211	126	93	96	28	311	17	306	49	673
Granite Falls (Part) ³	2	...	(D)	(D)	2	(D)	...	(O)
Montevideo.....	61	19	882	624	167	110	77	60	20	274	5	27	36	581
Remainder of County.....	31	11	(D)	320	44	16	16	(D)	8	37	10	(D)	13	(D)
Chisago County.....	69	19	583	317	74	36	27	73	31	175	15	254	23	154
Clay County.....	130	50	2,292	1,844	562	297	271	129	38	581	12	225	80	1,486
Moorhead.....	72	32	1,812	1,552	511	260	248	71	19	516	4	78	49	1,218
Remainder of County.....	58	18	480	292	51	37	23	58	19	65	8	147	31	268
Clearwater County.....	41	15	481	237	38	28	22	46	12	99	8	137	21	245
Cook County.....	90	40	1,054	806	198	61	49	96	4	36	2	(O)	84	(D)
Cottonwood County.....	72	32	769	505	84	54	43	77	26	229	13	219	33	321
Winoak.....	33	17	369	285	44	31	25	35	13	140	1	(O)	19	(D)
Remainder of County.....	39	15	400	220	40	23	18	42	13	89	12	(D)	14	(D)
Crow Wing County.....	288	102	3,968	3,220	888	273	216	307	53	855	16	204	219	2,909
Brainerd.....	111	45	2,174	1,812	513	214	166	116	35	770	11	115	65	1,289
Crosby.....	14	8	366	348	87	24	22	16	4	19	...	(O)	10	(D)
Remainder of County.....	163	49	1,428	1,060	288	35	28	175	14	66	5	(D)	144	(D)
Dakota County.....	188	66	3,012	2,432	678	324	285	178	71	609	21	279	96	2,124
Hastings (Part) ⁴	30	8	244	166	45	55	52	24	11	88	8	30	11	126
South St. Paul.....	67	29	1,198	1,012	305	112	101	66	33	407	1	(O)	33	(D)
West St. Paul.....	31	9	557	475	114	71	55	30	11	45	5	107	15	405
Remainder of County.....	60	20	1,013	779	214	86	77	53	16	69	7	(D)	37	(D)
Dodge County.....	47	17	442	274	48	26	22	47	18	115	3	45	26	282
Douglas County.....	178	54	1,933	1,279	322	155	138	201	37	361	12	256	129	1,316
Alexandria.....	88	38	1,350	1,090	286	143	126	107	20	303	7	175	61	872
Remainder of County.....	90	16	583	189	36	12	12	94	17	58	5	81	68	444
Faribault County.....	127	49	1,221	825	200	102	84	131	55	450	15	190	57	581
Blue Earth.....	41	17	534	404	111	61	54	45	16	189	5	96	20	249
Remainder of County.....	86	32	687	421	89	41	30	86	39	261	10	94	37	332
Fillmore County.....	117	33	1,010	542	85	52	43	117	39	277	17	193	61	540
Freeborn County.....	159	75	2,806	2,372	676	310	238	149	64	877	25	416	70	1,513
Albert Lea.....	109	57	2,197	1,937	581	280	214	94	53	816	10	160	46	1,221
Remainder of County.....	50	18	609	435	95	30	24	55	11	61	15	256	24	292
Goodhue County.....	130	58	1,532	1,116	320	167	131	152	50	577	16	191	72	764
Red Wing.....	57	31	647	807	268	132	109	60	26	435	8	89	23	423
Remainder of County.....	73	27	585	309	52	35	22	92	24	142	8	102	49	341

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹St. Cloud is in Benton, Sherburne and Stearns counties.²Ortonville is in Big Stone, Lac qui Parle counties.³Granite Falls is in Chippewa and Yellow Medicine counties.⁴Hastings is in Dakota and Washington counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Grant County.....	53	11	386	170	16	15	11	59	17	98	10	107	26	181
Hennepin County.....	3,744	1,782	185,478	175,042	48,515	16,718	13,472	3,564	1,536	34,737	399	14,221	1,809	136,520
Brooklyn Center.....	6	2	71	(D)	(D)	(D)	(D)	(D)	2	(D)	4	(D)
Crystal.....	33	11	452	334	90	59	51	39	5	49	4	82	24	321
Edina.....	36	14	1,284	1,182	320	158	81	36	12	200	1	(D)	23	(D)
Golden Valley.....	17	5	428	(D)	(D)	(D)	(D)	(D)	2	(D)	15	(D)
Hopkins.....	43	21	964	836	244	69	45	44	22	345	3	40	18	579
Minneapolis.....	3,126	1,570	174,429	166,471	45,877	15,652	12,792	2,907	1,337	32,398	341	13,203	1,448	128,628
Richfield.....	84	24	968	558	149	65	50	92	28	272	20	246	36	450
Robbinsdale.....	38	12	717	507	116	63	30	43	14	208	3	(D)	21	(D)
St. Louis Park.....	100	32	2,171	1,773	640	308	185	100	37	465	7	206	56	1,500
Remainder of County.....	261	91	3,994	3,006	952	299	210	278	77	769	20	330	164	2,895
Houston County.....	71	19	643	265	68	38	28	82	29	191	13	221	29	231
Hubbard County.....	167	41	1,162	694	173	83	52	175	22	158	6	38	139	966
Park Rapids.....	59	25	527	391	80	55	29	61	18	134	6	38	35	355
Remainder of County.....	108	16	635	303	93	28	23	114	4	24	104	611
Isanti County.....	29	13	494	428	168	83	69	28	10	(D)	2	(D)	17	249
Cambridge.....	16	10	447	(D)	(D)	(D)	(D)	(D)	8	220	8	227
Remainder of County.....	13	3	47	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	9	22
Itasca County.....	276	108	2,520	1,928	505	267	160	282	44	347	14	219	218	1,954
Grand Rapids.....	81	37	902	724	209	96	58	82	21	201	6	105	54	596
Remainder of County.....	195	71	1,618	1,204	296	171	102	200	23	146	8	114	164	1,358
Jackson County.....	88	32	731	469	85	58	37	95	38	199	13	150	37	382
Jackson.....	40	18	385	319	56	32	20	45	17	117	4	65	19	203
Remainder of County.....	48	14	346	150	29	26	17	50	21	82	9	85	18	179
Kanabec County.....	31	11	277	209	49	31	23	29	15	94	5	96	11	87
Kandiyohi County.....	149	67	1,924	1,530	377	181	144	161	45	428	23	386	81	1,110
Willmar.....	76	40	1,369	1,167	321	145	115	84	33	386	13	215	30	768
Remainder of County.....	73	27	555	363	56	36	29	77	12	42	10	171	51	342
Kittson County.....	29	11	287	181	22	18	16	29	13	103	6	60	10	124
Koochiching County.....	96	40	1,644	1,368	333	193	157	101	22	207	5	67	69	1,370
International Falls.....	43	27	1,143	1,067	276	174	145	46	17	189	5	67	21	887
Remainder of County.....	53	13	501	301	57	19	12	55	5	18	48	483
Lac qui Parle County.....	66	22	630	286	63	40	33	66	17	130	16	159	33	341
Ortonville (part).....	2	...	(D)	(D)	2	(D)
Remainder of County.....	64	22	(D)	286	63	40	33	(D)	17	130	16	159	31	(D)
Lake County.....	84	30	781	527	93	47	40	94	13	123	1	(D)	70	(D)
Two Harbors.....	36	12	320	222	45	29	22	42	11	(D)	1	(D)	24	165
Remainder of County.....	48	18	461	305	48	18	18	52	2	(D)	46	(D)
Lake of the Woods County.....	31	17	424	362	72	24	23	37	4	20	4	(D)	23	(D)
Le Sueur County.....	95	37	941	589	120	73	56	103	49	286	9	155	37	500
Le Sueur.....	26	10	257	191	42	24	17	28	15	97	11	160
Remainder of County.....	69	27	684	398	78	49	39	75	34	189	9	155	26	340
Lincoln County.....	53	21	462	270	46	24	21	55	20	136	10	110	23	216
Lyon County.....	133	55	1,610	1,092	255	142	123	144	46	415	13	216	74	979
Marshall.....	48	26	777	653	159	98	86	53	11	157	5	119	32	501
Tracy.....	23	11	294	152	39	24	19	28	11	132	12	162
Remainder of County.....	62	18	539	287	57	20	18	63	24	126	8	97	30	316
McLeod County.....	143	41	1,533	1,001	270	144	111	148	52	431	26	256	65	846
Clenore.....	30	14	338	276	58	40	28	31	14	106	3	(D)	13	(D)
Hutchinson.....	61	15	751	495	135	74	67	64	25	268	9	62	27	421
Remainder of County.....	52	12	444	230	77	30	16	53	13	57	14	(D)	25	(D)
Mahnomen County.....	26	14	323	269	35	22	17	27	3	(D)	5	118	18	(D)
Marshall County.....	70	20	471	293	50	31	19	70	23	147	11	82	36	242
Martin County.....	132	66	2,023	1,685	418	241	162	133	43	498	13	226	76	1,299
Fairmont.....	86	44	1,590	1,318	348	187	135	91	30	419	9	159	47	1,012
Remainder of County.....	46	22	433	367	70	54	27	42	13	79	4	67	29	287
Meeker County.....	96	32	958	594	153	95	88	105	33	240	17	162	46	556
Litchfield.....	57	19	611	383	101	62	55	63	18	150	9	79	30	382
Remainder of County.....	39	13	347	211	52	33	33	42	15	90	8	83	16	174
Millie Lacs County.....	102	30	942	632	138	59	49	104	26	223	10	151	66	568
Morrison County.....	125	37	1,359	821	185	119	98	120	37	435	26	199	62	725
Little Falls.....	59	19	846	574	140	90	73	58	23	366	14	54	22	426
Remainder of County.....	66	18	513	247	45	29	25	62	14	69	12	145	40	299
Mower County.....	204	92	3,419	2,731	757	405	296	211	90	977	19	592	95	1,850
Austin.....	150	74	2,840	2,418	678	363	273	158	73	892	9	332	68	1,616
Remainder of County.....	54	18	579	313	79	42	23	53	17	85	10	260	27	234
Murray County.....	53	23	651	459	64	40	30	51	22	182	7	168	24	301

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Ortonville is in Big Stone and Lac qui Parle counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Nicollet County.....	71	27	797	523	154	76	66	7D	24	179	7	144	40	474
North Mankato.....	27	7	263	105	41	16	14	28	6	48	3	93	18	122
St. Peter.....	74	15	426	330	89	49	41	32	16	(D)	18	(D)
Remainder of County.....	10	4	108	88	24	11	11	1D	2	(D)	4	51	4	(D)
Nobles County.....	120	48	1,645	1,183	291	118	100	126	39	375	29	433	52	837
Northampton.....	70	42	1,257	1,093	283	113	96	75	20	319	13	192	37	746
Remainder of County.....	50	6	388	90	8	5	4	51	19	56	16	241	15	91
Norman County.....	61	19	569	321	45	34	25	65	21	179	10	145	30	245
Olmsted County.....	320	162	10,254	9,178	3,036	1,451	1,197	346	115	2,716	53	766	152	6,772
Rochester.....	262	138	9,234	8,398	2,829	1,318	1,146	284	108	2,624	40	624	114	5,986
Remainder of County.....	58	24	1,020	780	207	133	51	62	7	92	13	142	38	786
Otter Tail County.....	301	113	3,334	2,396	463	290	213	312	75	626	23	405	2D3	2,303
Fergus Falls.....	82	40	1,353	1,179	299	180	144	73	39	442	8	127	35	784
Balance.....	219	73	1,981	1,217	164	110	69	239	36	184	15	278	168	1,519
Pennington County.....	53	23	855	665	181	113	85	52	25	314	10	106	18	435
Thief River Falls.....	48	20	768	(D)	151	104	76	48	25	314	8	(D)	15	(D)
Remainder of County.....	5	3	87	(D)	30	9	9	4	2	(D)	3	(D)
Pine County.....	82	30	709	503	90	56	46	83	22	140	8	86	52	483
Pipestone County.....	88	28	1,003	661	184	111	87	91	39	379	15	135	34	489
Pipestone.....	65	21	804	540	171	92	73	70	27	329	11	(D)	27	(D)
Remainder of County.....	23	7	199	121	13	19	14	21	12	50	4	(D)	7	(D)
Folk County.....	175	73	2,468	1,898	514	289	225	186	59	818	22	328	94	1,322
Crookston.....	56	30	918	842	213	129	104	58	23	287	8	78	25	553
East Grand Forks.....	39	13	630	458	154	78	73	45	22	330	5	129	12	171
Remainder of County.....	80	30	920	598	147	82	48	83	14	201	9	121	57	598
Pope County.....	59	19	571	395	69	51	29	66	17	120	4	20	38	431
Glenwood.....	30	12	307	247	34	36	15	33	12	100	18	2D7
Remainder of County.....	29	7	264	148	35	15	14	33	5	20	4	20	20	224
Ramsey County.....	1,664	794	51,209	46,905	16,124	5,958	4,696	1,587	801	16,640	223	7,495	640	27,074
Falcon Heights.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
North St. Paul.....	25	5	408	316	183	62	55	28	9	309	6	48	1D	51
Roseville.....	19	11	427	383	113	40	26	20	2	(D)	3	(D)	14	366
St. Paul.....	1,528	738	49,173	45,195	15,551	5,743	4,538	1,453	768	16,044	203	7,238	557	25,891
White Bear Lake.....	40	16	491	415	124	63	33	36	10	103	10	152	20	236
Remainder of County.....	51	23	(D)	(D)	(D)	(D)	(D)	(D)	11	118	1	(D)	39	530
Red Lake County.....	21	7	146	90	19	11	2	21	7	30	1	(D)	13	(D)
Redwood County.....	107	51	1,219	1,009	198	122	83	113	42	231	12	102	53	886
Redwood Falls.....	32	24	523	499	99	61	43	31	12	133	1	(D)	19	(D)
Remainder of County.....	75	27	696	510	99	61	40	82	30	98	11	(D)	34	(D)
Renville County.....	92	40	812	562	78	70	34	99	41	229	14	133	37	450
Rice County.....	169	71	2,401	1,911	574	324	275	158	63	630	24	280	82	1,491
Paribault.....	98	46	1,542	1,312	425	211	193	92	34	4D3	14	132	50	1,007
Northfield.....	52	20	708	488	130	107	78	48	25	221	4	56	23	431
Remainder of County.....	19	5	151	111	19	6	4	18	4	6	6	92	9	53
Rock County.....	46	26	626	490	143	75	56	45	2D	221	5	104	21	3D1
Luverne.....	31	19	451	391	120	70	52	3D	18	(D)	1	(D)	12	208
Remainder of County.....	15	7	175	99	23	5	4	15	2	(D)	4	(D)	9	93
Roseau County.....	44	26	532	428	77	51	49	45	15	88	4	53	25	391
St. Louis County.....	1,104	534	23,813	20,709	6,700	2,840	2,209	1,093	414	6,220	99	2,212	591	15,381
Chisholm.....	31	13	465	303	104	50	26	3D	15	124	5	18	11	323
Duluth.....	555	289	14,633	13,289	4,613	1,903	1,556	540	229	3,997	66	1,646	260	8,990
Ely.....	59	17	844	582	138	80	34	56	22	158	37	686
Eveleth.....	43	17	716	592	82	56	41	51	26	234	17	482
Hibbing.....	98	54	2,252	1,994	672	286	253	96	48	971	5	62	45	1,219
Proctor.....	12	6	66	50	18	5	3	10	4	11	1	(D)	7	(D)
Virginia.....	86	42	2,245	2,021	637	312	197	89	43	532	8	157	35	1,556
Remainder of County.....	220	96	2,592	1,878	436	148	99	221	27	193	14	(D)	179	(D)
Scott County.....	80	22	720	336	68	31	19	85	34	28D	2	(D)	44	(D)
Shakopee.....	19	7	229	129	18	9	4	21	10	106	9	123
Remainder of County.....	61	15	491	207	5D	22	15	64	24	174	2	(D)	35	(D)
Sherburne County.....	30	10	213	145	24	22	9	32	9	38	7	58	14	117
St. Cloud (part)¹.....	5	1	10	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)
Remainder of County.....	25	9	203	(D)	(D)	(D)	(D)	(D)	7	(D)	11	(D)
Sibley County.....	80	22	562	242	39	40	19	90	37	134	6	100	37	328
Stearns County.....	295	127	4,229	3,425	924	601	462	297	113	1,260	26	424	156	2,545
St. Cloud (part)¹.....	126	68	2,564	2,298	734	411	348	121	63	936	10	181	53	1,447
Sauk Centre.....	28	14	447	351	63	57	43	29	4	74	4	40	20	333
Remainder of County.....	141	45	1,218	776	127	133	71	147	46	250	12	203	83	765
Steele County.....	115	53	1,920	1,576	393	215	155	112	53	479	18	507	44	934
Owatonna.....	77	43	1,701	1,493	370	192	146	75	38	427	15	491	24	783
Remainder of County.....	38	10	219	83	23	23	9	37	15	52	3	16	20	151

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

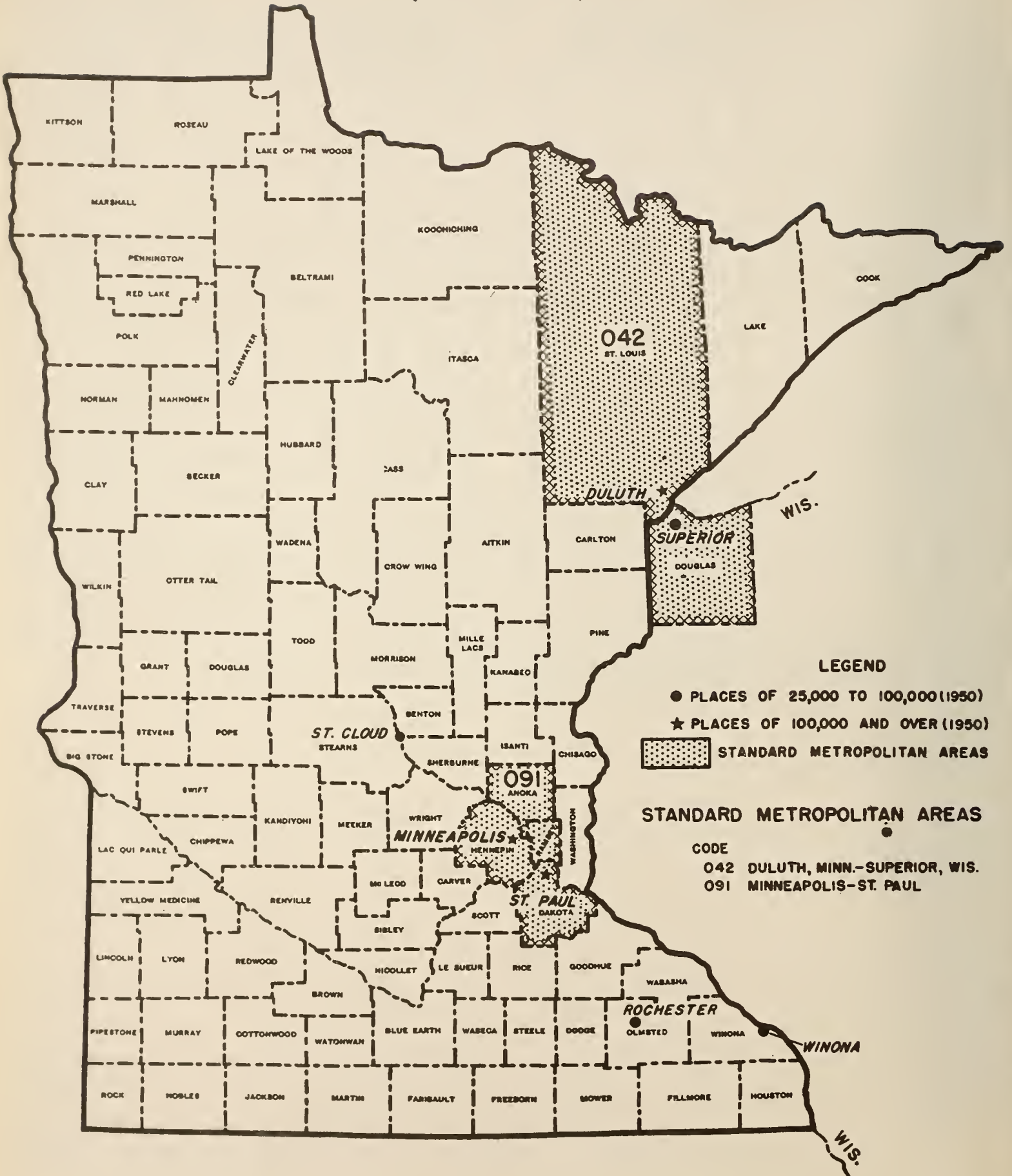
¹St. Cloud is in Benton, Sherburne and Stearns counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Stevens County.....	40	26	646	536	132	68	55	39	15	180	3	64	22	402
Morris.....	30	24	561	(D)	(D)	(D)	(D)	(D)	13	(D)	1	(0)	16	365
Remainder of County.....	10	2	85	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	6	37
Swift County.....	79	33	889	653	156	88	71	78	28	236	8	77	43	576
Benaon.....	33	21	565	501	106	62	53	34	15	162	4	63	14	340
Remainder of County.....	46	12	324	152	50	26	18	44	13	74	4	14	29	236
Todd County.....	107	37	966	652	104	83	51	108	37	287	13	152	57	527
Staples.....	30	10	246	178	44	33	21	28	16	77	2	(0)	12	(D)
Remainder of County.....	77	27	720	474	60	50	30	80	21	210	11	(D)	45	(D)
Traverse County.....	39	19	409	279	48	32	26	40	13	96	15	149	11	164
Wabasha County.....	85	31	949	573	107	66	39	88	26	164	7	85	52	700
Lake City.....	24	10	347	279	49	23	16	27	10	70	14	277
Remainder of County.....	61	21	602	294	58	43	23	61	16	94	7	85	38	423
Wadena County.....	81	25	673	407	90	56	43	87	30	223	7	62	44	388
Wadena.....	33	19	410	344	78	51	40	35	13	142	1	(0)	19	(0)
Remainder of County.....	48	6	263	63	12	5	3	52	17	81	6	(0)	25	(D)
Waseca County.....	78	22	708	406	108	78	64	84	34	263	10	97	34	348
Waseca.....	54	16	581	335	95	69	56	61	23	217	4	50	27	314
Remainder of County.....	24	6	127	71	13	9	8	23	11	46	6	47	7	34
Washington County.....	107	45	1,968	1,716	500	220	161	100	39	351	10	242	58	1,375
Bayport.....	4	2	(D)	(D)	(D)	(D)	(0)	(D)	3	(0)	1	(0)
Hastings (part) ⁴	1	1	(D)	(0)	(D)	(D)	(0)	(0)	1	(0)
Stillwater.....	47	19	857	757	219	90	65	45	23	230	2	(D)	22	(D)
Remainder of County.....	55	23	(D)	(D)	(D)	(D)	(D)	(D)	13	(D)	8	(D)	34	574
Watonwan County.....	66	22	664	408	107	49	38	64	25	219	5	14	36	431
St. James.....	29	13	390	310	85	38	29	27	10	122	2	(D)	17	(0)
Remainder of County.....	37	9	274	98	22	11	9	37	15	97	3	(0)	19	(D)
Wilkin County.....	33	19	472	328	90	77	69	40	14	175	3	50	16	247
Breckenridge.....	25	17	396	(D)	(D)	(D)	(D)	(D)	11	153	3	50	11	193
Remainder of County.....	8	2	76	(0)	(0)	(D)	(0)	(D)	3	22	5	54
Winona County.....	180	86	3,329	2,705	842	431	360	173	77	941	28	517	75	1,871
Winona.....	140	78	2,961	2,579	820	415	351	129	60	888	17	285	63	1,788
Remainder of County.....	40	8	368	126	22	16	9	44	17	53	11	232	12	83
Wright County.....	124	52	1,315	953	181	129	84	125	55	480	11	300	58	535
Yellow Medicine County.....	75	23	623	347	56	44	26	80	23	167	16	143	36	313
Granite Falls (part) ³	28	10	272	182	29	18	13	29	6	72	8	60	14	140
Remainder of County.....	47	13	351	165	27	26	13	51	17	95	8	83	22	173

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
³Granite Falls is in Chippewa and Yellow Medicine counties. ⁴Hastings is in Dakota and Washington counties.

MINNESOTA (87 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE

- 042 DULUTH, MINN.-SUPERIOR, WIS.
- 091 MINNEAPOLIS-ST. PAUL

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-24

MISSISSIPPI

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Mississippi, total.....	5,262	2,944	101,395	89,445	26,824	16,089	14,747	5,259	2,487	37,566	598	10,011	2,177	53,818
Adams County.....	120	78	3,057	2,859	874	460	439	120	58	893	7	24	55	2,140
Natchez.....	116	74	(D)	(D)	(D)	(D)	(D)	(D)	58	893	7	24	51	(D)
Remainder of County.....	4	4	(0)	(0)	(0)	(0)	(0)	(0)	4	(0)
Alcorn County.....	82	56	1,488	1,290	391	239	218	85	39	532	15	215	28	741
Oxford.....	76	52	1,391	(D)	382	233	213	78	38	(D)	13	(D)	25	672
Remainder of County.....	6	4	97	(D)	9	6	5	7	1	(0)	2	(0)	3	69
Amite County.....	23	11	180	142	39	35	35	19	14	100	3	23	6	57
Attala County.....	56	30	607	517	163	104	96	55	25	277	11	77	20	253
Foschtusko.....	43	27	534	(D)	(D)	(D)	(D)	(D)	23	(D)	7	55	13	(D)
Remainder of County.....	13	3	73	(0)	(0)	(0)	(0)	(0)	2	(0)	4	22	7	(D)
Benton County.....	4	2	32	(0)	(0)	(0)	(0)	(0)	2	(0)	2	(0)
Bolivar County.....	81	51	1,423	1,275	344	220	205	87	36	532	8	87	37	804
Cleveland.....	40	28	816	766	217	134	126	44	21	388	5	70	14	358
Remainder of County.....	41	23	607	509	127	86	79	43	15	144	3	17	23	446
Calhoun County.....	37	15	305	233	61	38	33	35	21	167	3	25	13	113
Carroll County.....	11	3	57	(0)	(0)	(0)	(0)	(0)	10	(D)	1	(0)
Chickasaw County.....	34	12	308	220	61	37	35	37	14	135	2	(0)	18	(D)
Choctaw County.....	17	7	87	71	20	18	15	17	10	44	2	(0)	5	(D)
Claiborne County.....	28	8	352	190	50	42	38	28	16	228	3	40	9	84
Fort Gibson.....	25	7	332	(D)	(D)	(D)	(D)	(D)	14	(D)	2	(0)	9	84
Remainder of County.....	3	1	20	(0)	(0)	(0)	(0)	(0)	2	(0)	1	(0)
Clarke County.....	34	14	308	166	39	32	32	40	13	78	7	98	14	132
Clay County.....	33	23	617	541	151	100	97	33	15	190	3	67	15	360
West Point.....	29	21	544	(D)	(D)	(D)	(D)	(D)	15	190	1	(D)	13	(D)
Remainder of County.....	4	2	73	(0)	(0)	(0)	(0)	(0)	2	(0)	2	(0)
Coahoma County.....	136	74	2,575	2,157	712	406	377	147	65	1,051	16	222	55	1,302
Clarksdale.....	120	66	2,174	1,842	621	363	340	127	61	1,039	13	181	46	954
Remainder of County.....	16	8	401	315	91	43	37	20	4	12	3	41	9	348
Copiah County.....	59	25	541	423	138	114	108	58	35	348	2	(0)	22	(D)
Crystal Springs.....	16	10	188	168	50	36	35	15	11	130	5	58
Hazlehurst.....	23	11	261	219	81	74	70	20	12	161	2	(0)	9	(D)
Remainder of County.....	20	4	92	36	7	4	3	23	12	57	8	35
Covington County.....	41	15	369	247	56	38	36	39	23	154	3	(0)	15	(D)
De Soto County.....	23	13	305	251	55	26	26	29	7	120	3	45	13	140
Forrest County.....	199	111	3,999	3,465	982	719	625	210	93	1,662	21	348	85	1,989
Hattiesburg.....	183	103	3,702	3,262	957	694	604	191	89	1,642	18	(D)	76	(D)
Remainder of County.....	16	8	297	203	25	25	21	19	4	20	3	(0)	9	(D)
Franklin County.....	12	8	144	126	35	28	26	10	3	37	9	107
George County.....	17	9	230	196	54	49	42	16	5	107	3	(0)	9	(D)
Greene County.....	24	4	120	38	10	6	6	27	13	36	...	(0)	11	(D)
Grenada County.....	69	39	1,435	1,273	401	228	221	71	27	435	6	116	36	884
Grenada.....	61	35	1,322	1,172	378	217	210	62	26	(D)	3	(D)	32	(D)
Remainder of County.....	8	4	113	101	23	11	11	9	1	(0)	3	(0)	4	(D)
Hancock County.....	30	14	276	234	73	53	49	25	13	135	17	141
Bay St. Louis.....	22	10	254	234	73	53	49	17	11	(D)	11	(D)
Remainder of County.....	8	...	22	8	2	(0)	6	(D)
Harrison County.....	499	291	13,808	12,834	3,918	1,910	1,714	499	210	4,137	40	638	249	9,033
Biloxi.....	227	131	5,322	4,926	1,564	712	633	218	106	1,615	19	249	102	3,458
Gulfport.....	149	85	4,242	3,838	1,217	622	581	158	61	1,698	15	379	73	2,165
Long Beach.....	19	7	234	168	53	24	23	20	3	22	2	(0)	14	(D)
Pasa Christian.....	29	13	313	269	60	40	33	27	14	44	4	(D)	11	(D)
Remainder of County.....	75	55	3,697	3,633	1,024	512	444	76	26	758	49	2,939
Hinds County.....	569	355	21,183	20,221	6,207	3,272	3,043	528	276	8,094	67	1,715	226	11,374
Jackson.....	514	324	20,307	19,421	5,974	3,149	2,929	473	246	7,917	66	(D)	202	(D)
Remainder of County.....	55	31	876	800	233	123	114	55	30	177	1	(0)	24	(D)
Holmes County.....	53	31	492	394	100	73	61	51	29	212	6	75	18	205
Lexington.....	13	9	160	114	29	18	16	13	5	52	1	(0)	7	(D)
Remainder of County.....	40	22	332	280	71	55	45	38	24	160	5	(D)	11	(D)
Humphreys County.....	25	17	414	328	77	55	43	27	11	159	14	255
Beizori.....	16	12	282	222	67	50	38	19	9	(D)	7	(D)
Remainder of County.....	9	5	132	106	10	5	5	8	2	(0)	7	(D)
Iteavata County.....
Iteavata County.....	12	8	180	142	37	28	27	11	5	58	1	(0)	6	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Jackson County.....	113	63	2,156	1,956	468	287	264	110	47	477	13	278	53	1,401
Moas Point.....	18	10	216	202	52	30	27	17	12	(D)	6	(D)
Ocean Springs.....	13	9	680	664	164	105	99	9	4	30	2	(D)	7	(D)
Pascagoula.....	65	39	1,041	931	235	139	126	67	29	331	10	124	26	586
Remainder of County.....	17	5	219	159	17	13	12	17	2	(D)	1	(D)	14	131
Jasper County.....	24	10	272	208	55	48	47	21	13	59	2	(D)	9	(D)
Jefferson County.....	14	10	217	197	44	28	28	14	8	71	2	(D)	4	(D)
Jefferson Davis County.....	22	12	265	193	67	46	44	25	13	151	2	(D)	7	(D)
Jones County.....	162	90	3,044	2,688	823	481	421	157	80	1,067	34	384	48	1,593
Ellisville.....	14	6	157	117	24	21	12	12	7	42	2	(D)	5	(D)
Laurel.....	139	79	2,730	2,430	770	436	386	139	70	1,012	28	331	41	1,387
Remainder of County.....	9	5	157	141	29	24	23	6	3	13	4	(D)	2	(D)
Keaper County.....	21	5	117	77	33	28	21	21	9	74	5	17	7	26
Lafayette County.....	50	34	885	757	203	140	128	50	22	328	3	146	25	411
Oxford.....	35	27	725	625	177	115	111	36	20	(D)	3	146	12	(D)
Remainder of County.....	15	7	160	132	26	25	17	14	2	(D)	13	(D)
Lamar County.....	27	17	238	202	46	33	30	20	14	68	4	90	9	80
Lauderdale County.....	237	163	4,978	4,624	1,478	958	856	233	112	1,670	36	971	89	2,337
Meridian.....	223	153	4,658	4,314	1,411	892	793	223	111	(D)	34	(D)	78	2,066
Remainder of County.....	14	10	320	310	67	66	63	10	1	(D)	2	(D)	11	271
Lawrence County.....	15	9	111	93	27	25	22	14	7	43	8	68
Leake County.....	38	18	265	207	67	50	46	34	21	146	5	54	12	65
Lee County.....	144	82	3,085	2,639	781	519	491	155	55	911	38	642	51	1,532
Tupelo.....	108	68	2,717	2,439	739	488	463	117	42	828	26	554	40	1,335
Remainder of County.....	36	14	368	200	42	31	28	38	13	83	12	88	11	197
Leflore County.....	108	82	2,573	2,457	690	415	394	109	49	774	9	287	50	1,512
Crenwood.....	95	73	2,299	2,191	627	375	357	98	43	708	8	(D)	44	(D)
Remainder of County.....	13	9	274	266	63	40	37	11	6	66	1	(D)	6	(D)
Lincoln County.....	64	42	1,315	1,147	347	206	185	64	28	455	2	(D)	34	(D)
Brookhaven.....	55	37	1,201	1,061	327	191	176	55	27	(D)	1	(D)	27	745
Remainder of County.....	9	5	114	86	20	15	9	9	1	(D)	1	(D)	7	(D)
Lowndes County.....	110	66	2,323	2,127	677	412	398	118	59	857	12	255	39	1,211
Columbus.....	100	60	2,208	2,056	666	397	385	110	56	(D)	11	(D)	33	1,120
Remainder of County.....	10	6	115	71	11	15	13	8	3	(D)	1	(D)	6	91
Madison County.....	53	29	551	417	117	93	83	53	26	213	7	83	20	255
Canton.....	41	23	442	330	99	78	73	39	21	198	5	(D)	15	(D)
Remainder of County.....	12	6	109	87	18	15	10	14	5	15	2	(D)	5	(D)
Marion County.....	60	34	850	748	231	157	143	62	27	374	11	136	22	340
Columbia.....	59	33	(D)	(D)	(D)	(D)	(D)	(D)	27	374	11	136	21	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Marshall County.....	20	14	237	213	46	34	33	22	11	121	3	52	6	64
Holly Springs.....	13	11	189	185	42	27	26	13	8	103	1	(D)	4	(D)
Remainder of County.....	7	3	48	28	4	7	7	9	3	18	2	(D)	2	(D)
Monroe County.....	61	39	912	778	229	190	166	64	34	390	4	103	23	419
Aberdeen.....	25	19	258	244	69	66	56	23	15	126	10	132
Amory.....	32	18	(D)	(D)	(D)	(D)	(D)	(D)	18	(D)	4	103	10	(D)
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)
Montgomery County.....	34	16	319	259	81	43	40	36	12	120	3	(D)	19	(D)
Winona.....	21	13	237	(D)	(D)	(D)	(D)	(D)	10	(D)	11	(D)
Remainder of County.....	13	3	82	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)	8	59
Neshobbs County.....	39	27	717	645	217	134	126	34	22	384	6	90	11	243
Philadelphia.....	36	24	655	583	202	125	117	33	21	(D)	6	90	9	(D)
Remainder of County.....	3	3	62	62	15	9	9	1	1	(D)	2	(D)
Newton County.....	56	30	638	476	132	85	74	53	23	258	10	89	23	291
Newton.....	19	15	224	202	53	29	26	18	8	91	4	40	7	93
Remainder of County.....	37	15	414	274	79	56	48	35	15	167	6	49	16	198
Noxubee County.....	37	21	428	296	79	80	75	36	20	207	9	84	8	137
Oktibbehs County.....	67	33	763	593	144	97	86	77	39	344	6	94	22	325
Starkville.....	54	28	663	525	129	87	78	62	33	297	5	(D)	16	(D)
Remainder of County.....	13	5	100	68	15	10	8	15	6	47	1	(D)	6	(D)
Panola County.....	53	25	535	395	115	85	72	60	25	260	6	22	22	253
Pearl River County.....	62	28	618	496	121	79	73	61	35	246	1	(D)	26	(D)
Picayune.....	42	18	392	322	88	58	55	40	28	198	1	(D)	13	(D)
Remainder of County.....	20	10	226	174	33	21	18	21	7	48	13	178
Perry County.....	10	4	82	62	19	5	5	8	4	29	1	(D)	5	(D)
Pike County.....	128	66	1,855	1,445	408	280	258	123	60	663	14	243	54	949
McComb.....	79	47	1,343	1,087	329	224	208	72	40	533	8	95	31	715
Remainder of County.....	49	19	512	358	79	56	50	51	20	130	6	148	23	234

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

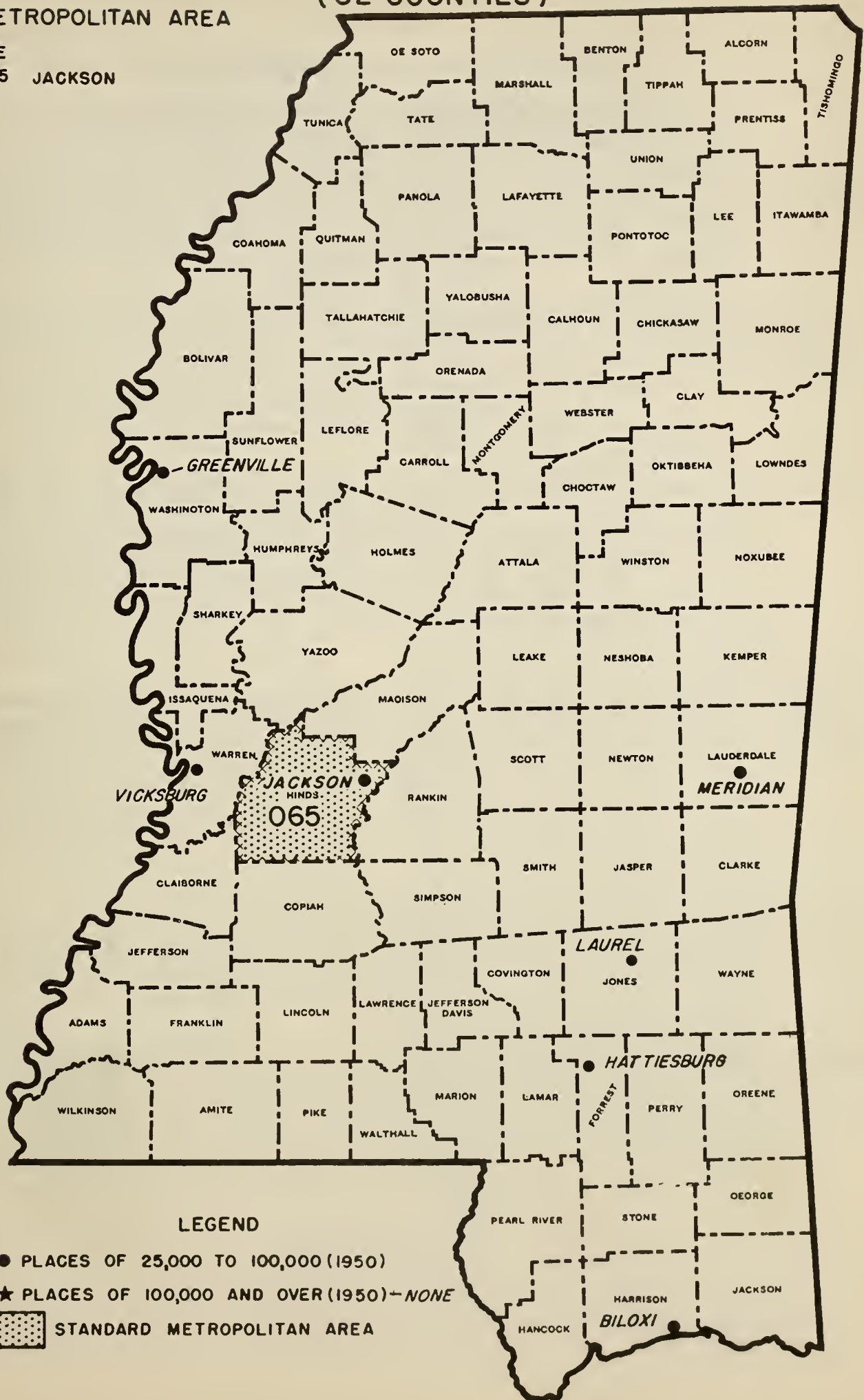
County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Pontotoc County.....	10	12	329	145	51	43	36	39	16	91	9	121	15	117
Prentiss County.....	47	27	438	388	104	85	69	48	27	283	3	31	17	129
Brookville.....	42	22	387	337	92	76	61	43	23	(D)	3	(D)	16	(D)
Remainder of County.....	5	5	51	51	12	9	8	5	4	(D)	...	(D)	1	(D)
Quitman County.....	23	9	204	150	45	21	16	27	12	87	2	(D)	9	(D)
Rainin County.....	32	14	288	216	59	46	36	29	12	98	5	52	15	138
Scott County.....	36	24	422	366	89	47	36	33	18	162	1	(D)	17	(D)
Forest.....	22	16	290	260	66	35	33	21	10	132	...	(D)	12	(D)
Remainder of County.....	14	8	132	106	23	12	3	12	8	30	1	(D)	5	(D)
Sharkey.....	17	13	225	213	56	38	36	15	6	67	1	(D)	10	(D)
Simpson County.....	59	19	469	351	86	70	68	53	28	205	10	82	21	182
Smith County.....	9	5	48	36	10	9	9	10	4	(D)	5	(D)
Stone County.....	16	6	107	83	27	13	13	18	9	73	1	(D)	6	(D)
Sunflower County.....	62	38	1,201	971	284	200	190	68	29	511	8	106	25	584
Indiana.....	31	17	637	497	170	109	105	35	19	329	2	(D)	10	(D)
Remainder of County.....	31	21	564	474	114	91	85	33	10	182	6	(D)	15	(D)
Tallahatchie County.....	38	14	359	209	49	28	19	39	12	113	10	132	16	114
Charleston.....	13	7	144	100	27	19	11	12	5	65	3	40	5	39
Remainder of County.....	25	7	215	109	22	9	8	27	7	48	7	92	11	75
Tate County.....	27	11	275	193	60	49	47	27	14	125	6	50	7	100
Tippah County.....	42	18	275	175	50	37	33	41	28	163	2	(D)	12	(D)
Tishomingo County.....	32	6	196	58	17	11	9	34	20	121	1	(D)	11	(D)
Tunica County.....	19	13	321	291	70	51	45	19	10	160	2	(D)	7	(D)
Union County.....	46	18	494	354	118	84	80	48	19	303	6	42	21	149
New Albany.....	38	14	436	304	108	75	72	41	19	303	3	35	16	98
Remainder of County.....	8	4	58	50	10	9	8	7	3	7	5	51
Walshall County.....	13	5	121	93	31	27	25	14	8	93	5	28
Warren County.....	134	80	3,542	3,218	1,171	672	632	121	55	1,294	14	334	65	1,914
Vicksburg.....	128	76	3,399	(D)	1,139	656	616	115	55	1,294	14	334	59	1,771
Remainder of County.....	6	4	143	(D)	32	16	16	6	6	143
Washington County.....	211	113	4,323	3,645	1,061	763	714	221	94	1,590	16	295	101	2,438
Greenville.....	149	79	3,269	2,851	866	633	592	153	70	1,239	6	200	73	1,830
Leland.....	27	19	586	422	104	68	62	30	13	276	3	43	11	267
Remainder of County.....	35	15	468	372	91	62	60	38	11	75	7	52	17	341
Wayne County.....	26	18	440	384	89	73	59	21	13	253	2	(D)	11	(D)
Waynesboro.....	20	16	370	(D)	(D)	(D)	(D)	(D)	12	(D)	2	(D)	6	115
Remainder of County.....	6	2	70	(D)	(D)	(D)	(D)	(D)	1	(D)	5	(D)
Webster County.....	21	9	153	67	22	14	12	25	7	38	2	(D)	12	(D)
Wilkinson County.....	26	14	266	238	64	55	50	26	12	128	3	48	11	90
Winston County.....	30	24	376	332	100	61	53	32	20	181	5	66	5	129
Louisville.....	27	21	342	298	92	56	48	29	19	(D)	4	(D)	4	(D)
Remainder of County.....	3	3	34	34	8	5	5	3	1	(D)	1	(D)	1	(D)
Yalobusha County.....	37	15	424	362	96	78	69	41	23	(D)	1	(D)	13	90
Water Valley.....	27	11	378	330	90	70	64	32	16	263	1	(D)	10	(D)
Remainder of County.....	10	4	46	32	6	8	5	9	7	(D)	3	(D)
Yazoo County.....	60	26	858	636	210	137	127	55	28	391	8	69	26	398
Yazoo City.....	51	21	722	546	183	120	113	47	28	391	5	43	18	288
Remainder of County.....	11	5	136	90	27	17	14	8	3	26	8	110

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

MISSISSIPPI (82 COUNTIES)

STANDARD METROPOLITAN AREA

CODE
065 JACKSON



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE

 STANDARD METROPOLITAN AREA

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-25

MISSOURI

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

malled a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Missouri, total.....	21,842	9,864	589,156	526,462	157,253	62,661	53,365	21,994	9,618	153,767	2,928	62,959	9,296	372,430
Adair County.....	88	52	1,322	1,182	301	192	160	87	38	475	15	180	35	667
Kirksville.....	78	46	1,204	1,072	286	181	154	77	35	(D)	14	(D)	29	586
Remainder of County.....	10	6	118	110	15	11	6	10	3	(D)	1	(D)	6	81
Andrew County.....	62	12	529	349	119	59	51	61	21	150	9	71	32	308
Atchison County.....	33	15	385	311	77	41	37	36	13	93	4	48	16	244
Audrain County.....	127	55	1,804	1,372	415	259	229	132	54	729	14	148	59	927
Mexico.....	96	40	1,498	1,204	370	224	197	96	42	665	8	91	46	742
Vandalia.....	18	8	193	87	32	22	19	27	7	44	1	(D)	10	(D)
Remainder of County.....	13	7	113	81	13	13	13	9	5	20	5	(D)	3	(D)
Barry County.....	99	37	1,029	693	161	99	85	102	43	453	7	83	49	493
Monett (part) ¹	40	20	538	410	111	71	60	38	22	287	3	63	15	188
Remainder of County.....	59	17	491	283	50	28	25	64	21	166	4	20	34	305
Barton County.....	53	19	463	299	65	41	39	57	20	192	3	26	30	245
Lamar.....	32	16	332	(D)	(D)	(D)	(D)	(D)	15	165	3	26	14	141
Remainder of County.....	21	3	131	(D)	(D)	(D)	(D)	(D)	5	27	16	104
Bates County.....	87	27	596	392	85	57	48	89	28	246	19	124	40	226
Butler.....	40	14	282	192	47	34	27	40	16	159	6	8	18	115
Remainder of County.....	47	13	314	200	38	23	21	49	12	87	13	116	22	111
Benton County.....	54	8	329	151	17	10	7	58	19	156	7	47	28	126
Bollinger County.....	23	5	190	64	11	8	7	26	7	33	8	93	8	64
Boone County.....	226	134	5,429	4,825	1,392	820	699	226	106	2,297	19	376	101	2,756
Columbia.....	185	115	4,940	4,520	1,328	779	660	184	87	2,117	19	376	79	2,447
Remainder of County.....	41	19	489	305	64	41	39	42	19	180	22	309
Buchanan County.....	525	261	10,632	9,236	3,022	1,376	1,187	531	216	3,382	80	1,934	229	5,316
St. Joseph.....	478	240	9,956	8,692	2,923	1,327	1,155	481	204	3,299	69	1,846	205	4,811
Remainder of County.....	47	21	676	544	99	49	32	50	12	83	11	88	24	505
Butler County.....	131	63	1,903	1,559	425	280	251	136	55	701	20	232	56	970
Poplar Bluff.....	102	52	1,569	1,335	390	251	222	108	45	669	13	161	44	739
Remainder of County.....	29	11	334	224	35	29	29	28	10	32	7	71	12	231
Caldwell County.....	52	14	451	197	34	21	18	59	25	242	8	24	19	185
Callaway County.....	90	38	1,146	820	187	127	92	90	37	456	16	158	37	532
Fulton.....	69	31	908	670	163	101	79	64	33	428	13	136	23	344
Remainder of County.....	21	7	238	150	24	26	13	26	4	28	3	22	14	188
Cassden County.....	182	44	1,559	885	226	91	67	201	13	85	5	103	164	1,371
Cape Girardeau County.....	186	102	3,609	3,243	922	473	411	190	81	984	23	412	82	2,213
Cape Girardeau.....	141	79	2,738	2,460	707	397	342	145	68	885	17	279	56	1,574
Jackson.....	24	14	298	250	85	35	34	26	11	(D)	4	(D)	9	132
Remainder of County.....	21	9	573	533	130	41	35	19	2	(D)	2	(D)	17	507
Carroll County.....	78	28	722	500	154	80	69	88	29	319	12	67	37	336
Carrollton.....	42	16	493	363	128	68	63	53	18	243	6	46	18	204
Remainder of County.....	36	12	229	137	26	12	6	35	11	76	6	21	19	132
Carter County.....	26	6	206	(D)	(D)	(D)	(D)	(D)	3	6	9	115	14	85
Cass County.....	106	34	960	638	171	106	97	117	41	368	10	76	55	516
Harrisonville.....	38	14	395	301	81	61	58	45	11	95	2	(D)	25	(D)
Remainder of County.....	68	20	565	337	90	45	39	72	30	273	8	(D)	30	(D)
Cedar County.....	47	23	380	308	65	58	41	50	16	161	12	94	19	125
Eldorado Springs.....	26	12	259	215	47	41	31	28	9	112	8	(D)	9	(D)
Remainder of County.....	21	11	121	93	18	17	10	22	7	49	4	(D)	10	(D)
Chariton County.....	59	11	347	153	44	27	21	60	17	85	15	115	27	147
Christian County.....	35	7	195	93	13	9	8	40	16	(D)	2	(D)	17	78
Clark County.....	29	9	202	116	18	11	7	29	15	82	4	22	10	98
Clay County.....	236	122	5,853	5,111	1,510	702	561	227	100	1,703	21	871	115	3,279
Excelsior Springs (part) ²	56	32	2,015	1,865	648	360	284	49	35	700	21	1,315
Kansas City (part) ³	33	19	840	702	275	99	71	32	12	166	7	259	14	415
Liberty.....	34	18	449	327	95	55	44	33	20	234	14	215
North Kansas City.....	61	31	1,714	1,530	349	124	112	65	17	510	6	535	38	669
Remainder of County.....	52	22	835	687	143	64	50	48	16	93	8	77	28	665
Clinton County.....	83	31	876	538	106	68	57	81	42	375	18	282	23	219
Cameron (part) ⁴	46	16	588	360	74	50	43	46	19	232	12	217	15	139
Remainder of County.....	37	15	288	178	32	18	14	35	23	143	6	65	8	80
Cole County.....	209	109	4,816	4,090	1,147	738	625	226	91	1,478	29	621	89	2,717
Jefferson City.....	194	100	4,601	3,887	1,111	717	607	213	87	1,472	25	594	82	2,535
Remainder of County.....	15	9	215	203	36	21	18	13	4	6	4	27	7	182
Copper County.....	78	32	896	722	195	119	101	82	27	359	16	128	35	409
Boonville.....	55	29	777	689	188	116	99	58	22	343	6	47	27	387
Remainder of County.....	23	3	119	33	7	3	2	24	5	16	10	81	8	22

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Monett is in Barry and Lawrence counties. ²Excelsior Springs is in Clay and Ray counties.

³Kansas City is in Clay and Jackson counties.

⁴Cameron is in Clinton and De Kalb counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Crawford County.....	44	26	580	478	78	56	41	52	17	155	2	(D)	25	(D)
Sullivan (part) ²	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Remainder of County.....	43	25	(D)	(D)	(D)	(D)	(D)	(D)	17	155	2	(D)	24	379
Dade County.....	36	10	255	87	16	12	9	33	14	122	7	53	15	80
Dallas County.....	50	14	493	249	38	19	18	56	22	226	6	57	22	210
Davies County.....	45	17	439	271	55	28	25	52	12	121	9	110	24	208
De Kalb County.....	32	12	249	141	21	12	11	33	14	79	4	73	14	97
Cameron (part) ⁴	3	3	54	54	7	2	2	4	3	54
Remainder of County.....	29	9	195	87	14	10	9	29	14	79	4	73	11	43
Dent County.....	38	16	320	240	51	23	22	44	22	154	4	64	12	102
Salem.....	34	14	(D)	(D)	(D)	(D)	(D)	(D)	20	(D)	4	64	10	(D)
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
Douglas County.....	32	14	217	169	36	19	16	38	12	91	4	58	16	68
Dunklin County.....	140	84	2,020	1,508	393	241	201	132	64	573	21	276	55	1,171
Kennett.....	55	35	1,139	813	230	136	113	47	19	257	12	135	24	747
Malden.....	29	15	255	209	61	34	30	30	18	129	6	94	5	32
Remainder of County.....	56	34	626	486	102	71	58	55	27	187	3	47	26	392
Franklin County.....	217	99	3,030	2,278	528	286	237	231	87	767	31	437	99	1,826
Sullivan (part) ²	32	18	402	330	62	38	27	34	14	116	1	(D)	17	(D)
Union.....	26	14	289	143	29	20	16	28	14	173	3	(D)	9	(D)
Washington.....	52	24	849	631	174	75	63	54	24	313	9	94	19	442
Remainder of County.....	107	43	1,490	1,174	263	153	131	115	35	165	18	318	54	1,007
Gasconade County.....	61	19	558	316	64	48	41	69	35	197	16	195	10	166
Hermann.....	31	9	205	109	21	25	20	33	22	108	4	10	5	87
Remainder of County.....	30	10	353	207	43	23	21	36	13	89	12	185	5	79
Geary County.....	43	17	352	166	31	31	16	45	26	257	2	(D)	15	(D)
Greene County.....	729	327	13,445	11,603	3,669	1,613	1,447	723	288	3,626	123	3,429	318	6,390
Springfield.....	661	291	11,479	9,759	3,244	1,490	1,349	658	274	3,526	114	(D)	273	(D)
Remainder of County.....	68	36	1,966	1,844	425	123	98	65	14	100	9	(D)	45	(D)
Grundy County.....	77	31	960	714	148	89	77	89	34	413	13	96	30	451
Trenton.....	57	23	768	560	124	81	70	67	25	327	9	58	23	383
Remainder of County.....	20	8	192	154	24	8	7	22	9	86	4	38	7	68
Harrison County.....	70	26	542	348	79	57	44	81	35	186	11	160	24	196
Bethany.....	33	17	296	244	45	36	26	36	18	105	2	(D)	13	(D)
Remainder of County.....	37	9	246	104	34	21	18	45	17	81	9	(D)	11	(D)
Henry County.....	127	51	1,340	922	208	144	123	133	61	577	17	195	49	568
Clinton.....	82	36	879	605	148	97	84	83	41	428	7	93	34	358
Remainder of County.....	45	15	461	317	60	47	39	50	20	149	10	102	15	210
Hickory County.....	19	3	70	20	3	1	1	20	2	(D)	4	6	13	(D)
Holt County.....	37	17	257	171	37	16	15	38	14	88	7	105	16	64
Howard County.....	52	20	388	226	52	38	27	54	20	151	7	61	25	176
Psyette.....	24	12	198	140	36	25	15	25	13	81	3	26	8	91
Remainder of County.....	28	8	190	86	16	13	12	29	7	70	4	35	17	85
Howell County.....	104	46	1,159	975	314	168	136	111	46	371	19	189	39	599
West Plains.....	64	34	741	647	155	94	85	72	25	301	14	139	25	301
Remainder of County.....	40	12	418	328	159	74	51	39	21	70	5	50	14	298
Iron County.....	43	11	325	211	32	25	18	44	18	127	6	46	19	152
Jackson County.....	3,916	1,976	146,576	135,976	42,998	16,174	14,019	3,840	1,750	36,337	493	14,168	1,673	96,071
Independence.....	236	90	4,062	3,158	1,098	410	277	274	101	1,959	34	530	101	1,573
Kansas City (part) ³	3,424	1,764	137,753	128,863	40,631	15,254	13,315	3,306	1,550	33,312	430	13,351	1,444	91,090
Lee Summit.....	47	13	493	299	69	23	21	54	21	188	8	30	18	275
Remainder of County.....	209	109	4,268	3,656	1,200	487	406	206	78	878	21	257	110	3,133
Jasper County.....	563	243	8,692	7,330	2,122	1,104	960	566	223	2,550	97	1,408	243	4,734
Certhage.....	110	36	1,421	1,143	271	145	137	120	46	522	17	285	47	614
Joplin (part) ⁶	347	167	6,096	5,290	1,584	844	723	336	125	1,668	70	918	152	3,510
Webb City.....	41	17	485	429	146	66	63	39	29	262	2	(D)	10	(D)
Remainder of County.....	65	23	690	468	121	49	37	71	23	98	8	(D)	34	(D)
Jefferson County.....	199	71	2,946	2,358	524	242	135	209	81	777	27	351	91	1,818
Crystal City.....	29	11	352	298	77	44	27	29	8	114	5	39	16	199
De Soto.....	48	20	1,219	999	200	108	46	55	23	297	6	117	19	805
Festus.....	34	14	400	332	82	44	28	39	21	173	1	(D)	12	(D)
Remainder of County.....	88	26	975	729	165	46	34	86	29	193	15	(D)	44	(D)
Johnson County.....	117	35	1,361	887	225	155	143	116	56	536	20	241	41	584
Warrensburg.....	71	23	1,007	733	189	125	113	69	37	446	13	168	21	393
Remainder of County.....	46	12	354	154	36	30	30	47	19	90	7	73	20	191
Knox County.....	40	10	258	124	21	12	12	47	21	94	8	72	11	92
Laclede County.....	101	47	1,244	920	234	157	137	116	27	242	13	144	61	858
Lebanon.....	84	38	945	703	200	130	115	94	23	235	13	(D)	48	(D)
Remainder of County.....	17	9	299	217	34	27	22	22	4	7	...	(D)	13	(D)

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¹Kansas City is in Clay and Jackson counties. ²Cameron is in Clinton and De Kalb counties. ³Sullivan is in Crawford and Franklin counties. ⁴Joplin is in Jasper and Newton counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Lafayette County.....	158	52	1,410	964	226	148	123	159	70	487	21	319	67	604
Higginsville.....	37	9	298	198	59	38	30	41	22	153	6	28	9	117
Lexington.....	54	20	547	367	120	76	70	50	28	224	4	57	22	266
Remainder of County.....	67	23	565	399	47	34	23	68	20	110	11	234	36	221
Lawrence County.....	120	36	1,032	648	134	90	78	135	55	385	18	154	47	493
Aurora.....	37	15	447	367	72	53	44	46	17	169	3	66	17	212
Monett (part) ¹	10	2	153	(D)	(D)	(D)	(D)	(D)	6	(D)	4	(D)
Remainder of County.....	73	19	432	(D)	(D)	(D)	(D)	(D)	32	(D)	15	88	26	(D)
Lewis County.....	50	14	429	271	47	16	15	57	26	220	6	39	18	170
Lincoln County.....	57	19	659	441	93	61	56	58	27	276	9	100	21	283
Linn County.....	103	41	1,115	893	211	115	96	107	49	478	14	126	40	511
Brockfield.....	38	18	644	536	145	78	67	36	20	304	4	(D)	14	(D)
Marcelline.....	25	9	206	160	34	22	15	29	19	145	2	(D)	4	(D)
Remainder of County.....	40	14	265	197	32	15	14	42	10	29	8	30	22	206
Livingston County.....	102	44	1,353	1,061	268	147	139	94	46	462	12	330	44	561
Chillicothe.....	87	39	1,168	944	252	140	133	81	41	442	9	241	37	485
Remainder of County.....	15	5	185	117	16	7	6	13	5	20	3	89	7	76
McDonald County.....	78	18	405	267	46	31	24	74	30	98	4	31	44	276
Macon County.....	95	43	1,078	876	239	139	122	109	39	401	18	192	38	485
Macon.....	56	26	722	566	159	107	96	65	24	332	10	118	22	272
Remainder of County.....	39	17	356	310	80	32	26	44	15	69	8	74	16	213
Madison County.....	43	27	544	428	98	55	49	39	18	260	4	85	21	199
Fredericktown.....	33	21	438	338	81	44	41	30	17	(D)	3	(D)	13	(D)
Remainder of County.....	10	6	106	90	17	11	8	9	1	(D)	1	(D)	8	(D)
Marion County.....	19	5	154	62	8	7	6	23	6	32	6	54	7	68
Marion County.....	218	96	2,859	2,279	676	391	350	222	99	1,143	27	231	92	1,485
Hannibal (part) ⁷	169	71	2,237	1,811	589	308	281	172	89	1,029	17	109	63	1,099
Remainder of County.....	49	25	622	468	87	83	69	50	10	114	10	122	29	386
Mercer County.....	33	13	235	153	27	18	17	30	18	135	2	(D)	13	(D)
Miller County.....	101	43	1,214	864	169	76	62	109	31	313	15	173	55	728
Eldon.....	48	20	551	329	64	42	34	53	14	161	11	105	23	285
Remainder of County.....	53	23	663	535	105	34	28	56	17	152	4	68	32	443
Mississippi County.....	68	32	923	753	188	108	92	70	28	403	12	85	28	435
Charleston.....	40	22	641	541	109	67	56	44	17	245	4	(D)	19	(D)
East Prairie.....	17	7	211	175	70	33	32	16	9	(D)	4	6	4	(D)
Remainder of County.....	11	3	71	37	9	8	4	10	2	(D)	4	(D)	5	55
Moniteau County.....	54	10	387	173	30	21	18	59	26	147	6	118	22	122
California.....	35	9	309	(D)	(D)	(D)	(D)	(D)	22	127	4	(D)	9	(D)
Remainder of County.....	19	1	78	(D)	(D)	(D)	(D)	(D)	4	20	2	(D)	13	(D)
Monroe County.....	55	27	493	371	73	51	40	64	16	132	14	183	25	178
Montgomery County.....	48	14	400	188	37	36	33	53	17	152	8	76	23	172
Morgan County.....	89	23	648	360	85	41	38	94	20	205	8	73	61	370
New Madrid County.....	102	46	1,196	994	245	149	129	107	46	363	11	125	45	708
New Madrid.....	20	16	362	338	88	52	46	22	7	(D)	1	(D)	12	242
Portageville.....	14	8	168	(D)	(D)	(D)	(D)	(D)	8	90	2	(D)	4	(D)
Sikeston (part) ⁸	11	3	200	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	7	(D)
Remainder of County.....	57	19	466	356	65	46	36	56	29	130	6	78	22	258
Newton County.....	118	40	1,278	850	217	135	97	135	49	509	22	310	47	459
Joplin (part) ⁶
Neosho.....	70	28	879	699	174	107	73	86	28	380	12	217	30	282
Remainder of County.....	48	12	399	241	43	28	24	49	21	129	10	93	17	177
Wodaway County.....	90	44	1,059	817	182	126	101	92	36	442	13	133	41	484
Maryville.....	48	30	709	623	142	101	79	54	24	392	4	55	20	262
Remainder of County.....	42	14	350	194	40	25	22	38	12	50	9	78	21	222
Oregon County.....	20	9	348	236	42	37	34	33	13	189	8	36	8	123
Osage County.....	29	9	271	169	26	16	11	37	8	90	4	113	17	68
Ozark County.....	27	5	151	61	10	2	2	29	7	42	5	42	15	67
Pendleton County.....	103	51	1,414	1,150	281	153	143	109	47	533	14	67	42	814
Caruthersville.....	37	25	810	728	186	94	90	42	14	249	8	51	15	510
Hayti.....	29	15	319	251	50	32	28	32	15	183	14	136
Remainder of County.....	37	11	285	171	45	27	25	35	18	101	6	16	13	168
Perry County.....	51	25	747	533	118	59	51	60	19	225	18	297	14	225
Perryville.....	37	19	460	400	102	50	44	39	19	225	8	66	10	169
Remainder of County.....	14	6	287	133	16	9	7	21	10	231	4	56
Pettis County.....	192	43	3,508	3,036	855	445	404	188	73	1,505	34	298	86	1,705
Madalia.....	144	70	3,135	2,719	794	400	360	164	66	1,479	26	214	72	1,442
Remainder of County.....	29	13	373	317	61	45	44	24	7	26	8	84	14	263

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¹Monett is in Barry and Lawrence counties.

⁶Joplin is in Jasper and Newton counties.

⁷Hannibal is in Marion and Ralls counties.

⁸Sikeston is in New Madrid and Scott counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
					Establishments (Number)			Receipts (\$1,000)						
Phelps County.....	122	72	2,139	1,849	457	336	283	141	40	566	14	203	68	1,370
Rolla.....	72	50	1,562	1,372	377	280	240	81	26	513	6	112	40	937
Remainder of County.....	50	22	577	477	80	56	43	60	14	53	8	91	28	433
Pike County.....	97	35	937	541	120	94	78	104	45	382	14	136	38	419
Louisiana.....	35	15	370	260	69	53	49	40	21	187	3	35	11	148
Remainder of County.....	62	20	567	281	51	41	29	64	24	195	11	101	27	271
Platte County.....	62	20	686	412	90	47	28	71	26	255	11	132	25	299
Polk County.....	67	19	412	190	37	43	25	85	29	152	3	25	35	235
Solivar.....	40	16	316	(D)	(D)	(D)	(D)	(D)	19	131	1	(D)	20	(D)
Remainder of County.....	27	3	96	(D)	(D)	(D)	(D)	(D)	10	21	2	(D)	15	(D)
Pulaski County.....	116	44	2,138	1,622	508	205	165	129	33	935	16	294	67	909
Putnam County.....	37	9	292	180	26	14	8	37	13	66	9	68	15	158
Ralls County.....	29	5	199	(D)	(D)	(D)	(D)	(D)	13	45	3	20	13	134
Hannibal (part) ⁷	2	...	(D)	(D)	2	(D)
Remainder of County.....	27	5	(D)	(D)	(D)	(D)	(D)	(D)	13	45	3	20	11	(D)
Randolph County.....	109	63	1,501	1,317	385	217	188	109	53	734	13	199	43	568
Moberly.....	92	52	1,240	1,068	339	197	169	96	47	655	11	(D)	34	(D)
Remainder of County.....	17	11	261	249	46	20	19	13	6	79	2	(D)	9	(D)
Ray County.....	61	19	572	342	92	44	37	64	32	209	9	92	20	271
Excelsior Springs (part) ²	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Richmond.....	38	12	(D)	(D)	(D)	(D)	(D)	(D)	21	175	8	(D)	9	86
Remainder of County.....	22	6	206	148	20	14	9	24	11	34	1	(D)	10	(D)
Reynolds County.....	34	14	447	293	62	18	14	38	5	26	6	142	23	279
Ripley County.....	35	13	290	184	33	22	18	31	10	117	2	(D)	23	(D)
St. Charles County.....	139	49	1,659	1,199	361	161	140	142	62	767	15	278	62	614
St. Charles.....	83	31	1,101	817	279	125	110	85	44	639	8	112	31	350
Remainder of County.....	56	18	558	382	82	36	30	57	18	128	7	166	31	264
St. Clair County.....	40	14	302	212	38	29	23	37	10	115	8	57	22	130
St. Francois County.....	150	58	1,490	1,182	335	217	174	153	78	671	21	215	51	604
Bonne Terre.....	11	7	123	103	27	29	16	9	7	79	2	(D)	2	(D)
Farmington.....	41	17	530	430	108	67	62	44	21	221	5	82	15	227
First River.....	34	14	432	380	130	76	62	34	21	207	6	68	7	157
Remainder of County.....	64	20	405	269	70	45	34	66	29	164	8	(D)	27	(D)
St. Louis County.....	1,941	905	46,482	40,058	13,368	4,940	3,886	1,918	796	13,409	256	5,775	889	27,298
Berkeley.....	23	11	265	211	45	26	17	22	6	45	6	91	11	129
Breckenridge Hills.....	8	4	131	115	38	54	54	7	5	37	1	(D)	2	(D)
Brentwood.....	58	32	1,777	1,635	534	187	150	59	24	1,035	8	121	26	621
Clayton.....	154	96	6,716	6,092	1,764	620	512	145	90	2,343	5	117	59	4,256
Ferguson.....	60	28	1,088	896	304	183	135	60	28	445	4	135	28	508
Florissant.....	33	5	377	187	42	19	16	37	8	101	5	111	20	165
Glendale.....	4	2	47	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)
Hillsdale.....	2	...	(D)	(D)	2	(D)
Jennings.....	36	20	1,525	1,407	522	142	129	36	14	268	5	43	17	1,214
Kinloch.....	6	2	12	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	2	(D)
Kirkwood.....	120	58	3,055	2,833	1,143	338	285	107	51	972	6	67	63	2,016
Ladue.....	11	9	784	(D)	305	133	86	14	4	91	2	(D)	5	(D)
Maplewood.....	112	58	2,980	2,660	945	333	285	109	54	756	17	904	41	1,320
Overland.....	105	39	1,867	1,397	501	171	149	106	42	663	18	386	45	818
Pagedale.....	16	12	680	660	230	76	73	17	3	76	5	257	8	347
Pine Lawn.....	53	29	1,028	922	337	115	99	52	18	352	13	442	22	234
Richmond Heights.....	69	33	1,788	1,584	595	228	186	69	30	593	7	277	32	918
Rock Hill.....	27	15	442	378	102	39	33	27	9	122	4	89	14	231
Shrewsbury.....	10	...	34	10	2	(D)	8	(D)
St. Ann.....	20	12	792	734	159	77	74	18	11	225	2	(D)	7	(D)
University City.....	190	88	3,923	3,181	1,060	422	332	193	98	1,783	6	203	86	1,937
Valley Park.....	17	7	(D)	224	50	8	8	19	4	47	2	(D)	11	197
Webster Groves.....	126	64	2,688	2,336	840	311	242	123	65	840	13	275	48	1,573
Wellston.....	61	21	1,612	1,402	556	206	147	61	22	447	22	380	17	785
Remainder of County.....	620	260	12,579	10,429	3,279	1,248	900	612	203	2,131	103	1,773	314	8,675
St. Louis city.....	5,467	2,667	257,704	243,112	71,981	25,818	22,137	5,239	2,826	57,165	647	21,152	1,994	179,387
Ste. Genevieve.....	26	12	486	374	80	18	17	33	12	151	3	86	13	249
Ste. Genevieve.....	18	10	381	(D)	(D)	(D)	(D)	(D)	10	(D)	1	(D)	7	223
Remainder of County.....	10	2	105	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	6	26
Saline County.....	117	57	1,533	1,121	278	188	139	111	51	508	17	167	49	858
Mrsrshall.....	67	35	1,065	793	225	150	114	63	27	395	10	74	30	596
Slater.....	24	12	193	163	36	24	17	24	11	70	4	(D)	9	(D)
Remainder of County.....	26	10	275	165	17	14	8	24	13	43	3	(D)	10	(D)
Schuyler County.....	14	8	133	121	23	7	6	18	3	17	1	(D)	10	(D)
Scotland County.....	25	9	227	155	31	13	13	24	11	42	6	88	8	97
Scott County.....	169	67	2,317	1,763	404	246	210	187	81	806	30	383	58	1,128
Cheffee.....	23	13	176	146	40	11	10	27	14	103	3	17	6	52
Sikeston (part) ⁸	83	37	1,691	1,361	327	182	160	90	39	576	17	292	27	823
Remainder of County.....	63	17	450	256	37	53	40	70	28	127	10	74	25	249
Shannon County.....	27	7	153	93	22	6	4	25	13	30	1	(D)	13	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
²Excelsior Springs is in Clay and Ray counties. ⁷Hannibal is in Marion and Ralls counties. ⁸Sikeston is in New Madrid and Scott counties.

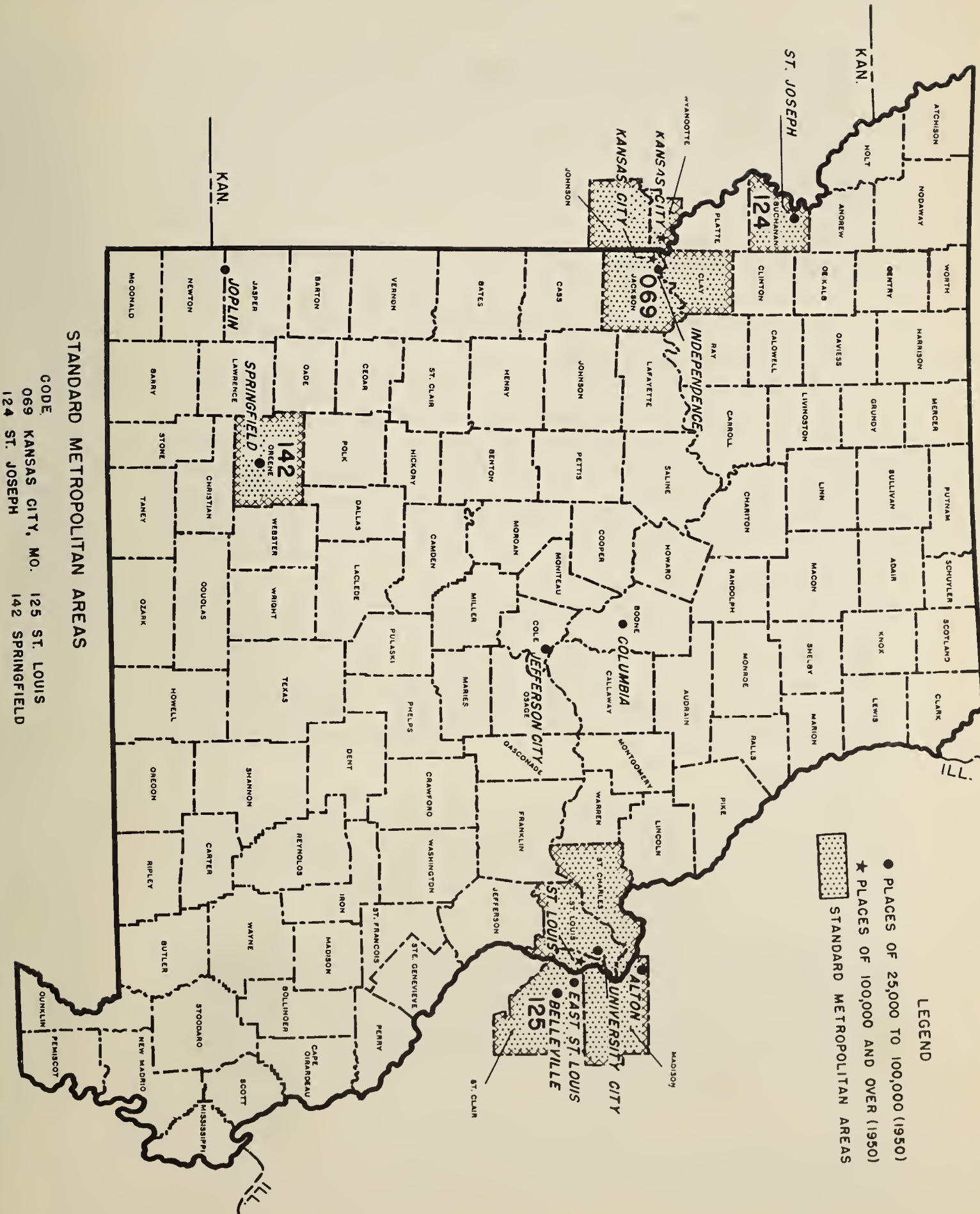
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Cherokee County.....	51	9	285	105	27	13	11	55	22	119	6	29	23	137
Clay County.....	114	52	1,020	746	144	98	79	125	51	383	22	219	41	418
Deer River.....	60	30	512	390	80	55	43	66	25	253	12	82	23	177
Remainder of County.....	54	22	508	356	64	43	36	59	26	130	10	137	18	241
Crawford County.....	46	10	240	88	23	10	9	46	16	66	4	20	26	154
Cullman County.....	55	13	306	154	33	15	14	56	23	77	17	87	15	142
Dallas County.....	117	37	979	645	143	89	71	122	12	118	10	136	95	725
DeWitt County.....	74	16	448	196	42	44	39	87	33	140	15	106	26	202
Franklin County.....	113	53	1,459	1,115	292	212	174	117	40	585	22	205	51	669
Nevada.....	91	45	1,259	977	262	192	160	98	34	571	14	141	43	547
Remainder of County.....	22	8	200	138	30	20	14	19	6	14	8	64	8	122
Garland County.....	31	13	273	209	23	21	8	37	14	106	2	(D)	15	(D)
Washington County.....	29	17	364	338	66	28	23	32	8	131	4	39	17	194
Wayne County.....	36	16	265	185	26	16	12	37	8	65	2	(D)	26	(D)
Webster County.....	36	16	245	181	23	20	12	38	17	85	3	(D)	16	(D)
Worth County.....	22	6	243	89	15	7	7	26	11	164	11	79
Yamhill County.....	63	31	715	633	162	81	71	61	28	395	7	123	28	197
Mountain Grove.....	39	25	582	548	148	73	63	39	18	349	3	(D)	(D)	(D)
Remainder of County.....	24	6	133	85	14	8	8	22	10	46	4	(D)	10	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

MISSOURI (114 COUNTIES, 1 INDEPENDENT CITY)



- LEGEND**
- PLACES OF 25,000 TO 100,000 (1950)
 - ★ PLACES OF 100,000 AND OVER (1950)
 - ▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE	CITY
069	KANSAS CITY, MO.
124	ST. JOSEPH
142	SPRINGFIELD
125	ST. LOUIS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-26

MONTANA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)
Montana, total.....	3,575	1,637	65,378	53,992	14,942	6,748	5,434	3,702	1,197	16,663	409	7,407	1,969	41,308
Beaverhead County.....	43	13	653	427	99	69	47	46	18	275	3	110	22	268
Dillon.....	28	8	489	299	83	64	43	29	14	269	14	220
Remainder of County.....	15	5	164	128	16	5	4	17	4	6	3	110	8	48
Big Horn County.....	34	18	474	382	78	38	29	30	13	130	4	(D)	17	(D)
Blaine County.....	35	11	522	388	44	30	19	35	17	140	3	27	15	355
Broadwater County.....	12	6	252	236	61	30	29	12	6	45	1	(D)	5	(D)
Carbon County.....	52	18	463	299	47	28	22	59	24	216	5	74	23	173
Red Lodge.....	23	11	201	159	25	12	9	28	13	100	10	101
Remainder of County.....	29	7	262	140	22	16	13	31	11	116	5	74	13	72
Carter County.....	10	2	115	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)	5	33
Cascade County.....	300	148	8,432	7,472	2,377	854	715	305	95	2,175	42	969	163	5,288
Great Falls.....	262	136	7,631	6,777	2,146	782	648	271	86	2,023	31	895	145	4,713
Remainder of County.....	38	12	801	695	231	72	67	34	9	152	11	74	18	575
Chouteau County.....	22	6	226	110	25	18	7	23	8	84	14	142
Custer County.....	98	48	1,910	1,566	441	222	187	100	27	535	18	364	53	1,011
Miles City.....	89	43	1,756	1,432	416	204	183	91	27	535	18	364	44	857
Remainder of County.....	9	5	154	134	25	18	4	9	9	154
Daniels County.....	19	9	315	113	27	13	12	20	5	72	3	45	11	198
Dawson County.....	48	24	994	880	262	113	101	45	16	257	11	212	21	525
Glendive.....	34	16	751	671	224	96	84	30	16	257	6	141	12	353
Remainder of County.....	14	8	243	209	38	17	17	15	5	71	9	172
Deer Lodge County.....	53	21	1,056	920	258	118	108	51	33	422	3	47	17	587
Anaconda.....	53	21	1,056	920	258	118	108	51	33	422	3	47	17	587
Remainder of County.....
Pallon County.....	32	8	420	(D)	(D)	(D)	(D)	(D)	14	102	4	28	14	290
Fergus County.....	67	35	1,102	950	265	148	87	65	18	313	10	151	39	638
Lewistown.....	57	33	1,029	(D)	(D)	(D)	(D)	(D)	18	313	9	(D)	30	(D)
Remainder of County.....	10	2	73	(D)	(D)	(D)	(D)	(D)	1	(D)	9	(D)
Flathead County.....	230	110	3,154	2,570	609	272	219	257	64	800	23	460	143	1,894
Kalispell.....	116	60	1,833	1,503	369	169	129	124	37	576	13	295	66	962
Whitefish.....	33	15	424	308	77	51	45	44	11	147	2	(D)	20	(D)
Remainder of County.....	81	35	897	759	163	52	45	89	16	77	8	(D)	57	(D)
Gallatin County.....	194	86	3,283	2,699	685	368	303	188	62	697	16	228	116	2,358
Bozeman.....	100	44	2,318	1,972	561	323	263	95	37	584	10	192	53	1,542
Remainder of County.....	94	42	965	727	124	45	40	93	25	113	6	36	63	816
Garfield County.....	11	3	92	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	7	78
Glacier County.....	74	42	1,763	1,583	463	89	73	86	24	301	3	74	47	1,388
Cut Bank.....	37	17	558	458	116	59	47	42	15	207	1	(D)	21	(D)
Remainder of County.....	37	25	1,205	1,125	347	30	26	44	9	94	2	(D)	26	(D)
Golden Valley County.....
Granite County.....	24	8	335	187	33	11	7	22	5	23	6	75	13	237
Hill County.....	89	37	1,789	1,427	384	203	179	90	39	566	5	208	45	1,015
Harve.....	73	31	1,468	1,186	340	184	165	73	37	(D)	4	(D)	32	790
Remainder of County.....	16	6	321	241	44	19	14	17	2	(D)	1	(D)	13	225
Jefferson County.....	30	12	284	180	37	28	25	33	11	58	2	(D)	17	(D)
Judith Basin County.....	7	3	70	52	4	3	3	7	2	(D)	1	(D)	4	28
Lake County.....	68	26	664	414	84	70	44	67	24	164	8	66	36	434
Lewis and Clark County.....	167	73	3,028	2,524	651	375	311	160	65	827	9	230	93	1,971
Helena.....	153	67	2,883	2,399	613	353	297	146	63	(D)	9	230	81	(D)
Remainder of County.....	14	6	145	125	38	22	14	14	2	(D)	12	(D)
Liberty County.....	11	5	108	92	12	9	4	11	6	35	1	(D)	4	(D)
Lincoln County.....	57	19	588	410	66	57	29	61	14	123	9	70	34	395
McCone County.....	6	4	94	(D)	10	7	5	10	2	(D)	4	(D)
Madison County.....	32	12	277	183	49	21	19	29	7	61	1	(D)	24	(D)
Meagher County.....	13	3	110	(D)	(D)	(D)	(D)	(D)	4	18	2	(D)	7	(D)
Mineral County.....	18	6	135	99	5	6	6	21	1	(D)	17	(D)
Missoula County.....	225	119	5,155	4,541	1,300	554	427	228	74	1,366	20	407	131	3,382
Missoula.....	188	98	4,683	4,131	1,208	521	403	188	65	1,272	17	(D)	106	(D)
Remainder of County.....	37	21	472	410	92	33	24	40	9	94	3	(D)	25	(D)
Musselshell County.....	24	10	205	121	23	37	30	31	9	74	2	(D)	13	(D)
Pondre.....	22	8	(D)	(D)	(D)	(D)	(D)	(D)	9	74	2	(D)	11	112
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

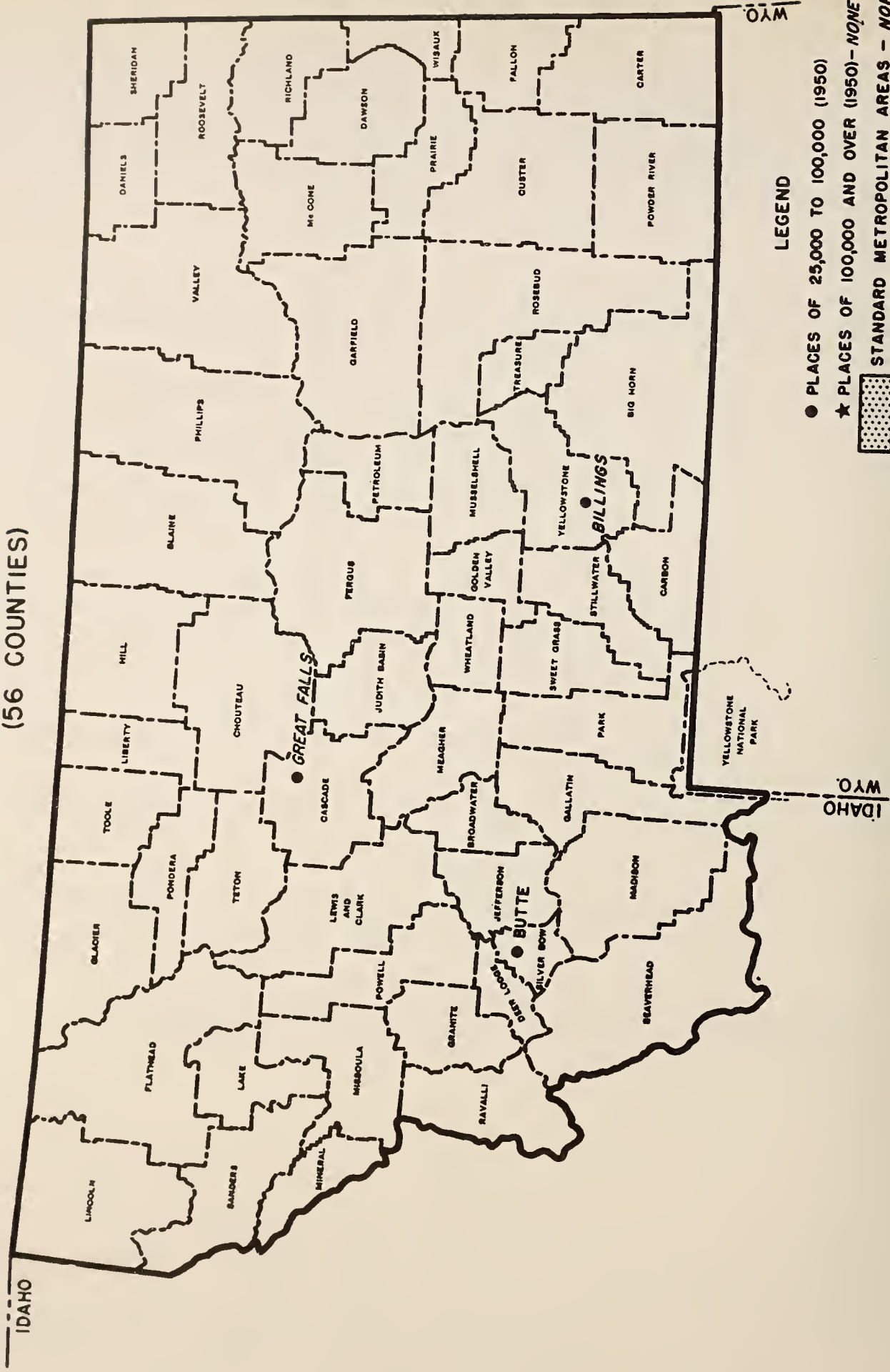
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Park County.....	105	61	1,805	1,511	346	200	151	105	36	582	11	71	50	1,152
Livingston.....	69	37	1,388	1,150	288	166	125	68	32	572	9	(D)	28	(D)
Remainder of County.....	36	24	417	361	58	34	26	37	4	10	2	(D)	30	(D)
Petroleum County.....	9	1	48	(D)	(D)	(D)	(D)	(D)	3	18	6	30
Phillips County.....	41	15	585	411	76	44	42	42	9	77	11	185	21	323
Pondera County.....	38	14	524	358	73	44	38	41	16	117	4	47	18	300
Powder River County.....	9	3	(D)	40	2	3	3	10	1	(D)	4	14	4	34
Powell County.....	43	15	540	400	109	63	57	42	14	169	7	147	22	224
Deer Lodge.....	33	13	471	(D)	(D)	(D)	(D)	(D)	14	169	3	(D)	16	(D)
Remainder of County.....	10	2	69	(D)	(D)	(D)	(D)	(D)	4	(D)	6	(D)
Prairie County.....	16	6	126	68	10	11	5	17	5	21	3	56	8	49
Ravalli County.....	69	25	624	460	101	54	31	78	24	152	6	139	39	333
Hamilton.....	30	16	348	298	77	44	27	32	11	123	2	(D)	17	(D)
Remainder of County.....	39	9	276	162	24	10	4	46	13	29	4	(D)	22	(D)
Richland County.....	49	25	1,051	791	197	112	96	57	19	247	5	141	25	643
Sidney.....	35	21	880	676	184	101	86	42	14	227	3	(D)	18	(D)
Remainder of County.....	14	4	171	115	13	11	10	15	5	20	2	(D)	7	(D)
Roosevelt County.....	61	33	1,129	1,015	248	150	122	63	21	249	3	22	37	888
Wolf Point.....	27	21	733	705	191	117	92	25	9	187	1	(D)	17	(D)
Remainder of County.....	34	12	396	310	57	33	30	38	12	62	2	(D)	20	(D)
Rosebud County.....	24	12	406	336	58	36	34	28	8	85	6	38	10	283
Sanders County.....	52	18	479	249	37	23	15	54	12	101	5	85	35	293
Sheridan County.....	28	8	369	179	40	18	16	29	6	95	4	50	18	224
Silver Bow County.....	320	150	5,852	5,000	1,745	710	556	329	122	1,579	51	718	147	3,555
Butte.....	305	137	5,584	(D)	1,661	688	537	318	120	(D)	50	(D)	135	3,306
Remainder of County.....	15	13	268	(D)	84	22	19	11	2	(D)	1	(D)	12	249
Stillwater County.....	21	7	170	112	12	8	8	20	6	55	6	30	9	65
Sweet Grass County.....	16	8	255	183	37	22	18	18	5	23	2	(D)	9	(D)
Teton County.....	35	11	374	216	28	18	12	41	18	146	5	48	12	100
Toole County.....	38	22	653	571	144	63	57	38	13	192	3	69	22	392
Shelby.....	31	15	433	351	106	50	46	32	13	192	1	(D)	17	(D)
Remainder of County.....	7	7	220	220	38	13	11	6	2	(D)	5	(D)
Treasure County.....	2	...	(D)	(D)	2	(D)
Valley County.....	61	27	987	663	161	91	62	64	18	288	43	699
Glasgow.....	37	19	757	521	142	83	56	37	15	271	22	466
Remainder of County.....	24	8	230	142	19	8	6	27	3	17	21	213
Wheatland County.....	26	10	258	160	28	18	13	25	11	84	4	27	11	147
Wibaux County.....	4	2	30	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
Yellowstone County.....	400	218	10,945	10,011	2,991	1,207	1,001	417	121	2,462	44	1,323	235	7,160
Billings.....	299	175	9,095	8,485	2,472	981	839	318	100	1,841	29	990	170	6,264
Laurel.....	25	15	396	366	91	44	28	27	9	135	1	(D)	15	(D)
Remainder of County.....	76	28	1,454	1,160	428	182	134	72	12	486	14	(D)	50	(D)
Yellowstone National Park (part) ¹	3	1	40	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)


Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Yellowstone National Park is in Idaho, Montana and Wyoming.

MONTANA (56 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE
-  STANDARD METROPOLITAN AREAS - NONE

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-27

NEBRASKA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Nebraska, total.....	7,662	3,194	153,776	130,430	35,667	17,036	13,950	7,835	2,986	38,853	1,093	18,065	3,583	96,858
Adams County.....	155	73	3,103	2,699	811	408	317	164	59	1,088	33	682	63	1,333
Hastings.....	138	68	2,868	2,564	786	400	311	149	57	(D)	24	579	57	(D)
Remainder of County.....	17	5	235	135	25	8	6	15	2	(D)	9	103	6	(D)
Antelope County.....	52	20	434	284	47	33	23	57	21	134	5	35	26	265
Arthur County.....	2	...	(D)	(D)	2	(D)
Banner County.....	2	...	(D)	(D)	2	(D)
Blaine County.....	2	...	(D)	(D)	(D)	2	(D)
Boone County.....	49	13	465	239	82	55	39	53	18	97	11	117	20	251
Box Butte County.....	102	38	1,625	1,229	311	191	154	106	36	538	13	131	53	956
Alliance.....	76	32	1,364	1,082	290	176	142	81	27	510	3	16	46	838
Remainder of County.....	26	6	261	147	21	15	12	25	9	28	10	115	7	118
Boyd County.....	28	6	193	67	8	7	4	35	12	81	6	39	10	73
Brown County.....	46	18	444	290	56	54	41	50	19	181	7	36	20	227
Buffalo County.....	166	66	2,162	1,748	498	315	253	161	50	595	29	239	87	1,328
Hearney.....	107	53	1,821	1,581	470	290	238	104	32	539	17	163	58	1,119
Remainder of County.....	59	13	341	167	28	25	15	57	18	56	12	76	29	209
Burt County.....	60	19	703	481	109	89	69	70	28	123	5	50	36	530
Butler County.....	49	15	423	277	52	43	30	49	19	159	10	79	20	185
Cass County.....	74	18	547	309	80	51	46	83	21	212	15	78	38	257
Plattsmouth.....	39	13	318	232	61	41	37	43	12	138	9	36	18	144
Remainder of County.....	35	5	229	77	19	10	9	40	9	74	6	42	20	113
Cedar County.....	71	23	812	454	54	31	22	77	33	284	7	106	31	422
Chase County.....	35	11	236	138	22	15	14	34	24	126	1	(D)	10	(D)
Cherry County.....	44	14	423	273	75	50	34	46	12	92	4	35	28	296
Valentine.....	29	11	345	(D)	(D)	(D)	(D)	(D)	10	(D)	19	(D)
Remainder of County.....	15	3	78	(D)	(D)	(D)	(D)	(D)	2	(D)	4	35	9	(D)
Cheyenne County.....	110	42	1,506	1,032	219	105	84	114	39	411	9	123	62	972
Sidney.....	81	35	1,227	869	188	91	71	86	32	385	5	67	44	775
Remainder of County.....	29	7	279	163	31	14	13	28	7	26	4	56	18	197
Clay County.....	54	22	405	287	56	30	26	60	23	145	9	132	22	128
Colfax County.....	53	15	678	414	48	32	22	53	16	169	6	77	31	432
Schuyler.....	32	8	464	326	28	15	13	32	11	149	2	(D)	19	(D)
Remainder of County.....	21	7	214	88	20	17	9	21	5	20	4	(D)	12	(D)
Colfax County.....	59	17	605	379	90	64	36	64	28	263	12	150	19	192
West Point.....	29	9	364	234	73	54	28	32	12	183	6	66	11	115
Remainder of County.....	30	8	241	145	17	10	8	32	16	80	6	84	8	77
Custer County.....	110	40	980	680	153	110	74	101	44	275	26	279	40	426
Broken Bow.....	37	17	450	326	92	68	43	32	17	177	10	69	10	204
Remainder of County.....	73	23	530	354	61	42	31	69	27	98	16	210	30	222
Dakota County.....	56	20	551	335	99	56	30	65	19	144	11	126	26	281
South Sioux City.....	46	16	490	298	93	53	28	53	17	(D)	9	(D)	20	236
Remainder of County.....	10	4	61	37	6	3	2	12	2	(D)	2	(D)	6	45
Daves County.....	77	43	969	777	181	126	115	93	36	393	4	99	37	477
Thedron.....	50	28	639	553	125	82	76	57	26	268	3	(D)	21	(D)
Remainder of County.....	27	15	330	224	56	44	39	36	10	125	1	(D)	16	(D)
Dawson County.....	120	62	1,480	1,226	289	174	133	127	49	532	18	163	53	785
Wadsworth.....	30	12	313	229	56	36	24	28	17	91	3	(D)	10	(D)
Wetmore.....	28	18	336	296	50	32	25	29	9	135	6	60	13	141
Lerington.....	48	24	735	629	162	99	82	56	19	292	8	61	21	382
Remainder of County.....	14	4	96	72	21	7	2	14	4	14	1	(D)	9	(D)
Deer Creek County.....	27	11	636	590	134	33	30	26	11	44	6	(D)	10	(D)
Dixon County.....	32	8	282	148	21	30	28	33	16	85	5	101	11	96
Dodge County.....	153	77	2,616	2,158	540	323	306	151	68	812	16	268	69	1,536
Treasure.....	104	50	1,964	1,700	431	288	275	109	56	752	9	143	43	1,069
Remainder of County.....	49	27	652	458	109	35	31	42	12	60	7	125	26	467
Douglas County.....	1,725	871	70,942	66,516	19,337	7,779	6,556	1,640	720	14,278	212	5,525	793	51,139
Lincoln.....	1,655	837	66,928	62,692	17,398	7,200	6,044	1,582	703	14,169	204	5,387	748	47,372
Remainder of County.....	70	34	4,014	3,824	1,939	579	512	58	17	109	8	138	45	3,767
Dundy County.....	29	9	258	154	20	24	18	33	14	102	1	(D)	14	(D)
Fillmore County.....	64	20	586	328	55	32	27	65	21	137	18	198	25	251
Franklin County.....	32	10	218	92	21	11	8	31	9	47	14	122	9	49
Frontier County.....	25	5	173	77	6	8	4	28	10	47	5	22	10	104

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts (\$1,000)	Estab-lish-ments	Receipts (\$1,000)	Estab-lish-ments	Receipts (\$1,000)
	(Number)	(Number)				(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Furnas County.....	65	15	488	214	26	17	15	65	31	175	3	27	31	284
Gage County.....	130	48	1,701	1,279	347	222	182	133	47	617	23	268	60	816
Beatrice.....	94	34	1,311	1,035	301	200	167	92	34	512	15	109	45	690
Remainder of County.....	36	14	390	244	46	22	15	41	13	105	8	159	15	126
Garden County.....	20	6	222	54	8	15	4	24	4	49	6	50	10	123
Garfield County.....	11	7	239	225	34	15	15	10	4	22	1	(D)	6	(D)
Gosper County.....	3	3	(D)	(D)	(D)	(D)	(D)	(D)	3	(D)
Grant County.....	10	2	119	(D)	(D)	(D)	(D)	(D)	10	119
Greeley County.....	45	7	225	63	10	7	2	41	19	86	12	64	14	75
Hall County.....	244	116	4,631	3,907	1,086	547	467	264	80	1,240	33	530	131	2,861
Grand Island.....	210	100	4,238	3,574	1,009	515	435	230	71	1,198	27	510	112	2,530
Remainder of County.....	34	16	393	333	77	32	32	34	9	42	6	20	19	331
Hamilton County.....	33	13	305	203	38	21	15	33	11	123	5	33	17	149
Harlan County.....	46	10	342	158	30	24	21	50	18	127	9	79	19	136
Hayes County.....	7	1	21	(D)	(D)	(D)	(D)	(D)	2	(D)	4	12	1	(D)
Hitchcock County.....	36	12	260	152	18	9	8	40	15	53	2	(D)	19	(D)
Holt County.....	87	21	707	393	81	65	50	96	32	259	12	90	43	358
O'Neill.....	42	8	306	184	56	26	24	47	15	142	5	30	22	134
Remainder of County.....	45	13	401	209	25	39	26	49	17	117	7	60	21	224
Hooker County.....	7	3	42	34	5	5	3	7	2	(D)	5	(D)
Howard County.....	46	12	434	206	34	31	15	58	16	103	14	129	16	202
Jefferson County.....	68	28	824	626	183	133	85	69	32	334	5	83	31	407
Fairbury.....	59	25	770	598	176	129	84	60	27	308	4	(D)	28	(D)
Remainder of County.....	9	3	54	28	7	4	1	9	5	26	1	(D)	3	(D)
Johnson County.....	27	11	197	143	26	18	8	24	3	27	5	62	19	108
Kearney.....	35	17	343	261	50	34	17	36	16	117	4	32	15	194
Keith County.....	66	32	906	728	179	112	66	67	22	220	6	115	38	571
Ogallala.....	52	26	737	585	147	88	61	50	20	(D)	6	115	26	(D)
Remainder of County.....	14	6	169	143	32	24	5	17	2	(D)	12	(D)
Keya Paha County.....	7	1	17	(D)	(D)	(D)	(D)	(D)	4	(D)	3	(D)
Kimball County.....	39	17	577	429	91	46	37	38	12	108	4	87	23	382
Knox County.....	59	17	457	239	44	42	15	58	24	188	7	65	28	204
Lancaster County.....	708	334	18,720	16,956	5,286	2,588	2,079	683	299	4,849	86	2,160	323	11,711
Lincoln.....	660	304	17,962	16,252	5,103	2,457	2,006	638	291	4,835	80	2,075	289	11,052
Remainder of County.....	48	30	758	704	183	131	73	45	8	14	6	85	34	659
Lincoln County.....	176	90	3,315	2,969	722	392	352	191	61	998	23	496	92	1,821
North Platte.....	138	78	2,866	2,624	637	358	327	151	55	938	18	383	65	1,545
Remainder of County.....	38	12	449	345	85	34	25	40	6	60	5	113	27	276
Logan County.....	4	...	24	4	4	24
Loup County.....	5	1	18	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)	2	(D)
McPherson County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	1	(D)
Madison County.....	150	56	2,777	2,289	655	363	276	162	66	1,118	16	238	68	1,421
Norfolk.....	109	45	2,309	1,951	601	331	258	115	45	959	14	(D)	50	(D)
Remainder of County.....	41	11	468	338	54	32	18	47	21	159	2	(D)	18	(D)
Merrick County.....	47	10	546	382	74	54	40	49	14	159	12	189	21	198
Morrill County.....	45	19	323	229	34	29	15	46	13	82	4	23	28	218
Nance County.....	36	10	254	140	31	20	19	38	13	61	8	77	15	116
Nemaha County.....	36	18	464	384	83	41	38	44	15	153	2	(D)	19	(D)
Auburn.....	25	13	378	310	64	31	28	30	10	139	1	(D)	14	(D)
Remainder of County.....	11	5	86	74	19	10	10	14	5	14	1	(D)	5	(D)
Nuckolls County.....	73	19	583	305	68	46	42	84	25	102	19	179	29	302
Superior.....	40	14	353	253	56	38	34	41	20	78	10	86	10	189
Remainder of County.....	33	5	230	52	12	8	8	43	5	24	9	93	19	113
Otoe County.....	86	34	1,120	850	145	110	82	92	30	291	20	443	36	386
Nebraska City.....	58	24	809	635	114	87	63	60	21	239	14	264	23	306
Remainder of County.....	28	10	311	215	31	23	19	32	9	52	6	179	13	80
Pawnee County.....	32	8	220	82	14	6	6	31	12	61	6	54	14	105
Perkins County.....	14	4	184	(D)	(D)	(D)	(D)	(D)	7	39	1	(D)	10	(D)

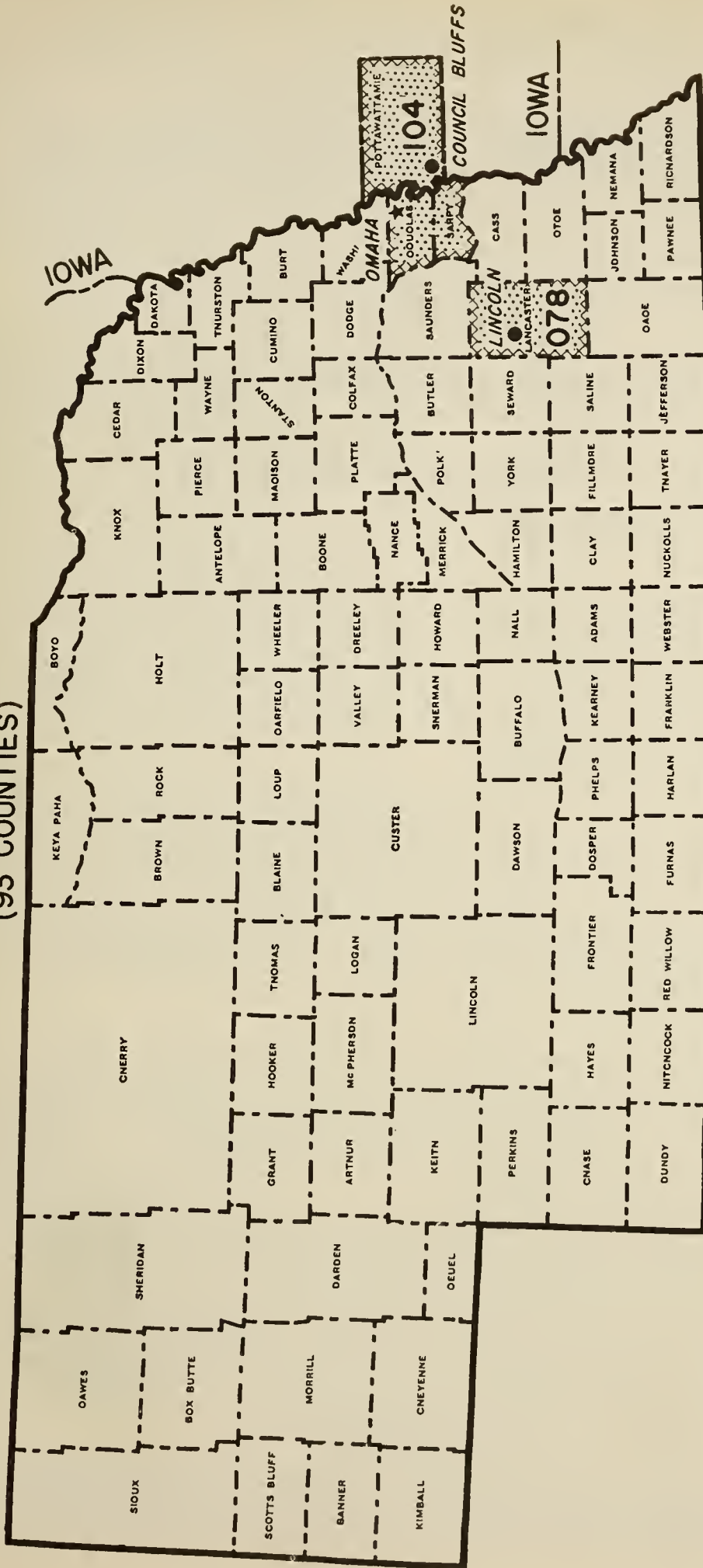
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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Adair County.....	64	26	1,001	763	161	92	76	63	26	224	3	74	37	703
Adair City.....	50	23	904	684	142	90	75	56	23	216	3	74	33	614
Remainder of County.....	7	3	97	79	19	2	1	7	3	8	4	89
Adair County.....	44	14	360	184	22	13	9	51	19	127	9	85	20	154
Adair County.....	127	49	1,764	1,355	393	232	195	133	45	522	16	208	66	1,039
Adair City.....	95	41	1,271	1,075	361	224	187	95	36	486	11	121	48	764
Remainder of County.....	32	8	493	280	32	8	8	38	9	36	5	87	18	275
Adair County.....	28	10	177	129	19	14	6	31	16	50	12	127
Adair County.....	104	52	1,380	1,210	283	166	137	94	42	555	10	88	52	745
Adair City.....	75	45	1,252	1,112	269	159	131	80	40	(D)	7	56	38	(D)
Remainder of County.....	19	7	128	98	14	7	6	14	2	(D)	3	32	14	(D)
Adair County.....	101	43	1,425	955	179	151	99	110	41	457	23	248	37	724
Adair City.....	63	31	1,145	700	159	119	86	72	29	357	10	152	24	637
Remainder of County.....	38	12	280	165	20	32	13	38	12	100	13	96	13	87
Adair County.....	22	6	214	159	37	22	21	22	8	29	2	(D)	12	(D)
Adair County.....	51	27	543	349	65	53	44	92	28	203	19	96	44	250
Adair City.....	30	14	311	233	47	36	31	36	9	104	12	65	17	142
Remainder of County.....	43	13	232	116	18	17	13	56	15	99	7	31	27	108
Adair County.....	59	19	683	375	93	44	40	66	17	200	9	126	33	357
Adair City.....	12	4	153	95	35	24	24	11	8	103	3	(D)	1	(D)
Remainder of County.....	47	15	530	280	58	20	16	55	9	97	6	(D)	32	(D)
Adair County.....	88	20	682	270	48	25	16	110	29	188	11	191	48	303
Adair City.....	30	8	244	112	16	9	5	40	14	149	1	(D)	15	(D)
Remainder of County.....	58	12	438	158	32	16	11	70	15	39	10	(D)	33	(D)
Adair County.....	223	119	3,845	3,399	724	396	347	234	97	1,040	28	494	98	2,311
Adair City.....	74	16	391	317	60	38	34	34	18	154	3	44	13	193
Remainder of County.....	121	75	2,777	2,545	533	304	269	129	48	715	14	322	59	1,740
Adair County.....	64	28	677	537	131	54	44	69	31	171	11	128	26	378
Adair County.....	56	24	688	446	117	90	72	61	25	311	9	81	22	296
Adair City.....	32	18	547	(D)	(D)	(D)	(D)	(D)	12	230	6	54	14	263
Remainder of County.....	24	6	141	(D)	(D)	(D)	(D)	(D)	13	81	3	27	8	33
Adair County.....	57	26	616	414	105	81	63	55	17	136	7	137	28	343
Adair County.....	31	5	219	73	14	9	9	34	8	96	8	34	15	89
Adair County.....	6	2	51	(D)	(D)	(D)	(D)	(D)	3	36	3	15
Adair County.....	27	5	150	54	14	10	10	26	6	28	7	50	14	72
Adair County.....	55	19	446	264	51	55	49	58	23	110	8	78	24	258
Adair County.....	11	1	156	(D)	(D)	(D)	(D)	(D)	4	4	2	(D)	5	(D)
Adair County.....	31	11	275	163	18	15	13	32	11	101	5	48	15	126
Adair County.....	51	15	453	281	42	22	13	55	20	125	12	153	19	175
Adair County.....	39	15	465	269	48	32	29	44	17	200	6	57	16	208
Adair City.....	29	9	330	180	39	29	26	33	14	192	4	(D)	11	(D)
Remainder of County.....	10	6	135	89	9	3	3	17	3	8	2	(D)	5	(D)
Adair County.....	40	20	478	332	73	41	30	44	17	238	5	55	18	185
Adair City.....	22	18	423	(D)	(D)	(D)	(D)	(D)	13	224	4	(D)	15	(D)
Remainder of County.....	8	2	55	(D)	(D)	(D)	(D)	(D)	4	14	1	(D)	3	(D)
Adair County.....	33	15	353	273	40	21	19	32	8	86	5	94	20	173
Adair County.....	4	...	16	4	2	(D)	2	(D)
Adair County.....	88	32	1,172	816	189	123	101	92	30	415	14	257	44	500
Adair City.....	64	26	647	699	179	118	96	65	26	405	4	32	34	410
Remainder of County.....	24	6	325	117	10	5	5	27	4	10	10	225	10	90

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.


NEBRASKA (93 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE
078 LINCOLN
104 OMAHA, NEBRASKA

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
-  STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business SELECTED SERVICES

April 1956

Series: PS-1-28

NEVADA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

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All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstery and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

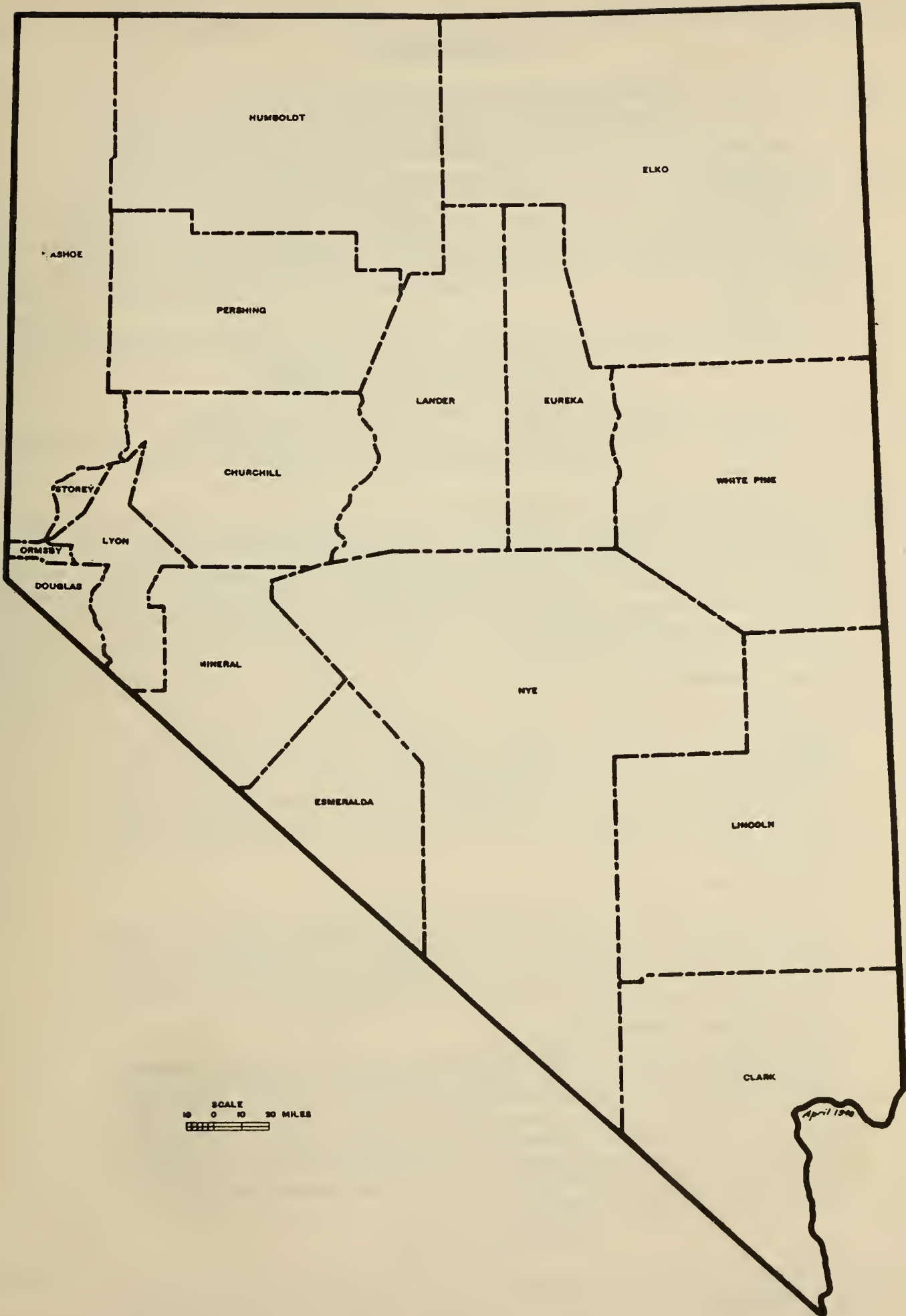
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Nevada, Total.....	1,877	1,029	163,770	158,056	60,014	15,985	14,565	2,059	496	12,170	172	5,672	1,209	145,928
Berkeley County.....	43	25	997	827	222	76	69	57	10	166	6	97	27	734
Clark County.....	733	433	96,231	94,161	37,224	9,654	8,947	853	176	5,831	58	2,708	499	87,692
Las Vegas.....	492	304	54,913	53,593	21,464	5,854	5,432	558	119	4,962	40	2,436	333	47,515
North Las Vegas.....	46	24	891	735	185	51	44	66	8	179	5	114	33	598
Remainder of County.....	195	105	40,427	39,833	15,575	3,749	3,471	229	49	690	13	158	133	39,579
Douglas County.....	42	22	2,503	2,337	817	102	91	52	5	63	6	94	31	2,346
Elko County.....	84	52	4,945	4,761	1,532	567	470	90	22	415	7	266	55	4,264
Elko.....	48	34	4,027	3,909	1,196	487	393	55	20	(D)	4	192	24	(D)
Remainder of County.....	36	18	918	852	336	80	77	35	2	(D)	3	74	31	(D)
Esmeralda County.....	6	...	40	6	2	(D)	4	(D)
Eureka County.....	7	1	92	(D)	(D)	(D)	(D)	(D)	1	(D)	6	(D)
Humboldt County.....	54	28	2,088	1,906	820	311	251	58	21	364	7	57	26	1,667
Independence.....	53	27	(D)	(D)	(D)	(D)	(D)	(D)	21	364	7	57	25	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Lander County.....	11	7	466	458	112	43	36	11	3	(D)	8	(D)
Lincoln County.....	15	5	180	106	17	18	16	15	3	50	12	130
Lyon County.....	41	15	477	351	43	17	11	50	3	47	4	(D)	34	(D)
Mineral County.....	23	15	1,092	1,060	412	128	108	25	7	62	1	(D)	15	(D)
Nye County.....	28	12	727	649	372	95	95	34	9	51	19	676
Ormsby County.....	32	22	1,677	1,535	493	133	120	38	13	204	1	(D)	18	(D)
Carson City.....	25	17	1,544	(D)	475	128	115	30	13	204	12	1,340
Remainder of County.....	7	5	133	(D)	18	5	5	8	1	(D)	6	(D)
Pershing County.....	41	13	758	588	169	81	72	45	10	102	6	20	25	636
Storey County.....	8	2	100	(D)	(D)	(D)	(D)	(D)	2	(D)	6	(D)
Washoe County.....	637	341	49,655	47,671	17,339	4,549	4,088	641	191	4,455	65	1,764	381	43,436
Reno.....	487	273	45,573	44,207	16,430	4,320	3,906	497	157	4,044	51	1,617	279	39,912
Sparks.....	64	32	1,535	1,335	300	127	98	59	24	351	6	40	34	1,144
Remainder of County.....	86	36	2,547	2,129	609	102	84	85	10	60	8	107	68	2,380
White Pine County.....	72	36	1,740	1,552	421	206	186	69	22	326	7	166	43	1,248
Ely.....	56	28	1,239	1,103	297	150	137	53	16	(D)	4	(D)	36	964
Remainder of County.....	16	8	501	449	124	56	49	16	6	(D)	3	(D)	7	284

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

NEVADA



SCALE
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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE. \$300

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PR-1-29

NEW HAMPSHIRE

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
New Hampshire, total.....	4,054	1,862	68,562	58,536	17,267	6,464	5,349	3,901	1,512	16,383	381	8,152	2,161	44,027
Belknap County.....	347	157	4,044	3,236	786	274	231	344	70	782	20	421	257	2,841
Laconia.....	168	78	2,144	1,778	482	210	179	185	41	569	8	270	119	1,305
Remainder of County.....	179	79	1,900	1,458	304	64	52	159	29	213	12	151	138	1,536
Carroll County.....	306	178	5,818	5,170	1,537	377	291	300	44	472	22	309	240	5,037
Cheshire County.....	240	108	3,643	3,043	944	391	328	220	76	991	23	444	141	2,208
Leone.....	110	58	1,832	1,584	555	286	251	104	42	793	10	205	58	834
Remainder of County.....	130	50	1,811	1,459	389	105	77	116	34	198	13	239	83	1,374
Cook County.....	292	134	5,456	4,848	1,533	369	308	275	110	864	30	697	152	3,895
Berlin.....	96	36	1,586	1,386	379	170	146	88	60	565	10	441	26	580
Remainder of County.....	196	98	3,870	3,462	1,154	199	162	187	50	299	20	256	126	3,315
Grafton County.....	446	222	8,591	7,727	2,287	726	621	403	129	1,320	31	937	286	6,334
Hillsborough County.....	954	430	17,253	14,721	4,686	2,093	1,705	920	481	5,921	106	2,578	367	8,754
Manchester.....	517	251	10,298	9,126	3,054	1,367	1,119	502	280	3,806	53	1,572	184	4,920
Nashua.....	228	92	3,359	2,723	847	407	350	210	133	1,433	27	600	68	1,326
Remainder of County.....	209	87	3,596	2,872	785	319	236	208	68	682	26	406	115	2,508
Merrimack County.....	438	184	5,704	4,476	1,285	560	467	433	178	1,695	44	698	216	3,311
Concord.....	184	74	2,743	2,099	697	315	272	178	95	1,160	17	267	72	1,316
Franklin.....	45	19	510	434	129	70	53	41	31	290	1	(D)	13	(D)
Remainder of County.....	209	91	2,451	1,943	459	175	142	214	52	245	26	(D)	131	(D)
Rockingham County.....	539	257	11,901	10,357	2,758	758	614	523	189	2,251	45	1,034	305	8,616
Portsmouth.....	159	75	2,512	2,138	765	363	315	141	89	1,073	11	291	59	1,148
Remainder of County.....	380	182	9,389	8,219	1,993	395	299	382	100	1,178	34	743	246	7,468
Strafford County.....	332	114	3,771	2,893	797	600	490	338	166	1,383	41	788	125	1,600
Dover.....	129	45	1,765	1,389	440	219	176	129	67	639	19	442	43	684
Rochester.....	80	34	1,045	815	198	291	250	84	29	388	12	155	39	502
Somersworth.....	61	15	442	316	90	54	37	61	47	253	2	(D)	12	(D)
Remainder of County.....	62	20	519	373	69	36	27	64	23	103	8	(D)	31	(D)
Sullivan County.....	160	78	2,381	2,065	654	316	294	145	69	704	19	246	72	1,431
Claremont.....	87	41	1,297	1,111	386	158	148	82	49	596	11	135	27	566
Remainder of County.....	73	37	1,084	954	268	158	146	63	20	103	8	111	45	865

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

NEW HAMPSHIRE (10 COUNTIES)

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

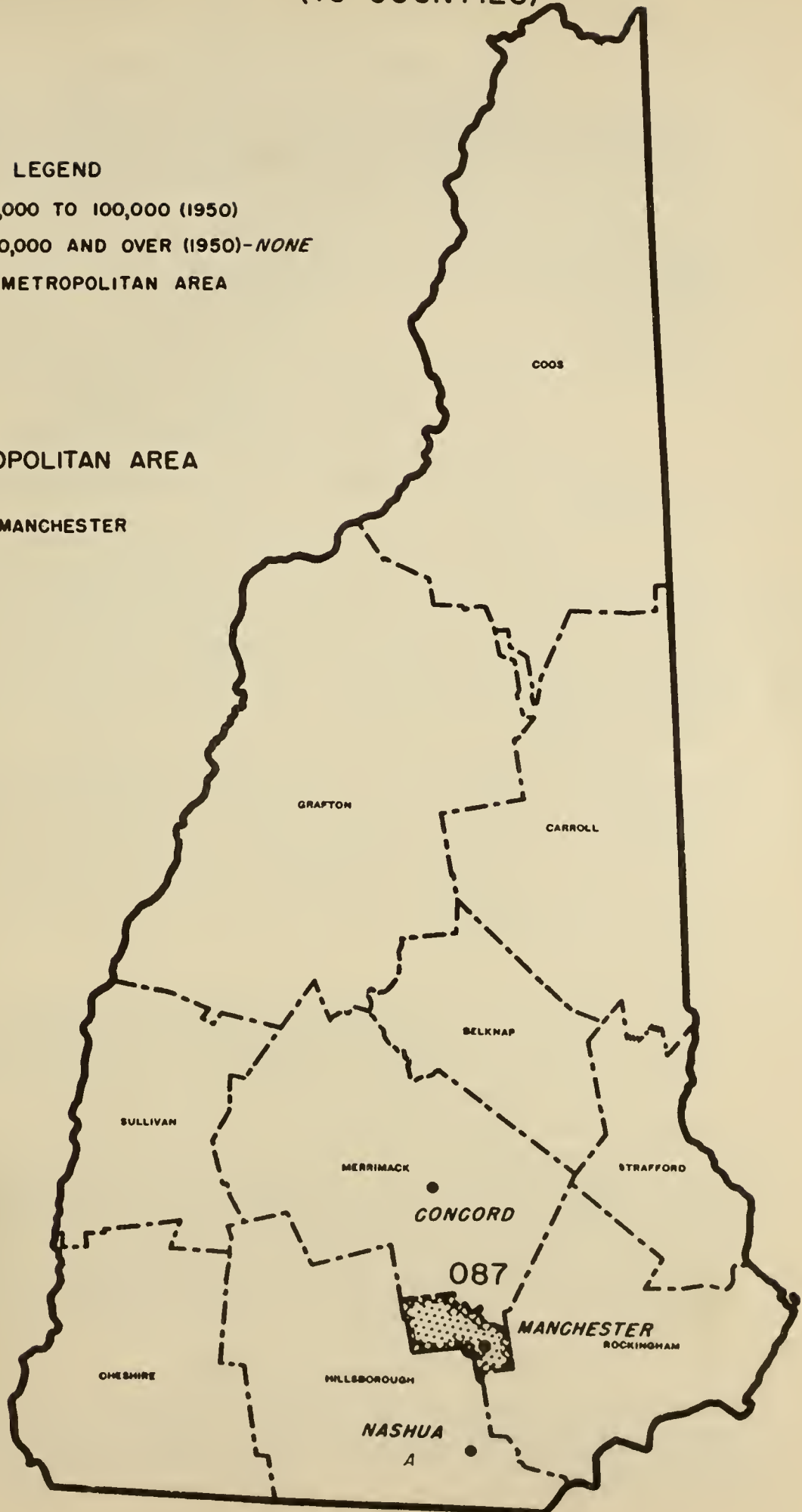
★ PLACES OF 100,000 AND OVER (1950)-*NONE*

 STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE

087 MANCHESTER



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades :

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center; margin: 0;">Retail Trade</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Central Business District Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> | <p style="text-align: center; margin: 0;">Wholesale Trade</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> | <p style="text-align: center; margin: 0;">Selected Service Trades</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> |
| <p><input type="checkbox"/> Public Merchandise Warehouses</p> <p><input type="checkbox"/> 1954 Census of Business—Puerto Rico</p> | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

CENSUS VERTICAL FILE

April 1956

Series: PS-1-30

NEW JERSEY

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

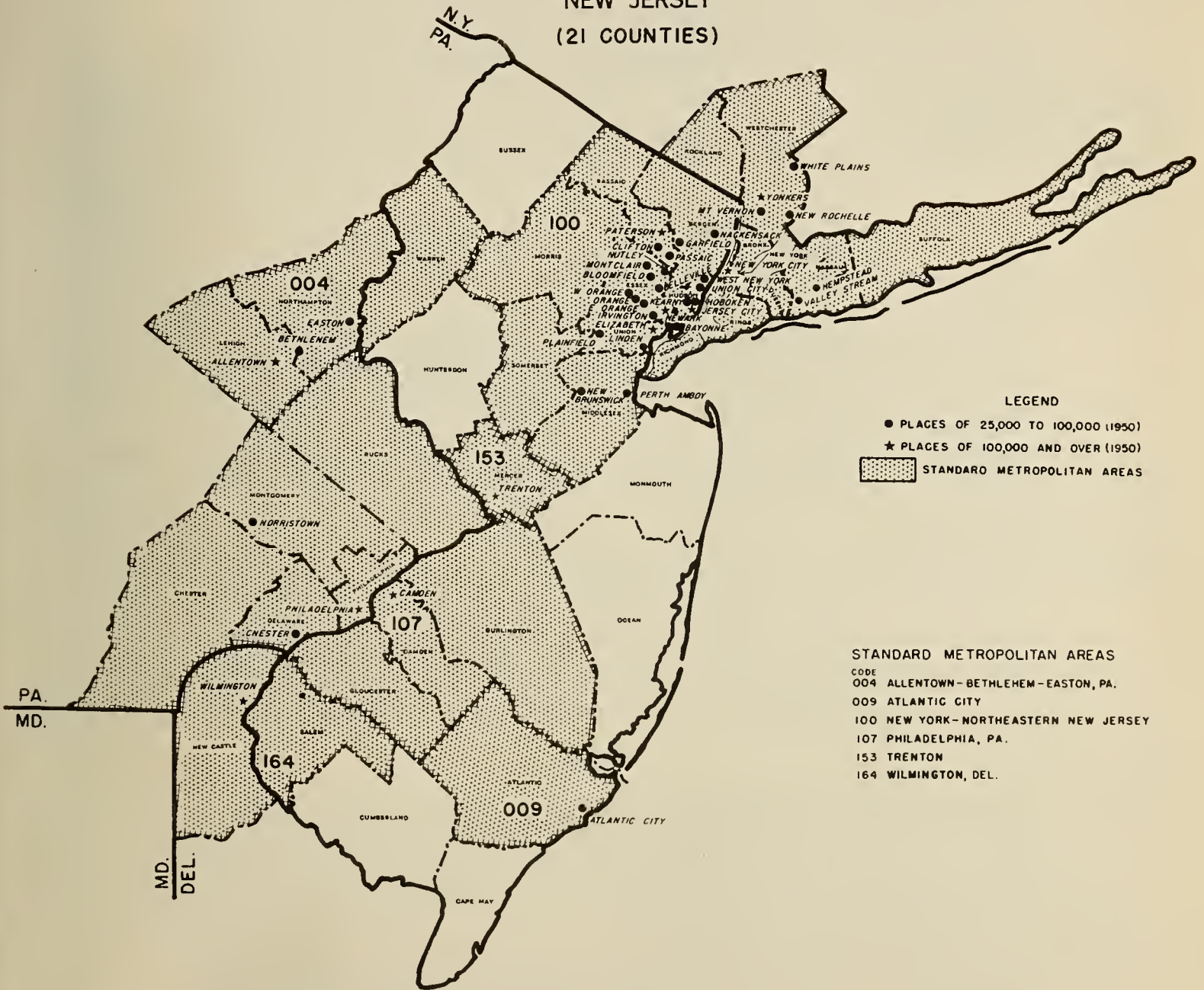
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Morris County—con.														
Mount Arlington.....	14	8	151	125	33	11	2	10	14	151
Rockaway.....	30	11	456	208	88	22	18	37	18	221	4	76	17	159
Warren.....	14	4	116	(0)	(0)	(D)	(0)	(D)	11	90	2	(0)	1	(0)
Remainder of County.....	320	140	34,888	33,894	11,004	2,275	2,139	293	90	868	40	919	190	33,101
Ocean County.....	639	339	14,035	12,325	2,941	1,108	946	619	174	2,072	48	798	417	11,165
Point Pleasant.....	62	28	928	688	183	72	61	62	18	321	4	100	40	507
Point Pleasant Beach.....	Data for this area combined with Remainder of County.													
Remainder of County.....	577	311	13,107	11,637	2,758	1,036	885	557	156	1,751	44	698	377	10,658
Passaic County.....	1,943	849	46,020	39,912	14,813	5,251	4,554	1,897	1,013	20,512	247	5,748	683	19,760
Bloomfield.....	17	9	279	231	60	28	22	17	6	102	2	(0)	9	(0)
Clifton.....	263	109	5,652	4,678	1,617	678	520	267	138	1,668	32	790	93	3,194
Haledon.....	29	13	827	723	334	131	117	32	12	521	1	(0)	16	(0)
Hawthorne.....	67	31	1,401	1,201	424	113	95	70	28	726	8	116	31	559
Wirth Haledon.....	9	1	77	(0)	(0)	(0)	(0)	(0)	2	(0)	1	(0)	6	24
Passaic.....	404	180	6,617	5,447	1,659	644	549	391	245	2,958	34	585	125	3,074
Paterson.....	939	415	24,353	21,631	7,953	2,767	2,429	913	498	10,780	143	3,611	298	9,962
Passaic Lakes.....	36	14	614	468	133	59	54	34	15	237	6	59	15	318
Prospect Park.....	Data for this area combined with Remainder of County.													
Totowa.....	16	12	574	540	117	49	36	16	5	72	1	(0)	10	(0)
Wanaque.....	Data for this area combined with Remainder of County.													
West Paterson.....	4	2	61	(0)	(0)	(0)	(0)	(0)	2	(0)	2	(0)
Remainder of County.....	159	63	5,565	4,913	2,497	774	724	142	62	3,414	17	465	80	1,686
Salem County.....	213	85	2,473	1,859	444	247	152	212	101	851	33	584	79	1,038
Penns Grove.....	74	24	721	475	107	69	51	77	40	387	9	104	25	230
Salem.....	57	27	790	664	133	66	49	58	28	266	10	340	19	184
Remainder of County.....	82	34	962	720	204	112	52	77	33	198	14	140	35	624
Somerset County.....	381	179	7,677	6,341	1,834	712	551	371	159	2,349	44	1,246	178	4,082
Bernardsville.....	31	17	751	663	193	88	63	31	15	190	6	142	10	419
Bound Brook.....	57	27	955	819	235	95	78	56	37	570	5	41	15	344
Manville.....	18	4	230	94	19	10	6	22	11	115	(0)	(0)	7	(0)
North Plainfield.....	47	27	1,314	1,044	357	122	106	47	18	333	9	387	20	594
Parlin.....	29	9	406	294	135	46	44	27	12	258	6	78	11	70
Somerville.....	92	46	1,437	1,153	295	115	86	91	36	572	10	245	46	620
South Bound Brook.....	Data for this area combined with Remainder of County.													
Remainder of County.....	107	49	2,584	2,274	600	236	168	97	30	311	8	(0)	69	(0)
Sussex County.....	168	86	3,355	2,767	781	289	242	155	72	874	19	358	77	2,123
Franklin.....	19	7	199	135	55	33	31	18	9	103	10	96
Newton.....	47	23	981	859	294	147	121	47	30	431	2	(0)	15	(D)
Remainder of County.....	102	56	2,175	1,773	432	109	90	90	33	340	17	(0)	52	(0)
Union County.....	1,996	1,004	84,089	78,489	37,918	9,062	8,297	1,920	1,052	21,512	235	5,780	709	56,797
Elizabeth.....	589	317	13,038	11,546	3,735	1,404	1,160	547	348	5,528	72	1,480	169	6,030
Fairwood.....	14	8	350	320	84	22	20	13	4	46	2	(0)	8	(0)
Ferwood.....	19	9	620	550	360	115	106	15	10	443	1	(0)	8	(0)
Kendallworth.....	29	9	342	286	106	23	18	25	8	48	3	23	18	271
Linden.....	140	76	7,507	7,093	2,662	740	674	132	58	2,903	25	518	57	4,086
New Providence.....	13	7	143	113	24	11	8	14	7	85	1	(0)	5	(0)
Plainfield.....	270	142	7,568	6,938	2,542	920	842	257	149	3,408	27	1,068	94	3,092
Rahway.....	124	52	2,649	2,249	807	300	239	119	71	1,250	13	275	40	1,124
Roselle.....	49	23	966	820	247	98	85	45	25	508	6	88	18	370
Roselle Park.....	46	22	718	512	186	94	64	45	30	343	6	200	10	175
Summit.....	108	60	4,116	3,828	1,529	480	438	107	63	1,797	18	585	27	1,734
Westfield.....	121	67	2,640	2,422	838	323	271	121	56	966	13	417	52	1,257
Remainder of County.....	474	212	43,432	41,812	24,798	4,532	4,372	480	223	4,187	48	1,006	203	38,239
Warren County.....	249	107	3,412	2,774	772	358	295	250	100	1,166	33	577	116	1,669
Hackettstown.....	19	11	437	409	116	49	42	23	10	210	1	(0)	8	(0)
Phillipsburg.....	91	35	1,118	884	284	139	105	94	43	504	9	134	39	480
Washington.....	48	28	657	535	118	57	47	44	24	295	7	129	17	233
Remainder of County.....	91	33	1,200	946	254	113	101	89	23	157	16	(D)	52	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

NEW JERSEY (21 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

- CODE
- 004 ALLENTOWN-BETHLEHEM-EASTON, PA.
 - 009 ATLANTIC CITY
 - 100 NEW YORK-NORTHEASTERN NEW JERSEY
 - 107 PHILADELPHIA, PA.
 - 153 TRENTON
 - 164 WILMINGTON, DEL.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-31

NEW MEXICO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
New Mexico, total.....	4,186	2,113	83,794	71,516	19,453	8,979	7,911	4,376	1,444	22,152	534	11,080	2,208	50,562
Bernalillo County.....	1,148	558	28,239	24,799	7,213	3,221	2,878	1,237	435	7,683	157	4,273	556	16,283
Albuquerque.....	1,118	544	27,902	24,538	7,139	3,181	2,840	1,207	426	7,526	153	4,247	539	16,129
Remainder of County.....	30	14	337	261	74	40	38	30	9	157	4	26	17	154
Catron County.....	24	6	276	178	19	14	14	25	8	66	16	210
Chaves County.....	282	168	5,512	4,818	1,495	666	623	296	115	2,043	30	602	137	2,867
Roswell.....	239	141	4,714	4,116	1,250	572	532	259	96	1,783	26	540	117	2,391
Remainder of County.....	43	27	798	702	245	94	91	37	19	260	4	62	20	476
Colfax County.....	100	46	1,891	1,631	457	186	162	102	32	306	5	36	63	1,549
Raton.....	72	32	1,046	846	258	136	114	73	27	277	3	(D)	42	(D)
Remainder of County.....	28	14	845	785	199	50	48	29	5	29	2	(D)	21	(D)
Curry County.....	182	98	3,435	2,929	791	407	366	185	73	998	19	336	90	2,101
Clovis.....	155	91	3,061	2,613	732	379	340	158	67	968	17	(D)	71	(D)
Remainder of County.....	27	7	374	316	59	28	26	27	6	30	2	(D)	19	(D)
De Baca County.....	36	14	217	145	36	23	17	40	12	57	2	(D)	22	(D)
Dona Ana County.....	192	97	3,245	2,741	735	361	286	194	52	987	29	521	111	1,737
Las Cruces.....	134	71	2,675	2,279	641	300	239	137	40	913	23	450	71	1,312
Remainder of County.....	58	26	570	462	94	61	47	57	12	74	6	71	40	425
Eddy County.....	254	144	4,984	4,384	1,193	487	434	260	92	1,422	35	797	127	2,765
Artesia.....	81	35	1,365	(D)	323	120	106	85	30	447	11	(D)	40	(D)
Carlsbad.....	151	89	3,052	2,688	744	307	277	161	58	957	21	465	72	1,630
Remainder of County.....	22	20	567	(0)	126	60	51	14	4	18	3	(D)	15	(D)
Grant County.....	78	40	1,380	1,204	332	181	172	70	39	671	9	165	30	544
Silver City.....	49	29	810	686	212	111	108	42	20	297	6	136	23	377
Remainder of County.....	29	11	570	518	120	70	64	28	19	374	3	29	7	167
Guadalupe County.....	40	24	519	473	75	64	58	40	7	76	6	69	27	374
Harding County.....	11	1	48	(D)	(D)	(D)	(D)	(D)	6	16	5	32
Hidalgo County.....	43	23	1,125	989	234	107	94	43	12	109	7	(D)	24	(D)
Lordsburg.....	43	23	(D)	(D)	(D)	(D)	(D)	(D)	12	109	7	(D)	24	753
Remainder of County.....	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Lea County.....	340	192	7,866	6,868	1,787	736	616	358	106	1,785	44	899	190	5,182
Hobbs.....	182	106	5,330	4,688	1,241	466	417	195	52	1,289	29	527	101	3,514
Lovington.....	73	41	1,295	1,123	281	100	87	86	26	343	7	265	40	687
Remainder of County.....	85	45	1,241	1,057	265	170	112	77	28	153	8	107	49	981
Lincoln County.....	86	34	1,449	1,223	213	63	53	96	24	109	9	181	53	1,159
Los Alamos County.....	16	12	600	520	180	92	58	14	8	265	8	335
Luna County.....	82	36	1,896	1,490	350	92	86	80	23	202	8	120	51	1,574
Deming.....	74	32	(D)	(D)	(D)	(D)	(D)	(D)	23	202	6	(D)	45	(D)
Remainder of County.....	8	4	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	6	(D)
McKinley County.....	105	69	2,827	2,451	662	322	311	99	27	575	16	309	62	1,943
Gallup.....	99	65	2,748	(D)	651	315	304	95	27	575	15	(D)	57	(D)
Remainder of County.....	6	4	79	(D)	11	7	7	4	1	(D)	5	(D)
Mora County.....	6	2	35	(D)	(D)	(D)	(D)	(D)	3	(D)	3	(D)
Otero County.....	92	50	1,794	1,558	398	191	179	101	35	622	9	149	48	1,023
Alamogordo.....	60	32	1,248	1,082	303	148	139	61	25	546	8	(D)	27	(D)
Remainder of County.....	32	18	546	476	95	43	40	40	10	76	1	(D)	21	(D)
Quay County.....	100	58	1,587	1,281	265	144	108	102	28	451	5	115	67	1,021
Tucuman.....	81	53	1,460	1,220	253	140	105	84	24	425	4	(D)	53	(D)
Remainder of County.....	19	5	127	61	12	4	3	18	4	26	1	(D)	14	(D)
Rio Arriba County.....	50	14	590	334	52	37	29	54	12	101	11	146	27	343
Roosevelt County.....	83	39	1,056	790	178	114	100	79	36	407	13	186	34	463
Portales.....	73	33	959	705	165	105	92	72	34	(D)	9	(D)	30	403
Remainder of County.....	10	6	97	85	13	9	8	7	2	(D)	4	(D)	4	60
Sandoval County.....	13	7	173	149	30	12	10	16	6	54	1	(D)	6	(D)
San Juan County.....	145	65	3,274	2,654	699	250	226	170	39	624	23	621	83	2,029
Farmington.....	91	47	2,266	1,868	438	172	158	100	22	546	14	497	55	1,223
Remainder of County.....	54	18	1,008	786	261	78	68	70	17	78	9	124	28	806
San Miguel County.....	107	55	1,430	1,224	257	173	126	104	41	472	8	74	58	884
Las Vegas (city).....	61	41	1,060	976	213	147	115	56	31	443	3	42	27	575
Las Vegas (town).....	15	7	146	114	19	20	7	14	4	9	3	(D)	8	(D)
Remainder of County.....	31	7	224	134	25	6	4	34	6	20	2	(D)	23	(D)
Santa Fe County.....	183	107	4,117	3,745	1,180	620	575	171	77	1,230	19	338	87	2,549
Santa Fe.....	162	100	3,835	3,505	1,116	596	552	152	70	1,209	17	(D)	75	(D)
Remainder of County.....	21	7	282	240	64	24	23	19	7	21	2	(D)	12	(D)
Sierra County.....	112	40	793	511	103	104	70	121	29	246	14	160	69	387
Truth or Consequences.....	109	39	(D)	(D)	(D)	(D)	(D)	(D)	29	246	13	(D)	67	(D)
Remainder of County.....	3	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

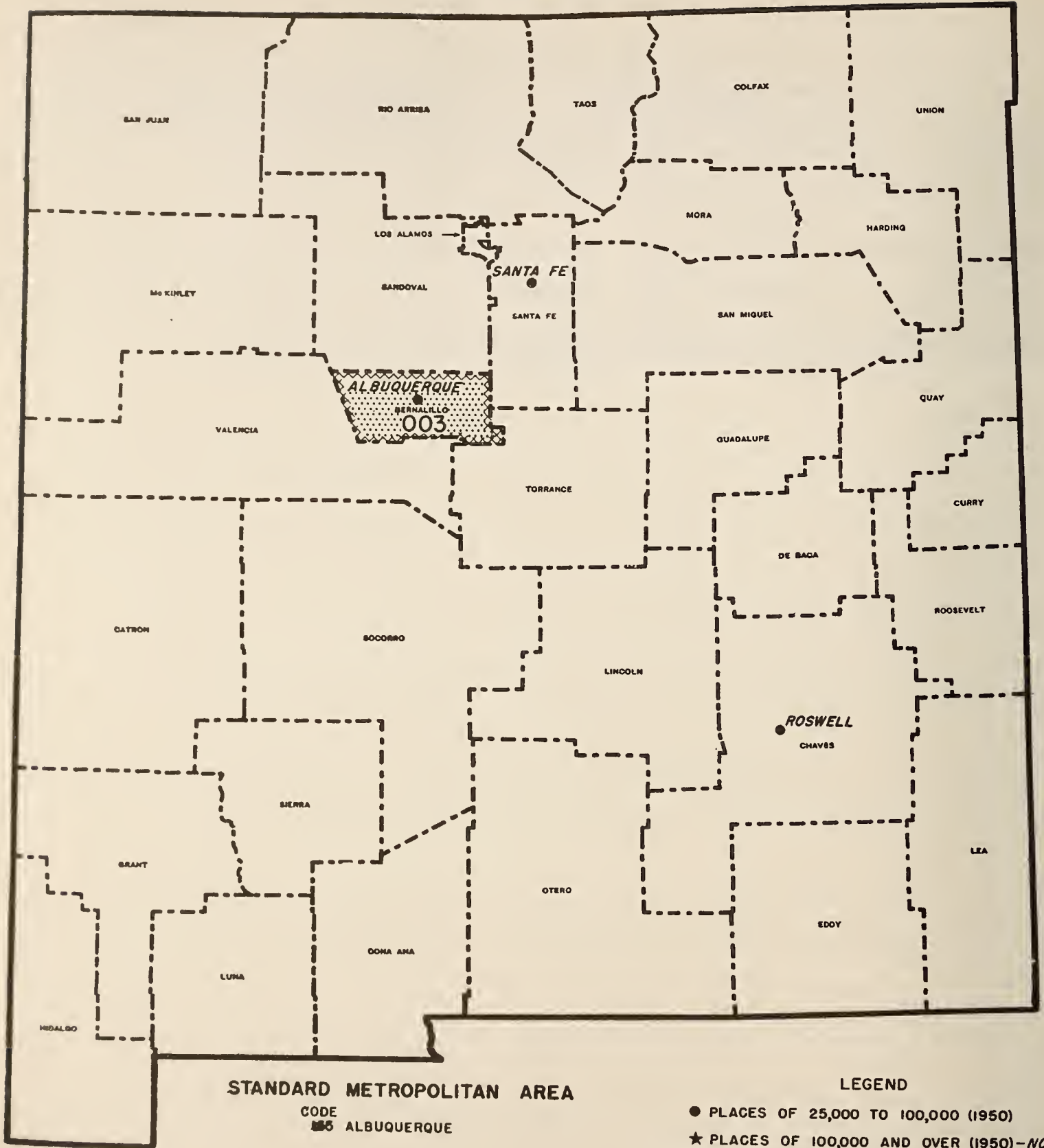
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Socorro County.....	37	19	576	458	88	62	51	49	10	144	5	24	22	408
Socorro.....	28	16	466	(D)	(D)	(D)	(D)	(D)	8	(D)	3	(D)	17	308
Remainder of County.....	9	3	110	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	5	100
Taos County.....	71	33	1,122	880	189	116	91	76	14	153	6	54	51	915
Torrance County.....	39	13	172	112	21	17	14	37	10	45	3	(D)	26	(D)
Union County.....	56	22	809	471	116	55	50	57	19	156	18	278	19	375
Clayton.....	48	18	687	391	95	44	40	50	18	(D)	14	(D)	16	307
Remainder of County.....	8	4	122	80	21	11	10	7	1	(D)	4	(D)	3	68
Valencia County.....	73	27	757	459	97	56	48	81	25	143	12	202	36	412
Belen.....	38	14	350	186	49	38	33	45	16	108	8	152	14	90
Remainder of County.....	35	13	407	273	48	18	15	36	9	35	4	50	22	322

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

NEW MEXICO (32 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

SELECTED SERVICES

May 1956

Series: PS-1-32 Revised

NEW YORK

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

Table with columns: County and city, Total (Establishments, Receipts, Payroll, Paid employees, Proprietors), Kind-of-business group (Personal services, Automobile repair services, All other selected services).

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero. *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps. *Governas is in Cattaraugus and Erie counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Nassau County--Con.														
Sea Cliff.....	20	6	393	267	108	23	23	22	9	191	6	(D)	5	(D)
Valley Stream.....	172	94	3,828	3,326	928	311	241	175	77	1,185	23	928	72	1,715
Westbury.....	84	34	5,162	4,812	2,730	1,584	979	89	37	486	4	201	43	4,475
Williston Park.....	43	25	707	551	187	72	65	44	26	466	1	(D)	16	(D)
Remainder of County.....	2,294	1,120	66,451	58,315	18,405	5,566	4,628	2,243	986	18,425	156	5,525	1,152	42,501
New York County (Manhattan Borough part of New York City).....	25,604	14,912	3,286,604	3,216,280	759,489	197,335	178,682	22,733	11,113	222,410	1,202	71,100	13,289	2,993,094
Niagara County.....	875	335	15,679	13,043	4,228	1,868	1,449	892	454	5,739	88	1,602	333	8,338
Lockport.....	159	55	2,579	2,111	717	337	241	162	101	1,214	11	105	47	1,260
Niagara Falls.....	476	192	9,793	8,365	2,903	1,255	1,014	472	261	3,755	48	1,048	167	4,990
North Tonawanda.....	104	36	1,426	1,078	282	158	117	113	43	468	14	176	47	782
Remainder of County.....	136	52	1,881	1,469	326	118	77	145	49	302	15	273	72	1,306
Oneida County.....	1,173	445	27,336	23,182	7,327	2,783	2,148	1,168	569	8,693	160	2,463	444	16,180
New York Mills.....	0	0	20	0	0	0	0	0	6	(D)	0	0	2	(D)
Rose.....	103	79	3,413	2,699	924	428	274	193	96	1,490	33	361	64	1,562
Utica.....	652	256	18,638	16,496	5,602	2,103	1,698	649	344	6,009	77	1,565	231	11,064
Whitesboro.....	24	6	290	116	25	22	10	24	14	195	4	26	6	69
Yorkville.....	12	6	85	71	23	12	8	12	5	37	3	(D)	4	(D)
Remainder of County.....	284	99	4,890	3,800	753	218	158	282	104	(D)	43	(D)	137	3,445
Onondaga County.....	1,683	721	49,829	43,765	15,187	5,895	4,860	1,657	833	15,563	169	4,012	681	30,254
Baldwinsville.....	50	8	399	217	49	39	25	58	24	130	3	(D)	23	(D)
East Syracuse.....	32	20	958	874	177	81	62	25	14	104	5	295	13	559
Fayetteville.....	16	4	218	98	22	7	7	16	7	96	3	37	6	85
Liverpool.....	28	8	394	278	107	51	46	27	15	109	5	50	8	235
North Syracuse.....	Data for this area combined with Remainder of County.													
Solvay.....	74	14	594	476	132	63	56	31	16	243	3	(D)	15	(D)
Syracuse.....	1,255	565	42,861	38,255	13,591	5,227	4,388	1,226	667	13,818	120	3,034	468	26,009
Remainder of County.....	268	102	4,405	3,537	1,109	427	276	274	90	1,063	30	323	148	3,019
Ontario County.....	500	112	6,450	5,482	1,720	711	544	312	128	1,827	41	829	131	3,794
Canandaigua.....	97	37	2,356	2,020	600	179	113	103	32	377	12	277	53	1,702
Geneva.....	110	50	3,317	2,937	1,008	459	377	111	60	1,291	18	379	32	1,647
Remainder of County.....	93	25	777	525	112	73	54	98	36	159	11	173	46	445
Orange County.....	946	394	17,404	14,580	4,279	1,729	1,368	927	451	5,456	104	2,246	391	9,702
Coben.....	40	22	982	894	230	74	66	36	18	265	10	156	12	561
Highland Falls.....	34	10	814	708	232	115	65	37	25	139	1	(D)	8	(D)
Middletown.....	154	70	3,094	2,678	865	385	341	149	77	1,273	15	377	62	1,444
Newburgh.....	288	116	4,946	4,154	1,442	584	482	281	167	2,429	32	563	89	1,954
Port Jervis.....	74	22	851	615	181	104	70	76	42	317	7	74	25	460
Walden.....	34	10	465	251	55	20	17	38	14	71	4	129	16	265
Warwick.....	31	11	427	327	89	35	26	29	17	141	5	49	9	237
Remainder of County.....	291	133	5,825	4,953	1,185	412	301	281	91	821	30	(D)	170	(D)
Orleans County.....	120	42	1,934	1,532	316	148	122	121	61	543	16	341	43	1,050
Albion.....	40	12	684	550	113	44	38	44	22	215	7	54	11	415
Medina.....	37	17	637	537	135	75	62	37	18	266	4	137	15	234
Remainder of County.....	43	13	613	445	68	29	22	40	21	62	5	150	17	401
Orvego County.....	360	124	4,836	3,574	961	564	428	361	169	1,708	41	595	150	2,533
Fulton.....	76	34	881	727	190	144	119	76	36	325	14	176	26	380
Orvego.....	131	49	2,401	2,019	602	285	243	125	72	904	8	139	51	1,358
Remainder of County.....	153	41	1,554	828	169	135	66	160	61	479	19	280	73	795
Otsego County.....	259	93	3,814	3,034	813	404	324	254	123	1,494	28	422	108	1,898
Cooperstown.....	29	9	437	359	108	55	49	27	23	128	1	(D)	5	(D)
Otsents.....	112	46	2,006	1,734	519	258	211	110	61	1,051	12	189	39	766
Remainder of County.....	118	38	1,371	941	186	91	64	117	39	315	15	(D)	64	(D)
Putnam County.....	142	76	2,657	2,289	585	190	148	124	40	399	15	253	87	2,005
Queens County (Queens Borough part of New York City).....	7,972	3,796	207,611	183,013	63,583	22,166	18,644	7,760	4,597	82,519	659	20,297	2,716	104,795
Rensselaer County.....	696	266	13,470	11,076	3,466	1,529	1,275	689	343	5,047	95	2,109	258	6,314
Hoonick Falls.....	26	8	251	205	52	32	31	22	21	(D)	0	0	5	(D)
Rensselaer.....	59	21	915	739	256	115	88	60	32	488	8	200	19	227
Troy.....	451	187	9,657	8,195	2,696	1,272	1,063	447	237	4,020	68	1,536	146	4,101
Remainder of County.....	160	50	2,647	1,937	462	110	93	160	53	(D)	19	373	88	(D)
Richmond County (Richmond Borough part of New York City).....	743	309	13,639	10,883	3,826	1,475	1,236	703	422	6,872	60	1,222	261	5,545
Rockland County.....	423	219	8,656	7,388	2,080	717	592	420	198	3,086	37	706	188	4,864
Haverstraw.....	27	21	992	894	324	116	101	28	17	583	7	(D)	8	(D)
Nyack.....	66	40	1,336	1,198	311	132	111	66	37	729	6	89	23	518
South Nyack.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	0	0	0	0	1	(D)
Spring Valley.....	75	37	1,658	1,426	425	135	112	74	33	581	6	86	36	991
Suffern.....	47	29	1,208	1,064	229	106	85	47	25	286	3	53	19	869
West Haverstraw.....	5	3	76	(D)	22	6	6	5	2	(D)	1	(D)	2	(D)
Remainder of County.....	202	88	(D)	(D)	(D)	(D)	(D)	(D)	84	(D)	19	366	99	2,105

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

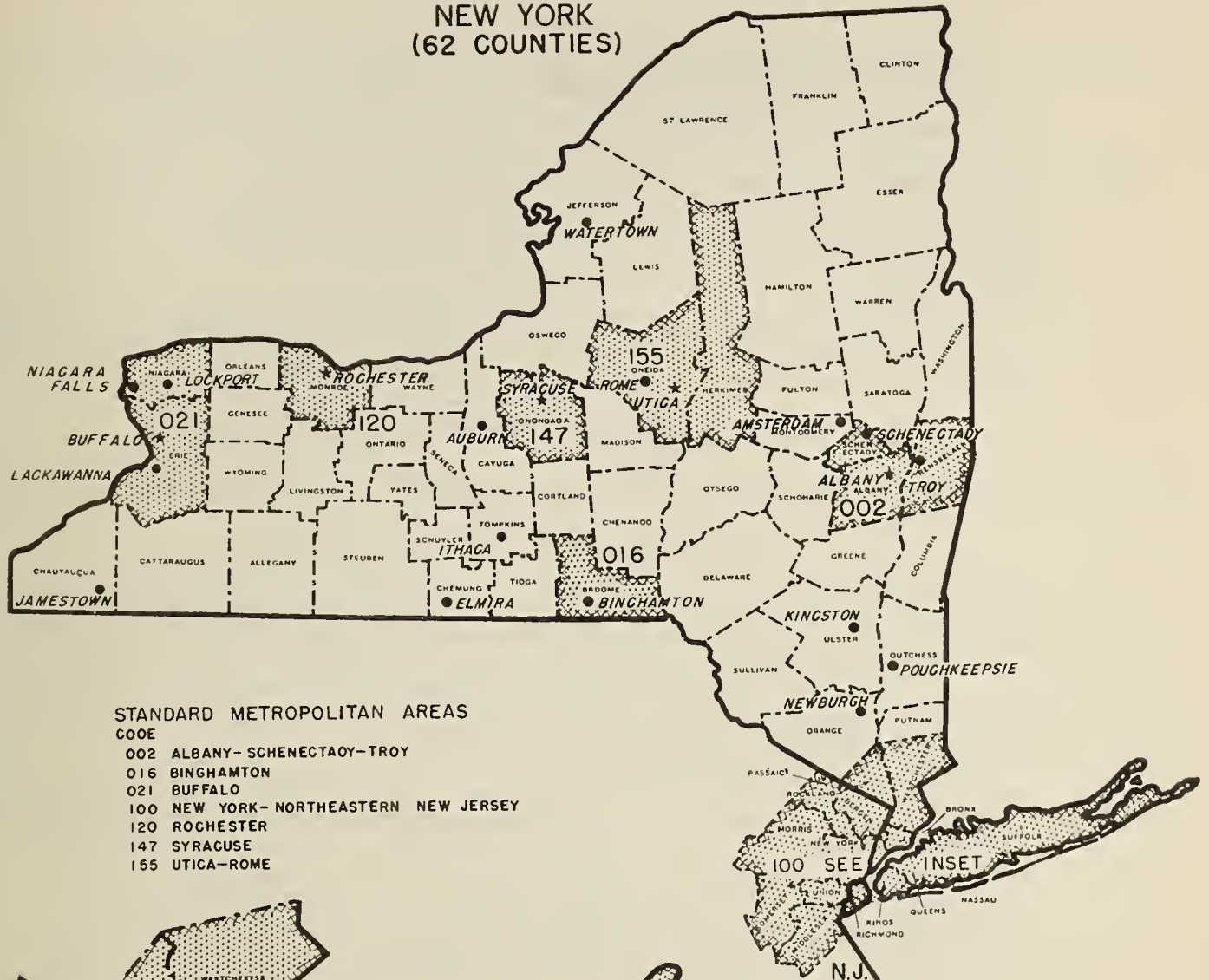
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lishments	Receipts	Estab-lishments	Receipts	Estab-lishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Albany County.....	3,696	1,970	113,323	102,687	35,536	12,627	10,619	3,590	1,931	39,908	350	9,024	1,415	64,391
Albanyville.....	96	58	3,507	3,319	1,097	463	374	102	44	1,191	6	124	46	2,192
Arden on Hudson.....	22	10	862	766	141	44	42	19	13	76	9	786
Babbs Ferry.....	40	14	510	346	94	46	39	44	20	262	7	86	13	162
Eastford.....	17	13	903	803	235	88	67	10	5	(D)	2	(D)	10	770
Hastings on Hudson.....	Data for this area combined with Remainder of County.													
Irvington.....	10	6	319	305	95	34	31	7	7	(D)	3	(D)
Larchmont.....	73	55	1,880	1,794	758	282	195	65	51	1,110	1	(D)	21	(D)
Manhasset Neck.....	117	67	5,146	4,814	1,682	968	543	116	63	1,479	12	352	42	3,315
Mountisco.....	54	34	1,342	1,260	379	131	113	48	26	479	7	298	21	565
Mount Vernon.....	503	273	14,667	13,249	4,859	1,657	1,482	490	266	7,147	52	1,668	185	5,852
New Rochelle.....	400	206	10,452	9,320	3,826	1,229	1,105	404	217	4,429	30	905	153	5,118
North Pelham.....	Data for this area combined with Remainder of County.													
North Tarrytown.....	27	13	364	266	82	29	28	25	12	101	5	119	10	144
Osining.....	96	42	1,623	1,325	487	193	164	89	57	912	6	55	33	656
Pearskill.....	114	56	2,935	2,619	989	377	353	102	54	1,478	16	184	44	1,273
Pelham Manor.....	Data for this area combined with Remainder of County.													
Pleasantville.....	32	14	767	599	225	68	54	44	22	292	4	53	12	422
Port Chester.....	169	91	2,916	2,454	764	288	256	182	94	1,306	13	262	62	1,348
Rye.....	82	52	5,302	5,120	1,642	529	484	78	39	716	6	98	37	4,488
Searsdale.....	89	63	2,183	2,073	659	233	210	79	52	1,166	4	59	33	958
Tarrytown.....	65	31	1,020	870	225	79	73	64	33	443	5	121	27	456
Tuckahoe.....	77	39	2,129	1,767	551	188	159	82	37	777	8	117	32	1,235
White Plains.....	462	252	13,033	11,615	4,339	1,543	1,264	424	230	5,084	64	1,556	168	6,393
Yonkers.....	710	370	26,490	24,436	7,412	2,676	2,322	718	391	7,909	69	1,944	250	16,637
Remainder of County.....	435	221	14,973	13,567	4,995	1,482	1,261	398	198	3,398	33	921	204	10,654
Livingston County.....	136	46	1,841	1,287	321	209	119	142	77	598	13	169	46	1,074
Attica.....	25	9	231	179	34	34	12	25	18	142	3	24	4	65
Ferry.....	29	11	295	203	57	35	24	30	19	149	1	(D)	9	(D)
Warsaw.....	32	10	317	209	44	38	23	37	23	172	5	77	4	68
Remainder of County.....	50	16	998	696	186	102	60	50	17	135	4	(D)	29	(D)
Yates County.....	65	29	1,090	902	273	118	103	61	27	402	17	400	21	288
Penn Yan.....	41	19	515	429	149	70	58	40	20	241	7	54	14	224
Remainder of County.....	24	10	571	473	124	48	45	21	7	161	10	346	7	64

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 * Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

NEW YORK (62 COUNTIES)



- STANDARD METROPOLITAN AREAS**
CODE
- 002 ALBANY-SCHENECTADY-TROY
 - 016 BINGHAMTON
 - 021 BUFFALO
 - 100 NEW YORK-NORTHEASTERN NEW JERSEY
 - 120 ROCHESTER
 - 147 SYRACUSE
 - 155 UTICA-ROME



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|---|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District
Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
| | <input type="checkbox"/> Public Merchandise Warehouses | |
| | <input type="checkbox"/> 1954 Census of Business—Puerto Rico | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-33

NORTH CAROLINA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

19351

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
North Carolina, total.....	14,303	7,593	307,478	271,244	83,095	42,389	38,253	14,284	6,570	112,171	2,113	38,822	5,620	156,485
Alamance County.....	319	155	6,723	6,031	1,728	852	774	326	166	2,730	49	546	104	3,447
Burlington.....	204	110	5,429	4,975	1,361	644	598	211	92	1,940	33	402	79	3,087
Graham.....	47	21	695	585	179	100	91	48	29	484	11	111	7	100
Remainder of County.....	68	24	599	471	188	108	85	67	45	306	5	33	18	260
Alexander County.....	39	15	694	564	214	94	82	32	18	164	8	95	13	435
Alleghany County.....	22	12	471	343	98	54	28	20	12	226	1	(D)	9	(D)
Anson County.....	53	23	502	388	96	59	52	56	29	271	6	48	18	183
Wadesboro.....	38	16	381	307	81	48	43	38	25	249	4	(D)	9	(D)
Remainder of County.....	15	7	121	81	15	11	9	18	4	22	2	(D)	9	(D)
Ashe County.....	31	15	372	218	57	29	24	38	15	252	5	55	11	65
Avery County.....	28	12	723	(D)	(D)	(D)	(D)	(D)	11	65	5	379	12	279
Beaufort County.....	136	70	1,765	1,493	404	294	274	143	56	708	17	145	63	912
Belhaven.....	18	10	181	165	34	26	26	16	10	48	8	133
Washington.....	81	47	1,296	1,114	326	228	217	87	35	586	8	81	38	629
Remainder of County.....	37	13	288	214	44	40	31	40	11	74	9	64	17	150
Bertie County.....	47	15	368	236	65	51	48	49	23	125	14	87	10	156
Bladen County.....	67	39	887	687	137	73	58	78	22	183	6	62	39	642
Brunswick County.....	31	15	425	285	83	43	39	34	12	97	3	37	16	291
Buncombe County.....	559	327	13,291	11,963	4,046	2,107	1,912	535	210	4,636	82	1,292	267	7,363
Asheville.....	423	245	11,086	10,062	3,521	1,847	1,670	388	166	4,174	63	1,097	194	5,815
Remainder of County.....	136	82	2,205	1,901	525	260	242	147	44	462	19	195	73	1,548
Burke County.....	118	64	2,211	1,831	634	326	283	120	51	1,025	6	160	61	1,026
Morganton.....	75	39	1,432	1,156	438	205	174	79	34	790	4	(D)	37	(D)
Valdese.....	14	10	334	308	104	66	59	15	7	182	1	(D)	6	(D)
Remainder of County.....	29	15	445	367	92	55	50	26	10	53	1	(D)	18	(D)
Cabarrus County.....	267	127	4,010	3,252	1,088	552	507	253	148	1,882	46	553	73	1,575
Concord.....	115	61	2,026	1,586	552	265	236	109	60	901	20	432	35	693
Remainder of County.....	152	66	1,984	1,666	536	287	271	144	88	981	26	121	38	882
Caldwell County.....	135	55	2,063	1,567	647	259	242	143	68	948	25	213	42	902
Lenoir.....	70	32	1,082	866	325	149	138	78	43	652	4	46	23	384
Remainder of County.....	65	23	981	701	322	110	104	65	25	296	21	167	19	518
Camden County.....	6	2	47	(D)	(D)	(D)	(D)	(D)	3	(D)	3	(D)
Carteret County.....	142	62	2,450	2,046	587	287	251	145	45	800	15	221	82	1,429
Beaufort.....	30	16	482	390	115	55	50	31	16	247	4	14	10	221
Morehead City.....	61	19	1,090	846	289	154	141	66	24	517	6	99	31	474
Remainder of County.....	51	27	878	810	183	78	60	48	5	36	5	108	41	734
Carroll County.....	24	6	158	74	26	17	16	24	10	74	11	63	3	21
Catawba County.....	291	151	4,542	3,848	1,242	614	519	276	154	1,724	41	632	96	2,186
Hickory.....	160	80	2,615	2,197	707	348	302	152	87	1,105	20	230	53	1,280
Newton.....	52	30	664	566	190	104	95	52	35	314	6	173	11	177
Remainder of County.....	79	41	1,263	1,085	345	162	122	72	32	305	15	229	32	729
Chatham County.....	59	29	804	658	171	94	87	62	30	410	13	221	16	173
Siler City.....	35	21	594	524	138	78	73	36	18	294	6	149	11	151
Remainder of County.....	24	8	210	134	33	16	14	26	12	116	7	72	5	22
Cherokee County.....	56	36	1,063	925	204	139	114	61	22	500	9	61	25	502
Chowan County.....	36	24	696	624	152	97	87	38	18	228	4	112	14	356
Edenton.....	32	20	583	511	131	80	72	33	18	228	3	(D)	11	(D)
Remainder of County.....	4	4	113	113	21	17	15	5	1	(D)	3	(D)
Clay County.....	5	3	34	(D)	10	8	7	4	3	(D)	2	(D)
Cleveland County.....	239	123	2,935	2,431	704	449	382	238	120	1,163	35	620	84	1,152
Kings Mountain.....	44	22	430	334	88	58	49	40	26	212	5	40	13	178
Shelby.....	141	77	1,961	1,671	493	312	271	138	74	840	14	418	53	703
Remainder of County.....	54	24	544	426	123	79	62	60	20	111	16	162	18	271
Columbus County.....	125	75	1,826	1,520	375	209	197	126	62	681	26	368	37	777
Whiteville.....	55	37	952	872	227	117	112	54	28	318	9	184	18	450
Remainder of County.....	70	38	874	648	148	92	85	72	34	363	17	184	19	327
Craven County.....	168	92	3,186	2,776	854	442	412	189	77	1,306	36	557	55	1,323
New Bern.....	108	68	2,367	2,163	697	354	334	118	58	1,005	21	402	29	960
Remainder of County.....	60	24	819	613	157	88	78	71	19	301	15	155	26	363
Cumberland County.....	382	256	11,237	10,479	3,330	1,754	1,610	385	190	4,757	62	1,287	130	5,193
Fayetteville.....	250	156	7,324	6,722	2,158	1,160	1,045	253	128	2,891	41	698	81	3,735
Remainder of County.....	132	100	3,913	3,757	1,172	594	565	132	62	1,866	21	589	49	1,458
Currituck County.....	17	3	119	(D)	(D)	(D)	(D)	(D)	3	34	14	85
Dare County.....	59	25	1,078	902	241	71	49	64	15	106	4	(D)	40	(D)

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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Davidson County.....	228	104	3,229	2,621	843	488	409	243	93	1,469	47	464	88	1,296
Lexington.....	126	50	1,597	1,211	374	228	194	136	50	700	30	300	46	597
Thomasville.....	59	31	902	798	293	185	160	64	34	680	8	58	17	164
Remainder of County.....	43	23	730	612	176	75	55	43	9	89	9	106	25	535
Davie County.....	42	14	279	181	40	28	26	42	16	114	12	91	14	74
Duplin County.....	98	48	993	775	200	122	102	106	50	466	17	167	31	360
Durham County.....	404	240	9,951	9,241	3,384	1,812	1,684	396	188	4,276	53	1,617	163	4,058
Durham.....	356	212	8,749	8,125	2,986	1,619	1,505	344	183	(D)	38	1,467	135	(D)
Remainder of County.....	48	28	1,202	1,116	398	193	179	52	5	(D)	15	150	28	(D)
Edgecombe County.....	157	85	2,989	2,233	806	432	407	163	71	1,532	21	187	65	1,270
Rocky Mount (part) ¹	88	44	1,924	1,346	514	246	235	94	40	1,048	12	118	36	758
Tarboro.....	30	24	643	607	227	141	137	29	20	432	4	(D)	6	(D)
Remainder of County.....	39	17	422	280	65	45	35	40	11	52	5	(D)	23	(D)
Forsyth County.....	634	338	22,660	20,832	6,009	2,554	2,415	610	274	6,382	123	6,039	237	10,239
Winston-Salem.....	527	283	20,287	18,729	5,479	2,329	2,226	505	242	6,084	87	4,810	198	9,393
Remainder of County.....	107	55	2,373	2,103	530	225	189	105	32	298	36	1,229	39	846
Franklin County.....	46	26	533	457	125	83	67	41	28	265	9	73	9	195
Louisburg.....	20	12	272	232	69	46	37	19	11	129	6	(D)	3	(D)
Remainder of County.....	26	14	261	225	56	37	30	22	17	136	3	(D)	6	(D)
Gaston County.....	468	246	8,610	7,528	2,821	1,260	1,129	455	251	2,932	56	738	161	4,940
Belmont.....	41	21	607	483	201	103	94	41	26	431	4	20	11	156
Bessemer City.....	24	6	163	91	24	16	16	26	19	124	5	39
Cherryville.....	20	10	206	150	48	22	21	22	13	126	2	(D)	5	(D)
Gastonia.....	248	144	5,717	5,209	1,996	895	797	236	126	1,813	29	457	93	3,447
Remainder of County.....	135	65	1,917	1,595	552	224	201	130	67	438	21	(D)	47	(D)
Gates County.....	11	5	126	78	39	13	11	10	3	(D)	2	(D)	6	60
Graham County.....	18	8	144	120	58	24	15	16	7	26	11	118
Granville County.....	54	32	673	585	237	148	139	58	35	414	6	45	13	214
Oxford.....	37	23	507	449	195	127	119	37	26	372	2	(D)	9	(D)
Remainder of County.....	17	9	166	136	42	21	20	21	9	42	4	(D)	4	(D)
Greene County.....	10	4	218	188	33	19	17	10	5	(D)	1	(D)	4	117
Guilford County.....	989	511	25,351	22,501	7,525	3,588	3,117	984	451	9,924	152	3,107	386	12,320
Greensboro.....	533	305	14,656	13,448	4,600	2,196	1,873	539	256	5,589	68	1,972	209	7,095
High Point.....	324	156	8,757	7,503	2,515	1,169	1,037	308	152	3,944	50	598	122	4,215
Remainder of County.....	132	50	1,938	1,550	410	223	207	137	43	391	34	537	55	1,010
Halifax County.....	136	86	2,278	2,016	650	379	347	131	70	922	13	172	53	1,784
Roanoke Rapids.....	48	34	1,052	1,000	381	220	196	46	32	576	2	(D)	14	(D)
Scotland Neck.....	20	10	258	214	58	41	38	24	9	92	3	(D)	8	(D)
Remainder of County.....	68	42	968	802	211	118	113	61	29	254	8	113	31	601
Harnett County.....	129	75	1,884	1,574	451	282	255	132	66	731	24	293	39	860
Dunn.....	62	38	1,204	1,040	293	168	162	66	32	466	9	158	21	580
Remainder of County.....	67	37	680	534	158	114	93	66	34	265	15	135	18	280
Haywood County.....	156	84	2,730	2,368	612	319	296	164	63	923	14	122	79	1,685
Canton.....	45	23	706	638	197	125	123	42	29	462	5	32	11	212
Waynesville.....	70	36	1,240	1,034	300	151	141	76	25	431	6	56	39	753
Remainder of County.....	41	25	784	696	115	43	32	46	9	30	3	34	29	720
Henderson County.....	145	87	3,028	2,780	822	355	297	141	48	879	13	250	84	1,899
Hendersonville.....	100	56	1,951	1,755	547	294	245	97	44	(D)	9	218	47	(D)
Remainder of County.....	45	31	1,077	1,025	275	61	52	44	4	(D)	4	32	37	(D)
Hertford County.....	55	27	852	544	144	100	95	57	29	352	6	126	20	374
Ahoskie.....	37	15	513	329	86	64	61	42	20	241	1	(D)	16	(D)
Remainder of County.....	18	12	339	215	58	36	34	15	9	111	5	(D)	4	(D)
Hoke County.....	27	13	383	271	83	56	34	29	9	124	6	63	12	196
Hyde County.....	19	5	196	84	15	20	19	21	2	(D)	2	(D)	15	182
Iredell County.....	232	96	2,737	2,145	766	440	408	218	115	1,419	40	315	77	1,003
Mooreville.....	62	28	586	448	182	108	99	60	28	331	12	78	22	177
Statesville.....	143	61	1,949	1,563	555	316	293	129	75	993	22	185	46	771
Remainder of County.....	27	7	202	134	29	16	16	29	12	95	6	52	9	55
Jackson County.....	52	36	956	888	318	119	113	48	19	236	3	62	30	658
Johnston County.....	187	79	2,295	1,663	525	295	275	189	95	1,031	33	415	59	849
Selma.....	28	12	331	237	75	57	52	28	15	127	4	110	9	94
Smithfield.....	41	25	713	605	207	108	104	41	29	503	5	75	7	135
Remainder of County.....	118	42	1,251	821	243	130	119	120	51	401	24	230	43	620
Jones County.....	15	5	(D)	105	10	5	4	17	4	14	2	(D)	9	33
Lee County.....	117	71	2,108	1,856	510	331	304	124	49	791	13	444	55	873
Sanford.....	96	60	1,832	1,668	484	309	288	104	46	777	12	(D)	38	(D)
Remainder of County.....	21	11	276	188	26	22	16	20	3	14	1	(D)	17	(D)
Lenoir County.....	156	100	3,058	2,832	963	578	514	165	88	1,640	28	393	40	1,025
Kinston.....	120	80	2,531	2,373	840	517	458	127	75	1,564	18	217	27	750
Remainder of County.....	36	20	527	459	123	61	56	38	13	76	10	176	13	275

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County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Lincoln County.....	79	37	1,119	965	280	144	126	79	34	533	14	185	31	401
Lincolnton.....	52	28	910	828	235	120	107	49	21	455	7	121	24	334
Remainder of County.....	27	9	209	137	45	24	19	30	13	78	7	64	7	67
McDowell County.....	67	37	1,109	969	345	178	147	74	36	439	1	(0)	30	(D)
Marion.....	38	28	587	555	204	130	108	46	25	378	13	209
Remainder of County.....	29	9	522	414	141	48	39	28	11	61	1	(0)	17	(D)
Macon County.....	58	30	879	697	193	75	60	58	18	180	6	110	34	589
Madison County.....	18	8	209	173	35	32	30	19	11	90	2	(D)	5	(D)
Martin County.....	71	39	988	810	272	174	165	65	30	429	11	114	30	445
Williamston.....	40	20	575	455	159	111	104	35	18	330	8	47	14	198
Remainder of County.....	31	19	413	355	113	63	61	30	12	99	3	67	16	247
Mecklenburg County.....	1,039	623	49,586	47,046	12,777	5,539	5,174	950	429	11,830	144	4,888	466	32,868
Charlotte.....	933	559	47,491	45,141	12,292	5,281	4,956	844	390	11,391	125	4,121	418	31,979
Remainder of County.....	106	64	2,095	1,905	485	258	218	106	39	439	19	767	48	889
Mitchell County.....	33	25	719	677	251	117	111	27	13	315	4	34	16	370
Montgomery County.....	61	33	965	829	268	163	143	55	28	457	12	231	21	277
Moore County.....	148	68	3,993	3,491	1,048	779	737	156	57	844	21	231	70	2,918
Southern Pines.....	47	21	1,199	1,027	327	217	213	50	14	369	9	88	24	742
Remainder of County.....	101	47	2,794	2,464	721	562	524	106	43	475	12	143	46	2,176
Nash County.....	135	93	3,377	3,157	921	500	399	135	65	1,182	18	381	52	1,814
Rocky Mount (part) ¹	66	58	2,132	2,104	677	364	269	65	34	698	8	203	24	1,231
Remainder of County.....	69	35	1,245	1,053	244	136	130	70	31	484	10	178	28	583
New Hanover County.....	370	218	8,261	7,365	2,450	1,241	1,049	386	162	3,575	39	669	169	4,017
Wilmington.....	297	167	7,405	6,631	2,267	1,163	986	306	146	3,424	31	616	120	3,365
Remainder of County.....	73	51	856	734	183	78	63	80	16	151	8	53	49	652
Northampton County.....	35	19	371	315	81	49	41	35	14	93	7	95	14	183
Onslow County.....	135	81	3,367	2,959	981	491	439	137	61	1,681	23	397	51	1,289
Jacksonville.....	87	55	2,603	2,261	794	413	367	94	42	1,380	10	183	35	1,040
Remainder of County.....	48	26	764	698	187	78	72	43	19	301	13	214	16	249
Orange County.....	110	56	1,874	1,502	510	245	208	106	52	825	15	97	43	952
Chapel Hill.....	62	32	1,202	906	358	152	120	59	29	427	33	775
Remainder of County.....	48	24	672	596	152	93	88	47	23	398	15	97	10	177
Pamlico County.....	17	5	168	102	24	16	15	20	9	83	1	(D)	7	(D)
Pasquotank County.....	119	61	1,992	1,760	515	287	276	118	49	670	10	89	60	1,233
Elizabeth City.....	109	55	1,835	1,625	491	270	260	103	49	670	8	(D)	52	(D)
Remainder of County.....	10	6	157	135	24	17	16	15	2	(0)	8	(D)
Pender County.....	34	12	258	196	30	18	17	33	16	88	11	39	7	131
Perquimans County.....	19	11	237	207	49	26	25	20	10	111	1	(0)	8	(D)
Person County.....	68	34	899	629	187	144	134	77	36	411	9	201	23	287
Roxboro.....	60	32	795	(D)	(D)	(D)	(D)	(D)	32	399	7	(D)	21	(D)
Remainder of County.....	8	2	104	(0)	(D)	(0)	(0)	(D)	4	12	2	(0)	2	(D)
Pitt County.....	184	98	3,446	3,000	1,121	648	602	188	102	2,137	26	403	56	906
Farmville.....	30	12	431	281	100	63	59	31	19	228	7	123	4	80
Greenville.....	96	58	2,479	2,311	919	515	480	98	49	1,683	11	234	36	562
Remainder of County.....	58	28	536	408	102	70	63	59	34	226	8	46	16	264
Polk County.....	36	20	573	519	155	103	92	34	16	299	4	(0)	16	(D)
Randolph County.....	192	78	2,310	1,804	561	306	286	190	96	1,210	36	330	60	770
Ashboro.....	96	42	1,317	1,027	379	199	183	95	53	844	13	124	30	349
Remainder of County.....	96	36	993	777	182	107	103	95	43	366	23	206	30	421
Richmond County.....	38	20	1,791	1,509	385	215	147	143	68	640	16	159	54	992
Hamlet.....	36	20	461	335	92	46	43	40	20	176	5	59	11	226
Pockingsham.....	64	34	872	776	225	116	70	61	35	413	5	36	24	423
Remainder of County.....	38	16	458	398	68	53	34	42	13	51	6	64	19	343
Robeson County.....	162	110	2,683	2,365	686	433	395	160	70	1,042	31	536	61	1,105
Lumberton.....	55	43	1,160	1,108	361	228	212	53	28	512	9	137	18	511
Remainder of County.....	107	67	1,523	1,257	325	205	183	107	42	530	22	399	43	594
Rockingham County.....	262	116	3,977	3,095	1,109	642	586	282	139	2,178	44	606	79	1,193
Dreper.....	14	6	112	80	23	17	15	15	8	57	1	(0)	5	(D)
Leaksville.....	69	31	948	726	266	157	148	73	34	607	12	116	23	225
Reidsville.....	93	45	1,618	1,372	494	250	226	101	56	816	14	308	23	494
Remainder of County.....	86	34	1,299	917	326	218	197	93	41	698	17	(D)	28	(D)
Rowan County.....	268	122	4,969	4,391	1,096	654	541	267	128	1,714	45	455	95	2,800
Salisbury.....	123	75	3,247	3,055	784	484	401	120	70	1,256	11	98	42	1,893
Spencer.....	20	6	220	162	52	32	25	22	11	80	4	(D)	5	(D)
Remainder of County.....	125	41	1,502	1,174	260	138	115	125	47	378	30	(D)	48	(D)

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County and city	Total								Kind-of-business group					
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	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)	Estab-lishments (Number)	Receipts (\$1,000)
Rutherford County.....	178	78	2,055	1,641	506	277	253	193	83	879	28	392	67	784
Forest City.....	56	34	873	787	238	131	119	61	24	397	13	228	19	248
Rutherfordton.....	40	20	452	366	116	68	59	41	21	203	9	136	10	113
Spindale.....	21	7	196	140	49	35	34	22	15	128	2	(D)	4	(D)
Remainder of County.....	61	17	534	348	103	43	41	69	23	151	4	(D)	34	(D)
Sampson County.....	101	51	1,802	1,620	416	223	203	100	48	907	20	228	33	667
Clinton.....	60	34	1,328	1,234	317	166	151	59	30	769	12	147	18	412
Remainder of County.....	41	17	474	386	99	57	52	41	18	138	8	81	15	255
Scotland County.....	45	29	873	821	260	153	137	40	23	257	4	144	18	472
Laurinburg.....	37	25	841	795	254	144	129	31	17	(D)	3	(D)	17	(D)
Remainder of County.....	8	4	32	26	6	9	8	9	6	(D)	1	(D)	1	(D)
Stanly County.....	167	63	1,696	1,238	365	239	228	170	79	720	23	234	65	742
Albemarle.....	101	45	1,227	955	281	187	179	105	53	519	8	146	40	562
Remainder of County.....	66	18	469	283	84	52	49	65	26	201	15	88	25	180
Stokes County.....	23	7	211	145	40	17	16	23	14	133	2	(D)	7	(D)
Surry County.....	196	90	2,874	2,318	741	425	398	215	90	1,336	27	322	79	1,216
Elkin.....	45	25	679	583	195	119	110	52	28	365	4	45	13	289
Mount Airy.....	111	39	1,571	1,233	436	239	227	115	48	789	15	196	48	586
Remainder of County.....	40	26	624	502	110	67	61	48	14	182	8	81	18	361
Swain County.....	72	34	835	617	117	71	48	70	18	115	4	(D)	50	(D)
Transylvania County.....	55	33	974	852	268	120	101	68	27	338	2	(D)	26	(D)
Brevard.....	37	23	574	488	160	97	83	50	21	326	1	(D)	15	(D)
Remainder of County.....	18	10	400	364	108	23	18	18	6	12	1	(D)	11	(D)
Tyrrell County.....	17	9	151	137	32	20	19	16	7	42	1	(D)	9	(D)
Union County.....	122	58	1,723	1,301	362	210	181	129	55	802	25	323	42	598
Monroe.....	93	47	1,267	977	285	168	148	98	43	620	18	155	32	492
Remainder of County.....	29	11	456	324	77	42	33	31	12	182	7	168	10	106
Vance County.....	102	66	1,548	1,446	465	282	256	90	57	739	7	128	38	681
Henderson.....	86	52	1,249	(D)	401	241	219	79	56	(D)	6	(D)	24	(D)
Remainder of County.....	16	14	299	(D)	64	41	37	11	1	(D)	1	(D)	14	(D)
Wake County.....	548	310	17,100	15,862	4,747	2,435	2,208	545	268	5,799	58	1,429	222	9,872
Raleigh.....	393	237	15,001	14,129	4,227	2,119	1,953	380	195	5,077	39	1,188	159	8,736
Wake Forest.....	23	11	367	327	111	71	69	20	15	237	1	(D)	7	(D)
Remainder of County.....	132	62	1,732	1,406	409	245	186	145	58	485	18	(D)	56	(D)
Warren County.....	55	29	649	491	153	81	76	54	23	248	11	225	21	176
Washington County.....	38	20	394	340	71	42	35	39	23	192	5	81	10	121
Plymouth.....	32	16	328	(D)	54	32	28	34	20	(D)	3	(D)	9	(D)
Remainder of County.....	6	4	66	(D)	17	10	7	5	3	(D)	2	(D)	1	(D)
Watauga County.....	83	41	1,151	975	290	104	85	79	26	311	5	166	52	674
Boone.....	52	20	484	346	124	77	66	48	21	274	3	(D)	28	(D)
Remainder of County.....	31	21	667	629	166	27	19	31	5	37	2	(D)	24	(D)
Wayne County.....	181	105	3,815	3,453	1,101	628	575	164	86	1,901	35	381	60	1,533
Goldensboro.....	121	73	3,049	2,807	939	529	482	111	53	1,600	21	219	47	1,230
Mount Olive.....	25	17	353	297	84	46	45	23	18	231	3	(D)	4	(D)
Remainder of County.....	35	15	413	349	78	53	48	30	15	70	11	(D)	9	(D)
Wilkes County.....	105	63	1,698	1,456	438	231	212	101	38	616	24	402	43	680
North Wilkesboro.....	70	44	1,312	1,190	387	203	185	69	33	591	13	223	24	498
Remainder of County.....	35	19	386	266	51	28	27	32	5	25	11	179	19	182
Wilson County.....	210	116	3,795	3,313	934	617	571	203	92	1,329	26	433	92	2,033
Wilson.....	164	92	3,103	2,707	839	543	501	159	78	1,256	21	391	65	1,456
Remainder of County.....	46	24	692	606	95	74	70	44	14	73	5	42	27	577
Yadkin County.....	75	23	711	481	126	81	79	81	32	295	22	233	21	183
Yancey County.....	26	8	225	131	29	19	17	29	13	97	2	(D)	11	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

1954 Census of Business SELECTED SERVICES

February 1956

Series: PS-1-34

NORTH DAKOTA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated business- only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments	Receipts	Estab- lish- ments	Receipts	Estab- lish- ments	Receipts
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
North Dakota, total.....	2,870	1,188	43,822	33,826	9,159	4,767	4,058	2,892	1,048	12,515	363	5,205	1,419	26,102
Adams County.....	26	8	179	103	20	16	13	28	7	47	4	18	15	114
Barnes County.....	75	33	1,129	779	196	133	97	78	25	334	4	81	46	714
Valley City.....	54	28	989	(D)	(D)	(D)	(D)	(D)	20	319	1	(D)	33	(D)
Remainder of County.....	21	5	140	(D)	(D)	(D)	(D)	(D)	5	15	3	(D)	13	(D)
Benson County.....	46	6	260	50	4	6	5	60	17	94	12	64	17	102
Billings County.....	5	1	28	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)
Bottineau County.....	51	15	581	357	70	58	54	55	18	126	7	81	26	374
Bowman County.....	33	9	270	170	49	22	18	36	11	67	7	74	15	129
Burke County.....	35	5	178	84	10	12	10	37	17	61	18	117
Burleigh County.....	178	96	4,533	3,983	1,140	573	513	179	56	1,003	17	613	105	2,917
Bismarck.....	163	89	4,322	3,826	1,092	538	483	167	56	1,003	13	532	94	2,787
Remainder of County.....	15	7	211	157	48	35	30	12	4	81	11	130
Cass County.....	347	179	8,561	7,601	2,447	1,102	941	329	131	2,555	35	651	181	5,355
Fargo.....	282	160	7,867	7,101	2,319	1,044	906	265	112	2,487	21	462	149	4,918
Remainder of County.....	65	19	694	500	128	58	35	64	19	68	14	189	32	437
Cavalier County.....	39	17	377	269	52	43	32	36	13	106	5	54	21	217
Dickey County.....	47	15	460	308	53	32	29	44	15	86	6	66	26	308
Divide County.....	33	7	363	117	20	14	14	36	12	100	4	76	17	187
Durm County.....	28	8	176	70	8	7	7	30	6	31	8	46	14	99
Eddy County.....	20	8	285	171	31	18	15	21	11	84	1	(D)	8	(D)
Emmons County.....	22	12	267	219	31	31	20	23	7	56	6	92	9	119
Foster County.....	25	13	306	230	50	34	31	25	12	142	3	26	10	138
Golden Valley County.....	34	8	230	102	19	17	14	35	11	47	9	54	14	129
Grand Forks County.....	186	92	3,840	3,334	1,015	482	420	186	85	1,118	15	216	86	2,506
Grand Forks.....	142	74	3,386	3,012	928	447	391	140	73	1,054	9	140	60	2,192
Remainder of County.....	44	18	454	322	87	35	29	46	12	64	6	76	26	314
Grant County.....	22	4	125	39	6	11	7	22	1	(D)	2	(D)	19	106
Griggs County.....	13	7	172	134	18	13	7	15	3	58	3	38	7	76
Hettinger County.....	20	12	271	223	51	18	9	17	10	65	3	(D)	7	(D)
Kidder County.....	23	5	153	49	6	6	6	26	4	20	8	80	11	53
La Moure County.....	41	9	286	130	21	14	10	42	14	59	8	92	19	135
Logan County.....	23	5	104	36	5	5	5	27	4	10	3	18	16	76
McHenry County.....	41	11	288	112	23	15	15	41	17	58	8	82	16	148
McIntosh County.....	31	13	230	156	23	13	8	29	13	64	6	59	12	107
McKenzie County.....	27	11	317	213	39	28	24	24	9	59	5	32	13	226
McLean County.....	67	25	860	638	163	101	86	71	23	188	12	154	32	518
Mercer County.....	30	10	378	182	42	11	9	28	11	122	6	56	13	200
Morton County.....	85	39	1,184	898	251	168	151	91	36	355	8	77	41	752
Mandan.....	44	26	906	768	234	157	141	52	18	247	5	26	21	633
Remainder of County.....	41	13	278	130	17	11	10	39	18	108	3	51	20	119
McIntosh County.....	32	20	426	376	52	32	20	34	6	64	8	125	18	237
Nelson County.....	46	10	381	197	45	36	32	44	19	78	7	39	20	264
Oliver County.....	10	...	30	10	2	(D)	8	(D)
Pembina County.....	48	16	519	235	49	42	32	53	17	187	6	96	25	236
Pierce County.....	38	10	447	311	69	41	34	39	17	196	6	37	15	214
Rugby.....	34	8	402	(D)	(D)	(D)	(D)	(D)	17	196	5	(D)	12	(D)
Remainder of County.....	4	2	45	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)
Ransom County.....	76	38	1,520	1,262	288	181	161	82	28	397	7	53	41	1,070
Devils Lake.....	55	33	1,291	1,143	267	174	155	60	24	387	3	41	28	863
Remainder of County.....	21	5	229	119	21	7	6	22	4	10	4	12	13	207
Ransom County.....	35	13	343	215	43	39	32	36	20	133	4	62	11	148
Renville County.....	30	8	351	117	22	15	12	31	9	147	5	33	16	171
Richland County.....	67	41	858	724	209	138	97	64	21	237	9	108	37	513
Wahpeton.....	27	23	553	541	175	103	77	27	14	216	1	(D)	12	(D)
Remainder of County.....	40	18	305	183	34	35	20	37	7	21	8	(D)	25	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

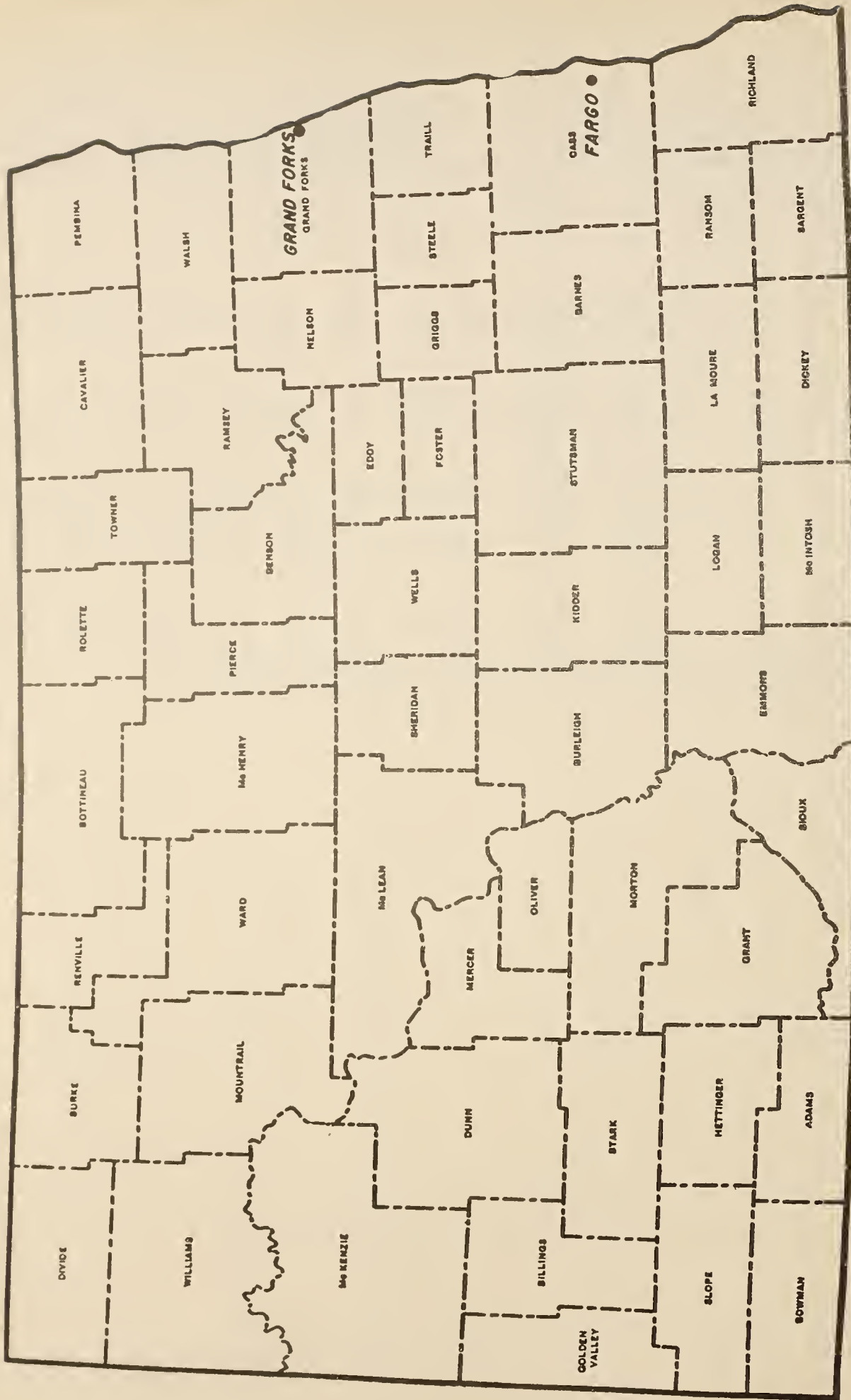
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Bolette County.....	27	13	402	260	58	27	25	25	12	142	2	(0)	13	(0)
Sargent County.....	30	8	143	63	11	13	4	29	7	28	4	12	19	103
Sheridan County.....	22	2	(D)	(0)	(0)	(0)	(0)	(0)	5	15	1	(0)	16	64
Sioux County.....	2	...	(0)	(0)	2	(0)
Slope County.....	6	...	16	6	4	(0)	2	(0)
Stark County.....	82	42	1,613	1,373	351	221	206	84	31	461	12	256	39	896
Dickinson.....	56	36	1,383	1,265	327	204	189	58	28	450	6	179	22	754
Remainder of County.....	26	6	230	108	24	17	17	26	3	11	6	77	17	142
Steele County.....	6	4	58	(D)	8	4	4	5	2	(0)	1	(0)	3	(0)
Stutsman County.....	112	54	1,819	1,415	399	213	182	107	35	566	14	125	63	1,128
Jamestown.....	92	52	1,684	(D)	(D)	(D)	(D)	(D)	31	560	12	(D)	49	(D)
Remainder of County.....	20	2	135	(0)	(0)	(0)	(0)	(0)	4	6	2	(0)	14	(D)
Towner County.....	20	8	131	87	19	11	6	18	13	58	2	(0)	5	(0)
Traill County.....	55	17	415	203	31	23	18	56	33	171	11	43	11	201
Walsh County.....	78	28	794	560	116	67	55	81	39	335	13	157	26	302
Grafton.....	32	14	473	393	86	48	38	31	19	202	3	44	10	227
Remainder of County.....	46	14	321	167	30	19	17	50	20	133	10	113	16	75
Ward County.....	166	90	3,742	3,206	945	415	366	171	62	1,140	15	555	89	2,047
Minot.....	140	82	3,464	2,994	863	373	334	146	57	1,058	15	555	68	1,851
Remainder of County.....	26	8	278	212	82	42	32	25	5	82	21	196
Wells County.....	45	17	553	257	56	29	24	45	22	310	6	30	17	213
Williams County.....	144	66	2,769	2,123	523	216	177	169	43	689	13	338	88	1,742
Williston.....	91	47	2,168	1,774	476	182	153	110	31	603	10	262	50	1,303
Remainder of County.....	53	19	601	349	47	34	24	59	12	86	3	76	38	439

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

NORTH DAKOTA (53 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950) - NONE



□ STANDARD METROPOLITAN AREAS - NONE

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
| | <input type="checkbox"/> Public Merchandise Warehouses | |
| | <input type="checkbox"/> 1954 Census of Business—Puerto Rico | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business SELECTED SERVICES

April 1956

Series: PS-1-35

OHIO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

Table with columns: County and city, Total (Establishments, Receipts, Payroll), Paid employees, Proprietors, Kind-of-business group (Personal services, Automobile repair services, All other selected services).

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

1Delphos is in Allen and Van Wert counties.

2Data for Remainder of County include those for Minerva (part).

3Data for Remainder of County include those for East Liverpool.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
					Establishments (Number)			Receipts (\$1,000)						
Hamilton County—Con.														
Mount Healthy.....	27	15	471	407	73	33	22	25	12	180	4	74	11	217
North College Hill.....	22	12	511	441	135	56	45	21	12	206	3	32	7	273
Norwood.....	137	77	4,987	4,663	1,761	564	496	130	73	3,473	21	460	43	1,054
Reading.....	25	17	571	539	173	81	63	22	7	137	7	89	11	345
St. Bernard.....	27	11	383	301	130	33	26	26	15	85	5	130	7	168
Silverton.....	22	14	435	373	123	48	43	18	13	190	5	183	4	62
Sycamore.....	41	11	256	256	111	38	33	9	6	139	•••	•••	5	117
Remainder of County ⁶	345	167	7,670	6,732	1,933	645	502	337	137	1,709	40	795	168	5,088
Hancock County.....	241	105	3,776	3,138	903	379	321	239	92	1,198	37	690	112	1,888
Findlay.....	182	92	3,301	2,871	830	365	313	178	68	1,048	32	619	82	1,634
Fostoria (part) ⁷	10	2	89	(0)	(0)	(0)	(0)	(0)	5	22	•••	•••	5	67
Remainder of County.....	49	11	386	(D)	(D)	(D)	(D)	(D)	19	128	5	71	25	187
Hardin County.....	176	52	1,998	1,114	247	178	154	181	71	909	42	310	63	779
Ada.....	29	7	209	139	37	18	17	32	16	141	7	50	6	18
Kenton.....	80	32	801	539	146	86	66	79	31	375	20	172	29	254
Remainder of County.....	67	13	988	436	64	74	71	70	24	393	15	88	28	507
Harrison County.....	80	22	598	362	86	66	60	80	38	233	12	87	30	278
Cadiz.....	29	9	233	133	41	21	21	30	14	92	4	54	11	87
Remainder of County.....	51	13	365	229	45	45	39	50	24	141	8	33	19	191
Henry County.....	127	35	1,495	1,115	443	126	96	135	63	539	16	151	48	805
Napoleon.....	59	23	1,060	920	406	107	80	61	30	361	5	65	24	634
Remainder of County.....	68	12	435	195	37	19	16	74	33	178	11	86	24	171
Highland County.....	137	49	1,410	926	181	92	84	153	59	498	24	270	54	642
Greenfield.....	35	15	313	245	53	26	25	40	18	142	5	42	12	129
Hillsboro.....	64	20	684	366	77	50	44	73	28	312	9	35	27	337
Remainder of County.....	38	14	413	315	51	16	15	40	13	44	10	193	15	176
Hocking County.....	76	28	812	598	139	65	50	74	38	340	14	179	24	293
Logan.....	61	25	711	545	125	62	49	60	32	314	12	(D)	17	(D)
Remainder of County.....	15	3	101	53	14	3	1	14	6	26	2	(0)	7	(D)
Holmes County.....	67	21	701	417	61	32	23	74	29	278	8	196	30	227
Huron County.....	243	75	3,000	1,900	507	250	195	252	110	1,019	28	491	105	1,490
Belleuve (part) ⁸	35	11	415	219	47	40	30	34	17	95	3	(0)	15	(D)
Norwalk.....	86	30	1,085	747	146	90	69	89	39	423	9	99	38	563
Willard.....	36	8	390	292	115	63	45	39	17	192	2	(0)	17	(D)
Remainder of County.....	86	26	1,110	642	199	57	51	90	37	309	14	352	35	449
Jackson County.....	128	50	1,355	1,077	245	142	111	125	58	480	18	213	52	662
Jackson.....	74	26	608	608	135	69	60	75	28	198	13	150	33	444
Wellston.....	32	12	241	181	32	25	12	28	20	140	3	(D)	9	(D)
Remainder of County.....	22	12	322	288	78	48	39	22	10	142	2	(0)	10	(D)
Jefferson County.....	432	188	6,673	5,637	1,721	803	678	443	213	2,582	40	607	179	3,484
Mingo Junction.....	18	6	127	77	22	6	6	20	13	77	•••	•••	5	50
Steubenville.....	269	133	5,074	4,438	1,423	664	568	279	133	1,929	27	274	109	2,871
Toronto.....	31	17	326	292	93	66	48	30	17	209	2	(0)	12	(D)
Remainder of County.....	114	32	1,146	830	183	67	56	114	50	367	11	(D)	53	(D)
Knox County.....	172	66	2,125	1,557	372	176	148	174	76	958	25	326	71	841
Mount Vernon.....	136	52	1,760	1,334	337	156	131	132	56	753	19	288	61	719
Remainder of County.....	36	14	365	223	35	20	17	42	20	205	6	38	10	122
Lake County.....	405	197	8,737	7,291	1,970	671	506	410	140	2,049	50	963	215	5,725
Eastlake.....	25	13	244	190	37	13	11	25	7	75	6	118	12	51
Fairport.....	Dats for this area combined with remainder of county.													
Painesville.....	152	70	4,115	3,481	938	334	265	147	53	1,021	31	499	68	2,595
Wickliffe.....	24	12	651	577	157	32	27	21	12	109	•••	•••	12	542
Willoughby.....	81	39	1,374	1,116	323	130	88	85	34	475	6	162	41	737
Willowick.....	10	6	146	120	20	3	3	13	2	(0)	•••	•••	8	(D)
Remainder of County ⁹	113	57	2,207	1,807	495	159	112	119	32	(D)	7	184	74	(D)
Lawrence County.....	158	66	2,169	1,769	510	317	275	156	71	970	17	226	70	973
Lronton.....	104	50	1,623	1,361	390	246	219	102	50	808	11	188	43	627
Remainder of County.....	54	16	546	408	120	71	56	54	21	162	6	38	27	346
Licking County.....	377	161	6,383	5,181	1,745	766	602	371	148	2,323	43	459	186	3,601
Granville.....	25	11	550	440	126	71	53	24	9	86	1	(0)	15	(D)
Newark.....	224	102	4,343	3,643	1,297	572	465	223	95	1,918	20	230	109	2,195
Remainder of County.....	128	48	1,490	1,098	322	123	84	124	44	319	22	(D)	62	(D)
Logan County.....	213	79	2,490	1,874	456	189	139	223	73	733	26	218	114	1,539
Bellefontaine.....	73	29	1,187	935	244	139	102	84	33	489	7	103	33	595
Remainder of County.....	140	50	1,303	939	212	50	37	139	40	244	19	115	81	944
Lorain County.....	688	312	14,031	11,843	3,771	1,613	1,277	701	299	5,354	98	1,902	291	6,775
Amherst.....	20	10	344	174	41	35	21	27	9	191	4	20	15	133
Avon.....	19	5	182	88	15	17	10	21	8	58	2	(0)	9	(D)
Aron Lake.....	20	6	512	458	58	21	12	24	9	121	3	(0)	8	(D)
Elyria.....	185	95	4,073	3,625	1,257	506	424	195	91	1,432	23	375	71	2,266
Lorain.....	251	123	5,845	5,041	1,770	751	593	253	128	2,993	31	631	92	2,221
Oberlin.....	37	19	600	488	117	56	43	40	18	292	5	103	14	205
Wellington.....	34	10	260	130	31	17	13	37	11	114	9	54	14	92
Remainder of County.....	114	44	2,215	1,839	482	210	161	104	25	153	21	330	68	1,732
Lucas County.....	2,375	1,163	70,806	64,684	22,147	8,010	6,563	2,335	1,184	21,699	267	8,319	924	40,788
Maumee.....	33	17	966	876	321	113	103	40	14	457	2	(0)	17	(D)
Toledo.....	2,136	1,044	64,264	58,912	20,478	7,537	6,179	2,068	1,107	20,478	233	7,486	796	36,300
Remainder of County.....	206	102	5,576	4,896	1,348	360	281	227	63	764	32	(D)	111	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
⁶Data for Remainder of County include those for Elmwood Place and Lockland. ⁷Fostoria is in Hancock, Seneca and Wood counties. ⁸Belleuve is in Huron and Sandusky Counties. ⁹Data for Remainder of County include those for Fairport.

Establishments, Receipts, Payroll, and Personnel

County and city	Total									Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)	
Madison County.....	102	38	1,005	667	128	71	51	110	41	460	11	116	50	429	
London.....	42	14	419	299	74	35	28	45	17	205	6	38	19	176	
Remainder of County.....	60	24	586	368	54	36	23	65	24	255	5	78	31	253	
Mahoning County.....	1,204	584	33,022	29,996	10,177	3,948	3,313	1,126	598	13,135	183	4,516	423	15,371	
Campbell.....	40	15	482	270	73	53	34	56	29	231	7	93	13	158	
Sebring.....	21	9	271	173	39	23	17	29	10	115	...	(D)	11	(D)	
Struthers.....	38	18	537	453	150	81	71	34	23	388	4	71	11	78	
Youngstown (part) ¹⁰	936	470	29,211	26,967	9,365	3,562	3,017	850	491	11,837	142	3,912	303	13,462	
Remainder of County.....	160	72	2,521	2,133	550	229	174	157	45	564	30	(D)	85	(D)	
Marion County.....	284	114	7,926	7,176	2,294	866	711	291	125	1,433	33	323	126	6,170	
Marion.....	233	95	7,040	6,492	2,106	786	649	249	108	1,322	23	202	102	5,316	
Remainder of County.....	51	19	886	684	188	80	62	42	17	111	10	121	24	654	
Medina County.....	219	101	3,136	2,458	592	250	158	230	67	745	37	588	115	1,805	
Medina.....	66	28	711	527	144	64	46	66	22	257	9	79	35	375	
Wadsworth.....	56	32	746	664	169	95	58	58	26	329	6	167	22	252	
Remainder of County.....	97	41	1,679	1,267	279	91	54	106	17	159	22	342	58	1,178	
Meigs County.....	78	26	788	576	191	117	111	86	43	502	13	80	22	206	
Middleport.....	26	10	251	207	59	43	38	28	17	145	4	24	5	82	
Pomeroy.....	29	13	423	341	128	72	72	33	17	304	4	28	8	1	
Remainder of County.....	23	3	114	28	4	2	1	25	9	53	5	28	9	33	
Mercer County.....	166	52	1,588	1,016	216	131	71	163	58	486	17	221	91	981	
Celina.....	86	22	778	442	123	52	43	88	28	335	6	32	52	11	
Remainder of County.....	80	30	810	574	93	79	28	75	30	151	11	189	39	470	
Miami County.....	325	127	4,962	3,766	1,012	448	361	326	150	1,927	38	654	137	2,381	
Piqua.....	118	48	1,513	1,251	438	215	178	115	70	798	10	80	38	635	
Tipp City.....	25	9	341	251	81	32	26	25	15	227	1	(D)	9	(D)	
Troy.....	93	35	1,877	1,365	293	120	103	93	49	709	11	199	33	969	
Remainder of County.....	89	35	1,231	899	200	81	54	93	16	193	16	(D)	57	(D)	
Monroe County.....	50	20	548	358	71	38	29	48	23	161	11	179	16	208	
Montgomery County.....	2,136	994	78,596	72,942	21,695	7,432	6,331	2,041	1,055	21,390	228	6,574	853	50,632	
Dayton.....	1,832	834	71,676	66,806	19,928	6,746	5,789	1,745	928	19,691	195	6,037	709	45,948	
Miamilburg.....	41	10	631	517	153	81	63	43	22	301	4	(D)	15	(D)	
Oakwood.....	6	4	115	(D)	37	13	13	5	3	60	3	55	
West Carrollton.....	11	5	129	113	36	16	13	12	9	126	...	(D)	2	(D)	
Remainder of County.....	246	132	6,045	(D)	1,541	576	453	236	93	1,212	29	506	124	4,327	
Morgan County.....	43	19	441	343	86	49	37	46	17	107	10	133	16	201	
Morrow County.....	61	15	571	303	61	42	31	66	30	295	7	43	24	233	
Muskingum County.....	340	153	6,122	5,124	1,670	728	608	356	151	2,068	49	538	149	3,516	
Zanesville.....	249	121	4,854	4,322	1,475	648	539	248	113	1,773	27	374	109	2,707	
Remainder of County.....	100	32	1,268	802	195	80	69	108	38	295	22	164	40	809	
Noble County.....	34	10	389	249	51	30	27	35	15	219	6	70	13	100	
Ottawa County.....	192	64	2,951	2,257	545	257	198	208	68	661	13	382	111	1,908	
Port Clinton.....	89	17	1,365	903	275	134	115	105	30	337	3	(D)	56	(D)	
Remainder of County.....	103	47	1,586	1,354	270	123	83	103	38	324	10	(D)	55	(D)	
Paulding County.....	61	21	484	274	66	33	26	61	26	138	9	130	26	216	
Perry County.....	118	32	1,030	704	196	107	86	117	61	523	16	68	41	439	
Crooksville.....	23	5	144	92	21	15	8	23	12	83	6	20	5	41	
New Lexington.....	36	14	409	301	99	60	49	36	18	214	5	29	13	166	
Remainder of County.....	59	13	477	311	76	32	29	58	31	226	5	19	23	232	
Pickaway County.....	124	44	2,531	2,137	633	225	210	131	46	591	18	173	64	1,767	
Circleville.....	70	32	2,083	1,867	564	195	186	71	26	448	8	110	36	1,525	
Remainder of County.....	54	12	448	270	69	30	24	60	20	143	10	63	28	242	
Pike County.....	90	40	1,717	1,387	284	137	122	86	32	641	4	21	54	1,055	
Portage County.....	294	108	3,708	2,824	806	349	279	309	121	1,405	38	605	135	1,698	
Kent.....	91	43	1,327	1,139	343	172	145	95	43	624	4	81	44	622	
Ravenna.....	97	29	1,015	661	218	98	72	106	50	514	12	106	35	395	
Windham.....	7	1	26	(D)	(D)	(D)	(D)	(D)	3	16	2	(D)	2	(D)	
Remainder of County.....	99	35	1,340	(D)	(D)	(D)	(D)	(D)	25	251	20	(D)	54	(D)	
Preble County.....	123	43	1,617	1,259	261	132	89	124	59	516	17	433	47	668	
Eaton.....	40	15	511	395	127	66	48	41	22	224	7	68	11	219	
Remainder of County.....	83	25	1,106	864	134	66	41	83	37	292	10	365	36	449	
Putnam County.....	115	35	885	445	96	60	38	123	51	391	22	239	42	255	
Ottawa.....	40	14	352	202	44	32	22	44	22	199	4	69	14	90	
Remainder of County.....	75	21	527	263	52	28	16	79	29	192	18	170	28	165	
Richland County.....	480	224	11,464	10,280	3,171	1,333	1,124	505	201	3,591	70	1,078	209	6,795	
Manfield.....	341	181	9,433	8,637	2,696	1,126	967	348	143	2,980	52	929	146	5,524	
Shelby.....	55	13	639	461	120	72	59	61	22	243	8	34	25	362	
Remainder of County.....	84	30	1,392	1,182	355	135	98	96	36	368	10	115	38	909	
Ross County.....	212	106	3,563	2,835	796	379	342	213	95	1,336	25	401	92	1,826	
Chillicothe.....	167	84	2,843	2,275	684	332	302	163	76	1,195	19	328	65	1,320	
Remainder of County.....	45	22	720	560	112	47	40	50	19	141	6	73	27	506	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹⁰Youngstown is in Mahoning and Trumbull counties.

Establishments, Receipts, Payroll, and Personnel

Table with columns for County and city, Total (Establishments, Receipts, Payroll, Paid employees, Proprietors), and Kind-of-business group (Personal services, Automobile repair services, All other selected services).

Standard Notes (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero. Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps. Delaware is in Allen and Van Wert counties. Minerva is in Carroll and Stark counties. Footoria is in Hancock, Seneca and Wood counties. Bellevue is in Huron and Sandusky counties. Youngstown is in Mahoning and Trumbull counties.

OHIO (88 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)

▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE	NAME
001	AKRON
022	CANTON
029	CINCINNATI
030	CLEVELAND
033	COLUMBUS
037	DAYTON
058	HAMILTON - MIDDLETOWN
062	HUNTINGTON, W. VA. - ASHLAND, KY.
077	LIMA
080	LORAIN - ELYRIA
143	SPRINGFIELD
151	TOLEDO
160	WHEELING, W. VA. - STEUBENVILLE, OHIO
168	YOUNGSTOWN

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center; margin: 0;">Retail Trade</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Central Business District Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> | <p style="text-align: center; margin: 0;">Wholesale Trade</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> | <p style="text-align: center; margin: 0;">Selected Service Trades</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> |
| <p><input type="checkbox"/> Public Merchandise Warehouses</p> <p><input type="checkbox"/> 1954 Census of Business—Puerto Rico</p> | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-36

OKLAHOMA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether
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regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Alabama, total.....	12,781	5,815	233,584	199,410	61,503	27,721	25,113	13,009	5,449	66,771	1,899	34,266	5,433	132,547
Adair County.....	36	8	224	120	22	10	10	35	16	100	2	(0)	18	(D)
Alfalfa County.....	70	24	605	331	75	43	28	78	31	221	14	131	25	253
Cherokee.....	28	12	265	187	47	30	21	30	12	138	4	30	12	97
Remainder of County.....	42	12	340	144	28	13	7	48	19	83	10	101	13	156
Atoka County.....	38	16	288	244	64	44	39	40	16	122	6	12	16	154
Atoka.....	31	15	265	(D)	(D)	(D)	(D)	(D)	14	(D)	2	(0)	15	(0)
Remainder of County.....	7	1	23	(0)	(0)	(0)	(0)	(0)	2	(0)	4	(D)	1	(0)
Beaver County.....	32	8	234	146	28	19	17	33	14	105	18	129
Beckham County.....	159	77	2,236	1,756	327	206	182	163	68	837	19	153	72	1,246
Elk City.....	86	44	1,106	890	228	128	122	89	41	533	9	80	36	493
Sayre.....	45	17	524	296	61	46	35	44	15	230	8	(D)	22	(0)
Remainder of County.....	28	16	606	570	38	32	25	30	12	74	2	(0)	14	(D)
Blaine County.....	91	35	597	385	85	64	51	99	48	256	13	132	30	209
Watonga.....	36	18	244	204	50	36	34	37	21	165	6	27	9	52
Remainder of County.....	55	17	353	181	35	28	17	62	27	91	7	105	21	157
Bryan County.....	130	62	1,423	1,157	348	207	193	123	60	509	18	109	52	805
Durant.....	93	53	1,044	890	285	175	166	83	44	463	12	89	37	492
Remainder of County.....	37	9	379	267	63	32	27	40	16	46	6	20	15	313
Caddo County.....	161	59	1,232	780	194	99	89	168	81	530	18	195	62	507
Anadarko.....	58	26	540	392	111	55	47	58	29	259	8	81	21	200
Remainder of County.....	103	33	692	388	83	44	42	110	52	271	10	114	41	307
Canadian County.....	126	54	1,879	1,379	519	239	220	133	53	639	16	116	57	1,124
El Reno.....	91	39	1,101	761	234	147	132	98	38	513	14	(D)	39	(0)
Remainder of County.....	35	15	778	618	285	92	88	35	15	126	2	(0)	18	(D)
Carter County.....	266	130	4,282	3,458	1,034	523	464	267	109	1,413	42	587	115	2,282
Ardmore.....	167	89	2,765	2,285	738	382	340	173	75	1,225	23	332	69	1,208
Healdton.....	42	20	597	485	115	55	46	41	20	126	8	195	14	276
Remainder of County.....	57	21	920	688	181	86	78	53	14	62	11	60	32	798
Cherokee County.....	60	30	521	425	104	72	65	59	29	197	8	104	23	220
Tahlequah.....	49	23	449	365	93	68	61	51	26	187	8	104	15	158
Remainder of County.....	11	7	72	60	11	4	4	8	3	10	8	62
Choctaw County.....	66	30	866	690	242	93	86	65	25	183	5	50	36	633
Hugo.....	49	27	660	566	205	84	77	47	21	175	3	(D)	25	(0)
Remainder of County.....	17	3	206	124	37	9	9	18	4	8	2	(0)	11	(D)
Cimarron County.....	29	11	277	221	42	21	20	31	13	85	2	(0)	14	(D)
Cleveland County.....	173	101	3,303	2,947	845	566	482	178	81	1,568	19	332	73	1,403
Norman.....	136	84	2,780	2,484	759	505	431	141	68	1,438	15	220	53	1,122
Remainder of County.....	37	17	523	463	86	61	51	37	13	130	4	112	20	281
Coal County.....	36	10	229	119	22	17	14	37	19	119	3	15	14	95
Cochise County.....	284	158	10,594	10,020	5,500	1,758	1,699	313	146	2,854	31	619	107	7,121
Lawton.....	238	128	5,204	4,682	1,401	632	578	268	116	2,234	30	(D)	92	(D)
Remainder of County.....	46	30	5,390	5,338	4,099	1,126	1,121	45	30	620	1	(0)	15	(D)
Cotton County.....	63	25	428	310	77	43	37	62	42	244	5	37	16	147
Walters.....	39	17	279	199	55	31	28	42	25	176	4	(D)	10	(D)
Remainder of County.....	24	8	149	111	22	12	9	20	17	68	1	(0)	6	(D)
Craig County.....	98	38	1,211	843	194	139	126	111	39	416	13	215	44	580
Vinita.....	82	30	1,055	719	173	128	118	91	39	(D)	14	(D)	29	(D)
Remainder of County.....	16	8	156	124	21	11	8	20	...	(0)	1	(0)	15	(D)
Creek County.....	203	67	2,137	1,511	401	225	202	208	86	771	28	285	89	1,081
Bristow.....	47	13	503	337	73	30	25	52	14	170	6	101	27	232
Drumright.....	46	12	356	216	61	33	32	43	26	176	4	18	16	162
Sapula.....	77	33	1,047	823	247	143	135	80	34	380	13	143	30	524
Remainder of County.....	33	9	231	135	20	19	10	33	12	45	5	23	16	163
Custer County.....	158	70	1,791	1,309	335	179	166	174	64	668	22	202	72	921
Clinton.....	89	43	1,178	876	241	127	117	101	35	448	7	87	47	643
Weatherford.....	41	17	438	336	78	37	34	46	17	154	8	83	16	201
Remainder of County.....	28	10	175	97	16	15	15	27	12	66	7	32	9	77
Delaware County.....	62	20	365	207	40	24	19	66	12	68	4	65	46	232
DeWey County.....	48	10	196	82	12	12	7	52	20	72	5	30	23	94
Ellis County.....	29	9	164	102	26	9	8	32	15	65	2	(0)	12	(0)
Garfield County.....	338	150	5,588	4,644	1,423	728	680	375	148	2,063	57	762	133	2,763
Enid.....	273	123	4,290	3,556	1,056	550	512	307	125	1,951	49	687	99	1,652
Remainder of County.....	65	27	1,298	1,088	367	178	168	68	23	112	8	75	34	1,111
Garvin County.....	179	69	1,990	1,416	399	176	155	189	84	724	35	381	60	885
Lindsay.....	40	12	452	196	48	19	19	46	19	217	6	61	15	174
Pauls Valley.....	56	32	797	697	205	101	93	56	29	336	8	138	19	323
Remainder of County.....	83	25	741	523	146	56	43	87	36	171	21	182	26	388

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Grady County.....	177	77	2,050	1,586	473	253	236	187	87	851	32	363	58	836
Chickasha.....	124	58	1,605	1,313	376	221	208	129	64	726	19	234	41	645
Remainder of County.....	53	19	445	273	97	32	28	58	23	125	13	129	17	191
Grant County.....	62	16	490	162	31	19	13	65	22	140	11	178	29	172
Greer County.....	60	28	568	440	108	76	67	62	28	239	14	83	18	246
Mangum.....	40	22	414	348	79	62	54	36	20	182	7	62	13	170
Remainder of County.....	20	6	154	92	29	14	13	26	8	57	7	21	5	76
Harmon County.....	49	13	390	240	33	28	20	50	24	200	7	46	18	144
Hollis.....	43	11	335	(D)	(D)	(D)	(D)	(D)	21	176	5	(D)	17	(D)
Remainder of County.....	6	2	55	(D)	(D)	(D)	(D)	(D)	3	24	2	(D)	1	(D)
Harper County.....	49	13	288	128	18	15	10	50	22	99	10	118	17	71
Haskell County.....	52	14	355	215	45	25	23	50	24	166	2	(D)	26	(D)
Hughea County.....	108	32	824	522	152	90	80	103	51	406	12	61	45	357
Holdenville.....	73	25	643	457	136	84	75	68	31	302	10	(D)	32	(D)
Remainder of County.....	35	7	181	65	16	6	5	35	20	104	2	(D)	13	(D)
Jackson County.....	165	65	2,023	1,429	342	223	203	175	70	711	28	398	67	914
Altus.....	128	54	1,723	1,281	315	196	177	137	52	611	24	322	52	790
Remainder of County.....	37	11	300	148	27	27	26	38	18	100	4	76	15	124
Jefferson County.....	60	20	398	222	39	30	19	61	36	190	9	60	15	148
Johnston County.....	22	10	157	127	31	22	17	23	10	54	12	103
Kay County.....	322	148	4,618	3,894	976	537	485	333	136	1,339	51	673	135	2,606
Blackwell.....	69	33	956	754	193	114	95	74	22	245	14	246	33	465
Ponca City.....	179	87	2,535	2,167	554	328	306	182	82	896	24	337	73	1,302
Tonkawa.....	31	13	657	593	139	55	46	34	14	110	4	22	13	525
Remainder of County.....	43	15	470	380	90	40	38	43	18	88	9	68	16	314
Kingfisher County.....	68	26	499	377	88	54	46	72	26	258	8	49	34	192
Kingfisher.....	40	16	314	244	67	43	37	43	15	155	3	(D)	22	(D)
Remainder of County.....	28	10	185	133	21	11	9	29	11	103	5	(D)	12	(D)
Kiowa County.....	116	50	1,100	786	194	132	117	109	56	359	21	258	39	483
Hobart.....	54	30	656	528	144	94	82	49	26	227	10	161	18	268
Remainder of County.....	62	20	444	258	50	38	35	60	30	132	11	97	21	215
Latimer County.....	35	5	104	26	4	3	3	35	19	63	5	13	11	28
Le Flore County.....	113	41	998	730	146	107	98	122	66	397	5	45	42	556
Poteau.....	41	17	394	282	73	47	42	46	26	208	2	(D)	13	(D)
Remainder of County.....	72	24	604	448	73	60	56	76	40	189	3	(D)	29	(D)
Lincoln County.....	122	44	841	505	115	65	63	126	45	264	24	144	53	433
Chandler.....	45	19	380	252	67	35	35	40	18	112	11	79	16	189
Remainder of County.....	77	25	461	253	48	30	28	86	27	152	13	65	37	244
Logan County.....	119	47	1,177	825	210	114	99	113	53	491	10	110	56	576
Guthrie.....	93	37	969	667	181	97	86	91	43	456	4	52	46	461
Remainder of County.....	26	10	208	158	29	17	13	22	10	35	6	58	10	115
Love County.....	28	12	227	143	32	22	18	25	11	93	2	(D)	15	(D)
McClain County.....	56	14	359	207	45	27	20	57	28	177	13	119	15	63
Purcell.....	35	9	255	157	36	20	16	36	16	132	10	79	9	44
Remainder of County.....	21	5	104	50	9	7	4	21	12	45	3	40	6	19
McCurain County.....	73	33	627	411	102	72	67	72	32	245	11	128	30	254
Idabel.....	34	16	402	260	62	37	36	33	18	179	6	74	10	149
Remainder of County.....	39	17	225	151	40	35	31	39	14	66	5	54	20	105
McIntosh County.....	57	21	400	264	47	43	34	54	26	170	9	41	22	189
Checotah.....	26	8	126	(D)	(D)	(D)	(D)	(D)	12	(D)	2	(D)	12	59
Eufaula.....	28	12	261	195	26	23	18	27	12	103	7	(D)	9	(D)
Remainder of County.....	3	1	13	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)
Major County.....	69	15	377	203	50	22	19	67	29	151	12	73	28	153
Marshall County.....	53	23	463	339	87	46	33	48	15	157	11	84	27	222
Madill.....	38	18	387	305	75	41	31	33	11	149	9	(D)	18	(D)
Remainder of County.....	15	5	76	34	12	5	2	15	4	8	2	(D)	9	(D)
Mayes County.....	99	33	1,005	681	191	90	84	106	29	338	15	177	55	490
Pryor Creek.....	42	16	576	410	116	64	63	49	12	281	5	51	25	244
Remainder of County.....	57	17	429	271	75	26	21	57	17	57	10	126	30	246
Murray County.....	59	29	512	408	77	56	52	66	29	234	2	(D)	28	(D)
Sulphur.....	40	18	357	277	54	38	34	46	20	162	20	195
Remainder of County.....	19	11	155	131	23	18	18	20	9	72	2	(D)	8	(D)
Muskogee County.....	297	153	4,681	4,089	1,331	745	701	279	109	1,533	51	589	137	2,559
Muskogee.....	245	135	4,129	3,629	1,208	682	643	230	92	1,469	47	583	106	2,077
Remainder of County.....	52	18	552	460	123	63	58	49	17	64	4	6	31	482
Noble County.....	89	33	845	571	153	81	66	92	30	215	14	173	45	457
Perry.....	54	26	648	508	142	75	60	59	18	194	11	131	25	323
Remainder of County.....	35	7	197	63	11	6	6	36	12	21	3	42	20	134

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Sales, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lishments	Receipts	Estab-lishments	Receipts	Estab-lishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Nowata County.....	50	26	786	688	181	83	67	57	21	250	8	119	21	417
Nowata.....	45	25	756	(D)	(D)	(D)	(D)	(D)	21	250	8	119	16	387
Remainder of County.....	5	1	30	(0)	(0)	(0)	(0)	(0)	5	30
Okfuskee County.....	50	22	404	282	74	53	47	52	22	155	10	62	18	187
Okemah.....	29	13	284	202	61	45	40	31	11	121	7	32	11	131
Remainder of County.....	21	9	120	80	13	8	7	21	11	34	3	30	7	56
Oklahoma County.....	2,476	1,298	70,356	63,886	18,564	7,893	7,124	2,503	996	16,348	407	9,512	1,073	44,496
Bethany.....	28	16	320	234	74	41	33	33	13	153	9	110	6	57
Del City.....	7	5	148	(D)	49	26	19	7	3	(0)	2	(0)	2	(0)
Edmond.....	43	25	664	564	149	82	76	45	18	351	2	(0)	23	(D)
Midwest City.....	43	21	817	725	198	91	75	47	18	300	5	281	20	236
Nichols Hills.....
Oklahoma City.....	2,253	1,179	66,450	60,442	17,590	7,432	6,748	2,268	901	15,195	377	8,824	975	42,431
Remainder of County.....	102	52	1,957	(D)	504	221	173	103	43	(D)	12	(D)	47	1,490
Okmulgee County.....	214	94	3,123	2,545	726	370	342	215	96	905	27	216	91	2,002
Henryetta.....	55	29	629	509	130	79	72	57	25	203	7	74	23	352
Okmulgee.....	135	53	2,323	1,929	565	272	251	136	56	621	19	(D)	60	(D)
Remainder of County.....	24	12	171	107	31	19	19	22	15	81	1	(0)	8	(D)
Osage County.....	154	60	2,069	1,715	535	270	250	160	63	501	12	45	79	1,523
Beary.....	31	11	384	304	83	46	39	30	12	94	2	(0)	17	(D)
Pawhuska.....	53	23	727	611	192	99	92	56	20	183	7	30	26	514
Remainder of County.....	70	26	958	800	260	125	119	74	31	224	3	(D)	36	(D)
Ottawa County.....	180	78	2,652	2,188	615	356	333	179	77	726	18	187	85	1,739
Miami.....	97	47	1,870	1,652	495	285	272	98	46	523	7	139	44	1,208
Picher.....	41	11	325	177	40	30	30	41	11	88	8	30	22	207
Remainder of County.....	42	20	457	359	80	41	31	40	20	115	3	18	19	324
Pawnee County.....	60	22	465	331	64	34	23	63	33	188	10	124	17	153
Pawnee.....	22	10	193	151	35	15	11	23	13	111	1	(0)	8	(D)
Remainder of County.....	38	12	272	180	29	19	12	40	20	77	9	(D)	9	(D)
Payne County.....	209	121	2,895	2,565	810	438	393	191	84	1,090	27	287	98	1,518
Cushing.....	69	41	1,029	939	261	126	112	63	30	301	6	141	33	587
Stillwater.....	111	67	1,616	1,422	398	258	230	103	49	755	16	129	46	732
Remainder of County.....	29	13	250	204	151	54	51	25	5	34	5	17	19	199
Pittsburg.....	207	83	2,438	2,024	599	346	329	205	100	730	39	476	68	1,232
McAlester.....	137	67	1,901	1,667	520	301	286	136	63	550	25	352	49	999
Remainder of County.....	70	16	537	357	79	45	43	69	37	180	14	124	19	233
Pontotoc County.....	175	89	2,725	2,137	512	433	409	177	69	805	36	541	70	1,379
Ada.....	143	73	2,395	1,867	451	393	371	147	61	766	28	497	54	1,132
Remainder of County.....	32	16	330	270	61	40	38	30	8	39	8	44	16	247
Pottawatomie County.....	264	100	3,999	3,221	1,119	537	494	263	119	1,266	35	486	110	2,247
Shawnee.....	217	87	3,708	3,060	1,085	510	480	217	99	1,180	31	465	87	2,063
Remainder of County.....	47	13	291	161	34	27	14	46	20	86	4	21	23	184
Pushmataha County.....	44	16	407	271	62	52	42	44	14	103	12	72	18	232
Antlers.....	28	14	219	(D)	(D)	(D)	(D)	(D)	14	103	5	14	9	102
Remainder of County.....	16	2	188	(0)	(0)	(0)	(0)	(0)	7	58	9	130
Roger Mills County.....	25	7	111	63	12	9	5	26	12	55	2	(0)	11	(D)
Rogers County.....	108	48	1,243	975	271	169	143	103	49	375	11	86	48	782
Claremore.....	64	32	797	681	183	127	106	64	33	296	8	53	23	448
Remainder of County.....	44	16	446	294	88	42	37	39	16	79	3	33	25	334
Seminole County.....	224	94	2,946	2,238	675	299	276	218	89	739	25	168	110	2,039
Konawa.....	16	8	104	76	17	15	14	12	4	38	3	(D)	9	(D)
Seminole.....	120	62	1,937	1,619	493	208	189	121	49	476	11	93	60	1,368
Verola.....	70	20	745	427	136	62	59	68	24	185	10	49	36	511
Remainder of County.....	18	4	160	116	29	14	14	17	12	40	1	(0)	5	(D)
Sequoyah County.....	53	13	358	262	57	33	31	55	30	153	11	57	12	148
Sallisaw.....	26	10	263	(D)	(D)	(D)	(D)	(D)	19	131	3	(0)	4	(D)
Remainder of County.....	27	3	95	(0)	(0)	(0)	(0)	(0)	11	22	8	8	8	(D)
Stephens County.....	240	102	3,243	2,651	698	350	321	248	107	1,107	28	376	105	1,760
Duncan.....	148	74	2,271	1,879	538	249	240	154	69	850	16	311	63	1,110
Marlow.....	50	14	321	211	46	41	28	52	19	177	7	27	24	117
Remainder of County.....	42	14	651	561	114	60	53	42	19	80	5	38	18	533
Texas County.....	102	40	986	696	161	83	67	112	37	344	11	72	54	570
Guyton.....	55	27	682	538	127	62	53	52	19	243	5	38	31	401
Remainder of County.....	47	13	304	158	34	21	14	60	18	101	6	34	23	169
Tillman County.....	101	41	826	570	166	91	78	102	54	372	14	171	33	283
Frederick.....	54	28	585	457	138	69	59	55	24	246	7	107	23	232
Remainder of County.....	47	13	241	113	28	22	19	47	30	126	7	64	10	51
Tulsa County.....	1,849	959	55,845	50,741	16,679	6,530	5,913	1,845	747	13,662	307	11,739	795	30,444
Broken Arrow.....	34	10	270	170	45	20	13	37	15	143	11	69	8	58
Sand Springs.....	52	20	632	464	137	78	73	52	31	337	10	153	11	142
Tulsa.....	1,636	872	52,209	47,695	15,837	6,106	5,595	1,631	655	12,844	272	11,139	709	28,226
Remainder of County.....	127	57	2,734	2,412	660	326	232	125	46	338	14	378	67	2,018
Wagoner County.....	59	21	492	338	78	55	36	57	25	124	10	94	24	274
Wagoner.....	36	16	323	215	51	30	26	35	15	101	4	68	17	154
Remainder of County.....	23	5	169	123	27	25	10	22	10	23	6	26	7	120

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Weehington County.....	175	89	3,436	2,884	898	464	413	157	70	1,384	18	205	87	1,847
Bertlesville.....	128	72	2,858	2,434	752	395	359	116	58	1,346	10	140	60	1,372
Dewey.....	24	8	150	80	28	11	9	21	8	34	5	(D)	11	(D)
Remainder of County.....	23	9	428	370	118	58	45	20	4	4	5	(D)	16	(D)
Weehite County.....	78	24	591	349	67	39	35	83	39	273	21	139	18	179
Cordell.....	35	11	290	170	40	21	19	35	15	144	14	72	6	74
Remainder of County.....	43	13	301	179	27	18	16	48	24	129	7	67	12	105
Woode County.....	81	43	1,075	813	177	104	85	104	36	346	10	201	35	528
Alve.....	59	33	803	639	156	83	70	71	25	282	6	150	28	371
Remainder of County.....	22	10	272	174	21	21	15	33	11	64	4	51	7	157
Woodward County.....	89	39	1,077	845	225	117	105	94	28	401	12	89	49	587
Woodward.....	65	31	869	703	202	107	95	69	20	361	7	53	38	455
Remainder of County.....	24	8	208	142	23	10	10	25	8	40	5	36	11	132

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

OKLAHOMA (77 COUNTIES)



CIMARRON	TEXAS	BEAVER
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STANDARD METROPOLITAN AREAS

CODE
103 OKLAHOMA CITY
154 TULSA

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PS-1-37

OREGON

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing, laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Adair County.....	10,016	4,232	216,630	183,248	55,504	20,268	17,316	10,712	3,419	53,717	1,347	30,650	5,250	132,263
Adair County.....	102	34	1,663	1,337	337	161	151	109	39	474	2	(0)	41	(D)
Adair County.....	78	30	1,526	1,254	317	148	138	83	32	457	2	(0)	44	(D)
Remainder of County.....	24	4	137	83	20	13	13	26	7	17	17	120
Adair County.....	134	70	2,523	2,089	659	286	250	132	54	913	13	237	47	1,373
Adair County.....	103	55	2,019	1,673	558	252	217	100	43	805	10	(D)	50	(D)
Remainder of County.....	31	15	504	416	101	34	33	32	11	108	3	(D)	17	(D)
Adair County.....	365	115	4,764	3,510	1,148	414	333	398	112	1,423	54	748	199	2,503
Adair County.....	12	"	114	78	23	16	11	14	5	(D)	1	(0)	6	57
Adair County.....	48	"	616	366	87	35	29	50	12	200	5	148	31	268
Adair County.....	88	74	1,340	1,030	347	137	123	97	26	609	17	142	45	389
Adair County.....	30	12	370	274	89	42	38	32	14	212	16	158
Adair County.....	4	...	3D	(D)	2	(0)	2	(0)	4	20
Remainder of County.....	179	53	2,294	1,762	602	184	132	(D)	53	358	29	435	97	1,501
Adair County.....	246	104	3,614	3,008	848	290	239	283	74	894	15	254	157	2,466
Adair County.....	89	43	1,758	1,506	436	145	123	108	44	619	10	179	35	96D
Adair County.....	104	48	1,257	1,043	275	109	88	113	19	237	2	(0)	83	(D)
Remainder of County.....	53	13	599	459	137	36	28	62	11	38	3	(0)	39	(D)
Adair County.....	84	30	952	578	143	58	39	94	31	356	12	133	41	463
Adair County.....	35	15	480	312	71	24	20	39	16	245	5	48	14	187
Remainder of County.....	49	15	472	266	72	34	19	55	15	111	7	85	27	276
Adair County.....	260	124	6,325	5,473	1,987	683	621	278	72	1,259	33	387	155	4,679
Adair County.....	35	21	775	717	190	106	97	36	21	237	3	42	11	496
Adair County.....	92	54	3,394	3,232	1,388	416	373	97	25	535	9	127	58	2,732
Adair County.....	40	20	906	786	239	84	81	39	8	280	2	(D)	30	(D)
Remainder of County.....	93	29	1,250	738	170	77	70	106	18	207	19	(D)	56	(D)
Adair County.....	40	20	771	613	226	116	99	41	15	243	6	62	19	466
Adair County.....	36	16	647	449	168	88	75	38	15	243	6	62	15	342
Remainder of County.....	4	4	124	124	58	28	24	3	4	124
Adair County.....	100	3D	1,283	867	159	75	54	121	23	164	8	239	69	88D
Adair County.....	193	91	2,904	2,350	654	243	208	208	46	698	25	315	122	1,891
Adair County.....	113	53	1,840	1,548	478	193	166	121	29	517	18	117	66	1,206
Adair County.....	37	19	543	445	118	35	29	39	16	(D)	3	85	18	(D)
Remainder of County.....	43	19	521	357	58	15	13	48	1	(D)	4	113	38	(D)
Adair County.....	347	147	6,936	5,554	1,696	584	507	389	107	1,456	59	1,245	181	4,235
Adair County.....	123	63	3,484	2,990	1,125	370	327	134	43	822	11	347	69	2,315
Remainder of County.....	224	84	3,452	2,564	571	214	180	255	64	634	48	898	112	1,920
Adair County.....	21	9	463	399	92	44	38	25	8	64	13	399
Adair County.....	51	17	585	331	66	36	32	54	16	215	3	48	30	322
Adair County.....	38	18	696	442	97	69	31	39	13	189	3	(D)	22	(D)
Adair County.....	36	16	(D)	(D)	(D)	(D)	(D)	(D)	13	189	3	(D)	20	389
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Adair County.....	76	22	1,002	590	127	94	71	9D	18	220	10	124	48	658
Adair County.....	52	18	804	502	116	82	60	63	16	(D)	8	(D)	28	474
Remainder of County.....	24	4	198	88	11	12	11	27	2	(D)	2	(D)	20	184
Adair County.....	432	162	7,724	6,032	1,726	723	636	489	125	1,967	64	1,224	243	4,533
Adair County.....	55	21	705	505	123	64	53	64	23	280	2	(D)	30	(D)
Adair County.....	248	104	5,386	4,364	1,293	527	472	286	75	1,464	42	882	131	3,040
Remainder of County.....	129	37	1,633	1,163	310	132	111	139	27	223	20	(D)	82	(D)
Adair County.....	23	13	299	249	48	19	12	24	6	46	1	(D)	16	(D)
Adair County.....	233	97	3,739	2,831	761	272	235	257	44	890	35	474	154	2,375
Adair County.....	158	66	2,603	1,965	559	216	192	174	39	843	19	299	100	1,461
Remainder of County.....	75	31	1,136	866	202	56	43	83	5	47	16	175	54	914
Adair County.....	271	129	5,794	5,138	1,510	629	533	303	8D	1,406	34	546	157	3,842
Adair County.....	2D2	92	4,440	3,944	1,212	509	434	228	7D	1,31D	25	457	1D7	2,673
Remainder of County.....	69	37	1,354	1,194	298	120	99	75	10	96	9	89	50	1,169
Adair County.....	51	19	759	567	105	47	36	62	14	161	7	170	30	428
Adair County.....	43	15	651	467	90	39	30	54	14	161	7	170	22	320
Remainder of County.....	8	4	108	100	15	8	6	8	8	108
Adair County.....	818	364	16,307	13,787	4,282	1,610	1,358	917	251	3,971	140	3,449	477	8,887
Adair County.....	4D	26	947	849	185	77	48	54	15	225	9	389	16	333
Adair County.....	424	204	10,735	9,503	3,300	1,191	1,045	46D	149	2,776	69	2,044	206	5,915
Adair County.....	94	36	1,195	827	229	106	90	115	37	468	20	298	37	429
Remainder of County.....	26D	98	3,430	2,608	568	236	175	288	50	502	42	718	168	2,210
Adair County.....	263	77	2,685	1,837	417	214	156	284	55	644	15	318	193	1,723
Adair County.....	44	24	838	642	174	76	65	65	15	313	3	66	46	459
Remainder of County.....	199	53	1,847	1,195	243	138	91	219	40	331	12	252	147	1,264
Adair County.....	287	1D5	4,068	2,850	749	341	271	314	101	1,220	40	644	146	2,204
Adair County.....	113	55	2,047	1,709	447	200	155	134	45	692	18	317	50	1,038
Adair County.....	70	22	1,022	636	193	86	75	77	34	420	9	229	27	373
Adair County.....	39	9	325	143	38	22	21	39	8	62	4	28	27	235
Remainder of County.....	65	19	674	362	71	33	20	64	14	46	9	70	42	558

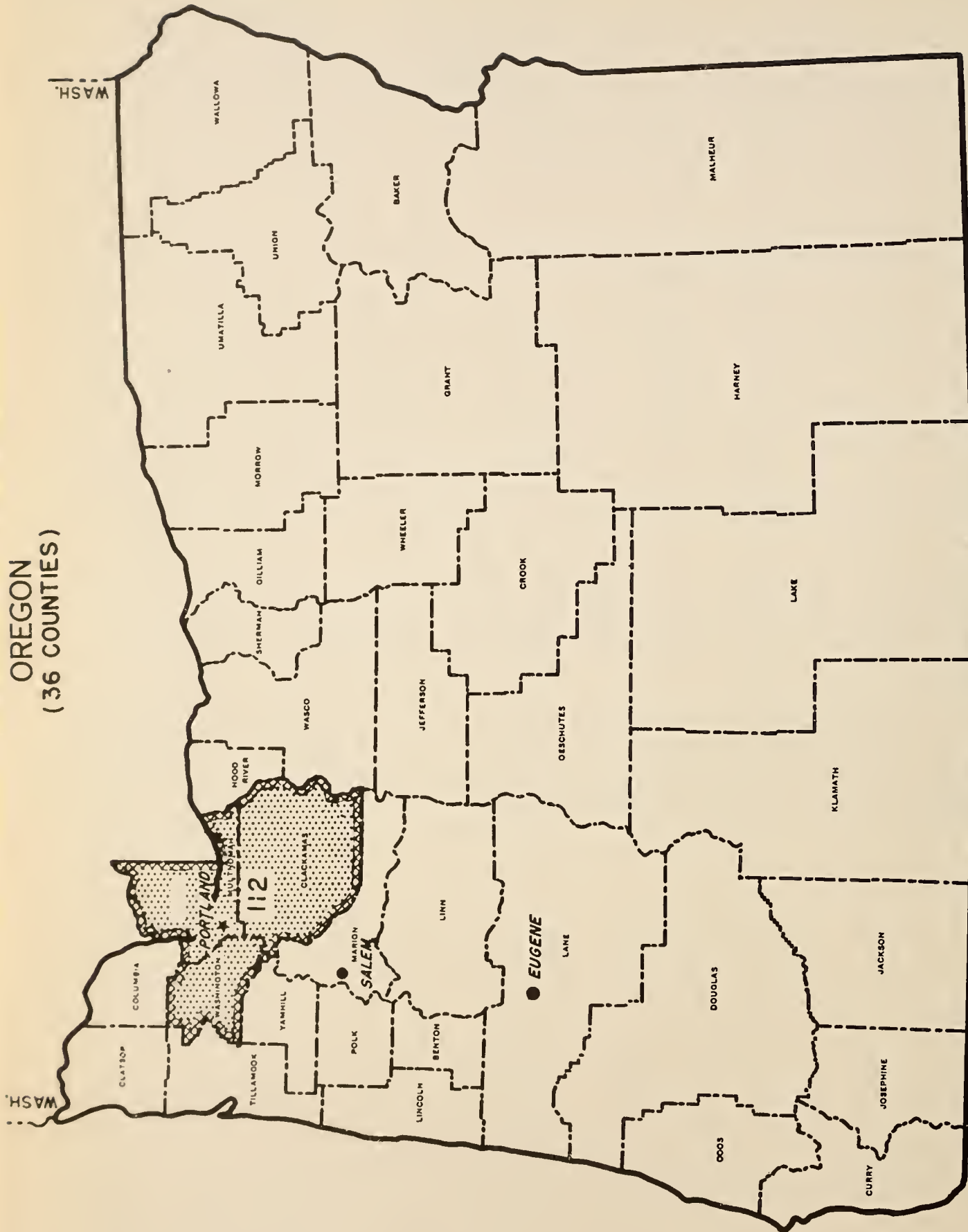
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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Malheur County.....	118	50	2,135	1,677	406	201	173	123	39	513	22	382	57	1,249
Nyssa.....	28	10	362	242	59	26	25	30	12	34	4	42	12	236
Ontario.....	54	30	1,240	1,106	362	157	135	51	21	380	4	123	29	737
Remainder of County.....	34	10	535	339	45	17	13	42	6	49	14	217	16	267
Marion County.....	574	234	9,896	8,206	2,594	946	800	590	214	3,167	92	1,313	268	5,416
Salem (part) ¹	372	176	7,743	6,897	2,284	815	706	384	165	2,741	50	833	157	4,169
Silverton.....	43	11	432	278	80	31	22	47	15	197	6	109	22	126
Remainder of County.....	159	47	1,721	1,031	230	100	72	159	34	229	36	371	89	1,121
Morrow County.....	20	11	341	187	37	32	28	37	9	124	6	58	14	159
Multnomah County.....	3,568	1,634	109,201	98,355	30,732	10,259	8,961	3,649	1,369	25,494	482	15,589	1,717	68,118
Gresham.....	38	24	861	753	143	62	44	43	17	208	10	206	11	447
Portland.....	3,398	1,516	104,398	93,874	29,626	9,873	8,670	3,483	1,321	25,009	459	15,192	1,618	64,197
Remainder of County.....	132	94	3,942	3,728	964	324	247	123	31	277	13	191	88	3,474
Polk County.....	114	38	1,363	895	245	116	93	125	50	528	20	317	44	518
Dallas.....	41	19	635	403	130	67	49	51	22	350	7	156	12	129
Selma (part) ¹	16	6	204	152	26	13	10	18	8	54	2	(D)	6	(D)
Remainder of County.....	57	13	524	340	89	36	34	56	20	124	11	(D)	26	(D)
Sherman County.....	11	3	117	49	6	3	2	(D)	4	28	7	89
Tillamook County.....	131	49	1,531	1,119	308	132	111	144	36	400	4	222	91	909
Tillamook.....	50	30	801	735	262	116	99	45	27	323	1	(D)	22	(D)
Remainder of County.....	81	19	730	384	46	16	12	99	9	77	3	(D)	69	(D)
Umatilla County.....	247	107	4,842	4,010	1,076	436	381	257	100	1,175	30	498	117	3,169
Hermiston.....	33	13	486	288	68	34	22	36	15	194	3	66	15	226
Pendleton.....	106	60	3,155	2,889	856	345	316	103	44	792	9	158	53	2,205
Remainder of County.....	108	34	1,201	833	152	57	43	118	41	189	18	274	49	738
Union County.....	99	47	1,404	936	231	130	106	108	35	415	10	170	54	1,119
La Grande.....	68	38	1,147	809	210	121	100	75	26	385	8	(D)	34	(D)
Remainder of County.....	31	9	257	127	21	9	6	33	9	30	2	(D)	20	(D)
Wallowa County.....	57	17	607	403	55	37	29	60	21	124	1	(D)	35	(D)
Wasco County.....	119	63	2,746	2,382	664	308	247	138	40	821	14	218	65	1,119
The Dalles.....	83	45	2,063	1,803	498	223	172	101	35	(D)	9	175	39	(D)
Remainder of County.....	36	18	683	579	166	85	75	37	5	(D)	5	43	26	(D)
Washington County.....	330	110	4,447	3,205	888	445	329	353	125	1,265	58	781	147	3,111
Beaverton.....	53	17	747	430	142	59	55	54	23	349	11	82	19	1,119
Forest Grove.....	47	21	511	414	116	72	51	52	23	209	6	73	18	1,144
Millsboro.....	70	26	914	624	169	78	66	88	27	302	14	227	29	1,155
Remainder of County.....	160	46	2,413	1,737	461	236	157	159	52	405	27	399	81	1,119
Wheeler County.....	16	...	76	(D)	4	8	12	68
Yamhill County.....	168	70	2,038	1,392	424	215	146	181	71	810	25	254	72	1,774
McMinnville.....	66	30	924	700	230	115	85	71	32	480	9	115	27	329
Newberg.....	39	20	514	386	113	57	32	44	18	206	6	68	14	240
Remainder of County.....	62	20	600	306	81	43	29	66	21	124	10	71	31	405

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹Selma is in Marion and Polk counties.

OREGON
(36 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000. (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE
112 PORTLAND

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|--|---|---|
| <p style="text-align: center; margin-bottom: 0;">Retail Trade</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Central Business District Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> | <p style="text-align: center; margin-bottom: 0;">Wholesale Trade</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> | <p style="text-align: center; margin-bottom: 0;">Selected Service Trades</p> <p><input type="checkbox"/> Area Bulletins</p> <p><input type="checkbox"/> Subject Bulletins</p> <p><input type="checkbox"/> Trade Bulletins</p> <p><input type="checkbox"/> Census Volumes</p> |
| <p><input type="checkbox"/> Public Merchandise Warehouses</p> <p><input type="checkbox"/> 1954 Census of Business—Puerto Rico</p> | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business SELECTED SERVICES

May 1956

Series: PS-1-38

PENNSYLVANIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

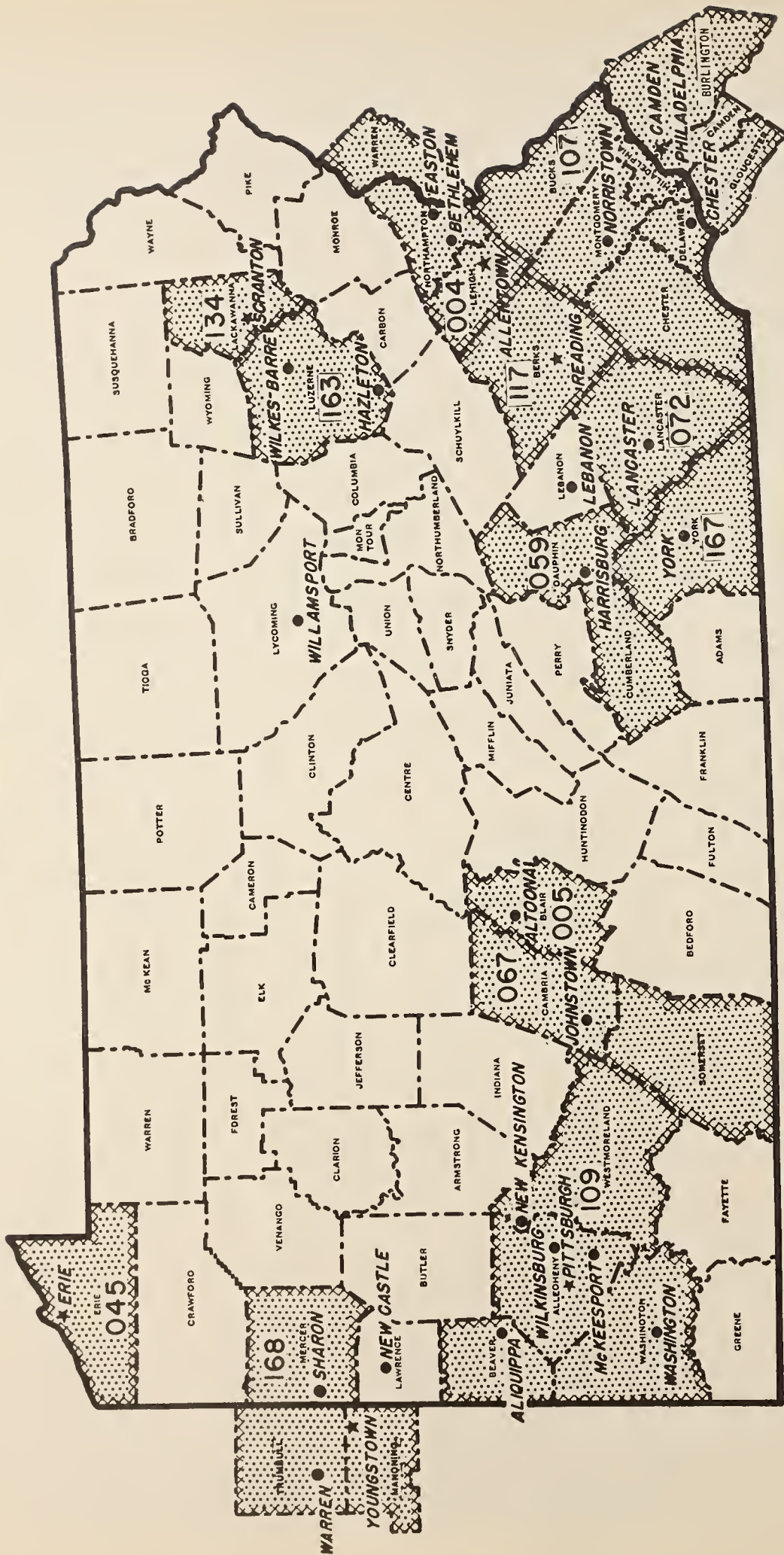
Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

Table with columns: County and city, Total (Establishments, Receipts, Payroll), Paid employees, Proprietors, and Kind-of-business group (Personal services, Automobile repair services, All other selected services). Rows list various counties and cities with their respective financial and personnel data.

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero. *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps. ^Ashland is in Columbia and Schuylkill counties. ^Shippensburg is in Cumberland and Franklin counties.

PENNSYLVANIA (67 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE	NAME
004	ALLENTOWN - BETHLEHEM - EASTON
005	ALTOONA
045	ERIE
059	HARRISBURG
067	JOHNSTOWN
072	LANCASTER
107	PHILADELPHIA
109	PITTSBURGH
117	READING
134	SCRANTON
163	WILKES-BARRE
167	YORK
168	YOUNGSTOWN, OHIO

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

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CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
| <input type="checkbox"/> Public Merchandise Warehouses | | |
| <input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

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Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

SELECTED SERVICES

CENSUS VERTICAL FILE

January 1956

Series: PS-1-39

RHODE ISLAND

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KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
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- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
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- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
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METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

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Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

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A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

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reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

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directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

4 PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

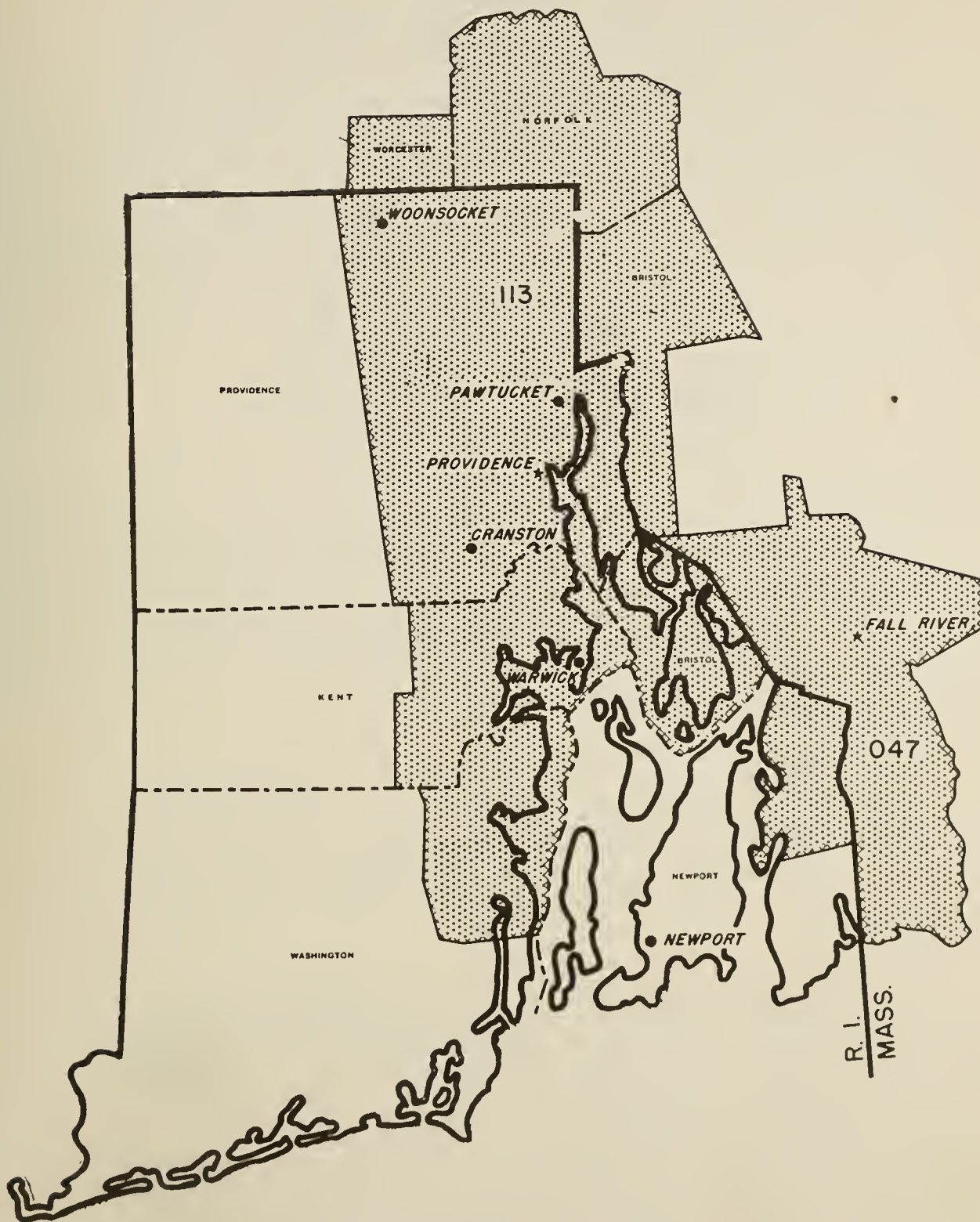
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Rhode Island, total.....	4,579	1,859	98,852	85,142	26,272	11,388	9,657	4,453	2,462	32,426	481	10,600	1,636	55,826
Bristol County.....	129	35	1,658	1,252	484	203	178	131	67	791	19	222	43	645
Kent County.....	398	146	4,575	3,187	953	422	343	392	202	1,695	42	612	154	2,268
Warwick.....	178	68	2,103	1,371	432	178	151	171	81	635	14	177	83	1,291
Remainder of County.....	220	78	2,472	1,816	521	244	192	221	121	1,060	28	435	71	977
Newport County.....	294	150	6,033	5,329	1,677	755	640	279	136	1,995	29	647	129	3,391
Newport.....	209	103	4,624	4,124	1,342	603	525	198	122	1,740	19	480	68	2,404
Remainder of County.....	85	47	1,409	1,205	335	152	115	81	14	255	10	167	61	987
Providence County.....	3,529	1,419	82,983	72,351	22,340	9,656	8,221	3,421	1,966	26,761	374	8,908	1,189	47,314
Central Falls.....	104	50	1,477	1,205	409	248	200	113	64	796	15	252	25	429
Cranston.....	220	70	3,130	2,324	621	306	204	217	129	1,028	18	393	73	1,709
Pawtucket.....	497	183	12,438	10,688	3,109	1,987	1,720	501	260	4,429	48	726	189	7,283
Providence.....	1,927	845	52,349	46,923	15,157	5,964	5,176	1,832	1,112	16,632	197	6,053	618	29,664
Woonsocket.....	296	116	3,177	2,445	754	398	302	285	183	1,564	26	240	87	1,373
Remainder of County.....	485	155	10,412	8,766	2,290	753	619	473	218	2,312	70	1,244	197	6,856
Washington County.....	229	109	3,603	3,023	818	352	275	230	91	1,184	17	211	121	2,208

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

RHODE ISLAND (5 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE	
047	FALL RIVER, MASS.
113	PROVIDENCE

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

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DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25. D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

February 1956

Series: PS-1-40

SOUTH CAROLINA

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Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated business-owners only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
South Carolina, total.....	6,466	3,678	124,373	109,359	34,471	19,334	17,551	6,241	2,990	48,305	1,039	17,828	2,437	58,240
Abbeville County.....	57	17	458	294	76	44	36	55	39	205	5	10	13	243
Abbeville.....	34	10	324	198	48	24	16	32	23	124	3	(D)	8	(D)
Honea Path (Part) ²
Remainder of County.....	23	7	134	96	28	20	20	23	16	81	2	(D)	5	(D)
Aiken County.....	191	105	3,264	2,850	858	457	419	193	74	1,030	36	436	81	1,798
Aiken.....	81	45	1,601	1,387	410	233	225	82	36	625	12	186	33	790
Jackson.....	5	3	58	(D)	7	6	6	4	1	(D)	1	(D)	3	(D)
New Ellenton.....	11	3	116	82	20	21	15	11	2	(D)	...	(D)	9	72
North Augusta.....	19	13	291	261	81	44	38	24	10	159	2	(D)	7	(D)
Remainder of County.....	75	41	1,198	(D)	340	153	135	72	25	193	21	182	29	823
Allendale County.....	44	24	625	557	111	94	83	49	18	134	6	58	20	433
Anderson County.....	280	172	5,628	5,178	1,531	786	679	279	130	1,800	48	1,612	102	2,216
Anderson.....	169	97	3,934	3,664	1,103	528	462	165	77	1,142	27	1,188	65	1,604
Belton.....	27	11	411	323	73	44	36	29	12	126	6	173	9	112
Honea Path (Part) ¹	23	11	411	127	37	18	17	22	13	77	3	(D)	7	(D)
Williamston.....	13	9	178	156	48	27	24	16	7	80	1	(D)	5	(D)
Remainder of County.....	48	44	938	908	270	169	140	47	21	375	11	155	16	408
Bamberg County.....	51	27	514	422	88	68	61	49	22	186	4	18	25	310
Bamberg.....	22	12	290	256	55	42	38	24	9	113	13	177
Denmark.....	17	9	138	102	20	14	13	15	9	55	2	(D)	6	(D)
Remainder of County.....	12	6	86	64	13	12	10	10	4	18	2	(D)	6	(D)
Barnwell County.....	55	29	502	372	116	78	67	54	28	266	12	101	15	135
Williston.....	23	9	181	137	36	22	15	24	12	81	6	41	5	59
Remainder of County.....	32	20	321	235	80	56	52	30	16	185	6	60	10	76
Beaufort County.....	58	38	1,259	1,165	451	238	222	56	17	636	14	105	27	518
Beaufort.....	34	24	779	719	257	153	149	31	14	382	6	75	14	322
Remainder of County.....	24	14	480	446	194	85	73	25	3	254	8	30	13	196
Berkeley County.....	39	15	609	421	122	95	89	38	19	213	9	84	11	312
Calhoun County.....	21	9	277	133	39	19	16	24	9	101	4	39	8	137
Charleston County.....	649	393	15,242	13,578	4,506	2,446	2,280	587	299	5,710	108	2,205	242	7,327
Charleston.....	430	270	11,887	10,791	3,674	1,961	1,822	377	221	4,570	62	1,610	147	5,707
Remainder of County.....	219	123	3,355	2,787	832	485	458	210	78	1,140	46	595	95	1,620
Cherokee County.....	111	55	1,539	1,361	425	297	243	117	67	874	12	104	32	561
Gaffney.....	89	45	1,406	1,254	398	279	232	95	54	829	10	(D)	25	(D)
Remainder of County.....	22	10	133	107	27	18	11	22	13	45	2	(D)	7	(D)
Chester County.....	81	37	1,141	829	245	176	161	83	41	639	13	90	27	412
Chester.....	51	27	910	686	204	141	135	55	33	574	4	(D)	14	(D)
Remainder of County.....	30	10	231	143	41	35	26	28	8	65	9	(D)	13	(D)
Chesterfield County.....	65	33	686	544	171	127	110	62	41	467	11	52	13	167
Cheraw.....	21	13	320	284	90	65	60	20	13	211	8	109
Remainder of County.....	44	20	366	260	81	62	50	42	28	256	11	52	5	58
Clarendon County.....	56	38	860	794	158	124	90	50	25	251	8	114	23	495
Manning.....	22	16	257	241	51	43	34	20	14	177	1	(D)	7	(D)
Remainder of County.....	34	22	603	553	107	81	56	30	11	74	7	(D)	16	(D)
Colleton County.....	64	36	766	688	211	126	119	65	28	346	10	49	26	371
Walterboro.....	45	27	595	559	192	112	107	47	26	(D)	7	23	12	(D)
Remainder of County.....	19	9	171	129	19	14	12	18	2	(D)	3	26	14	(D)
Darlington County.....	123	63	2,208	1,936	523	306	301	117	53	784	17	237	53	1,187
Darlington.....	61	27	937	825	202	115	115	59	30	305	7	122	24	510
Hartsville.....	45	27	986	856	262	157	153	43	20	(D)	5	74	20	(D)
Remainder of County.....	17	9	285	255	59	34	33	15	3	(D)	5	41	9	(D)
Dillon County.....	66	34	1,007	793	209	139	132	66	35	338	8	119	23	550
Dillon.....	40	20	530	422	136	85	80	44	25	258	6	(D)	9	(D)
Remainder of County.....	26	14	477	371	73	54	52	22	10	80	2	(D)	14	(D)
Dorchester County.....	70	40	932	798	240	146	140	67	30	430	16	133	24	369
Summerville.....	35	21	577	517	163	102	99	31	17	302	7	54	11	221
Remainder of County.....	35	19	355	281	77	44	41	36	13	128	9	79	13	148
Edgefield County.....	35	17	323	203	40	29	26	35	13	96	5	45	17	182
Edgefield.....	21	11	199	121	27	19	19	21	11	(D)	2	(D)	8	103
Remainder of County.....	14	6	124	82	13	10	7	14	2	(D)	3	(D)	9	79
Fairfield County.....	38	22	451	337	81	54	50	40	20	222	4	49	14	180
Winnsboro.....	34	18	381	267	71	51	47	35	19	(D)	3	(D)	12	(D)
Remainder of County.....	4	4	70	70	10	3	3	5	1	(D)	1	(D)	2	(D)
Florence County.....	242	148	4,910	4,420	1,313	809	755	253	94	1,446	31	671	117	2,793
Florence.....	143	87	3,517	3,173	1,003	590	556	146	54	1,049	15	407	74	2,061
Lake City.....	35	25	580	520	146	95	80	34	17	265	4	(D)	14	(D)
Remainder of County.....	64	36	813	727	164	124	119	73	23	132	12	(D)	29	(D)
Georgetown County.....	84	44	1,161	927	264	187	173	87	43	518	2	(D)	39	(D)
Andrew (Part) ²	20	6	238	102	26	25	20	18	11	87	1	(D)	8	(D)
Georgetown.....	44	26	720	648	197	130	124	49	28	395	1	(D)	15	(D)
Remainder of County.....	20	12	203	177	41	32	29	20	4	36	16	167

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Honea Path is in Abbeville and Anderson counties.

²Andrew is in Georgetown and Williamsburg counties.

Establishments, Receipts, Payroll, and Personnel

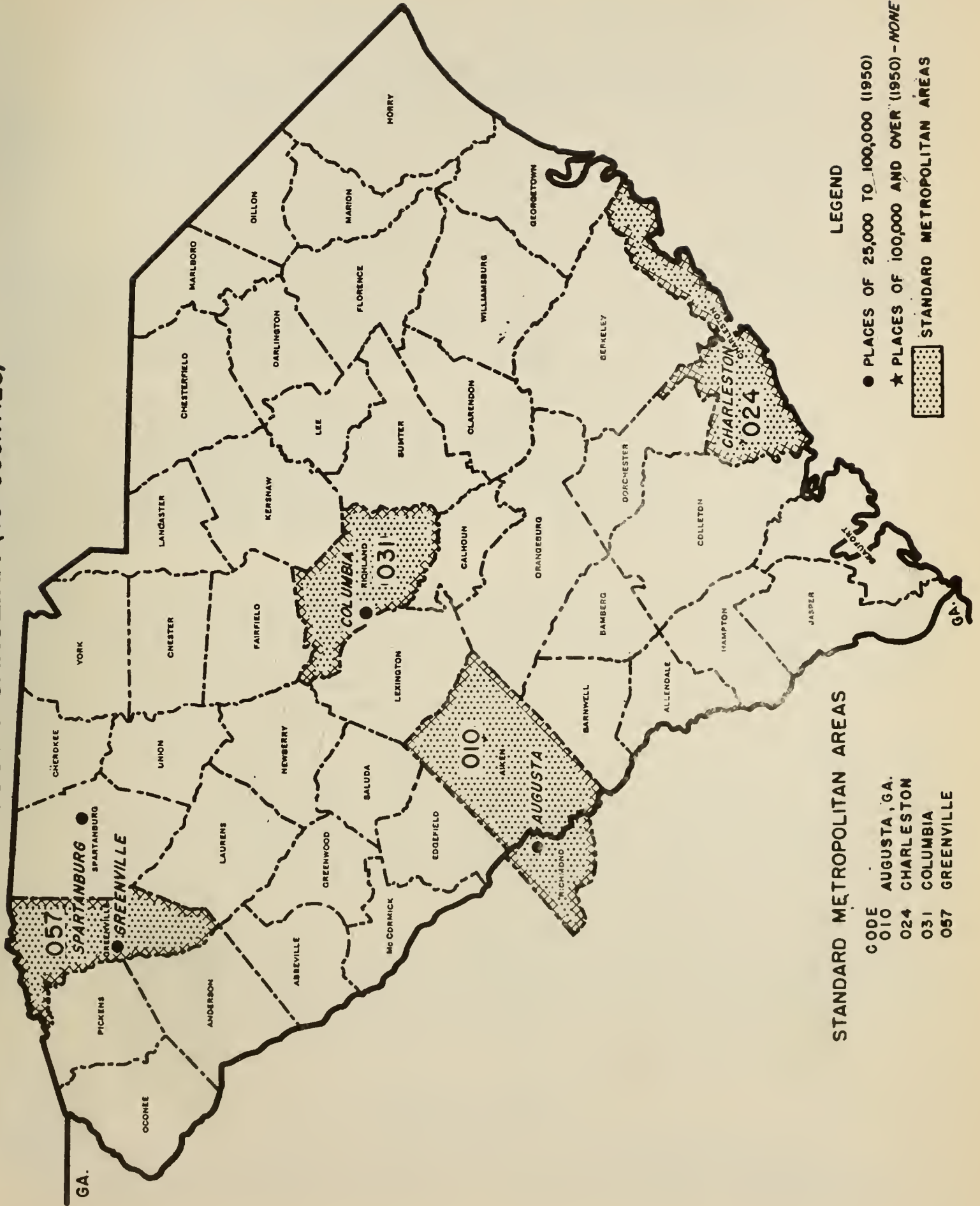
County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (un- incorpor- ated busi- nesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establi- shments (\$1,000)	Establi- shments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Williamsburg County.....	52	32	798	702	205	128	119	56	21	421	12	112	19	265
Andrews (Part) ²	***	***	***	***	***	***	***	***	***	***	***	***	***	***
Kingstree.....	29	19	511	465	152	92	91	31	15	329	6	56	8	126
Remainder of County.....	23	13	287	237	53	36	28	25	6	92	6	56	11	139
York County.....	217	119	3,400	2,808	908	691	558	206	123	1,450	22	379	72	1,571
Clover.....	17	9	194	166	47	28	26	17	13	(D)	1	(0)	3	(0)
Fort Mill.....	20	12	218	196	61	50	45	16	15	115	2	(0)	3	(0)
Rock Hill.....	133	77	2,461	2,031	681	542	421	131	76	1,068	11	220	46	1,173
York.....	31	13	306	222	66	39	35	29	16	142	5	69	10	95
Remainder of County.....	16	8	221	193	53	32	31	13	3	(0)	3	73	10	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

²Andrews is in Georgetown and Williamsburg counties.

SOUTH CAROLINA (46 COUNTIES)



STANDARD METROPOLITAN AREAS

- CODE AUGUSTA, GA.
- 010
- 024 CHARLESTON
- 031 COLUMBIA
- 057 GREENVILLE

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE
- STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business CENSUS VENTURE FILE

SELECTED SERVICES

February 1956

Series: PS-1-41

SOUTH DAKOTA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
South Dakota, total.....	3,344	1,524	49,625	39,795	9,868	5,291	4,290	3,388	1,163	13,274	493	7,064	1,688	29,287
Aurora County.....	12	6	123	95	12	21	3	16	2	(0)	10	(D)
Beadle County.....	106	56	2,046	1,762	530	285	245	105	35	615	20	346	51	1,085
Huron.....	87	51	1,837	1,621	492	280	241	88	29	597	19	(D)	39	(D)
Remainder of County.....	19	5	209	141	38	5	4	17	6	18	1	(0)	12	(D)
Bennett County.....	23	7	117	65	13	10	10	25	4	12	19	105
Bon Homme County.....	45	13	273	113	24	20	13	53	19	88	7	50	19	135
Brookings County.....	82	40	1,275	903	227	128	106	78	25	275	16	240	41	760
Brookings.....	48	32	887	793	210	121	102	45	18	244	8	121	22	522
Remainder of County.....	34	8	388	110	17	7	4	33	7	31	8	119	19	238
Brown County.....	168	90	3,529	3,079	881	510	434	170	59	1,048	16	388	93	2,093
Aberdeen.....	138	78	3,174	2,818	833	484	411	140	49	1,006	16	388	73	1,780
Remainder of County.....	30	12	355	261	48	26	23	30	10	42	20	313
Brule County.....	50	18	523	433	104	49	44	47	19	208	5	54	26	261
Buffalo County.....
Butte County.....	60	28	846	698	136	108	77	58	21	157	14	308	25	381
Belle Fourche.....	35	21	623	571	122	92	66	32	15	145	5	201	15	277
Remainder of County.....	25	7	223	127	14	16	11	26	6	12	9	107	10	104
Campbell County.....	14	...	98	14	4	(D)	6	50	4	(D)
Charles Mix County.....	82	38	824	552	97	79	51	74	27	159	12	162	43	503
Clark County.....	23	9	241	117	24	26	11	25	12	130	4	46	7	65
Clay County.....	32	18	820	714	91	86	70	32	12	135	5	132	15	553
Vermillion.....	27	15	722	(D)	(D)	(D)	(D)	(D)	12	135	3	(D)	12	(D)
Remainder of County.....	5	3	98	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)
Codington County.....	90	52	1,610	1,436	400	192	151	94	37	567	18	206	35	837
Watertown.....	81	49	1,531	(D)	(D)	(D)	(D)	(D)	35	(D)	14	196	32	(D)
Remainder of County.....	9	3	79	(0)	(0)	(0)	(0)	(0)	2	(0)	4	10	3	(D)
Corson County.....	16	4	74	40	6	4	2	18	5	21	3	18	8	35
Custer County.....	53	29	654	546	74	19	17	60	9	55	4	33	40	566
Davidson County.....	139	65	2,317	1,949	493	280	252	125	52	714	23	306	64	1,297
Mitchell.....	119	59	2,172	1,872	483	278	251	107	50	(D)	16	251	53	(D)
Remainder of County.....	20	6	145	77	10	2	1	18	2	(0)	7	55	11	(D)
Day County.....	47	19	467	299	55	43	29	52	20	157	5	73	22	237
Webster.....	18	10	237	197	38	31	22	21	11	130	3	(D)	4	(D)
Remainder of County.....	29	9	230	102	17	12	7	31	9	27	2	(0)	18	(D)
Deuel County.....	33	9	232	116	24	17	16	32	9	52	9	49	15	131
Devey County.....	16	2	74	(D)	(D)	(D)	(D)	(D)	6	16	2	(0)	8	(D)
Douglas County.....	17	5	(D)	49	9	6	5	17	8	31	2	(0)	7	56
Edmunds County.....	28	10	215	131	11	12	8	31	8	49	4	43	16	123
Fall River County.....	59	39	764	700	151	98	68	53	21	213	9	43	29	508
Hot Springs.....	33	25	541	507	113	61	49	30	13	152	3	23	17	366
Remainder of County.....	26	14	223	193	38	37	19	23	8	61	6	20	12	142
Faulk County.....	33	9	222	138	23	15	9	33	13	50	3	44	17	128
Grant County.....	41	15	360	234	52	33	29	41	13	99	4	24	24	237
Hilbank.....	25	13	283	(D)	(D)	(D)	(D)	(D)	11	(D)	...	(0)	14	176
Remainder of County.....	16	2	77	(D)	(D)	(D)	(D)	(D)	2	(D)	4	(D)	10	61
Gregory County.....	56	14	609	391	71	33	33	63	26	205	12	167	18	237
Haakon County.....	15	7	173	121	28	16	8	16	5	33	10	140
Hamlin County.....	47	9	360	126	14	13	11	51	17	48	11	123	19	189
Hand County.....	32	10	296	186	35	30	28	32	15	75	1	(0)	16	(D)
Hanson County.....	10	2	110	(0)	(0)	(0)	(0)	(0)	1	(0)	3	(0)	6	14
Harding County.....	10	4	50	40	6	11	10	9	4	6	6	44
Hughes County.....	61	35	1,459	1,311	322	162	145	58	18	265	12	131	31	1,063
Pierre.....	55	31	1,390	(D)	313	158	142	54	18	265	8	(D)	29	(D)
Remainder of County.....	6	4	69	(D)	9	4	3	4	4	(D)	2	(D)
Hutchinson County.....	48	16	426	270	38	32	22	48	23	107	4	128	21	191
Hyde County.....	13	5	95	53	6	5	5	10	3	36	4	42	6	17
Jackson County.....	14	12	117	(D)	16	9	8	13	1	(D)	3	16	10	(D)
Jerauld County.....	20	10	169	127	16	11	9	19	8	57	3	38	9	74

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

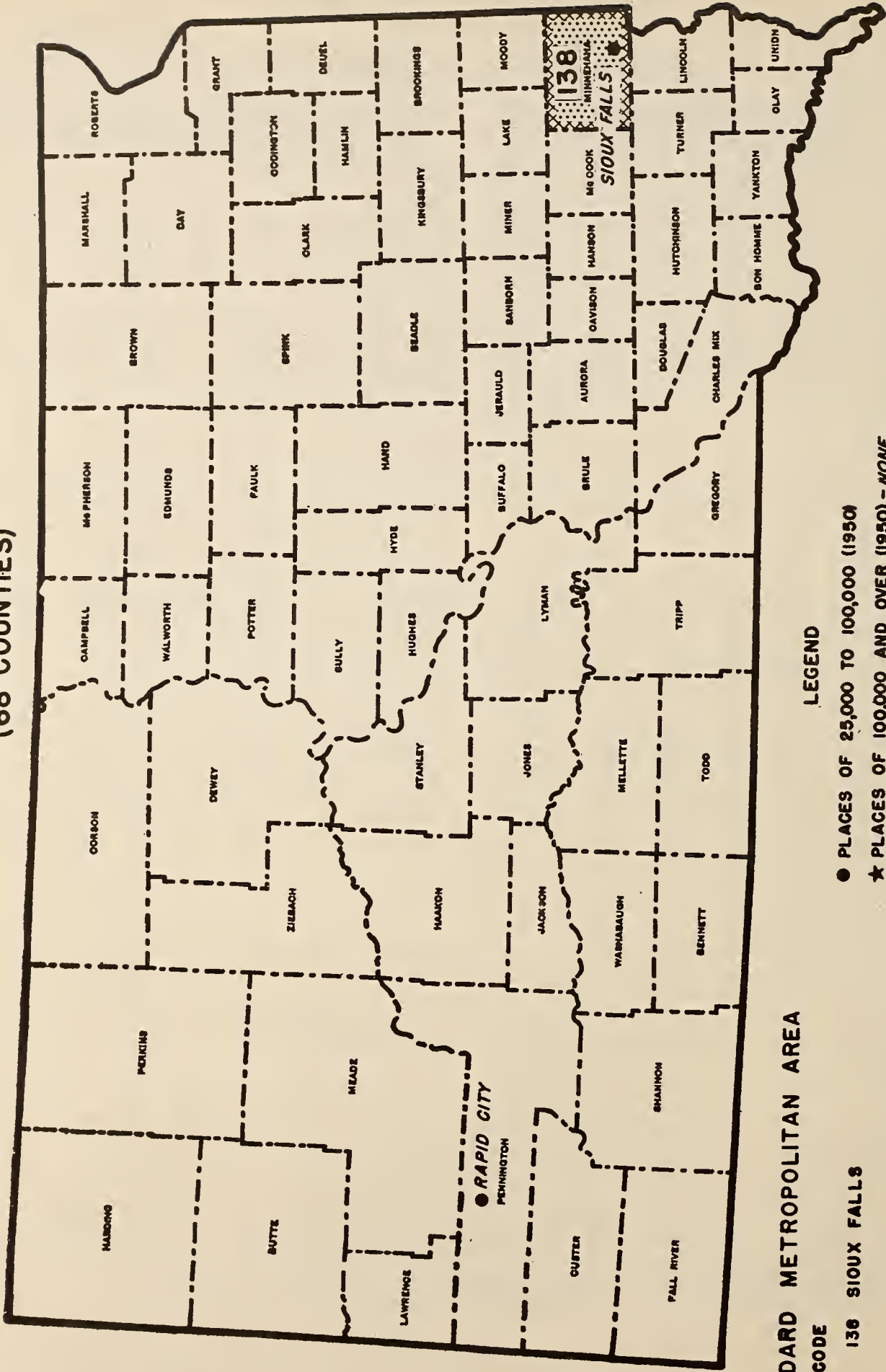
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Jones County.....	21	13	297	207	35	16	12	21	3	28	3	36	15	233
Kingsbury County.....	68	16	484	244	39	25	22	78	30	162	5	35	33	287
Lake County.....	56	26	717	545	158	139	94	58	19	147	7	142	30	428
Madison.....	42	22	626	486	147	137	92	42	15	139	7	(D)	20	(D)
Remainder of County.....	14	4	91	59	11	2	2	16	4	8	...	(D)	10	(D)
Lawrence County.....	111	59	1,667	1,493	337	161	144	120	37	438	10	228	64	1,001
Deadwood.....	45	23	505	409	91	77	67	53	18	158	5	53	22	294
Lead.....	28	14	446	410	107	50	48	26	12	218	3	(D)	13	(D)
Spearfish.....	26	16	622	600	121	33	28	27	7	62	2	(D)	17	(D)
Remainder of County.....	12	6	94	74	18	1	1	14	12	94
Lincoln County.....	68	24	851	579	164	137	89	74	29	184	12	146	27	521
Canton.....	32	12	375	283	67	26	20	32	18	129	5	(D)	9	145
Remainder of County.....	36	12	476	296	97	111	69	42	11	55	7	45	18	376
Lyman County.....	13	5	114	88	15	6	6	13	2	(D)	4	77	7	(D)
McCook County.....	33	11	292	180	45	28	16	34	9	51	3	29	21	212
McPherson County.....	19	9	252	178	38	16	12	18	3	18	4	(D)	12	(D)
Marshall County.....	42	18	334	190	39	30	23	40	16	127	8	76	18	131
Meade County.....	46	18	536	414	94	53	49	45	21	161	5	(D)	20	274
Sturgis.....	33	11	419	337	77	46	43	33	20	(D)	4	(D)	9	(D)
Remainder of County.....	13	7	117	77	17	7	6	12	1	(D)	1	(D)	11	(D)
Mellette County.....	5	1	34	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)
Miner County.....	17	9	148	128	22	13	11	17	11	46	1	(D)	5	(D)
Minnehaha County.....	404	212	9,220	8,158	2,375	1,058	857	409	156	2,552	63	971	185	5,697
Sioux Falls.....	343	183	8,595	7,695	2,272	1,035	836	352	139	2,462	52	838	152	5,295
Remainder of County.....	61	29	625	463	103	23	21	57	17	90	11	133	33	402
Moody County.....	33	13	340	174	27	23	10	31	15	110	10	111	8	119
Pennington County.....	329	179	6,869	5,935	1,513	673	547	322	99	1,902	27	555	203	4,412
Rapid City.....	256	142	5,649	4,929	1,298	598	487	253	85	1,748	18	467	153	3,434
Remainder of County.....	73	37	1,220	1,006	215	75	60	69	14	154	9	88	50	978
Perkins County.....	27	17	428	282	61	40	34	34	13	166	4	107	10	155
Lemmon.....	21	15	329	(D)	(D)	(D)	(D)	(D)	13	166	2	(D)	6	(D)
Remainder of County.....	6	2	99	(D)	(D)	(D)	(D)	(D)	2	(D)	4	(D)
Potter County.....	31	17	257	207	37	20	12	31	8	43	4	43	19	166
Roberts County.....	46	18	277	181	35	30	26	47	11	98	5	16	30	162
Sisseton.....	12	10	143	135	26	21	18	15	5	75	1	(D)	6	(D)
Remainder of County.....	34	8	134	46	9	9	8	32	6	23	4	(D)	24	(D)
Sanborn County.....	25	5	176	82	10	5	3	26	17	51	3	15	5	110
Shannon County.....	4	...	10	4	4	10
Spink County.....	57	21	531	405	78	51	45	58	21	153	8	162	28	216
Redfield.....	31	13	326	262	57	39	39	32	17	145	3	67	11	114
Remainder of County.....	26	8	205	143	21	12	6	26	4	8	5	95	17	102
Stanley County.....	8	4	98	70	21	6	5	7	1	(D)	2	(D)	5	80
Sully County.....	4	4	67	59	19	6	6	9	2	(D)	2	(D)
Todd County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Tripp County.....	48	20	509	393	78	40	35	53	14	133	13	145	21	231
Winner.....	39	19	457	(D)	(D)	(D)	(D)	(D)	12	(D)	10	115	17	(D)
Remainder of County.....	9	1	52	(D)	(D)	(D)	(D)	(D)	2	(D)	3	30	4	(D)
Turner County.....	59	15	353	151	23	18	9	60	15	100	13	88	31	165
Union County.....	46	14	540	256	35	22	18	46	13	136	10	158	23	246
Walworth County.....	42	22	529	451	91	51	40	42	9	108	7	51	26	370
Mobridge.....	26	16	351	319	67	37	28	27	8	(D)	2	(D)	16	241
Remainder of County.....	16	6	178	132	24	14	12	15	1	(D)	5	(D)	10	129
Washabaugh County.....	2	...	(D)	(D)	2	(D)
Yankton County.....	80	46	1,956	1,680	471	254	229	73	28	610	15	249	37	1,097
Yankton.....	72	44	1,858	(D)	(D)	(D)	(D)	(D)	28	610	13	(D)	31	(D)
Remainder of County.....	8	2	98	(D)	(D)	(D)	(D)	(D)	2	(D)	6	(D)
Ziebach County.....	4	2	54	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

SOUTH DAKOTA (68 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE
- STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE

138 SIOUX FALLS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____
18969

1954 Census of Business
Selected Services

CENSUS VERTICAL FILE

ERRATA SHEET NO. 1—PRELIMINARY REPORT, PS-1-42, TENNESSEE

The figures for places and kinds of business indicated below should be revised from those published in Series PS-1-42 of the 1954 Census of Business Selected Services Publications. The final reports covering these places and kinds of business, as well as other places and kinds of business, are subject to further revisions.

<u>Page No.</u>	<u>Stub Title</u>	<u>Column Title</u>	Change	
			<u>from—</u>	<u>to—</u>
4	Tennessee, total	Receipts, total all establishments.....	365,458	283,902
4	Tennessee, total	Receipts, establishments with payroll.....	339,434	257,878
4	Tennessee, total	All other selected services, receipts.....	244,139	162,583
6	Shelby County	Receipts, total all establishments.....	156,552	74,996
6	Shelby County	Receipts, establishments with payroll.....	152,270	70,714
6	Shelby County	All other selected services, receipts.....	126,692	45,136
6	Memphis	Receipts, total all establishments.....	154,884	73,328
6	Memphis	Receipts, establishments with payroll.....	150,938	69,382
6	Memphis	All other selected services, receipts.....	125,766	44,210

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-42

TENNESSEE

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

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regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Tennessee, total.....	11,077	5,955	365,458	339,434	85,280	39,932	36,479	11,322	4,865	90,082	1,464	31,237	4,748	244,139
Anderson County.....	123	79	10,485	10,265	4,006	1,090	988	115	57	1,147	9	124	57	9,214
Clinton.....	40	20	519	417	112	63	57	33	25	252	1	(D)	14	(D)
Remainder of County.....	83	59	9,966	9,848	3,894	1,027	931	82	32	895	8	(D)	43	(D)
Bedford County.....	103	51	1,070	854	229	153	140	102	36	420	17	206	50	444
Shelbyville.....	86	44	905	737	212	136	126	86	30	397	13	118	43	390
Remainder of County.....	17	7	165	117	17	17	14	16	6	23	4	88	7	54
Benton County.....	29	13	399	247	63	38	30	38	12	226	3	43	14	130
Bledsoe County.....	11	7	118	112	23	15	9	12	6	71	5	47
Blount County.....	182	88	2,488	2,124	603	327	277	201	76	982	28	362	78	1,144
Alcos.....	13	5	134	116	40	23	22	14	10	98	1	(D)	2	(D)
Maryville.....	112	54	1,653	1,411	458	218	202	126	52	814	18	194	42	645
Remainder of County.....	57	29	701	597	105	86	53	61	14	70	9	(D)	34	(D)
Bradley County.....	137	59	2,336	1,866	621	359	340	161	63	829	23	212	51	1,295
Cleveland.....	127	53	2,139	1,679	605	348	329	147	58	818	21	(D)	48	(D)
Remainder of County.....	10	6	197	187	16	11	11	14	5	11	2	(D)	3	(D)
Campbell County.....	83	45	1,206	1,004	245	135	121	95	40	423	11	138	32	645
La Follette.....	45	25	595	527	135	68	62	53	18	175	9	(D)	18	(D)
Remainder of County.....	38	20	611	477	110	67	59	42	22	248	2	(D)	14	(D)
Cannon County.....	9	5	111	77	21	6	5	12	7	(D)	2	(D)
Carroll County.....	99	39	970	730	167	123	106	94	42	361	14	198	43	411
McKenzie (Part) ¹	45	15	440	334	83	60	45	45	18	136	6	123	21	181
Remainder of County.....	54	24	530	396	84	63	61	49	24	225	8	75	22	230
Carter County.....	104	52	1,359	1,145	382	229	205	99	46	634	29	210	29	515
Elizabethton.....	71	39	1,077	977	335	194	175	65	37	586	14	84	20	407
Remainder of County.....	33	13	282	168	47	35	30	34	9	48	15	126	9	108
Cheatham County.....	25	3	226	(D)	(D)	(D)	(D)	(D)	13	55	5	61	7	110
Chester County.....	42	18	317	207	50	39	37	47	21	200	4	11	17	106
Henderson.....	34	14	250	(D)	(D)	(D)	(D)	(D)	20	(D)	14	(D)
Remainder of County.....	8	4	67	(D)	(D)	(D)	(D)	(D)	1	(D)	4	11	3	(D)
Claiborne County.....	30	12	282	202	55	35	30	34	17	161	6	51	7	70
Clay County.....	9	3	99	(D)	(D)	(D)	(D)	(D)	2	(D)	7	(D)
Cocke County.....	47	27	793	665	161	102	99	53	22	390	5	53	20	350
Newport.....	43	25	717	(D)	(D)	(D)	(D)	(D)	22	390	5	53	16	274
Remainder of County.....	4	2	76	(D)	(D)	(D)	(D)	(D)	4	76
Coffee County.....	95	45	(D)	(D)	7,511	1,779	1,760	119	40	437	12	117	43	(D)
Tullahoma.....	52	26	(D)	(D)	7,435	1,723	1,705	57	30	323	4	40	18	(D)
Remainder of County.....	43	19	591	411	76	56	55	62	10	114	8	77	25	400
Crockett County.....	36	20	412	296	70	46	43	44	26	231	3	75	7	106
Cumberland County.....	37	23	919	845	248	107	88	36	10	160	3	(D)	24	(D)
Davidson County.....	1,457	851	49,272	46,038	14,337	7,091	6,508	1,431	616	15,552	198	6,924	643	26,796
Belle Meade.....	6	2	(D)	(D)	(D)	(D)	(D)	(D)	6	(D)
Nashville.....	1,185	673	42,423	39,835	12,608	6,196	5,694	1,166	527	14,377	165	6,276	493	21,770
Remainder of County.....	266	176	(D)	(D)	(D)	(D)	(D)	(D)	89	1,175	33	648	144	(D)
Decatur County.....	27	7	190	100	21	17	16	32	13	98	10	(D)	4	(D)
De Kalb County.....	26	12	357	297	46	19	18	26	18	162	2	(D)	6	(D)
Dickson County.....	57	29	667	491	113	74	62	62	22	265	9	243	26	159
Dickson.....	43	25	470	350	101	65	55	45	19	(D)	8	(D)	16	122
Remainder of County.....	14	4	197	141	12	9	7	17	3	(D)	1	(D)	10	37
Dyer County.....	130	62	1,722	1,448	431	277	249	131	68	695	12	153	50	874
Dyersburg.....	89	47	1,288	1,094	355	230	210	93	50	575	8	116	31	597
Remainder of County.....	41	15	434	354	76	47	39	38	18	120	4	37	19	277
Fayette County.....	21	11	206	172	44	29	26	26	16	120	3	(D)	2	(D)
Fentress County.....	29	9	194	118	35	21	16	35	12	77	6	34	11	83
Franklin County.....	87	39	943	683	176	132	116	88	47	428	7	52	33	463
Winchester.....	34	18	436	336	71	45	38	40	21	225	4	(D)	9	(D)
Remainder of County.....	53	21	507	347	105	87	78	48	26	203	3	(D)	24	(D)
Gibson County.....	193	91	2,062	1,726	494	375	288	203	96	1,018	29	215	68	826
Humboldt.....	47	25	476	428	127	96	65	49	27	251	3	4	17	221
Milan.....	54	20	566	472	156	97	92	62	30	269	6	14	18	283
Trenton.....	38	22	516	448	129	90	78	39	19	346	11	92	8	78
Remainder of County.....	54	24	504	378	82	92	53	53	20	152	9	105	25	247
Giles County.....	83	45	939	801	235	157	148	77	36	412	22	256	25	271
Pulaski.....	68	38	795	683	206	137	130	58	25	330	19	(D)	24	(D)
Remainder of County.....	15	7	144	118	29	20	18	19	11	82	3	(D)	1	(D)
Grainger County.....	19	9	301	187	32	21	19	23	6	114	13	187

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹McKenzie is in Carroll and Weakley counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Greene County.....	81	55	1,555	1,341	430	261	232	93	43	901	13	122	25	532
Greenville.....	66	48	1,320	1,176	388	227	204	74	37	853	10	(D)	19	(D)
Remainder of County.....	15	7	235	165	42	34	28	19	6	68	3	(D)	6	(D)
Grundy County.....	39	13	303	193	42	31	24	40	14	78	5	41	20	184
Hamblen County.....	90	62	1,675	1,571	453	220	191	86	38	698	12	152	40	825
Morristown.....	79	53	1,373	(D)	404	188	171	74	37	(D)	11	(D)	31	(D)
Remainder of County.....	11	9	302	(D)	49	32	20	12	1	(D)	1	(D)	9	(D)
Hamilton County.....	992	556	27,551	25,239	8,789	4,149	3,799	971	405	8,773	115	3,148	472	15,630
Chattanooga.....	848	480	25,300	23,268	8,222	3,877	3,553	817	345	7,963	89	2,934	414	14,403
East Ridge.....	19	15	464	452	138	69	60	24	10	269	4	32	5	163
Remainder of County.....	125	61	1,787	1,519	429	203	186	130	50	541	22	182	53	1,064
Hancock County.....	5	1	39	(0)	(0)	(0)	(0)	(0)	2	(0)	1	(0)	2	(0)
Hardeman County.....	48	20	549	329	68	45	37	54	22	158	7	154	19	237
Hardin County.....	24	16	430	406	105	62	59	22	13	157	2	(0)	9	(D)
Hawkins County.....	48	18	637	457	76	48	42	50	26	270	5	(0)	17	(D)
Rogersville.....	21	11	309	267	52	35	30	20	15	175	6	134
Remainder of County.....	27	7	328	190	24	13	12	30	11	95	5	(0)	11	(D)
Haywood County.....	32	20	500	448	78	56	54	30	18	201	2	(0)	12	(D)
Brownsville.....	26	18	455	(D)	(D)	(D)	(D)	(D)	14	(D)	2	(0)	10	273
Remainder of County.....	6	2	45	(0)	(0)	(0)	(0)	(0)	4	(D)	2	(0)
Henderson County.....	40	24	387	321	95	78	59	48	18	186	6	48	16	153
Lexington.....	30	18	321	269	85	69	51	39	18	186	3	30	9	105
Remainder of County.....	10	6	66	52	10	9	8	9	3	18	7	48
Henry County.....	99	53	1,155	967	251	168	158	109	40	393	16	181	43	581
Paris.....	74	42	983	847	240	158	151	81	34	374	14	(D)	26	(D)
Remainder of County.....	25	11	172	120	11	10	7	28	6	19	2	(0)	17	(D)
Hickman County.....	25	13	290	222	49	27	24	28	10	131	4	71	11	88
Houston County.....	12	4	98	74	20	12	11	14	7	76	2	(0)	3	(D)
Rumphreys County.....	44	16	361	179	41	25	20	58	19	105	7	51	18	205
Jackson County.....	18	6	241	123	19	15	13	24	10	83	3	105	5	53
Jefferson County.....	45	15	458	256	68	41	30	55	20	212	9	123	16	123
Jefferson City.....	17	7	295	149	48	29	23	22	8	141	2	(0)	7	(D)
Remainder of County.....	28	8	163	107	20	12	7	33	12	71	7	(D)	9	(D)
Johnson County.....	17	7	166	142	29	20	18	16	9	82	5	(0)	3	(D)
Knox County.....	948	522	30,529	28,405	8,805	4,042	3,714	920	378	9,111	134	4,065	436	17,353
Knoxville.....	830	432	26,995	24,997	7,953	3,645	3,369	807	349	8,642	116	3,516	365	14,837
Remainder of County.....	118	90	3,534	3,408	852	397	345	113	29	469	18	549	71	2,516
Lake County.....	45	23	548	336	84	58	46	58	22	240	1	(0)	22	(D)
Lauderdale County.....	52	26	472	398	111	80	70	47	25	253	7	69	20	150
Ripley.....	26	14	268	224	67	44	40	28	14	176	12	92
Remainder of County.....	26	12	204	174	44	36	30	19	11	77	7	69	8	58
Lawrence County.....	79	35	886	566	151	101	93	83	35	290	10	103	34	493
Lawrenceburg.....	68	28	775	479	129	87	79	72	28	252	8	(D)	32	(D)
Remainder of County.....	11	7	111	87	22	14	14	11	7	38	2	(0)	2	(0)
Lewis County.....	12	6	130	76	23	21	14	12	4	48	4	36	4	46
Lincoln County.....	63	33	1,012	776	212	128	118	59	27	401	6	125	30	486
Fayetteville.....	53	27	893	663	195	118	109	51	25	(D)	6	125	22	(D)
Remainder of County.....	10	6	119	113	17	10	9	8	2	(D)	8	(D)
Loudon County.....	68	30	871	759	206	115	112	74	44	468	5	32	19	371
Lenoir City.....	37	17	491	423	144	78	77	40	24	327	5	32	8	132
Loudon.....	23	9	200	164	32	18	16	22	18	(D)	5	(D)
Remainder of County.....	8	4	180	172	30	19	19	12	2	(0)	6	(D)
McMinn County.....	106	46	1,682	1,450	372	222	201	111	49	990	21	111	36	581
Athens.....	80	32	1,263	1,071	307	177	162	88	31	825	21	111	28	327
Etowah.....	20	10	345	(D)	55	39	33	18	14	(D)	6	(0)
Remainder of County.....	6	4	74	(D)	10	6	6	5	4	(D)	2	(0)
McNairy County.....	34	20	423	381	92	62	53	31	14	165	2	(0)	18	(D)
Macon County.....	26	16	256	224	46	46	36	23	8	39	4	76	14	141
Madison County.....	231	133	4,552	4,032	1,444	870	789	251	102	1,977	21	364	108	2,211
Jackson.....	202	114	4,123	3,621	1,319	790	725	227	89	1,888	21	364	92	1,871
Remainder of County.....	29	19	429	411	125	80	64	24	13	89	16	340
Marion County.....	51	23	598	384	73	66	55	54	19	136	5	45	27	417
South Pittsburg.....	17	9	177	129	34	30	26	16	9	74	1	(D)	7	(D)
Remainder of County.....	34	14	421	255	39	36	29	38	10	62	4	(D)	20	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated business- only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Marshall County.....	63	31	882	688	174	108	105	70	31	444	10	135	22	303
Levittsburg.....	37	25	608	502	152	91	89	45	16	280	5	79	16	249
Remainder of County.....	26	6	274	186	22	17	16	25	15	164	5	56	6	54
Mary County.....	133	69	2,426	2,130	573	331	307	136	49	944	25	313	59	1,169
Columbia.....	93	49	2,011	1,817	500	286	264	100	36	837	15	239	42	935
Mount Pleasant.....	21	13	191	163	41	28	27	19	11	(D)	5	37	5	(D)
Remainder of County.....	19	7	224	150	32	17	16	17	2	(0)	5	37	12	(D)
Meigs County.....	3	1	20	(D)	(0)	(D)	(0)	(0)	1	(D)	2	(D)
Monroe County.....	68	22	678	552	130	64	57	67	34	260	10	153	24	265
Sweetwater.....	29	9	207	157	58	27	25	28	14	119	4	8	11	80
Remainder of County.....	39	13	471	395	72	37	32	39	20	141	6	145	13	185
Montgomery County.....	134	86	3,749	3,545	972	533	502	149	55	1,404	18	325	61	2,020
Clarksville.....	110	68	2,794	2,614	728	428	407	125	48	(D)	10	94	52	(D)
Remainder of County.....	24	18	955	931	244	105	95	24	7	(D)	8	231	9	(D)
Moore County.....	5	1	36	(D)	(D)	(D)	(D)	(D)	3	(D)	2	(D)
Morgan County.....	17	3	86	36	11	7	7	16	9	34	2	(D)	6	(D)
Obion County.....	132	60	1,492	1,160	316	202	171	141	49	575	16	167	67	750
Union City.....	72	34	1,058	886	246	153	134	79	28	430	5	107	39	521
Remainder of County.....	60	26	434	274	70	49	37	62	21	145	11	60	28	229
Overton County.....	28	10	315	237	63	52	19	28	8	161	4	26	16	128
Perry County.....	11	3	54	18	4	5	5	20	1	(D)	4	12	6	(D)
Pickett County.....	12	2	94	(D)	(D)	(D)	(D)	(D)	12	94
Polk County.....	39	17	487	369	63	38	38	36	17	184	3	30	19	273
Putnam County.....	92	46	1,142	984	256	181	159	100	38	456	14	140	40	546
Cookeville.....	67	31	821	701	202	135	116	74	28	397	10	55	29	369
Remainder of County.....	25	15	321	283	54	46	43	26	10	59	4	85	11	177
Rhea County.....	49	17	478	364	110	70	67	46	30	300	4	14	15	164
Dayton.....	26	10	293	239	59	40	39	23	16	179	10	114
Remainder of County.....	23	7	185	125	51	30	28	23	14	121	4	14	5	50
Roane County.....	141	55	1,759	1,441	467	257	228	141	68	758	15	156	58	845
Harriman.....	69	25	947	769	241	146	130	68	38	388	7	107	24	452
Rockwood.....	26	14	401	369	131	66	61	24	14	210	3	(D)	9	(D)
Remainder of County.....	46	16	411	303	95	45	37	49	16	160	5	(D)	25	(D)
Robertson County.....	59	29	816	732	189	131	126	61	29	405	11	183	19	228
Springfield.....	42	22	682	630	175	127	122	42	19	334	8	148	15	200
Remainder of County.....	17	7	134	102	14	4	4	19	10	71	3	35	4	28
Rutherford County.....	135	65	2,229	1,975	542	300	275	142	62	859	19	343	54	1,027
Murfreesboro.....	103	53	1,829	1,623	459	255	232	109	47	729	16	326	40	774
Remainder of County.....	32	12	400	352	83	45	43	33	15	130	3	17	14	253
Scott County.....	21	15	371	343	55	41	39	22	7	63	1	(D)	13	(D)
Sequatchie County.....	18	4	120	80	11	3	3	18	11	40	2	(D)	5	(D)
Sevier County.....	158	84	2,623	2,229	451	190	173	166	30	329	5	18	123	2,276
Shelby County.....	1,948	1,208	156,552	152,270	23,202	10,749	9,859	1,930	895	22,472	232	7,388	821	126,692
Memphis.....	1,833	1,145	154,884	150,938	22,854	10,578	9,710	1,811	843	21,926	219	7,192	771	125,766
Millington.....	22	14	445	391	64	40	32	21	8	74	4	42	10	329
Remainder of County.....	93	49	1,223	941	284	131	117	98	44	472	9	154	40	597
Smith County.....	25	11	369	185	40	25	12	32	17	291	3	(D)	5	(D)
Stewart County.....	18	8	129	109	22	11	10	17	4	10	5	61	9	58
Sullivan County.....	308	174	6,607	6,043	2,001	1,024	931	288	150	3,100	41	629	117	2,878
Bristol.....	78	50	1,776	1,688	589	277	260	71	37	795	18	245	23	736
Kingsport.....	182	104	4,269	3,891	1,276	674	607	169	96	2,191	16	348	70	1,730
Remainder of County.....	48	20	562	464	136	73	64	48	17	114	7	36	24	412
Sumner County.....	73	49	994	916	281	186	162	76	31	433	14	229	28	332
Gallatin.....	41	29	594	552	185	121	115	44	22	336	5	79	14	179
Remainder of County.....	32	20	400	364	96	65	47	32	9	97	9	150	14	153
Tipton County.....	46	28	662	494	138	103	83	53	20	246	6	61	20	355
Covington.....	30	20	533	399	114	76	61	36	14	224	2	(D)	14	(D)
Remainder of County.....	16	8	129	95	24	27	22	17	6	22	4	(D)	6	(D)
Trousdale County.....	13	5	176	138	39	26	25	11	7	147	6	29
Union County.....	29	17	389	335	106	63	60	29	15	171	2	(D)	12	(D)
Erwin.....	25	15	337	(D)	(D)	(D)	(D)	(D)	14	(D)	2	(D)	9	119
Remainder of County.....	4	2	52	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)
Union County.....	12	6	(D)	(D)	50	14	12	11	4	(D)	8	147
Van Buren County.....

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

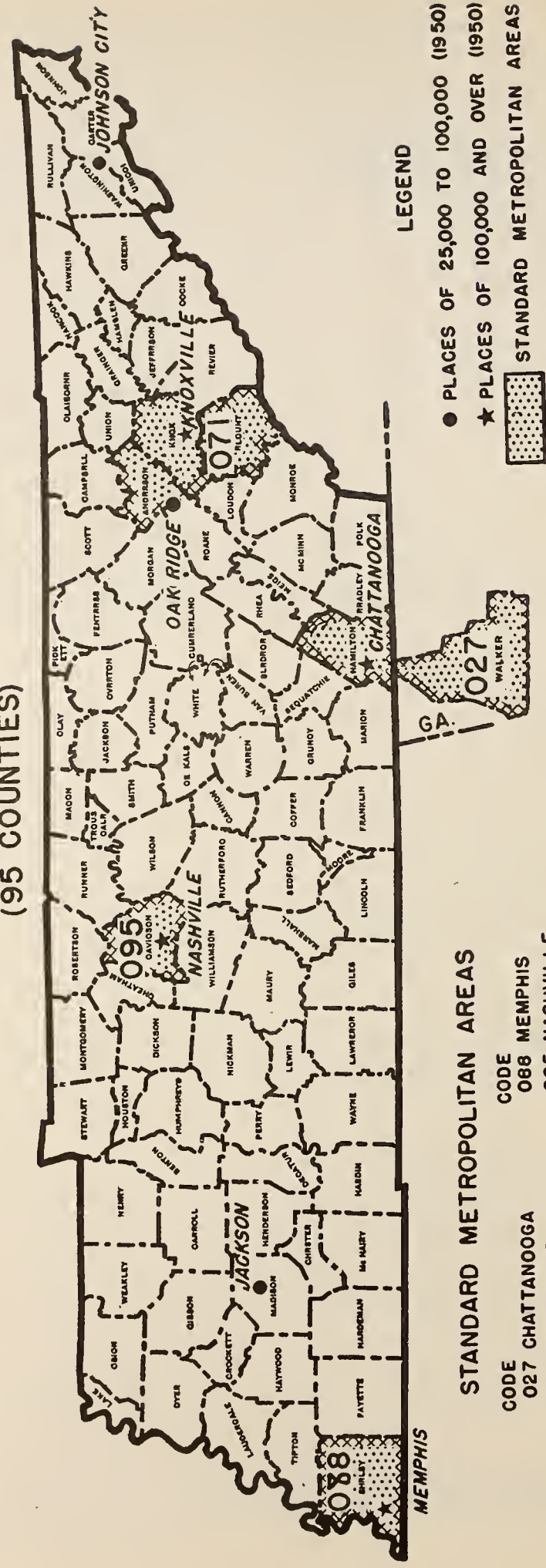
*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel


County and city	Total										Kind-of-business group				
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	
Warren County.....	77	27	888	688	217	153	132	81	37	445	15	60	25	382	
McMinnville.....	75	27	(D)	688	217	153	132	(D)	35	(D)	15	60	25	382	
Remainder of County.....	2	...	(0)	(D)	2	(0)	
Washington County.....	194	104	4,007	3,631	1,290	703	627	209	80	1,414	40	659	74	1,934	
Johnson City.....	146	84	3,530	3,284	1,206	639	571	155	63	1,348	27	547	56	1,635	
Remainder of County.....	48	20	477	347	84	64	56	54	17	66	13	112	18	299	
Wayne County.....	25	7	267	129	30	17	17	28	6	88	3	36	16	143	
Weakley County.....	90	34	751	521	118	82	64	96	53	399	5	24	32	328	
McKenzie (Part) ¹	4	...	12	4	4	12	
Martin.....	39	11	323	197	42	27	21	44	23	186	2	(0)	14	(D)	
Remainder of County.....	47	23	416	324	76	55	43	48	30	213	3	(D)	14	(D)	
White County.....	46	18	680	530	131	74	73	60	16	181	10	117	20	382	
Sparta.....	43	17	(D)	(D)	(D)	(D)	(D)	(D)	16	181	10	117	17	(D)	
Remainder of County.....	3	1	(0)	(0)	(0)	(0)	(0)	(0)	3	(0)	
Williamson County.....	41	27	893	837	231	116	113	35	18	414	6	92	17	387	
Franklin.....	24	18	530	502	176	93	91	17	15	388	4	(0)	5	(D)	
Remainder of County.....	17	9	363	335	55	23	22	18	3	26	2	(D)	12	(D)	
Wilson County.....	110	46	1,529	1,139	310	183	178	122	53	604	15	281	42	644	
Lebanon.....	85	39	1,264	988	283	164	159	91	39	544	15	281	31	439	
Remainder of County.....	25	7	265	151	27	19	19	31	14	60	11	205	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹McKenzie is in Carroll and Weakley counties.

TENNESSEE (95 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
-  STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

- | | |
|------|-----------------|
| CODE | 027 CHATTANOOGA |
| 088 | MEMPHIS |
| 071 | KNOXVILLE |
| 095 | NASHVILLE |

1954 Census of Business

SELECTED SERVICES

May 1956

Series: PS-1-43

TEXAS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group													
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*									
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)								
Texas, total.....	43,994	23,164	1,002,094	896,344	271,576	123,643	111,617	44,373	18,244	288,868	6,359	128,207	13,391	585,019								
Anderson County.....	115	61	1,643	1,425	416	257	239	118	52	798	21	206	42	639								
Palestine.....	90	52	1,420	1,244	389	231	213	97	48	(D)	14	181	28	(D)								
Remainder of County.....	25	9	223	181	27	26	26	21	4	(D)	7	25	14	(D)								
Andrews County.....	47	25	803	655	168	83	73	46	15	165	11	212	21	426								
Andrews.....	45	23	(D)	(D)	(D)	(D)	(D)	(D)	15	165	11	212	19	(D)								
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)								
Angelina County.....	147	81	2,498	2,216	661	394	357	152	66	935	32	379	49	1,184								
Lufkin.....	123	69	2,208	1,952	607	343	312	126	56	879	28	334	39	995								
Remainder of County.....	24	12	290	264	54	51	45	26	10	56	4	45	10	189								
Aransas County.....	84	28	840	560	121	105	62	89	10	60	3	(D)	71	(D)								
Aransas Pass (Part) ¹	12	2	64	(D)	(D)	(D)	(D)	(D)	2	(D)	10	(D)								
Remainder of County.....	72	26	776	(D)	(D)	(D)	(D)	(D)	8	(D)	3	(D)	61	633								
Archer County.....	35	13	373	175	40	20	18	42	12	73	3	32	20	268								
Armstrong County.....	11	7	64	50	12	5	5	11	3	17	2	(D)	6	(D)								
Atascosa County.....	45	23	419	325	62	39	32	44	18	183	6	90	21	146								
Pleasanton.....	21	11	211	177	36	26	20	22	11	146	10	65								
Remainder of County.....	24	12	208	148	26	13	12	22	7	37	6	90	11	81								
Austin County.....	57	25	537	403	90	53	42	56	20	158	9	147	28	232								
Bailey County.....	59	29	703	555	140	82	66	53	22	198	12	191	25	314								
Bandera County.....	41	19	540	474	128	66	60	41	9	58	2	(D)	30	(D)								
Bastrop County.....	61	37	667	571	128	88	81	63	29	252	10	234	22	181								
Bastrop.....	18	10	(D)	(D)	(D)	(D)	(D)	(D)	9	90	4	(D)	5	44								
Elgin.....	28	18	274	250	46	33	30	26	13	52	5	147	10	75								
Smithville.....	14	8	181	159	42	23	21	16	7	110	1	(D)	6	(D)								
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)								
Baylor County.....	46	28	369	277	74	55	49	51	23	148	11	89	12	132								
Seymour.....	45	27	(D)	(D)	(D)	(D)	(D)	(D)	23	148	11	89	11	(D)								
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)								
Bee County.....	92	52	1,390	1,258	277	200	172	93	41	478	12	213	39	692								
Beeville.....	81	47	1,205	1,091	245	182	158	84	36	461	12	213	33	531								
Remainder of County.....	11	5	185	167	32	18	14	9	5	17	6	168								
Bell County.....	373	215	7,643	6,247	1,787	975	891	373	151	2,815	53	1,146	169	3,682								
Belton.....	55	33	674	464	122	90	85	56	24	272	4	58	27	344								
Killeen.....	94	52	2,442	2,174	582	315	289	94	41	1,179	13	230	40	1,033								
Temple.....	184	100	4,019	3,143	966	509	465	187	68	1,156	28	731	88	2,132								
Remainder of County.....	40	30	508	466	117	61	52	36	18	208	8	127	14	173								
Bexar County.....	2,621	1,489	74,378	69,102	23,229	10,943	9,934	2,547	1,068	21,938	416	9,398	1,137	43,042								
Alamo Heights.....	Data for this area combined with Remainder of County.								10,543	9,634	2,465	1,028	20,942	410	9,312	1,103	41,758					
Olmos Park.....	2,541	1,433	72,012	66,878	22,262																	
San Antonio.....	Data for this area combined with Remainder of County.								80	56	2,366	2,224	967	400	300	82	40	996	6	86	34	1,284
Terrell Hills.....																						
Remainder of County.....																						
Blanco County.....	28	6	171	89	23	16	6	28	10	34	2	(D)	16	(D)								
Borden County.....								
Bosque County.....	65	29	455	353	68	38	36	68	37	177	7	97	21	181								
Bowie County.....	288	164	5,498	4,928	1,500	878	783	288	140	1,711	47	738	101	3,049								
New Boston.....	21	11	174	142	48	35	28	20	14	109	7	65								
Texarkana.....	199	117	4,651	4,239	1,313	757	689	199	96	1,390	38	611	65	2,650								
Remainder of County.....	68	36	673	547	139	86	68	69	30	212	9	127	29	334								
Brazoria County.....	289	129	3,697	2,967	879	374	304	283	118	1,173	40	492	131	2,032								
Alvin.....	47	21	566	454	120	52	46	44	17	213	11	125	19	228								
Angleton.....	28	16	454	410	107	52	49	29	11	217	3	28	14	209								
Freeport.....	42	18	556	426	142	66	54	42	22	285	2	(D)	18	(D)								
Lake Jackson.....	13	5	190	162	49	19	13	16	7	79	1	(D)	5	(D)								
Remainder of County.....	159	69	1,931	1,515	461	185	142	152	61	379	23	193	75	1,359								
Brazos County.....	162	102	2,603	2,229	585	354	252	164	72	1,057	22	348	68	1,198								
Bryan.....	123	75	1,839	1,535	379	247	154	123	52	501	16	314	55	1,024								
College Station.....	37	25	(D)	(D)	(D)	(D)	(D)	(D)	19	(D)	6	34	12	(D)								
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	1	(D)								
Brewster County.....	46	30	796	708	182	106	100	46	19	235	1	(D)	26	(D)								
Alpine.....	35	23	536	456	120	78	74	35	17	(D)	1	(D)	17	271								
Remainder of County.....	11	7	260	252	62	28	26	11	2	(D)	9	(D)								
Briscoe County.....	26	10	161	89	17	14	10	27	10	58	4	26	12	77								
Brooks County.....	33	23	430	398	91	75	60	33	16	159	4	40	13	231								
Palfurris.....	33	23	430	398	91	75	60	33	16	159	4	40	13	231								
Remainder of County.....								
Brown County.....	163	85	2,052	1,700	515	289	266	166	84	795	23	210	56	1,047								
Brownwood.....	142	74	1,837	1,501	478	266	249	144	77	771	19	195	46	871								
Remainder of County.....	21	11	215	199	37	23	17	22	7	24	4	15	10	176								

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 * Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
¹ Aransas Pass is in Aransas and San Patricio counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)	Establishments (Number)	Receipts (\$1,000)
Burleson County.....	35	13	311	227	63	44	38	38	17	113	2	(D)	16	(D)
Burnet County.....	56	24	582	408	85	49	35	57	21	182	6	36	31	364
Caldwell County.....	75	41	990	784	263	180	144	76	30	360	15	222	30	408
Lockhart.....	29	17	469	375	112	78	69	32	13	175	7	116	9	178
Luling.....	34	12	414	330	133	93	67	34	15	(D)	6	(D)	13	160
Remainder of County.....	12	6	107	79	18	9	8	10	2	(D)	2	(D)	8	70
Calhoun County.....	66	36	962	830	165	89	83	69	18	187	9	152	39	623
Port Lavaca.....	40	24	680	588	131	68	64	44	13	178	5	(D)	22	(D)
Remainder of County.....	26	12	282	242	34	21	19	25	5	9	4	(D)	17	(D)
Callahan County.....	51	23	373	257	73	35	31	58	19	122	16	131	16	120
Cameron County.....	542	302	10,474	9,316	2,634	1,478	1,355	551	196	2,962	58	930	288	6,582
Brownsville.....	166	110	3,781	3,523	1,002	620	588	169	60	1,228	19	290	87	2,263
Harlingen.....	195	113	4,329	4,033	1,227	643	593	190	80	1,376	16	415	99	2,538
La Feria.....	16	10	147	97	34	13	12	16	10	72	3	42	3	33
San Benito.....	77	35	1,164	900	194	127	103	83	33	250	11	101	33	813
Remainder of County.....	88	34	1,053	763	177	75	59	93	13	36	9	82	66	935
Camp County.....	40	20	320	234	83	54	51	40	25	153	4	52	11	115
Pittsburg.....	37	19	302	(D)	(D)	(D)	(D)	(D)	23	(D)	4	52	10	(D)
Remainder of County.....	3	1	18	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)
Carson County.....	60	20	324	188	35	22	18	64	34	166	3	53	23	105
Cass County.....	85	37	882	646	186	149	130	93	41	307	19	234	25	341
Atlanta.....	31	21	444	392	127	105	86	35	16	223	6	111	9	110
Remainder of County.....	54	16	438	254	59	44	44	58	25	84	13	123	16	231
Castro County.....	28	14	351	281	85	43	40	28	10	79	5	65	13	207
Chambers County.....	22	10	308	264	65	36	34	19	11	70	4	124	7	114
Cherokee County.....	129	81	1,923	1,743	455	285	246	132	60	713	21	285	48	925
Jacksonville.....	70	50	1,247	1,169	331	199	163	72	33	522	11	167	26	558
Rusk.....	20	16	342	324	74	51	49	24	10	128	4	35	6	179
Remainder of County.....	39	15	334	250	50	35	34	36	17	63	6	83	16	188
Childress County.....	63	33	790	668	175	114	99	67	26	348	15	177	22	265
Childress.....	61	31	(D)	(D)	(D)	(D)	(D)	(D)	26	348	15	177	20	(D)
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Clay County.....	42	20	385	277	64	50	43	50	17	200	7	70	18	115
Henrietta.....	22	16	267	211	52	42	38	24	10	152	2	(D)	10	(D)
Remainder of County.....	20	4	118	66	12	8	5	26	7	48	5	(D)	8	(D)
Cochran County.....	48	22	411	307	68	48	40	43	22	143	7	80	19	188
Coke County.....	14	6	104	72	14	10	7	15	9	53	2	(D)	3	(D)
Coleman County.....	117	57	1,144	898	192	124	113	124	47	348	25	284	45	512
Coleman.....	90	48	977	795	171	108	98	100	37	309	17	218	36	450
Remainder of County.....	27	9	167	103	21	16	15	24	10	39	8	66	9	62
Collin County.....	201	95	2,150	1,634	474	261	252	208	110	1,038	21	232	70	880
McKinney.....	87	51	1,164	1,010	334	174	170	92	45	577	8	119	34	468
Remainder of County.....	114	44	986	624	140	87	82	116	65	461	13	113	36	412
Collingsworth County.....	61	19	517	313	69	48	43	65	27	201	11	99	23	217
Wellington.....	51	17	481	(D)	(D)	(D)	(D)	(D)	21	189	11	(D)	19	(D)
Remainder of County.....	10	2	36	(D)	(D)	(D)	(D)	(D)	6	12	...	(D)	4	(D)
Colorado County.....	88	42	864	684	176	112	91	92	35	219	12	105	41	540
Columbus.....	40	16	365	285	76	61	50	41	19	123	3	15	18	227
Engle Lake.....	19	11	257	207	46	20	19	22	9	45	2	(D)	8	(D)
Remainder of County.....	29	15	242	192	54	31	22	29	7	51	7	(D)	15	(D)
Comal County.....	98	52	1,250	1,070	295	164	142	92	32	493	9	64	57	693
New Braunfels.....	93	40	1,194	(D)	286	160	138	89	32	493	9	64	52	637
Remainder of County.....	5	3	56	(D)	9	4	4	3	5	56
Comanche County.....	85	33	526	344	87	48	44	87	36	216	14	84	35	226
Comanche.....	43	19	301	235	62	32	30	42	21	151	10	51	12	99
Remainder of County.....	42	14	225	109	25	16	14	45	15	65	4	33	23	127
Concho County.....	24	10	188	74	16	14	11	28	10	44	4	16	14	128
Cooke County.....	147	65	2,710	2,282	572	313	286	155	51	739	26	243	70	1,720
Gainesville.....	128	56	1,938	1,552	494	276	252	133	43	709	24	(D)	61	(D)
Remainder of County.....	19	9	772	730	78	37	34	22	8	30	2	(D)	9	(D)
Coryell County.....	78	40	1,080	866	311	153	129	77	32	588	20	202	26	290
Gatesville.....	51	27	593	419	111	77	62	55	21	292	12	89	18	212
Remainder of County.....	27	13	487	447	200	76	67	22	11	296	8	113	8	78
Cottle.....	29	21	399	367	58	36	33	27	14	113	6	91	9	195
Paducah.....	29	21	399	367	58	36	33	27	14	113	6	91	9	195
Remainder of County.....
Crane County.....	24	12	238	174	46	30	30	24	14	101	1	(D)	13	(D)
Crockett County.....	27	15	371	315	99	49	46	27	8	134	2	(D)	17	(D)

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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Crosby County.....	70	38	974	814	97	66	51	61	32	622	11	81	27	271
Culberson County.....	37	17	565	389	68	46	34	49	7	40	5	91	25	434
Dallam County.....	68	32	943	721	209	113	105	70	20	297	13	198	35	448
Dalhart (Part) ²	57	31	841	(D)	(D)	(D)	(D)	(D)	18	(D)	11	(D)	28	412
Remainder of County.....	11	1	102	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	7	36
Dallas County.....	4,589	2,563	182,034	171,064	49,273	18,873	17,254	4,626	1,826	40,930	652	18,779	2,111	122,325
Dallas.....	3,940	2,280	169,631	160,381	46,015	17,485	16,011	3,898	1,531	36,283	572	17,566	1,837	115,782
Garland.....														
Grand Prairie (Part) ¹⁰														
Highland Park.....														
Irving.....														
Lancaster.....														
University Park.....														
Remainder of County.....	649	283	12,403	10,683	3,258	1,388	1,243	728	295	4,647	80	1,213	274	6,543
Dawson County.....	128	68	1,850	1,434	375	183	147	135	50	622	17	282	61	939
Lamesa.....	114	60	1,564	1,194	335	160	126	125	48	(D)	16	(D)	50	672
Remainder of County.....	14	8	286	240	40	23	21	10	2	(D)	1	(D)	11	267
Deaf Smith County.....	81	43	1,447	1,213	288	132	126	91	33	361	9	284	39	802
Hereford.....	75	39	1,235	(D)	250	120	114	86	31	(D)	9	284	35	(D)
Remainder of County.....	6	4	212	(D)	38	12	12	5	2	(D)	4	(D)
Delta County.....	30	16	402	324	68	37	26	32	13	170	6	35	11	197
Denton County.....	184	102	2,431	2,001	525	327	279	200	98	1,171	26	310	60	950
Denton.....	120	70	1,849	1,585	439	266	227	126	64	953	22	266	34	630
Remainder of County.....	64	32	582	416	86	61	52	74	34	218	4	44	26	320
Devitt County.....	115	57	1,104	854	222	139	129	107	51	457	20	210	44	437
Cuero.....	51	23	663	515	125	83	80	47	21	262	8	104	22	297
Yoakum (Part) ³	28	18	187	153	53	30	26	30	20	110	2	(D)	6	(D)
Yorktown.....	24	14	220	(D)	(D)	(D)	(D)	(D)	6	77	6	51	12	92
Remainder of County.....	12	2	34	(D)	(D)	(D)	(D)	(D)	4	8	4	(D)	4	(D)
Dickens County.....	51	25	470	364	75	54	48	49	27	275	5	16	19	179
Dimit County.....	30	16	290	204	33	20	18	38	12	104	18	186
Carrizo Springs.....	21	13	171	137	27	13	13	24	10	(D)	11	(D)
Remainder of County.....	9	3	119	67	6	7	5	14	2	(D)	7	(D)
Donley County.....	60	26	480	352	80	48	43	62	23	190	8	58	29	232
Clarendon.....	42	22	411	329	74	43	38	46	12	143	6	(D)	24	(D)
Remainder of County.....	18	4	69	23	6	5	5	16	11	47	2	(D)	5	(D)
Duval County.....	46	30	619	569	140	65	61	45	15	91	9	115	22	413
Benavides.....	12	8	61	53	8	9	9	9	4	10	4	(D)	4	(D)
San Diego (Part) ⁴	8	4	77	67	13	11	11	8	4	35	2	(D)	2	(D)
Remainder of County.....	26	18	481	449	119	45	41	28	7	46	3	95	16	340
Eastland County.....	205	87	1,650	1,204	361	211	192	193	90	760	29	209	86	681
Cisco.....	63	25	516	366	127	85	80	59	23	242	15	71	25	203
Eastland.....	50	20	477	403	125	60	55	46	24	263	3	(D)	23	(D)
Ranger.....	42	20	367	253	76	40	33	42	19	159	9	66	14	142
Remainder of County.....	50	22	290	182	33	26	24	46	24	96	2	(D)	24	(D)
Ector County.....	421	237	14,652	13,192	3,857	1,253	1,149	465	124	2,477	45	1,571	252	10,604
Odessa.....	389	219	13,070	11,654	3,378	1,124	1,039	436	119	2,462	43	(D)	227	(D)
Remainder of County.....	32	18	1,582	1,538	479	129	110	29	5	15	2	(D)	25	(D)
Edwards County.....	18	4	190	(D)	(D)	(D)	(D)	(D)	9	113	5	49	4	28
Ellis County.....	248	94	2,172	1,588	452	265	226	256	125	1,076	40	293	83	803
Emis.....	78	36	800	678	193	100	88	75	36	459	11	121	31	220
Waxahatchie.....	105	33	895	545	189	117	99	116	57	474	20	125	28	296
Remainder of County.....	65	25	477	365	70	48	39	65	32	143	9	47	24	287
El Paso County.....	939	545	28,804	26,620	8,443	4,136	3,829	978	349	8,023	137	3,217	453	17,564
El Paso.....	847	487	26,855	24,843	7,757	3,801	3,502	879	308	6,839	132	3,165	407	16,851
Remainder of County.....	92	58	1,949	1,777	686	335	327	99	41	1,184	5	52	46	713
Erath County.....	134	58	1,467	1,219	293	183	159	128	56	539	19	80	59	848
Dublin.....	35	19	(D)	(D)	(D)	(D)	(D)	(D)	19	(D)	4	25	12	(D)
Stephenville.....	92	36	811	623	191	126	112	87	36	414	15	55	41	342
Remainder of County.....	7	3	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	6	(D)
Falls County.....	92	50	1,281	1,117	414	261	252	86	48	579	14	142	30	560
Marlin.....	52	36	1,043	953	366	234	227	49	32	506	6	86	14	451
Remainder of County.....	40	14	238	164	48	27	25	37	16	73	8	56	16	109
Fannin County.....	154	52	1,135	825	211	137	130	154	82	587	24	126	48	422
Bonham.....	81	33	717	531	148	90	87	81	36	381	18	86	27	250
Remainder of County.....	73	19	418	294	63	47	43	73	46	206	6	40	21	172
Fayette County.....	109	51	1,013	795	159	103	88	121	42	321	20	285	47	407
La Grange.....	30	16	357	289	75	41	37	34	19	209	2	(D)	9	(D)
Remainder of County.....	79	35	656	506	84	62	51	87	23	112	18	(D)	38	(D)
Fisher County.....	44	22	409	305	73	57	53	48	22	222	4	40	18	147
Hamlin (Part) ⁵	6	...	22	6	6	22
Rotan.....	25	13	290	226	56	43	41	27	14	187	2	(D)	9	(D)
Remainder of County.....	13	9	97	79	17	14	12	15	8	35	2	(D)	3	(D)

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

²Dalhart is in Dallam and Hartley counties.³Yoakum is in Devitt and Lavaca counties.⁴San Diego is in Duval and Jim Wells counties.⁵Hamlin is in Fisher and¹⁰Grand Prairie is in Ollas and Tarrant counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Floyd County.....	80	38	1,141	897	183	98	90	89	43	373	12	248	25	520
Floydsda.....	40	20	438	342	73	39	35	41	23	185	3	63	14	190
Remainder of County.....	40	18	703	555	110	59	55	48	20	188	9	185	11	330
Foard County.....	25	11	244	142	30	20	19	24	12	88	8	53	5	103
Fort Bend County.....	109	67	2,197	1,893	529	255	215	108	43	435	22	326	44	1,436
Rosenberg.....	58	36	887	703	213	122	102	60	20	269	14	151	24	467
Remainder of County.....	51	31	1,310	1,190	316	133	113	48	23	166	8	175	20	969
Franklin County.....	20	6	84	44	12	14	12	20	11	44	2	(D)	7	(D)
Winnboro (Part) ⁶
Remainder of County.....	20	6	84	44	12	14	12	20	11	44	2	(D)	7	(D)
Freestone County.....	64	24	635	395	111	76	66	65	42	363	12	212	10	60
Teague.....	30	12	317	193	51	33	31	29	23	210	4	(D)	3	(D)
Remainder of County.....	34	12	318	202	60	43	35	36	19	153	8	(D)	7	(D)
Frio County.....	40	20	363	275	56	48	39	39	18	134	8	60	14	169
Pearsall.....	28	16	257	221	48	40	32	28	16	(D)	5	15	7	(D)
Remainder of County.....	12	4	106	54	8	8	7	11	2	(D)	3	45	7	(D)
Gaines County.....	79	37	857	613	167	79	69	81	32	260	6	88	41	509
Seminole.....	47	23	510	352	105	49	42	46	20	178	2	(D)	25	(D)
Remainder of County.....	32	14	347	261	62	30	27	35	12	82	4	(D)	16	(D)
Galveston County.....	685	373	16,830	15,208	5,290	2,412	2,181	684	269	4,432	72	1,409	344	10,989
Galveston.....	457	285	13,733	12,721	4,448	2,045	1,853	448	177	3,316	49	1,028	231	9,389
Texas City.....	94	48	1,619	1,357	500	219	186	100	40	684	14	350	40	585
Remainder of County.....	134	40	1,478	1,130	342	148	142	136	52	432	9	31	73	1,015
Garza County.....	46	20	314	224	62	38	31	40	15	85	3	47	28	182
Post.....	41	19	302	(D)	(D)	(D)	(D)	(D)	15	85	3	47	23	170
Remainder of County.....	5	1	12	(D)	(D)	(D)	(D)	(D)	5	12
Gillespie County.....	56	28	1,019	849	166	104	89	60	18	142	14	447	24	430
Fredericksburg.....	49	25	908	(D)	(D)	(D)	(D)	(D)	16	(D)	13	(D)	20	329
Remainder of County.....	7	3	111	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)	4	101
Glasscock County.....	3	3	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	1	(D)	1	(D)
Goliad County.....	27	11	191	153	40	33	32	22	13	76	2	(D)	12	(D)
Gonzales County.....	75	35	954	826	173	135	111	78	37	287	11	125	27	542
Gonzales.....	45	25	560	504	125	95	77	45	23	188	8	91	14	281
Remainder of County.....	30	10	394	322	48	40	34	33	14	99	3	34	13	261
Gray County.....	218	106	3,792	3,090	989	382	360	206	82	1,170	27	328	109	2,294
Pampa.....	168	84	3,304	2,846	923	346	334	161	68	1,095	19	298	81	1,911
Remainder of County.....	50	22	488	244	66	36	26	45	14	75	8	30	28	383
Grayson County.....	420	194	5,952	4,884	1,569	905	708	401	188	2,204	52	579	180	3,169
Denison.....	113	57	1,693	1,383	458	228	181	107	55	774	14	188	44	731
Sherman.....	170	80	2,945	2,535	873	434	406	161	76	1,134	23	240	71	1,571
Remainder of County.....	137	57	1,314	966	238	243	121	133	57	296	15	151	65	867
Gregg County.....	391	227	8,403	7,511	2,372	1,163	1,047	396	192	2,909	31	804	168	4,690
Gladewater (Part) ⁷	47	29	1,093	1,043	379	130	110	46	30	522	...	(D)	17	(D)
Kilgors (Part) ⁸	90	58	2,051	1,887	550	263	252	98	48	663	6	110	36	1,278
Longview.....	198	108	4,036	3,438	1,159	629	571	197	90	1,798	19	611	89	1,627
Remainder of County.....	56	32	1,223	1,143	284	141	114	55	24	126	6	(D)	26	(D)
Grimes County.....	46	24	440	396	106	85	76	47	23	261	4	49	19	130
Navasota.....	35	21	379	(D)	(D)	(D)	(D)	(D)	20	252	2	(D)	13	(D)
Remainder of County.....	11	3	61	(D)	(D)	(D)	(D)	(D)	3	9	2	(D)	6	(D)
Guadalupe County.....	105	59	1,493	1,303	345	175	153	104	35	373	18	456	52	664
Seguin.....	74	48	1,301	1,207	326	154	140	77	31	345	13	416	30	540
Remainder of County.....	31	11	192	96	19	21	13	27	4	28	5	40	22	124
Hale County.....	216	116	3,831	3,183	855	423	375	242	86	1,313	36	632	94	1,886
Plainview.....	156	78	2,998	2,476	664	320	290	173	66	1,123	21	353	69	1,522
Remainder of County.....	60	38	833	707	191	103	85	69	20	190	15	279	25	364
Hall County.....	64	34	626	442	87	62	48	67	29	265	9	170	26	191
Memphis.....	44	26	490	386	79	47	42	42	19	201	7	(D)	18	(D)
Remainder of County.....	20	8	136	56	8	15	6	25	10	64	2	(D)	8	(D)
Hamilton County.....	64	32	765	641	132	76	71	66	25	190	8	321	31	234
Hamilton.....	31	19	191	157	31	20	18	35	16	133	2	(D)	13	(D)
Remainder of County.....	33	13	574	484	101	56	53	31	9	57	6	(D)	18	(D)
Hansford County.....	30	8	289	107	23	10	10	34	18	126	2	(D)	10	(D)
Hardeman County.....	75	31	498	366	105	64	58	74	41	278	3	(D)	31	(D)
Quanah.....	42	18	326	256	65	39	35	42	26	207	3	(D)	13	(D)
Remainder of County.....	33	13	172	110	40	25	23	32	15	71	18	101
Hardin County.....	80	34	862	636	152	98	81	81	35	284	14	148	31	430
Silsbee.....	38	18	497	389	91	61	60	42	22	224	7	62	9	811
Remainder of County.....	42	16	365	247	61	37	21	39	13	60	7	86	22	219
Harris County.....	5,299	2,795	168,057	150,057	50,162	19,866	17,911	5,190	2,186	45,144	824	23,873	2,284	99,040
Baytown.....	151	87	2,351	2,025	645	297	278	151	83	1,042	19	367	49	892
Bellsire.....	50	22	831	541	223	89	86	47	23	(D)	1	(D)	26	398

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
⁶Winnboro is in Franklin and Wood counties. ⁷Gladewater is in Gregg and Upshur counties. ⁸Kilgors is in Gregg and Rusk counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Harris County—Continued														
Galena Park.....	33	17	427	359	131	54	52	26	23	210	4	116	6	101
Houston.....	4,587	2,429	156,105	144,843	46,800	18,447	16,650	4,508	1,859	40,853	737	22,433	1,991	92,819
Jacinto City.....	6	6	121	121	49	18	14	5	1	(0)	2	(0)	3	67
La Porte.....	31	15	381	287	82	43	37	30	16	156	4	45	11	180
Pasadena.....	147	87	3,037	2,745	967	362	334	142	63	1,220	26	330	58	1,487
South Houston.....	20	10	296	(D)	117	50	37	19	11	184	5	(D)	4	(D)
West University Place.....	6	4	179	(D)	45	13	13	8	1	(0)	1	(0)	4	(D)
Remainder of County.....	268	118	4,329	3,703	1,103	493	410	254	106	983	30	386	132	2,960
Harrison County.....	150	90	5,217	4,925	2,114	810	786	155	70	1,124	16	313	64	3,780
Marshall.....	111	71	4,814	4,592	2,037	763	740	115	58	1,068	13	302	40	3,444
Remainder of County.....	39	19	403	333	77	47	46	40	12	56	3	11	24	336
Hartley County.....	9	5	192	136	17	10	9	10	2	(0)	4	94	3	(D)
Dalhart (Part) ²	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	1	(D)	•••	•••
Remainder of County.....	7	3	(D)	(D)	(0)	(D)	(0)	(D)	1	(D)	3	(D)	3	(D)
Haskell County.....	70	30	616	464	101	59	50	70	31	239	12	91	27	286
Haskell.....	34	16	398	310	66	39	33	35	14	169	4	38	16	191
Remainder of County.....	36	14	218	154	35	20	17	35	17	70	8	53	11	95
Hays County.....	97	51	1,214	1,040	301	126	122	96	48	475	11	131	38	608
San Marcos.....	82	42	1,028	876	256	113	109	80	44	(D)	7	62	31	(D)
Remainder of County.....	15	9	186	164	45	13	13	16	4	(0)	4	69	7	(D)
Hemphill County.....	25	9	222	142	50	24	23	23	13	106	2	(D)	10	(D)
Canadian.....	25	9	222	142	50	24	23	23	13	106	2	(0)	10	(D)
Remainder of County.....	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
Henderson County.....	83	39	853	685	178	122	108	85	41	403	10	57	32	393
Athens.....	63	35	717	603	158	102	92	67	28	364	10	57	25	296
Remainder of County.....	20	4	136	82	20	20	16	18	13	39	•••	•••	7	97
Hidalgo County.....	546	300	8,857	7,777	2,070	1,144	1,037	545	207	2,096	66	1,108	273	5,653
Alamo.....	11	5	195	157	26	13	13	12	5	29	2	(0)	4	(D)
Donna.....	25	13	313	223	59	48	31	27	8	51	•••	•••	17	262
Edcouch.....	10	4	36	(D)	2	5	5	10	5	17	1	(D)	4	(D)
Edinburg.....	71	41	1,044	930	254	143	125	67	36	361	5	123	30	560
Elsa.....	7	5	113	(D)	30	14	14	6	3	(D)	1	(0)	3	81
McAllen.....	154	94	3,596	3,356	928	503	469	154	52	883	17	368	85	2,345
Mercedes.....	41	21	596	500	159	78	70	43	20	230	4	29	17	337
Mission.....	53	29	554	484	135	71	67	54	21	151	7	36	25	367
Pharr.....	47	23	552	410	78	50	44	52	18	93	9	144	20	315
San Juan.....	31	13	279	201	27	16	14	34	11	50	7	77	13	152
Weslaco.....	61	35	790	692	165	102	97	57	26	206	7	55	28	529
Remainder of County.....	35	17	789	701	207	101	88	29	2	(D)	6	152	27	(D)
Hill County.....	129	67	1,183	941	251	156	148	134	59	396	17	212	53	575
Hillsboro.....	56	34	553	433	133	96	93	64	29	231	7	53	20	269
Remainder of County.....	73	33	630	508	118	60	55	70	30	165	10	159	33	306
Hockley County.....	118	66	1,739	1,397	376	181	157	122	51	514	17	332	50	893
Levelland.....	73	41	1,087	913	264	125	105	82	31	415	10	153	32	519
Remainder of County.....	45	25	652	484	112	56	52	40	20	99	7	179	18	374
Hood County.....	37	15	256	158	28	24	15	34	24	156	1	(0)	12	(D)
Hopkins County.....	88	40	892	694	173	111	99	95	46	419	16	202	26	271
Sulphur Springs.....	77	35	758	578	152	97	88	85	42	405	12	(D)	23	(D)
Remainder of County.....	11	5	134	116	21	14	11	10	4	14	4	(D)	3	(D)
Rouston County.....	72	40	909	747	251	152	145	76	34	332	5	65	33	512
Crockett.....	45	25	604	484	135	96	93	49	22	249	3	(0)	20	(D)
Remainder of County.....	27	15	305	263	116	56	52	27	12	83	2	(0)	13	(D)
Howard County.....	185	113	4,089	3,507	1,081	496	460	185	67	1,295	25	461	93	2,333
Big Spring.....	167	99	3,730	3,162	981	421	389	171	64	1,269	23	(D)	80	(D)
Remainder of County.....	18	14	359	345	100	75	71	14	3	26	2	(D)	13	(D)
Rudspeth County.....	16	4	128	90	21	13	13	16	2	(D)	1	(D)	13	98
Hunt County.....	220	106	2,786	2,398	537	364	325	230	105	1,689	39	238	76	859
Commerce.....	34	20	353	317	77	56	50	36	21	239	3	30	10	84
Greenville.....	139	67	1,752	1,484	398	240	216	152	58	846	25	162	56	744
Remainder of County.....	47	19	681	597	62	68	59	42	26	604	11	46	10	31
Hutchinson County.....	178	86	3,022	2,466	739	359	328	183	76	1,144	21	511	81	1,367
Borger.....	152	78	2,779	2,315	696	329	301	157	58	1,034	19	(D)	75	(D)
Remainder of County.....	26	8	243	151	43	30	27	26	18	110	2	(D)	6	(D)
Irion County.....	3	1	18	(0)	(0)	(0)	(D)	(D)	•••	•••	1	(D)	2	(D)
Jack County.....	57	23	467	307	57	45	36	58	25	216	10	81	22	170
Jackboro.....	42	18	375	243	50	41	33	47	19	184	8	(D)	15	(D)
Remainder of County.....	15	5	92	64	7	4	3	11	6	32	2	(D)	7	(D)
Jackson County.....	58	28	637	483	152	78	73	59	28	265	5	141	25	231
Edna.....	31	17	361	303	101	52	49	36	17	207	3	(D)	11	(D)
Remainder of County.....	27	11	276	180	51	26	24	23	11	58	2	(0)	14	(D)
Jasper County.....	69	33	1,106	922	236	150	142	72	32	433	8	87	29	586
Jasper.....	37	17	760	658	170	106	102	41	20	299	4	56	13	405
Remainder of County.....	32	16	346	264	66	44	40	31	12	134	4	31	16	181

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*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

²Dalhart is in Dallam and Hartley counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group							
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*		
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Jeff Davis County.....	5	1	22	(D)	(D)	(D)	(D)	(D)	5	22	
Jefferson County.....	996	510	23,894	21,728	7,261	3,313	2,976	977	453	7,854	133	2,824	410	13,216	
Beaumont.....	558	300	16,135	15,005	5,063	2,218	2,023	515	231	4,592	68	1,777	259	9,766	
Lakeview.....	4	2	49	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	
Nederland.....	20	12	216	196	58	29	24	20	14	127	5	...	1	(D)	
Port Arthur.....	328	160	6,120	5,278	1,815	909	805	347	167	2,843	50	837	111	2,440	
Port Neches.....	28	12	390	336	78	49	35	31	15	146	3	(D)	10	(D)	
Remainder of County.....	58	24	984	(D)	(D)	(D)	(D)	(D)	24	(D)	7	48	27	(D)	
Jim Hogg County.....	27	9	238	198	54	35	35	28	12	24	6	46	9	168	
Jim Wells County.....	133	81	3,893	3,331	922	344	325	130	40	600	25	833	68	2,460	
Alice.....	105	63	3,382	2,846	819	294	277	107	33	565	19	734	53	2,083	
Premont.....	11	7	135	119	29	14	12	9	5	(D)	1	(D)	5	88	
San Diego (Part) ⁴	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	1	(D)	
Remainder of County.....	15	9	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	4	(D)	9	(D)	
Johnson County.....	140	62	1,876	1,572	430	260	245	154	69	1,065	30	254	41	557	
Cleburne.....	89	47	1,555	1,345	381	235	221	101	44	913	19	194	26	448	
Remainder of County.....	51	15	321	227	49	25	24	53	25	152	11	60	15	109	
Jones County.....	157	71	1,752	1,210	285	157	138	157	69	737	29	298	59	717	
Anson.....	37	19	413	341	78	44	31	36	17	169	8	46	12	198	
Hamlin (Part) ⁵	41	13	393	(D)	(D)	(D)	(D)	(D)	18	146	5	28	18	219	
Stamford.....	58	34	770	560	145	84	80	56	26	405	11	126	21	239	
Remainder of County.....	21	5	176	(D)	(D)	(D)	(D)	(D)	8	17	5	98	8	61	
Karnes County.....	79	41	909	803	165	93	83	78	35	419	5	67	39	423	
Karnes City.....	24	10	195	137	24	18	17	25	14	103	10	92	
Kenedy.....	39	23	594	564	130	66	58	38	18	300	3	(D)	18	(D)	
Remainder of County.....	16	8	120	102	11	9	8	15	3	16	2	(D)	11	(D)	
Kaufman County.....	135	59	1,370	1,048	312	178	160	141	67	748	23	189	45	433	
Kaufman.....	29	11	224	154	61	28	23	29	15	114	8	66	6	44	
Terrell.....	55	33	834	738	211	119	111	57	25	513	9	67	21	254	
Remainder of County.....	51	15	312	156	40	31	26	55	27	121	6	56	18	135	
Kendall County.....	41	13	235	119	33	21	7	40	16	65	8	60	17	110	
Kenedy County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	
Kent County.....	8	2	24	(D)	(D)	(D)	(D)	(D)	3	8	5	16	
Kerr County.....	127	75	2,824	2,468	713	297	270	131	32	501	13	193	82	2,130	
Kerrville.....	93	57	1,738	1,444	472	244	217	100	30	(D)	11	(D)	52	1,071	
Remainder of County.....	34	18	1,086	1,024	241	53	53	31	2	(D)	2	(D)	30	1,059	
Kimble County.....	23	17	327	291	63	38	31	25	7	72	6	99	10	156	
King County.....	2	...	(D)	(D)	2	(D)	
Kinney County.....	3	3	173	173	97	45	45	3	1	(D)	2	(D)	
Kleberg County.....	83	45	1,726	1,502	438	233	197	83	37	620	11	105	35	1,001	
Kingsville.....	80	42	1,559	1,335	411	213	179	83	37	620	11	105	32	834	
Remainder of County.....	3	3	167	167	27	20	18	3	167	
Knox County.....	59	27	517	331	89	59	50	57	29	197	7	85	23	235	
Lamar County.....	145	89	2,490	2,278	678	427	389	148	60	940	25	273	60	1,277	
Paris.....	127	83	2,363	2,179	647	411	375	129	51	913	21	235	55	1,195	
Remainder of County.....	18	6	127	99	31	16	14	19	9	27	4	18	5	82	
Lamb County.....	149	79	2,148	1,364	317	171	141	159	64	609	34	571	51	968	
Littlefield.....	75	43	1,125	879	213	107	94	80	34	429	17	345	24	351	
Remainder of County.....	74	36	1,023	485	104	64	47	79	30	180	17	226	27	617	
Lampasas County.....	58	26	577	445	94	77	72	65	30	288	6	45	22	244	
Lampasas.....	47	23	493	(D)	(D)	(D)	(D)	(D)	29	(D)	1	(D)	17	209	
Remainder of County.....	11	3	84	(D)	(D)	(D)	(D)	(D)	1	(D)	5	(D)	5	35	
La Salle County.....	25	7	174	106	14	7	7	27	10	35	3	60	12	79	
Cotulla.....	24	6	(D)	(D)	(D)	(D)	(D)	(D)	10	35	2	(D)	12	79	
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)	
Lavaca County.....	94	34	881	673	128	90	81	96	37	319	18	71	39	491	
Yoakum (Part) ³	20	10	363	331	59	35	35	19	5	99	1	(D)	14	(D)	
Remainder of County.....	74	24	518	342	69	55	46	77	32	220	17	(D)	25	(D)	
Lee County.....	34	18	319	241	45	34	31	32	20	101	7	152	7	66	
Oddings.....	22	12	193	127	25	18	17	21	15	90	4	(D)	3	(D)	
Remainder of County.....	12	6	126	114	20	16	14	11	5	11	3	(D)	4	(D)	
Leon County.....	48	12	367	251	67	45	43	52	17	127	10	120	21	120	
Liberty County.....	150	70	2,479	2,111	659	228	203	161	62	703	22	336	66	1,440	
Cleveland.....	49	25	668	508	146	65	59	58	20	310	9	149	20	209	
Liberty.....	34	26	975	935	317	102	91	41	14	214	6	114	18	647	
Remainder of County.....	63	19	836	668	196	61	53	62	28	179	7	73	28	584	
Limestone County.....	74	50	838	692	171	109	93	69	34	353	10	60	30	425	
Mexia.....	40	34	499	479	128	76	65	37	20	239	4	34	16	222	
Remainder of County.....	34	16	339	213	43	33	28	32	14	114	6	22	14	203	

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¹Yoakum is in DeWitt and Lavaca counties. ²San Diego is in Duval and Jim Wells counties. ³Hamlin is in Fischer and Jones counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Lipcomb County.....	25	11	137	65	16	9	8	30	14	42	3	37	8	58
Live Oak County.....	57	17	379	177	43	27	22	57	18	79	4	59	35	241
Llano County.....	51	15	357	213	44	21	19	54	11	117	4	25	36	215
Llano.....	27	9	231	(D)	(D)	(D)	(D)	(D)	11	117	4	25	12	89
Remainder of County.....	24	6	126	(D)	(D)	(D)	(D)	(D)	24	126
Loving County.....
Lubbock County.....	768	420	20,569	18,505	5,289	2,491	2,294	808	316	6,551	122	3,376	330	10,642
Lubbock.....	670	366	18,521	16,691	4,893	2,300	2,130	716	277	6,196	101	3,041	292	9,284
Slaton.....	45	21	546	408	129	72	55	47	22	266	7	80	16	200
Remainder of County.....	53	33	1,502	1,406	267	119	109	45	17	89	14	255	22	1,158
Lynn County.....	55	29	464	362	76	46	43	52	20	150	9	50	26	264
Tahoka.....	29	15	278	232	51	27	25	32	12	110	6	31	11	137
Remainder of County.....	26	14	186	130	25	19	18	20	8	40	3	19	15	127
McCulloch County.....	80	36	683	533	129	87	76	86	39	282	7	32	34	369
Brady.....	60	32	582	476	115	80	70	65	28	256	5	(D)	27	(D)
Remainder of County.....	20	4	101	57	14	7	6	21	11	26	2	(D)	7	(D)
McLennan County.....	687	411	13,583	12,467	3,887	2,115	1,894	676	312	4,403	97	1,761	278	7,419
McGregor.....	28	16	422	310	86	55	52	26	15	126	3	186	10	110
Waco.....	560	342	11,954	11,122	3,498	1,877	1,690	556	247	3,962	80	1,466	233	6,526
Remainder of County.....	99	53	1,207	1,035	303	183	152	94	50	315	14	109	35	783
McMullen County.....	5	1	24	(D)	(D)	(D)	(D)	(D)	2	(D)	3	(D)
Madison County.....	23	11	190	146	34	24	15	24	13	118	2	(D)	8	(D)
Marion County.....	23	13	199	157	50	36	35	18	10	99	2	(D)	11	(D)
Jefferson.....	21	13	(D)	157	50	36	35	(D)	10	99	2	(D)	9	82
Remainder of County.....	2	...	(D)	(D)	2	(D)
Martin County.....	26	12	273	205	52	27	22	25	8	95	2	(D)	16	(D)
Mason County.....	31	13	311	205	28	26	21	34	11	66	3	67	17	178
Matagorda County.....	129	63	1,748	1,422	428	190	165	126	51	544	10	172	68	1,032
Bay City.....	76	44	1,289	1,077	330	143	126	72	34	483	5	129	37	677
Palacios.....	33	11	243	163	46	24	19	37	13	51	2	(D)	18	(D)
Remainder of County.....	20	8	216	182	52	23	20	17	4	10	3	(D)	13	(D)
Maverick County.....	32	14	575	503	121	92	86	30	10	98	2	(D)	20	(D)
Eagle Pass.....	29	13	507	(D)	(D)	(D)	(D)	(D)	10	98	2	(D)	17	(D)
Remainder of County.....	3	1	68	(D)	(D)	(D)	(D)	(D)	3	68
Medina County.....	95	29	856	558	148	95	77	94	35	212	16	342	44	302
Hondo.....	33	13	226	140	30	37	30	34	13	86	4	8	16	132
Remainder of County.....	62	16	630	418	118	58	47	60	22	126	12	334	28	170
Menard County.....	15	9	139	107	29	14	12	17	6	28	9	111
Menard.....	13	7	(D)	(D)	(D)	(D)	(D)	(D)	6	28	7	(D)
Remainder of County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
Midland County.....	291	171	9,821	8,951	2,728	1,023	962	297	101	2,430	32	831	158	6,560
Midland.....	280	164	9,407	8,561	2,598	982	927	290	99	(D)	28	742	153	(D)
Remainder of County.....	11	7	414	390	130	41	35	7	2	(D)	4	89	5	(D)
Milam County.....	107	53	1,200	926	208	117	104	126	44	402	18	278	45	520
Cameron.....	58	24	561	405	85	44	39	74	28	198	7	99	23	264
Remainder of County.....	49	29	639	521	123	73	65	52	16	204	11	179	22	256
Mills County.....	25	13	174	124	21	24	18	27	9	61	5	33	11	80
Mitchell County.....	76	34	1,158	988	230	135	127	79	33	378	6	57	37	723
Colorado City.....	49	25	838	730	176	96	90	53	24	345	4	(D)	21	(D)
Remainder of County.....	27	9	320	258	54	39	37	26	9	33	2	(D)	16	(D)
Mutagus County.....	122	64	1,253	1,059	269	143	132	125	57	449	18	250	47	554
Bowie.....	57	31	588	492	143	71	67	63	30	276	5	42	22	270
Nocona.....	39	23	380	322	82	49	43	38	18	145	4	25	17	210
Remainder of County.....	26	10	285	245	44	23	22	24	9	28	9	183	8	74
Montgomery County.....	102	50	1,259	1,023	296	163	156	103	35	481	8	141	59	637
Conroe.....	82	44	1,120	926	266	149	142	86	32	(D)	8	141	42	(D)
Remainder of County.....	20	6	139	97	30	14	14	17	3	(D)	17	(D)
Moore County.....	88	42	951	671	162	101	78	93	41	322	9	109	38	520
Dumas.....	68	34	800	554	140	84	66	72	29	281	9	109	30	410
Remainder of County.....	20	8	151	117	22	17	12	21	12	41	8	110
Morris County.....	45	17	352	262	59	42	36	51	22	142	7	44	16	166
Motley County.....	17	11	171	155	25	10	8	20	5	59	2	(D)	10	(D)
Nacogdoches County.....	111	57	1,487	1,167	353	203	188	117	44	595	25	156	42	736
Nacogdoches.....	94	50	1,359	1,073	334	187	175	102	40	577	24	(D)	30	(D)
Remainder of County.....	17	7	128	94	19	16	13	15	4	18	1	(D)	12	(D)
Navarro County.....	211	101	2,617	2,167	660	363	329	226	99	1,206	26	385	86	1,026
Corsicana.....	158	80	2,191	1,859	599	319	294	169	76	1,093	19	331	63	767
Remainder of County.....	53	21	426	308	61	44	35	57	23	113	7	54	23	259

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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)
Newton County.....	21	5	131	63	14	11	11	21	5	35	3	(D)	13	(D)
Nolan County.....	162	74	2,167	1,753	449	222	205	167	59	607	26	201	77	1,359
Sweetwater.....	126	64	1,869	1,547	401	207	191	131	45	558	22	189	59	1,122
Remainder of County.....	36	10	298	208	48	15	14	36	14	49	4	12	18	237
Nueces County.....	964	564	28,321	26,211	8,170	3,964	3,487	971	330	7,604	119	3,065	515	17,652
Bishop.....	8	6	76	(D)	19	13	10	8	5	61	1	(D)	2	(D)
Corpus Christi.....	821	487	25,065	23,319	7,457	3,650	3,194	831	290	7,218	104	2,852	427	14,995
Robstown.....	54	30	755	(D)	151	112	108	48	25	280	10	116	19	359
Remainder of County.....	81	41	2,425	2,169	543	189	175	84	10	45	4	(D)	67	(D)
Ochiltree County.....	39	23	880	774	145	74	63	35	16	248	9	343	14	289
Perryton.....	38	22	(D)	(D)	(D)	(D)	(D)	(D)	16	248	9	343	13	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Oldham County.....	13	5	118	82	10	7	5	11	5	23	1	(D)	7	(D)
Orange County.....	184	82	2,510	2,162	616	333	299	175	76	901	41	443	67	1,166
Orange.....	130	62	1,778	1,540	487	262	237	121	54	757	29	322	47	699
Remainder of County.....	54	20	732	622	129	71	62	54	22	144	12	121	20	467
Palo Pinto County.....	153	89	3,213	2,987	995	660	599	147	72	714	14	197	67	2,302
Mineral Wells.....	97	61	2,711	2,585	898	614	557	96	50	560	11	187	36	1,964
Remainder of County.....	56	28	502	402	97	46	42	51	22	154	3	10	31	338
Panola County.....	46	26	586	524	168	94	91	51	24	332	6	94	16	160
Carthage.....	37	23	552	(D)	(D)	(D)	(D)	(D)	22	(D)	6	94	9	(D)
Remainder of County.....	9	3	34	(D)	(D)	(D)	(D)	(D)	2	(D)	7	(D)
Parker County.....	123	47	1,217	857	223	133	102	128	51	421	23	321	49	473
Weatherford.....	99	37	1,069	753	200	118	90	103	39	389	19	247	41	433
Remainder of County.....	24	10	148	104	23	15	12	25	12	32	4	74	8	42
Parmer County.....	45	23	511	323	59	26	21	52	17	134	8	164	20	213
Pecos County.....	78	40	995	751	195	122	112	80	27	224	6	56	45	715
Fort Stockton.....	50	28	656	512	138	81	79	53	21	195	5	(D)	24	(D)
Remainder of County.....	28	12	339	239	57	41	33	25	6	29	1	(D)	21	(D)
Polk County.....	51	29	667	511	142	85	72	48	23	263	10	89	18	315
Livingston.....	36	24	558	432	124	70	62	34	17	209	4	(D)	15	(D)
Remainder of County.....	15	5	109	79	18	15	10	14	6	54	6	(D)	3	(D)
Potter County.....	701	405	19,476	17,896	5,539	2,377	2,104	735	293	5,841	95	2,394	313	11,241
Amarillo (Part) ⁹	680	384	18,474	16,894	5,248	2,244	1,980	715	289	5,749	94	(D)	297	(D)
Remainder of County.....	21	21	1,002	1,002	291	133	124	20	4	92	1	(D)	16	(D)
Presidio County.....	37	13	426	364	90	60	56	35	18	127	2	(D)	17	(D)
Marfa.....	26	10	339	(D)	(D)	(D)	(D)	(D)	14	119	2	(D)	10	(D)
Remainder of County.....	11	3	87	(D)	(D)	(D)	(D)	(D)	4	8	7	79
Rains County.....	7	3	33	(D)	(D)	(D)	(D)	(D)	2	(D)	5	(D)
Randall County.....	91	47	1,274	1,028	269	145	119	90	47	412	7	285	37	377
Amarillo (Part) ⁹	48	18	642	492	147	62	55	42	23	114	4	216	21	312
Canyon.....	38	24	470	374	94	70	52	42	24	298	3	69	11	103
Remainder of County.....	5	5	162	162	28	13	12	6	5	162
Reagan County.....	33	17	429	311	85	33	31	32	13	113	2	(D)	18	(D)
Real County.....	7	5	82	(D)	12	9	7	9	1	(D)	6	(D)
Red River County.....	75	31	643	455	152	100	94	79	31	251	11	180	33	252
Clarksville.....	41	21	447	321	94	76	70	48	22	220	4	101	15	126
Remainder of County.....	34	10	196	134	58	24	24	31	9	31	7	39	18	126
Reeves County.....	88	52	1,831	1,637	422	215	193	85	29	440	8	247	51	1,144
Pecos.....	72	44	1,577	1,415	380	191	170	70	27	(D)	8	247	37	(D)
Remainder of County.....	16	8	254	222	42	24	23	15	2	(D)	14	(D)
Refugio County.....	44	24	610	470	140	74	74	44	12	119	8	56	27	433
Refugio.....	25	19	451	403	120	65	65	23	9	102	2	(D)	14	(D)
Remainder of County.....	19	5	159	67	20	9	9	21	3	17	3	(D)	13	(D)
Roberts County.....	2	...	(D)	(D)	(D)	(D)	(D)	(D)	...	(D)	2	(D)
Robertson County.....	52	24	437	313	78	47	35	54	21	199	6	63	25	195
Calvert.....	6	4	47	(D)	12	10	8	6	2	(D)	4	(D)
Rearns.....	26	14	310	234	53	28	21	29	7	(D)	3	(D)	14	136
Remainder of County.....	20	6	100	(D)	13	9	6	19	12	70	1	(D)	7	(D)
Rockwall County.....	29	15	452	416	94	31	23	30	17	144	6	84	6	224
Runnels County.....	109	55	1,027	841	240	125	98	104	44	374	28	198	37	432
Ballinger.....	55	29	655	579	164	93	72	53	26	295	11	113	18	287
Winters.....	30	16	190	150	48	23	18	24	15	106	7	25	8	59
Remainder of County.....	24	10	182	112	28	9	8	27	3	13	10	60	11	109
Rusk County.....	159	75	2,306	1,886	494	285	249	165	62	765	23	236	74	1,303
Henderson.....	81	41	1,423	1,199	341	199	185	84	30	546	12	157	39	720
Kilgore (part) ⁸	4	2	32	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)
Remainder of County.....	74	32	851	(D)	(D)	(D)	(D)	(D)	31	(D)	11	79	32	(D)
Sabine County.....	38	6	191	67	15	14	8	39	16	69	7	48	15	74

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⁸Kilgore is in Gregg and Rusk counties. ⁹Amarillo is in Potter and Randall counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total							Kind-of-business group						
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
San Augustine County.....	28	16	352	296	57	45	40	29	16	132	4	28	8	192
San Augustine.....	28	16	352	296	57	45	40	29	16	132	4	28	8	192
Remainder of County.....
San Jacinto County.....	13	1	26	(D)	(D)	(D)	(D)	(D)	7	16	2	(D)	4	(D)
San Patricio County.....	187	91	2,675	2,255	601	326	290	181	65	735	16	190	86	1,750
Aransas Pass (Part) ¹	56	28	957	799	206	93	86	63	17	185	2	(D)	37	(D)
Mathis.....	22	12	220	200	61	31	28	20	9	87	13	133
Sinton.....	31	19	669	515	129	60	54	38	10	219	6	75	15	375
Taft.....	25	17	476	456	162	86	85	21	16	197	4	(D)	5	(D)
Remainder of County.....	33	15	353	285	43	56	37	39	13	47	4	36	16	270
San Saba County.....	35	19	323	269	70	44	41	33	18	147	4	33	13	143
San Saba.....	31	17	(D)	(D)	(D)	(D)	(D)	(D)	15	142	4	33	12	(D)
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	3	5	1	(D)
Schleicher County.....	10	6	84	68	11	9	9	8	4	19	6	65
Scurry County.....	130	64	2,193	1,719	429	204	193	144	46	683	17	255	67	1,255
Snyder.....	113	55	1,851	1,405	369	176	166	129	45	(D)	16	(D)	52	(D)
Remainder of County.....	17	9	342	314	60	28	27	15	1	(D)	1	(D)	15	(D)
Shackelford County.....	32	16	298	202	55	43	36	28	14	67	3	44	15	187
Shelby County.....	85	39	772	662	169	114	102	88	51	338	7	111	27	323
Center.....	51	27	584	528	134	91	82	54	29	245	4	72	18	267
Remainder of County.....	34	12	188	134	35	23	20	34	22	93	3	39	9	56
Sherman County.....	20	10	361	255	59	20	20	24	10	68	3	87	7	206
Smith County.....	396	204	7,725	6,863	2,183	1,026	978	416	168	2,608	55	1,224	173	3,893
Tyler.....	332	176	6,883	6,145	1,989	958	916	350	141	2,486	42	1,042	149	3,355
Remainder of County.....	64	28	842	718	194	68	62	66	27	122	13	182	24	538
Somervell County.....	20	8	168	108	20	14	11	24	6	47	3	36	11	85
Starr County.....	32	12	242	154	35	27	25	34	17	59	3	18	12	165
Stephens County.....	97	33	1,205	805	229	116	114	99	32	344	3	36	62	825
Breckenridge.....	88	30	1,100	(D)	(D)	(D)	(D)	(D)	32	344	3	36	53	720
Remainder of County.....	9	3	105	(D)	(D)	(D)	(D)	(D)	9	105
Sterling County.....	11	3	55	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)	7	41
Stonewall County.....	23	9	218	126	24	9	9	25	10	73	2	(D)	11	(D)
Sutton County.....	30	16	322	264	72	37	35	30	11	151	3	35	16	136
Sonora.....	27	15	311	(D)	(D)	(D)	(D)	(D)	10	(D)	3	35	14	(D)
Remainder of County.....	3	1	11	(D)	(D)	(D)	(D)	(D)	1	(D)	2	(D)
Swisher County.....	64	32	868	660	152	72	63	58	29	264	5	163	30	441
Tulia.....	52	28	735	571	133	61	54	49	23	236	4	(D)	25	(D)
Remainder of County.....	12	4	133	89	19	11	9	9	6	28	1	(D)	5	(D)
Tarrant County.....	2,649	1,395	67,953	61,217	19,544	8,670	7,712	2,625	1,090	19,688	437	9,857	1,122	38,408
Arlington.....	93	49	1,418	1,120	341	186	150	103	44	606	8	115	41	697
Fort Worth.....	2,249	1,211	62,825	57,225	18,405	8,073	7,228	2,206	904	17,672	380	9,195	965	35,958
Haltom City.....	77	27	566	340	78	45	37	77	35	236	13	61	29	269
River Oaks.....	43	17	476	370	115	69	63	51	23	188	8	187	12	101
Grand Prairie (Part) ¹⁰	3	1	20	(D)	(D)	(D)	(D)	(D)	3	20
White Settlement.....	14	12	305	(D)	(D)	(D)	(D)	(D)	8	146	3	107	3	52
Remainder of County.....	170	78	2,343	1,851	516	254	196	172	76	840	25	192	69	1,311
Taylor County.....	554	290	11,034	9,578	3,044	1,381	1,247	578	232	3,149	70	1,362	252	6,523
Abilene.....	511	267	10,635	9,241	2,968	1,330	1,201	532	214	3,049	64	1,304	233	6,282
Remainder of County.....	43	23	399	337	76	51	46	46	18	100	6	58	19	241
Terrell County.....	7	3	74	(D)	(D)	(D)	(D)	(D)	4	(D)	3	(D)
Terry County.....	87	51	1,150	990	321	143	127	87	39	489	6	88	42	573
Brownfield.....	72	46	1,017	885	292	131	116	74	37	(D)	4	(D)	31	486
Remainder of County.....	15	5	133	105	29	12	11	13	2	(D)	2	(D)	11	87
Throckmorton County.....	23	7	134	56	13	17	17	25	14	50	5	34	4	50
Titus County.....	85	45	966	810	218	166	142	89	43	373	19	187	23	406
Mount Pleasant.....	66	38	753	651	190	149	131	67	34	343	14	148	18	262
Remainder of County.....	19	7	213	159	28	17	11	22	9	30	5	39	5	144
Tom Green County.....	434	218	9,169	8,225	2,675	1,264	1,184	414	170	2,947	73	1,068	191	5,154
San Angelo.....	418	208	8,767	7,841	2,556	1,202	1,123	400	168	(D)	72	(D)	178	4,763
Remainder of County.....	16	10	402	384	119	62	61	14	2	(D)	1	(D)	13	391
Travis County.....	881	517	22,172	20,312	6,385	3,294	3,036	889	374	7,859	127	2,807	380	11,506
Austin.....	865	507	21,991	20,153	6,329	3,247	2,989	875	370	(D)	127	2,807	368	(D)
Remainder of County.....	16	10	181	159	56	47	47	14	4	(D)	12	(D)
Trinity County.....	38	14	240	138	38	34	34	38	20	130	6	26	12	84
Tyler County.....	33	15	779	711	204	85	74	36	17	151	3	230	13	398
Upshur County.....	52	30	485	413	125	69	64	52	34	283	5	78	13	124
Gilmer.....	40	26	406	360	119	64	59	38	25	258	4	(D)	11	(D)
Gladewater (Part) ⁷
Remainder of County.....	12	4	79	53	6	5	5	14	9	25	1	(D)	2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

¹Aransas Pass is in Aransas and San Patricio counties. ⁷Gladewater is in Gregg and Upshur counties. ¹⁰Grand Prairie is in Dallas and Tarrant counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Upton County.....	57	23	646	450	102	49	47	51	23	115	6	56	28	475
McCahey.....	34	16	425	319	71	32	30	33	13	78	4	(D)	17	(D)
Remainder of County.....	23	7	221	131	31	17	17	18	10	37	2	(D)	11	(D)
Uvalde County.....	90	44	1,262	1,094	282	165	156	94	35	439	7	109	48	714
Uvalde.....	62	34	997	891	247	146	139	69	22	402	4	34	36	561
Remainder of County.....	28	10	265	203	35	19	17	25	13	37	3	75	12	153
Val Verde County.....	93	57	1,948	1,654	329	245	230	93	35	585	12	139	46	1,224
Del Rio.....	92	56	(D)	(D)	(D)	(D)	(D)	(D)	35	585	12	139	45	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	•••	•••	1	(D)
Van Zandt County.....	95	33	832	592	159	93	86	102	47	381	14	47	34	404
Victoria County.....	194	124	4,615	4,199	1,255	575	548	191	82	1,401	28	752	84	2,462
Victoria.....	179	113	4,192	3,786	1,108	533	509	178	76	1,363	27	(D)	76	(D)
Remainder of County.....	15	11	423	413	147	42	39	13	6	38	1	(D)	8	(D)
Walker County.....	63	33	848	742	204	136	113	64	29	391	10	109	24	348
Huntsville.....	60	32	(D)	(D)	(D)	(D)	(D)	(D)	29	391	9	(D)	22	(D)
Remainder of County.....	3	1	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	1	(D)	2	(D)
Waller County.....	33	15	250	188	50	35	31	33	12	90	4	39	17	121
Ward County.....	100	48	1,300	1,024	257	123	114	99	29	262	22	177	49	861
Monahans.....	65	33	906	730	202	91	85	65	20	227	13	119	32	560
Remainder of County.....	35	15	394	294	55	32	29	34	9	35	9	58	17	301
Washington County.....	76	48	1,634	1,526	369	141	123	72	32	300	10	176	34	1,158
Brenham.....	66	40	1,500	(D)	350	125	112	59	30	(D)	8	(D)	28	1,107
Remainder of County.....	10	8	134	(D)	19	16	11	13	2	(D)	2	(D)	6	51
Webb County.....	180	112	4,096	3,742	1,072	798	773	172	69	998	26	368	85	2,720
Laredo.....	176	110	(D)	(D)	(D)	(D)	(D)	(D)	69	998	26	368	81	(D)
Remainder of County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	•••	•••	•••	•••	4	(D)
Wharton County.....	155	89	2,109	1,841	500	259	241	153	58	670	26	419	71	1,020
El Campo.....	72	42	1,063	957	270	132	124	76	24	329	12	207	36	527
Wharton.....	48	32	676	612	150	84	80	45	19	282	6	100	23	294
Remainder of County.....	35	15	370	272	80	43	37	32	15	59	8	112	12	199
Wheeler County.....	78	46	880	738	171	106	81	87	32	281	9	133	37	466
Shamrock.....	51	33	636	566	140	89	66	58	20	223	5	71	26	342
Remainder of County.....	27	13	244	172	31	17	15	29	12	58	4	62	11	124
Wichita County.....	710	386	16,418	14,758	4,351	1,991	1,843	760	315	5,471	97	2,012	298	8,925
Burkburnett.....	39	19	275	211	57	33	30	42	23	177	5	24	11	74
Electra.....	67	25	757	521	149	61	57	71	25	225	7	173	35	359
Wichita Falls.....	521	301	13,718	12,558	3,759	1,701	1,585	565	236	4,774	78	1,639	207	7,305
Remainder of County.....	83	41	1,668	1,468	386	196	171	82	31	295	7	176	45	1,197
Wilbarger County.....	151	75	1,857	1,389	395	211	185	153	66	661	40	396	45	800
Vernon.....	139	67	1,680	1,222	350	193	169	143	61	645	39	(D)	39	(D)
Remainder of County.....	12	8	177	167	45	18	16	10	5	16	1	(D)	6	(D)
Willacy County.....	65	31	865	707	180	112	98	73	29	289	14	106	22	470
Raymondville.....	55	25	733	605	158	96	88	62	28	(D)	11	(D)	16	392
Remainder of County.....	10	6	132	102	22	16	10	11	1	(D)	3	(D)	6	78
Williamson County.....	183	99	2,078	1,700	436	272	226	172	75	757	29	392	79	929
Georgetown.....	45	27	492	418	133	80	59	41	15	226	7	103	23	163
Taylor.....	72	42	1,026	870	229	153	130	70	32	355	9	136	31	535
Remainder of County.....	66	30	560	412	74	39	37	61	28	176	13	153	25	231
Wilson County.....	39	15	368	192	33	21	18	37	22	194	7	109	10	65
Winkler County.....	76	44	1,127	927	223	122	101	78	34	324	10	163	32	640
Kermit.....	62	36	989	819	198	112	93	66	28	278	10	163	24	548
Remainder of County.....	14	8	138	108	25	10	8	12	6	46	•••	•••	8	92
Wise County.....	92	28	680	404	110	75	66	93	44	299	19	103	29	278
Decatur.....	36	12	302	206	70	49	46	38	20	188	6	14	10	100
Remainder of County.....	56	16	378	198	40	26	20	55	24	111	13	89	19	178
Wood County.....	98	66	1,387	1,225	221	125	109	92	46	513	10	401	42	473
Mincola.....	35	29	488	450	105	66	61	30	19	312	3	(D)	13	(D)
Winnaboro (Part) ⁶	22	14	297	267	47	26	24	25	11	121	3	25	8	151
Remainder of County.....	41	23	602	508	69	33	24	37	16	80	4	(D)	21	(D)
Yoakum County.....	48	20	678	528	150	56	54	47	11	95	13	100	24	483
Young County.....	132	64	1,654	1,152	332	181	144	131	57	573	8	117	67	964
Graham.....	65	39	911	713	233	121	93	53	32	358	7	(D)	26	(D)
Olney.....	53	19	612	330	84	50	45	56	21	201	1	(D)	31	(D)
Remainder of County.....	14	6	131	109	15	10	6	12	4	14	•••	•••	10	117
Zapata County.....	6	•••	56	•••	•••	•••	•••	6	•••	•••	2	(D)	4	(D)
Zavala County.....	41	17	561	479	116	54	51	36	13	53	6	110	22	398
Crystal City.....	31	11	334	274	71	36	34	28	13	53	5	(D)	13	(D)
Remainder of County.....	10	6	227	205	45	18	17	8	•••	•••	1	(D)	9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero
 *Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
⁶Winnaboro is in Franklin and Wood counties.

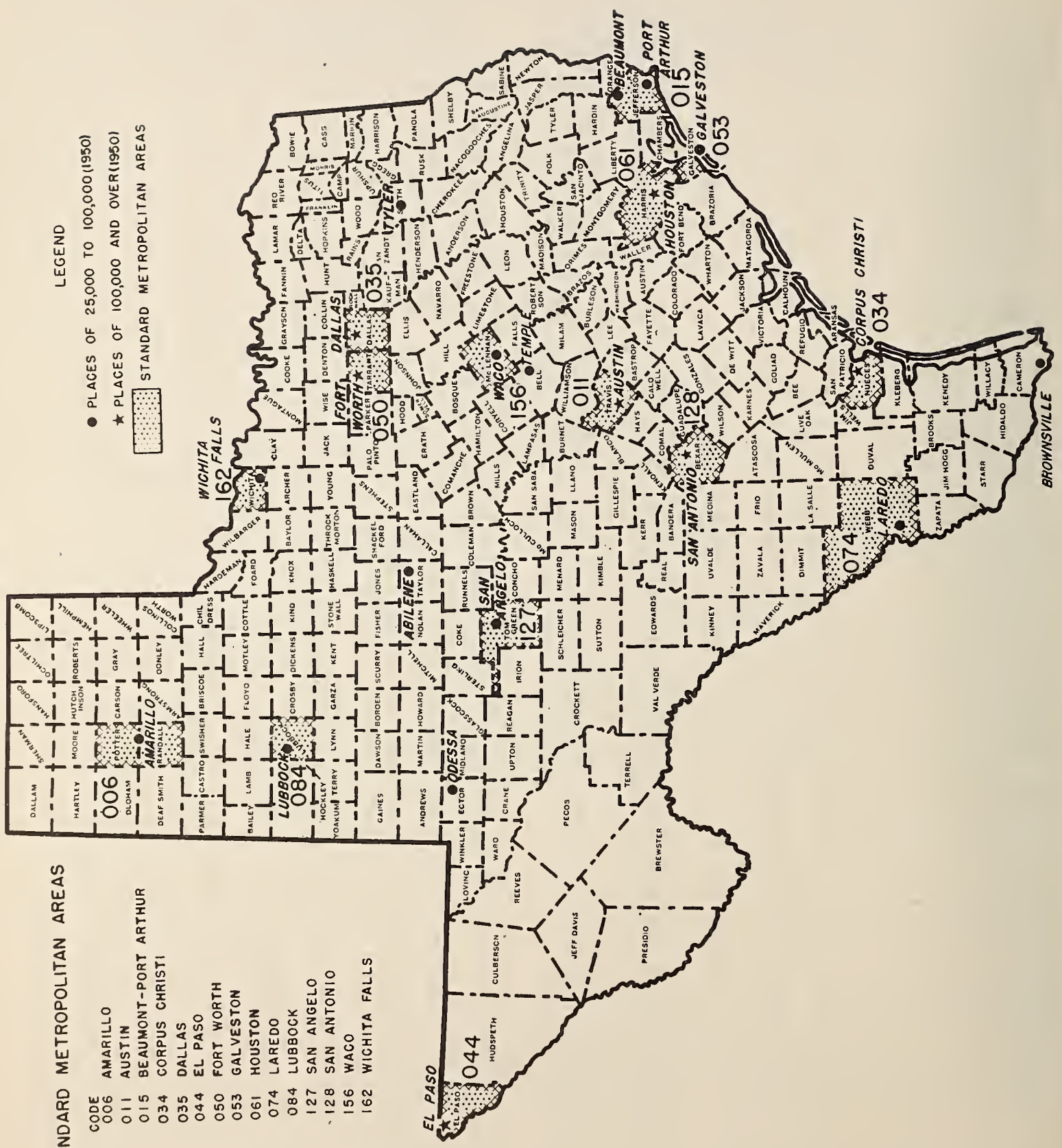
TEXAS (254 COUNTIES)

STANDARD METROPOLITAN AREAS

- CODE AMARILLO
- 006
- 011 AUSTIN
- 015 BEAUMONT-PORT ARTHUR
- 034 CORPUS CHRISTI
- 035 DALLAS
- 044 EL PASO
- 050 FORT WORTH
- 053 GALVESTON
- 061 HOUSTON
- 074 LAREDO
- 084 LUBBOCK
- 127 SAN ANGELO
- 128 SAN ANTONIO
- 156 WACO
- 162 WICHITA FALLS

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

SELECTED SERVICES

April 1956

Series: PS-1-44

UTAH

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Utah, total.....	3,427	1,645	84,473	74,671	20,543	8,685	7,205	3,410	1,321	20,457	460	9,490	1,646	54,526
Beaver County.....	18	10	206	176	24	19	14	18	5	23	13	183
Box Elder County.....	82	34	934	676	162	86	79	92	20	291	19	149	43	494
Brigham City.....	42	22	584	472	116	58	55	48	13	221	5	53	24	310
Remainder of County.....	40	12	350	204	46	28	24	44	7	70	14	96	19	184
Cache County.....	130	66	1,993	1,629	462	240	180	133	39	570	24	323	67	1,100
Logan.....	92	54	1,624	1,386	399	223	165	93	32	525	19	266	41	833
Remainder of County.....	38	12	369	243	63	17	15	40	7	45	5	57	26	267
Carbon County.....	109	49	1,759	1,465	299	181	155	126	41	385	11	766	57	1,210
Helper.....	31	11	402	316	52	35	32	36	17	103	14	299
Price.....	50	26	1,046	902	183	115	95	60	18	231	6	110	26	705
Remainder of County.....	28	12	311	247	64	31	28	30	6	49	5	56	17	206
Daggett County.....
Davis County.....	112	40	1,136	808	199	113	68	114	52	408	12	209	48	519
Bountiful.....	41	15	438	330	84	50	25	40	20	203	2	(D)	19	(D)
Clearfield.....	32	6	237	103	32	25	11	36	15	102	2	(D)	15	(D)
Layton.....	22	6	223	147	24	16	13	23	12	57	3	70	7	96
Remainder of County.....	17	13	238	228	59	22	19	15	5	46	5	110	7	82
Duchesne County.....	38	14	517	447	59	47	35	37	10	58	11	251	17	208
Emery County.....	17	5	216	182	32	26	26	17	6	12	3	(D)	8	(D)
Garfield County.....	26	14	614	568	158	34	23	26	1	(D)	25	(D)
Grand County.....	30	14	477	369	84	64	57	34	6	63	2	(D)	22	(D)
Iron County.....	61	37	1,389	1,277	300	160	134	61	18	249	9	107	34	1,033
Cedar City.....	50	32	1,243	1,145	278	152	127	53	17	(D)	6	(D)	27	927
Remainder of County.....	11	5	146	132	22	8	7	8	1	(D)	3	(D)	7	106
Juab County.....	21	9	234	130	15	19	6	26	10	93	...	(D)	11	(D)
Nephi.....	20	8	(D)	(D)	(D)	(D)	(D)	(D)	10	93	10	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Kane County.....	22	10	260	220	53	26	12	26	5	37	2	(D)	15	(D)
Millard County.....	26	14	340	296	58	51	45	35	8	77	4	16	14	247
Morgan County.....	10	4	89	67	17	12	11	8	3	18	7	71
Piute County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
Rich County.....	9	5	100	58	13	6	2	(D)	7	(D)
Salt Lake County.....	1,665	827	54,809	50,077	14,068	5,534	4,696	1,568	663	12,125	232	5,691	770	36,993
Bingham Canyon.....	7	3	93	(D)	(D)	(D)	(D)	(D)	6	(D)	1	(D)
Midvale.....	25	9	829	753	130	44	36	35	21	257	4	572
Murray.....	41	21	1,166	1,058	507	186	176	44	17	523	5	89	19	554
Salt Lake City.....	1,298	698	48,416	45,018	12,502	4,870	4,141	1,182	526	10,454	170	4,738	602	33,224
South Salt Lake.....	72	26	1,536	1,232	317	150	124	68	19	189	20	340	33	1,007
Remainder of County.....	222	70	2,769	(D)	(D)	(D)	(D)	(D)	74	(D)	37	524	111	(D)
San Juan County.....	9	7	208	(D)	18	8	6	10	9	208
Sanpete County.....	48	18	503	335	54	30	21	49	19	137	6	114	23	252
Sevier County.....	67	29	779	571	124	63	49	78	30	214	3	23	34	542
Richfield.....	38	18	443	339	84	49	38	43	22	174	16	269
Remainder of County.....	29	11	336	232	40	14	11	35	8	40	3	23	18	273
Summit County.....	28	10	330	266	69	26	25	26	8	38	1	(D)	19	(D)
Tooele County.....	66	26	911	707	184	81	68	64	29	281	8	115	29	515
Tooele.....	48	20	666	488	122	58	47	47	24	242	5	(D)	19	(D)
Remainder of County.....	18	6	245	219	52	23	21	17	5	39	3	(D)	10	(D)
Uintah County.....	41	21	814	696	165	85	71	42	14	159	1	(D)	26	(D)
Vernal.....	40	20	(D)	(D)	(D)	(D)	(D)	(D)	14	159	1	(D)	25	(D)
Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Utah County.....	336	138	5,607	4,267	1,186	586	477	344	151	1,706	44	704	141	3,197
American Fork.....	21	9	333	287	74	46	29	24	13	129	1	(D)	7	(D)
Lehi.....	22	8	297	215	50	32	24	23	9	156	4	45	9	96
Orem.....	37	15	830	530	122	77	68	39	13	117	5	143	19	570
Payson.....	26	6	361	263	60	29	28	32	14	151	4	22	8	188
Pleasant Grove.....	20	6	277	(D)	(D)	(D)	(D)	(D)	10	(D)	1	(D)	9	132
Provo.....	129	63	2,670	2,194	679	302	252	135	60	915	14	192	55	1,563
Spanish Fork City.....	32	12	305	187	39	30	25	31	12	70	7	84	13	151
Springville.....	43	15	437	313	85	38	30	38	19	109	5	78	19	250
Remainder of County.....	6	4	97	(D)	(D)	(D)	(D)	(D)	1	(D)	3	(D)	2	(D)
Wasatch County.....	25	11	475	365	65	31	21	30	6	91	19	384
Heber.....	21	9	411	(D)	(D)	(D)	(D)	(D)	6	91	15	320
Remainder of County.....	4	2	64	(D)	(D)	(D)	(D)	(D)	4	64
Washington County.....	59	41	1,210	1,080	207	90	58	60	18	159	10	272	31	779
St. George.....	42	28	778	660	85	74	43	44	14	142	7	253	21	383
Remainder of County.....	17	13	432	420	122	16	15	16	4	17	3	19	10	396

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Wayne County.....	4	4	(D)	(D)	(D)	(D)	(D)	(D)	4	(D)
Weber County.....	364	186	8,502	7,674	2,456	1,068	863	373	157	3,209	56	1,245	151	4,048
Ogden.....	335	167	7,832	7,036	2,271	979	803	349	146	3,065	50	1,102	139	3,665
Roy.....	13	9	186	(D)	74	31	26	9	5	(D)	1	(D)	7	90
South Ogden.....	7	5	163	(D)	36	21	18	6	4	(D)	1	(D)	2	(D)
Remainder of County.....	9	5	321	297	75	37	16	9	2	22	4	(D)	3	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

UTAH (29 COUNTIES)

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)



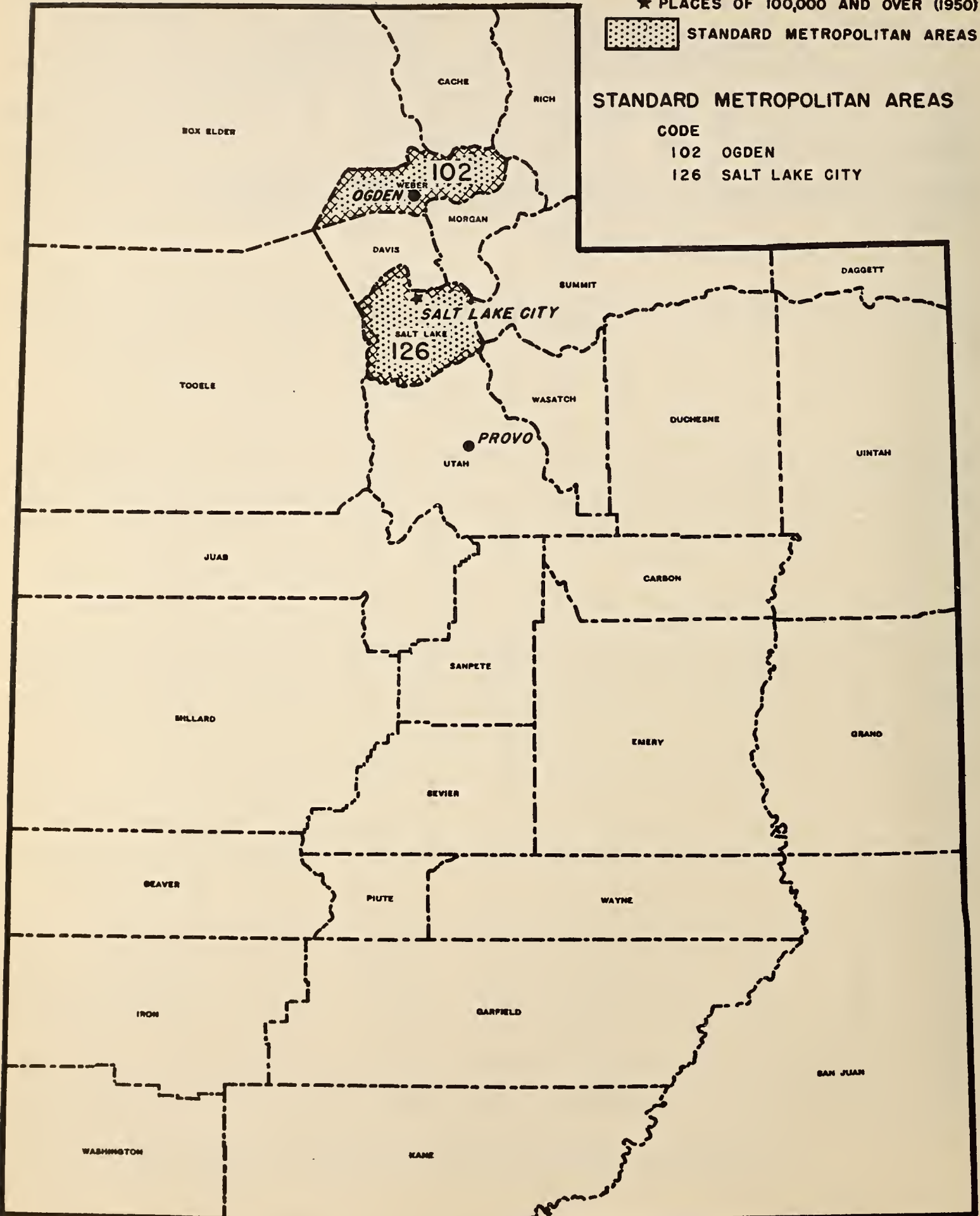
STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE

102 OGDEN

126 SALT LAKE CITY



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business

SELECTED SERVICES

CENSUS VERTICAL FILE

February 1956

Series: PS-1-45

VERMONT

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

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EXPLANATION OF TERMS

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Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

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Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

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PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES, CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Vermont, total.....	2,012	1,050	34,381	30,337	8,225	3,698	3,082	1,880	651	7,579	242	4,407	1,119	22,395
Addison County.....	99	51	1,635	1,479	423	143	113	92	27	223	8	58	64	1,354
Middlebury.....	28	16	480	412	142	91	72	25	12	143	•••	•••	16	337
Remainder of County.....	71	35	1,155	1,067	281	52	41	67	15	80	8	58	48	1,017
Bennington County.....	182	78	3,087	2,699	733	224	187	172	62	557	14	199	106	2,331
Bennington.....	81	27	879	677	198	105	84	78	36	410	9	65	36	404
Remainder of County.....	101	51	2,208	2,022	535	119	103	94	26	147	5	134	70	1,927
Caledonia County.....	99	51	1,674	1,492	420	218	162	90	30	616	12	235	57	823
St. Johnsbury.....	37	25	953	917	305	149	106	30	18	469	1	(D)	18	(D)
Remainder of County.....	62	26	721	565	115	69	56	60	12	147	11	(D)	39	(D)
Chittenden County.....	302	168	6,176	5,688	1,534	710	608	278	127	1,504	42	678	133	3,994
Burlington.....	179	101	4,610	4,354	1,283	595	511	166	96	1,264	15	405	68	2,941
Essex Junction.....	12	6	352	314	59	40	40	10	6	46	2	(D)	4	(D)
Winooski.....	19	11	255	235	43	16	11	18	6	66	4	(D)	9	(D)
Remainder of County.....	92	50	959	785	149	59	46	84	19	128	21	176	52	655
Essex County.....	22	10	306	288	74	30	17	15	2	(D)	2	(D)	18	300
Franklin County.....	137	65	1,990	1,698	362	204	159	134	54	495	16	325	67	1,170
St. Albans.....	55	29	884	742	186	115	85	55	27	243	6	(D)	22	(D)
Remainder of County.....	82	36	1,106	916	176	89	74	79	27	252	10	(D)	45	(D)
Grand Isle County.....	38	14	368	258	44	12	9	38	3	(D)	7	(D)	28	215
Lamoille County.....	67	45	1,657	1,535	432	122	112	51	11	78	10	182	46	1,397
Orange County.....	90	56	1,580	1,452	415	143	124	88	18	101	12	208	60	1,271
Orleans County.....	113	63	1,710	1,488	330	140	128	112	34	283	15	365	64	1,062
Newport.....	42	22	576	504	135	71	68	40	18	198	2	(D)	22	(D)
Remainder of County.....	71	41	1,134	954	195	69	60	72	16	85	13	(D)	42	(D)
Rutland County.....	262	140	4,240	3,630	1,100	505	433	245	72	1,261	29	528	161	2,451
Rutland.....	125	75	2,084	1,804	547	342	282	122	49	809	16	243	60	1,032
Remainder of County.....	137	65	2,156	1,826	553	163	151	121	23	452	13	285	101	1,419
Washington County.....	214	106	3,303	2,923	798	423	363	221	84	841	36	658	94	1,804
Barre.....	77	41	1,398	1,236	375	188	168	80	37	467	11	251	29	680
Montpelier.....	54	30	1,027	949	287	155	127	57	24	233	13	158	17	636
Waterbury.....	15	9	126	118	22	18	14	14	6	27	1	(D)	8	(D)
Remainder of County.....	68	28	752	620	114	62	54	70	17	114	11	(D)	40	(D)
Windham County.....	168	98	3,135	2,819	727	337	286	146	52	751	20	378	96	2,006
Bellows Falls.....	28	14	461	355	116	47	40	23	18	229	1	(D)	9	(D)
Remainder of County.....	140	84	2,674	2,464	611	290	246	123	34	522	19	(D)	87	(D)
Windsor County.....	219	103	3,520	2,968	833	487	381	200	75	858	19	445	125	2,217
Springfield.....	38	18	656	554	195	114	83	35	22	313	2	(D)	14	(D)
Windsor.....	21	9	261	219	101	46	42	17	9	178	•••	•••	12	83
Remainder of County.....	160	76	2,603	2,195	537	327	256	148	44	367	17	(D)	99	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

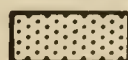
VERMONT (14 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950) - *NONE*



STANDARD METROPOLITAN AREAS - *NONE*

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25. D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

March 1956

Series: PS-1-46

VIRGINIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

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directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstery and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated business- only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Virginia, total.....	11,874	6,802	287,912	262,876	89,931	42,131	37,809	11,465	5,431	100,508	1,431	31,699	5,012	155,705
Accomack County.....	113	45	1,407	1,159	267	175	147	110	46	351	19	264	48	792
Chincoteague.....	24	2	141	(D)	(D)	(D)	(D)	(D)	10	16	2	(D)	12	(D)
Remainder of County.....	89	43	1,266	(D)	(D)	(D)	(D)	(D)	(D)	335	17	(D)	36	(D)
Albemarle County.....	59	37	1,560	1,428	402	245	231	52	18	239	8	77	33	1,244
Alleghany County.....	20	12	293	265	90	50	47	20	6	123	1	(D)	13	(D)
Amelia County.....	18	2	108	(D)	(D)	(D)	(D)	(D)	5	22	7	46	6	40
Amherst County.....	43	17	486	316	101	63	58	45	15	206	8	77	20	203
Appomattox County.....	23	11	201	153	37	34	31	32	10	98	5	34	8	69
Arlington County.....	439	273	13,738	12,652	4,462	1,752	1,478	409	221	6,196	30	1,509	188	6,033
Augusta County.....	68	32	849	701	163	90	77	59	19	160	19	152	30	537
Bath County.....	38	14	(D)	(D)	(D)	(D)	(D)	(D)	17	102	5	22	16	(D)
Bedford County.....	59	35	815	741	204	107	97	50	15	350	9	150	35	315
Bedford.....	42	24	571	509	139	78	69	39	13	(D)	4	59	25	(D)
Remainder of County.....	17	11	244	232	65	29	28	11	2	(D)	5	91	10	(D)
Bland County.....	9	1	20	(D)	(D)	(D)	(D)	(D)	4	4	5	16
Botetourt County.....	34	14	309	239	45	33	29	32	10	88	10	63	14	158
Brunswick County.....	26	16	325	273	74	56	50	23	17	182	1	(D)	8	(D)
Buchanan County.....	39	25	723	635	204	79	75	34	15	247	10	108	14	368
Buckingham County.....	26	14	282	234	41	28	21	27	5	45	10	135	11	102
Campbell County.....	74	38	1,141	965	287	163	149	71	35	286	8	290	31	565
Altavista.....	29	15	431	343	117	74	67	27	20	218	1	(D)	8	(D)
Remainder of County.....	45	23	710	622	170	89	82	44	15	68	7	(D)	23	(D)
Caroline County.....	32	22	683	615	126	75	70	32	6	116	4	99	22	468
Carroll County.....	39	21	344	232	57	44	30	34	10	63	8	65	21	216
Charles City County.....	3	1	11	(D)	(D)	(D)	(D)	(D)	3	11
Charlotte County.....	20	8	178	140	17	16	9	20	15	62	1	(D)	4	(D)
Chesterfield County.....	89	61	1,784	1,630	307	173	148	93	21	222	16	223	52	1,339
Clarke County.....	27	13	459	383	151	35	31	30	8	128	8	54	11	277
Craig County.....	7	1	19	(D)	(D)	(D)	(D)	(D)	5	(D)	2	(D)
Culpeper County.....	60	26	842	718	215	118	102	61	32	412	6	155	22	275
Culpeper.....	46	18	705	599	184	92	82	48	31	(D)	2	(D)	13	210
Remainder of County.....	14	8	137	119	31	26	20	13	1	(D)	4	(D)	9	65
Cumberland County.....	7	5	231	(D)	(D)	(D)	(D)	(D)	4	(D)	2	(D)	1	(D)
Dickenson County.....	27	9	170	106	15	14	14	29	10	59	3	23	14	88
Dinwiddie County.....	32	16	727	685	124	70	65	30	14	264	6	156	12	307
Essex County.....	18	12	396	348	112	66	60	19	6	197	2	(D)	10	(D)
Fairfax County.....	255	143	6,328	5,424	1,366	570	459	263	63	1,347	33	821	159	4,160
Fauquier County.....	76	34	1,217	1,029	263	148	138	74	31	446	12	301	33	470
Floyd County.....	27	13	322	262	38	21	15	26	9	146	5	51	13	125
Fluvanna County.....	23	13	201	183	38	48	39	25	6	98	2	(D)	15	(D)
Franklin County.....	44	18	544	454	106	64	58	43	20	231	12	166	12	147
Frederick County.....	67	37	992	904	164	111	92	69	17	110	14	114	36	768
Giles County.....	44	30	913	863	258	124	114	42	19	490	2	(D)	23	(D)
Narrows.....	17	9	298	268	107	57	56	17	9	159	8	139
Remainder of County.....	27	21	615	595	151	67	58	25	10	331	2	(D)	15	(D)
Clouccster County.....	36	14	405	309	90	66	51	36	15	185	5	45	16	175
Goochland County.....	19	7	258	206	42	12	10	14	5	7	8	130	6	121
Grayson County.....	32	20	461	413	81	59	52	36	14	99	3	28	15	334
Greene County.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	3	7	1	(D)
Greensville County.....	54	34	950	864	202	130	122	52	22	241	7	70	25	639
Emporia.....	41	23	517	(D)	114	70	64	42	20	(D)	6	(D)	15	223
Remainder of County.....	13	11	433	(D)	88	60	58	10	2	(D)	1	(D)	10	416

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)	Estab-lish-ments (Number)	Receipts (\$1,000)
Halifax County.....	81	41	1,152	906	274	180	157	77	41	632	13	149	27	371
South Boston.....	52	26	817	635	212	130	120	48	32	553	3	42	17	222
Remainder of County.....	29	15	335	271	62	50	37	29	9	79	10	107	10	149
Hanover County.....	76	42	1,311	1,092	292	142	117	86	23	398	12	284	41	629
Ashland.....	23	15	430	354	126	83	71	27	10	254	3	46	10	130
Remainder of County.....	53	27	881	739	166	59	46	59	13	144	9	238	31	499
Henrico County.....	101	71	2,872	2,720	778	322	281	103	43	661	10	322	48	1,889
Henry County.....	85	39	1,186	988	270	164	148	92	36	419	15	228	34	539
Highland County.....	12	2	53	(D)	(D)	(D)	(D)	(D)	4	4	2	(D)	6	(D)
Isle of Wight County.....	31	17	424	354	100	54	50	29	14	183	9	106	8	135
James City County.....	21	17	493	469	154	66	61	12	4	64	5	25	12	404
King and Queen County.....	9	5	130	124	22	12	9	9	2	(D)	5	124	2	(D)
King George County.....	19	7	110	76	14	3	3	18	5	17	2	(D)	12	(D)
King William County.....	28	12	252	164	56	54	39	27	19	107	1	(D)	8	(D)
Lancaster County.....	42	14	782	676	150	47	44	38	12	163	5	48	25	571
Lee County.....	46	30	506	448	98	63	57	45	20	199	2	(D)	24	(D)
Loudoun County.....	91	31	1,312	992	325	159	152	90	38	574	7	166	46	572
Louisa County.....	39	11	543	377	84	63	56	40	12	208	4	131	23	204
Lunenburg County.....	29	13	358	310	103	66	52	29	15	203	2	(D)	12	(D)
Madison County.....	17	3	80	(D)	(D)	(D)	(D)	(D)	6	10	7	59	4	11
Mathews County.....	43	13	345	175	38	23	19	41	20	205	6	65	17	75
Mecklenburg County.....	95	63	1,276	1,146	272	175	145	103	42	419	13	264	40	593
Chase City.....	26	12	291	219	57	32	24	30	13	167	7	(D)	6	(D)
Remainder of County.....	69	51	985	927	215	143	121	73	29	252	6	(D)	34	(D)
Middlesex County.....	15	7	215	(D)	(D)	(D)	(D)	(D)	6	35	2	(D)	7	(D)
Montgomery County.....	77	49	996	852	240	138	123	76	33	399	9	97	35	500
Blacksburg.....	26	16	387	333	109	62	60	22	14	166	3	28	9	193
Christiansburg.....	30	18	394	342	95	53	43	33	16	217	2	(D)	12	(D)
Remainder of County.....	21	15	215	177	36	23	20	21	3	16	4	(D)	14	(D)
Nansemond County.....	27	19	499	477	131	62	51	21	8	104	9	224	10	171
Nelson County.....	13	9	231	219	32	20	16	16	4	70	3	55	6	106
New Kent County.....	13	3	89	59	12	8	7	14	2	(D)	2	(D)	9	47
Norfolk County.....	82	54	1,595	1,497	472	231	210	79	31	348	9	242	42	1,005
Northampton County.....	83	35	903	591	162	112	104	81	35	378	8	103	40	422
Northumberland County.....	31	11	338	204	47	23	17	36	9	98	11	110	11	130
Nottoway County.....	62	38	765	683	235	151	119	61	27	485	7	68	28	212
Blackstone.....	34	20	499	459	172	112	91	33	20	386	1	(D)	13	(D)
Remainder of County.....	28	18	266	224	63	39	28	28	7	99	6	(D)	15	(D)
Orange County.....	37	21	618	556	158	88	86	39	20	295	8	122	9	201
Orange.....	27	13	331	(D)	97	63	61	26	18	(D)	3	15	6	(D)
Remainder of County.....	10	8	287	(D)	61	25	25	13	2	(D)	5	107	3	(D)
Page County.....	65	41	1,890	1,832	437	194	147	54	21	237	5	48	39	1,605
Luray.....	32	18	1,056	1,016	277	143	112	29	12	202	2	(D)	18	(D)
Remainder of County.....	33	23	834	816	160	51	35	25	9	35	3	(D)	21	(D)
Patrick County.....	31	11	336	276	38	20	18	33	10	55	11	167	10	114
Pittsylvania County.....	77	47	1,329	1,213	320	210	192	67	31	437	12	220	34	672
Powhatan County.....	8	2	65	(D)	(D)	(D)	(D)	(D)	3	16	1	(D)	4	(D)
Prince Edward County.....	51	35	880	820	228	139	119	49	20	235	9	229	22	416
Farmville.....	44	28	750	690	212	121	106	42	19	(D)	9	229	16	(D)
Remainder of County.....	7	7	130	130	16	18	13	7	1	(D)	6	(D)
Prince George County.....	46	20	704	532	210	67	60	49	6	(D)	10	117	30	(D)
Prince William County.....	93	49	1,623	1,283	327	153	128	91	47	892	9	229	37	502
Princess Anne County.....	163	77	3,669	3,209	778	307	275	162	28	491	22	554	113	2,624
Pulaski County.....	90	42	1,176	1,014	327	210	183	92	36	514	13	110	41	592
Pulaski.....	70	38	1,075	969	319	203	178	64	34	(D)	7	104	29	(D)
Remainder of County.....	20	4	101	45	8	7	5	28	2	(D)	6	6	12	(D)
Rappahannock County.....	13	5	142	72	6	10	10	13	4	8	9	134

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Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated business only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all estab- lish- ments (\$1,000)	Estab- lish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Richmond County.....	38	30	1,150	1,112	311	129	118	33	20	294	6	660	12	196
Roanoke County.....	112	66	3,806	3,638	1,235	705	643	109	46	731	13	180	53	2,895
Salem.....	50	28	827	751	308	154	130	54	23	524	8	81	19	222
Vinton.....	22	4	137	69	22	12	12	25	13	75	4	(D)	5	(D)
Remainder of County.....	40	34	2,842	2,818	905	539	501	30	10	132	1	(D)	29	(D)
Rockbridge County.....	101	57	3,020	2,766	764	430	410	105	41	611	6	159	54	2,250
Lexington.....	51	27	1,025	921	338	216	200	54	31	558	2	(D)	18	(D)
Remainder of County.....	50	30	1,995	1,845	426	214	210	51	10	53	4	(D)	36	(D)
Rockingham County.....	116	56	1,712	1,450	368	219	171	114	31	274	17	369	68	1,069
Russell County.....	29	15	433	379	101	60	50	37	15	219	7	110	7	104
Scott County.....	35	13	643	527	130	58	54	35	21	256	4	(D)	10	(D)
Shenandoah County.....	118	58	1,377	1,197	362	158	147	110	36	274	17	174	65	929
Smyth County.....	80	42	1,344	1,184	320	224	208	80	40	657	7	80	33	607
Marion.....	49	29	912	808	251	177	165	52	23	524	5	35	21	353
Saltville (part) ²	11	5	156	140	38	24	23	11	10	(D)	•••	(D)	1	(D)
Remainder of County.....	20	8	276	236	31	23	20	17	7	(D)	2	(D)	11	(D)
Southampton County.....	67	33	1,084	950	241	154	116	61	28	476	15	131	24	477
Franklin.....	35	21	817	777	202	125	91	32	18	395	6	56	11	366
Remainder of County.....	32	12	267	173	39	29	25	29	10	81	9	75	13	111
Spotsylvania County.....	25	9	396	286	46	28	25	23	1	(D)	8	196	16	(D)
Stafford County.....	27	9	437	309	93	40	38	29	4	(D)	7	90	16	(D)
Surry County.....	5	1	19	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)	2	(D)
Sussex County.....	46	20	409	285	49	42	36	43	20	121	6	68	20	220
Tazewell County.....	120	56	1,940	1,676	519	258	234	121	58	1,031	23	307	39	602
Bluefield.....	29	13	625	571	229	108	104	24	14	562	1	(D)	14	(D)
Richlands.....	26	14	602	548	117	59	52	29	18	308	3	(D)	5	(D)
Remainder of County.....	65	29	713	557	173	91	78	68	26	161	19	211	20	341
Warren County.....	60	46	1,167	1,131	322	163	146	55	25	384	3	21	32	762
Front Royal.....	52	40	958	(D)	279	145	128	48	25	384	3	21	24	553
Remainder of County.....	8	6	209	(D)	43	18	18	7	•••	•••	•••	•••	8	209
Washington County.....	76	42	1,263	1,133	260	155	141	72	34	417	5	103	37	743
Abingdon.....	30	20	580	544	143	97	91	28	19	333	2	(D)	9	(D)
Saltville (part) ²	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
Remainder of County.....	46	22	683	589	117	58	50	44	15	84	3	(D)	28	(D)
Westmoreland County.....	44	24	631	547	130	39	33	38	7	58	4	76	33	497
Wise County.....	93	47	1,387	1,093	391	216	192	95	44	850	10	48	39	489
Appalachia.....	12	10	157	(D)	43	19	18	12	7	92	•••	•••	5	65
Big Stone Gap.....	19	13	468	436	186	89	86	12	15	372	•••	•••	4	96
Remainder of County.....	62	24	762	(D)	162	108	88	71	22	386	10	48	30	328
Wythe County.....	44	30	1,021	983	342	207	173	45	20	452	6	79	18	490
Wytheville.....	28	20	905	879	326	193	159	33	13	422	4	(D)	11	(D)
Remainder of County.....	16	10	116	104	16	14	14	12	7	30	2	(D)	7	(D)
York County.....	30	14	348	262	51	31	21	33	9	63	5	45	16	240
INDEPENDENT CITIES														
Alexandria.....	329	201	9,440	8,740	3,273	1,231	1,055	327	157	3,877	41	1,005	131	4,558
Bristol.....	110	80	2,462	2,298	829	497	464	101	52	940	12	232	46	1,290
Buena Vista.....	14	8	252	160	30	21	21	13	7	107	1	(D)	6	(D)
Charlottesville.....	157	83	4,031	3,593	1,340	721	686	148	92	1,823	8	145	57	2,063
Clifton Forge.....	24	16	440	420	144	91	83	19	17	255	2	(D)	5	(D)
Colonial Heights.....	30	20	458	422	131	66	62	27	11	178	5	59	14	221
Covington.....	55	27	985	681	174	99	95	52	35	576	2	(D)	18	(D)
Danville.....	237	155	5,240	4,764	1,837	995	916	231	127	2,670	19	605	91	1,965
Falls Church.....	74	40	12,299	12,103	6,548	1,535	1,506	66	26	613	7	(D)	41	(D)
Fredericksburg.....	101	57	2,140	1,950	670	352	307	97	49	994	15	182	37	964
Hampton.....	184	128	4,572	4,260	1,420	740	670	164	96	1,425	10	172	78	2,975

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²Saltville is in Smyth and Washington counties.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Receipts	Establishments	Receipts	Establishments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)
Harrisonburg.....	83	51	1,450	1,280	410	240	223	76	37	651	14	152	32	647
Hopewell.....	56	32	1,028	926	255	136	115	54	32	478	8	185	16	365
Lynchburg.....	222	166	5,944	5,758	2,341	1,285	1,182	204	124	2,974	22	663	76	2,307
Martinsville.....	101	61	2,088	1,942	736	393	350	115	58	1,081	14	260	29	747
Newport News.....	306	178	6,576	6,040	2,152	1,040	890	301	187	3,080	34	606	85	2,890
Norfolk.....	1,176	738	33,320	31,238	10,615	4,854	4,434	1,131	617	11,917	117	4,273	442	17,130
Petersburg.....	195	123	4,808	4,542	1,650	769	722	174	107	2,378	15	207	73	2,223
Portsmouth.....	351	193	7,814	6,940	2,550	1,267	1,173	339	186	3,582	46	899	119	3,333
Radford.....	37	27	752	726	293	150	143	35	23	463	6	62	8	227
Richmond.....	1,384	848	45,812	43,188	15,965	7,190	6,629	1,296	727	16,736	122	4,127	535	24,949
Roanoke.....	499	273	16,171	15,191	5,153	2,315	2,111	475	241	5,925	62	2,408	196	7,838
South Norfolk.....	58	24	917	701	205	116	114	58	34	522	10	89	14	306
Staunton.....	113	61	2,146	1,952	699	418	383	106	54	987	12	122	47	1,037
Suffolk.....	85	55	1,594	1,470	515	295	257	76	50	863	12	117	23	614
Virginia Beach.....	128	94	5,449	5,053	1,494	604	462	116	39	1,014	3	41	86	4,394
Warwick.....	105	69	2,082	1,916	655	318	274	106	40	858	21	394	44	830
Waynesboro.....	69	39	1,258	1,120	399	213	203	70	38	623	5	(D)	26	(D)
Williamsburg.....	49	23	3,799	3,685	1,296	722	705	46	24	384	3	(D)	22	(D)
Winchester.....	132	68	2,113	1,819	697	374	325	126	59	968	10	72	63	1,073
Galax.....	39	23	537	449	138	140	68	37	19	255	10	136	10	146
Norton.....	33	21	721	629	249	170	159	33	11	330	4	76	18	315

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

1954 Census of Business SELECTED SERVICES

February 1956

Series: PS-1-47

WASHINGTON

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

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KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

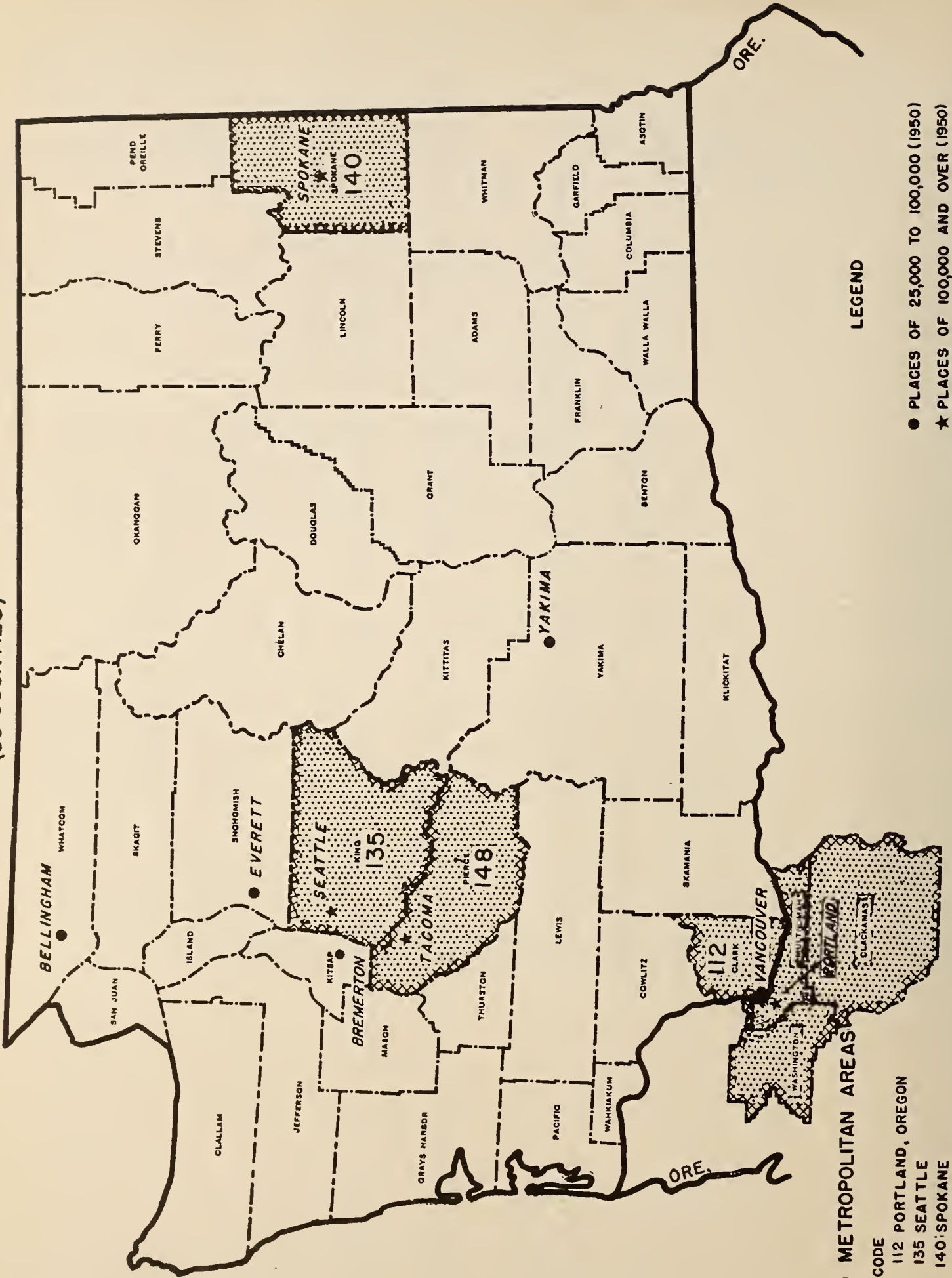
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments	Receipts	Estab- lish- ments	Receipts	Estab- lish- ments	Receipts
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Pacific County.....	1#2	#2	1,129	777	153	78	53	150	46	246	8	188	88	695
Raymond.....	42	12	517	369	86	46	36	41	21	142	5	(D)	18	(D)
Remainder of County.....	100	30	612	408	67	32	17	109	25	104	5	(D)	70	(D)
Pend Oreille County.....	45	10	452	334	52	41	28	55	14	119	7	78	24	255
Pierce County.....	1,402	666	31,817	27,831	9,146	3,234	2,494	1,416	530	10,410	206	4,899	666	16,508
Buckley.....	9	3	69	(D)	(D)	(D)	(D)	(D)	4	(D)	1	(D)	4	8
Puyallup.....	88	32	1,882	1,564	465	137	105	91	31	614	18	385	39	883
Sumner.....	15	6	122	(D)	(D)	(D)	(D)	(D)	7	57	8	65
Tascoma.....	1,094	498	25,547	22,191	7,332	2,629	2,025	1,135	403	8,208	165	3,951	526	13,388
Remainder of County.....	196	124	4,197	3,917	1,310	443	350	166	85	(D)	22	(D)	89	2,164
San Juan County.....	37	7	266	126	20	8	8	34	4	28	1	(D)	28	(D)
Skagit County.....	299	103	3,548	2,516	720	389	288	305	106	846	45	528	138	2,174
Anacortes.....	70	26	807	693	237	127	93	65	28	255	7	55	29	497
Mount Vernon.....	90	35	1,596	1,150	326	189	144	103	35	278	15	252	49	1,066
Sedro Woolley.....	43	13	431	261	64	31	23	48	19	169	5	67	19	195
Remainder of County.....	03	29	714	412	93	42	28	89	24	144	18	154	41	416
Skamania County.....	30	4	226	(D)	(D)	(D)	(D)	(D)	12	39	6	126	12	61
Snohomish County.....	652	212	8,526	6,402	2,076	866	607	690	263	2,991	96	1,489	293	4,046
Everett.....	299	109	4,984	4,076	1,377	518	413	300	129	1,918	37	819	123	2,247
Snohomish.....	66	10	457	237	75	76	27	74	31	213	11	63	24	181
Remainder of County.....	297	93	3,085	2,099	624	272	167	316	103	860	48	607	146	1,618
Spokane County.....	1,408	640	38,664	34,582	11,138	4,074	3,409	1,442	539	9,677	196	4,968	673	24,019
Cheney.....	18	4	(D)	(D)	(D)	(D)	(D)	(D)	5	53	1	(D)	12	(D)
Medical Lake.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
Spokane.....	1,222	540	34,868	31,192	10,279	3,738	3,142	1,256	490	9,070	170	4,424	562	21,374
Remainder of County.....	167	95	3,581	3,263	841	330	261	162	44	554	24	(D)	99	(D)
Stevens County.....	80	2	948	638	149	63	50	93	24	285	10	150	16	513
Colville.....	70	16	543	397	90	34	29	31	11	210	6	132	13	201
Remainder of County.....	50	12	405	241	59	29	21	62	13	75	4	18	33	312
Thurston County.....	275	117	4,333	3,521	1,024	493	423	276	95	971	37	775	143	2,587
Olympia.....	210	76	3,557	2,859	873	387	340	214	75	874	29	629	106	2,054
Tumwater.....	9	5	119	107	30	17	15	8	4	(D)	2	(D)	3	87
Remainder of County.....	56	36	657	555	121	89	68	54	16	(D)	6	(D)	34	446
Wahkiakum County.....	9	3	71	(D)	(D)	(D)	(D)	(D)	5	27	1	(D)	3	(D)
Walla Walla County.....	227	109	4,648	3,974	1,241	583	508	228	81	1,595	31	660	115	2,393
College Place.....	10	2	75	(D)	(D)	(D)	(D)	(D)	5	54	2	(D)	3	(D)
Walla Walla.....	189	97	4,114	3,608	1,162	536	463	189	69	1,476	28	639	92	1,999
Remainder of County.....	28	1	459	(D)	(D)	(D)	(D)	(D)	7	65	1	(D)	20	(D)
Wasco County.....	313	147	6,012	4,984	1,638	722	539	342	102	1,896	60	692	151	3,424
Bellingham.....	217	100	4,810	4,106	1,420	422	485	230	77	1,576	45	536	95	2,698
Remainder of County.....	96	47	1,202	878	218	100	54	112	25	320	15	156	56	726
Whitman County.....	143	53	2,109	1,645	456	224	170	154	62	762	23	288	58	1,059
Welfar.....	27	13	479	397	121	59	50	30	6	183	5	82	16	214
Pullman.....	60	25	1,081	922	293	145	108	58	28	404	6	93	25	591
Remainder of County.....	56	15	542	326	42	20	12	66	28	175	12	113	17	254
Yakima County.....	692	315	13,896	11,730	3,585	1,495	1,192	733	235	4,064	137	1,787	327	8,045
Grandview.....	19	11	302	250	47	28	13	24	10	113	2	(D)	7	(D)
Harrison.....	47	11	1,115	893	245	127	101	65	15	353	14	152	34	613
Toppenish.....	82	20	914	756	238	127	91	49	18	325	6	79	18	510
Wapato.....	33	11	378	254	45	15	10	35	12	121	6	98	15	159
Yakima.....	420	172	9,257	7,993	2,673	1,016	866	436	155	3,002	70	941	195	5,314
Remainder of County.....	122	70	1,896	1,584	337	182	111	124	25	148	39	(D)	58	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

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WASHINGTON (39 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE

- 112 PORTLAND, OREGON
- 135 SEATTLE
- 140 SPOKANE
- 148 TACOMA

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business SELECTED SERVICES

April 1956

Series: PS-1-48

WEST VIRGINIA

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Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



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mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

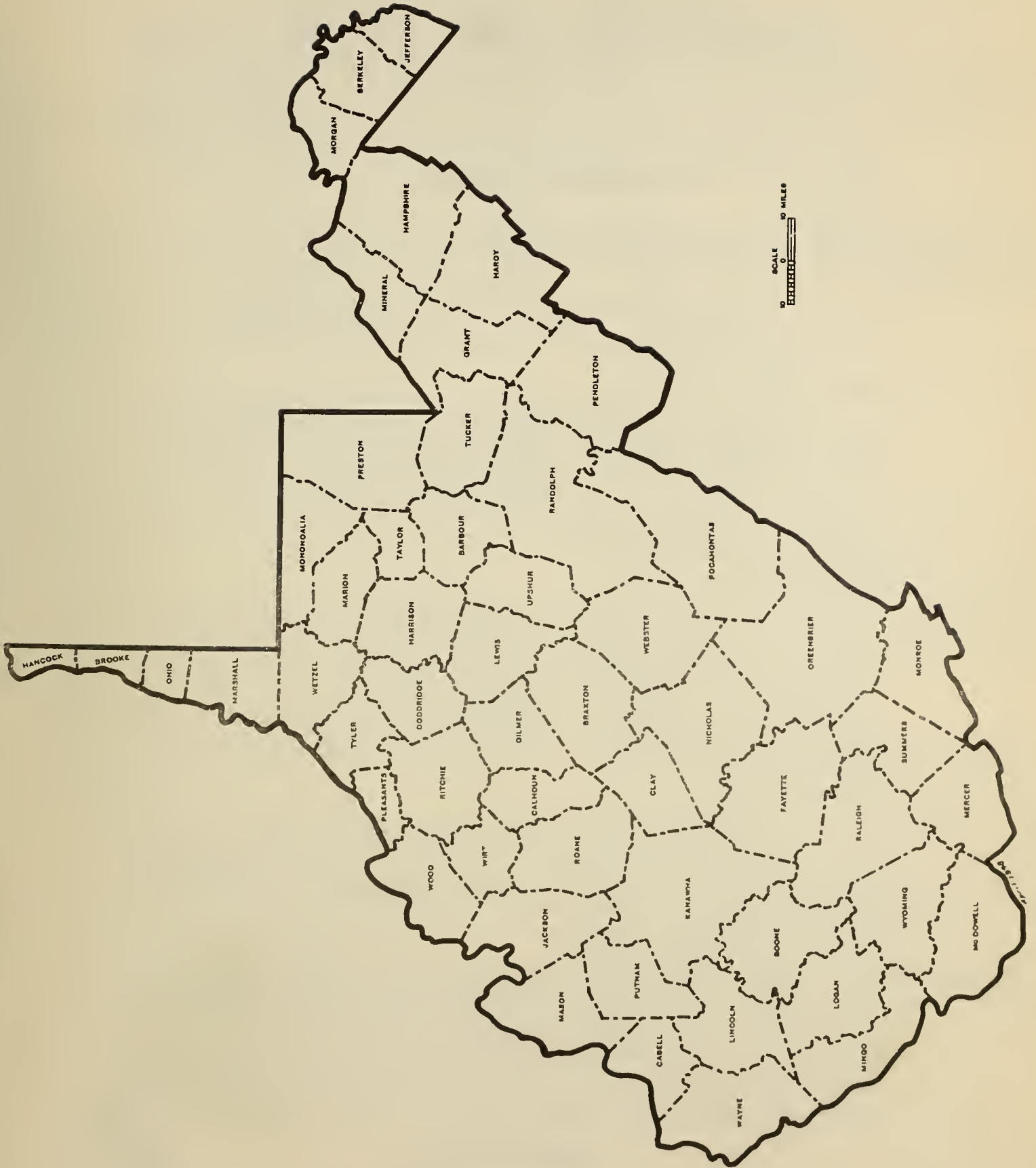
County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Webster County.....	35	13	420	296	54	31	29	38	14	139	2	(D)	19	(D)
Wetzel County.....	79	23	571	335	67	47	40	85	47	280	2	(D)	30	(D)
New Martinsville.....	42	12	316	202	39	28	22	47	27	151	1	(D)	14	(D)
Paden City (part) ³	9	3	98	(D)	(D)	(D)	(D)	(D)	7	(D)	2	(D)
Remainder of County.....	28	8	157	(D)	(D)	(D)	(D)	(D)	13	(D)	1	(D)	14	60
Wirt County.....	7	1	19	(D)	(D)	(D)	(D)	(D)	4	10	3	9
Wood County.....	330	156	6,050	5,414	1,812	933	755	313	157	2,121	38	554	135	3,375
Parkersburg.....	283	135	5,557	5,013	1,722	878	719	269	138	2,044	27	470	118	3,043
Vienna.....	8	...	20	8	4	8	2	(D)	2	(D)
Remainder of County.....	39	21	473	401	90	55	36	36	15	69	9	(D)	15	(D)
Wyoming County.....	62	30	1,085	925	254	132	114	57	31	281	4	38	27	766
Mullens.....	26	14	338	264	84	59	45	22	18	214	8	124
Remainder of County.....	36	16	747	661	170	73	69	35	13	67	4	38	19	642

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.

³Paden City is in Tyler and Wetzel counties.

WEST VIRGINIA



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

1954 Census of Business SELECTED SERVICES

March 1956

Series: PS-1-49

WISCONSIN

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the *Standard Industrial Classification Manual* are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

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Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

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Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

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"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

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regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Estab-lish-ments	Receipts	Estab-lish-ments	Receipts	Estab-lish-ments	Receipts
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)	(Number)	(\$1,000)		
Washington County.....	173	71	2,514	1,708	384	229	164	183	76	806	22	359	75	1,349
Hartford.....	46	22	720	548	96	71	36	54	24	257	4	56	18	407
West Bend.....	61	27	892	652	202	105	81	64	28	437	4	10	29	445
Remainder of County.....	66	22	902	508	86	53	47	65	24	112	14	293	28	497
Waukesha County.....	449	215	10,479	8,883	2,618	1,220	897	434	166	2,339	46	892	237	7,248
Oconomowoc.....	60	26	1,127	1,011	248	131	89	61	26	348	3	26	31	753
Waukesha.....	161	93	4,210	3,734	1,211	620	442	145	68	1,243	17	266	76	2,701
Remainder of County.....	228	96	5,142	4,138	1,159	469	366	228	72	748	26	600	130	3,794
Waupaga County.....	182	84	2,292	1,820	463	351	264	184	61	573	18	264	103	1,455
Clintonville.....	32	18	540	448	138	129	85	28	12	124	1	(0)	19	(D)
New London (part) ⁵	31	11	336	262	67	65	60	29	17	139	3	24	11	173
Waupacs.....	46	20	556	420	84	58	32	53	14	149	5	39	27	368
Remainder of County.....	73	35	860	690	174	99	87	74	18	161	9	(D)	46	(D)
Waushara County.....	72	20	530	328	85	72	54	73	22	155	16	106	34	269
Berlin (part) ⁴	1	1	(0)	(0)	(0)	(0)	(0)	(0)	1	(0)
Remainder of County.....	71	19	(D)	(D)	(D)	(D)	(D)	(D)	21	(D)	16	106	34	269
Winnebago County.....	435	217	9,180	7,752	2,282	1,165	887	433	177	2,871	68	1,099	190	5,210
Menasha.....	55	29	867	685	234	130	113	55	21	435	6	88	28	344
Neenah.....	57	25	1,204	1,018	323	210	120	51	34	415	3	68	20	721
Oshkosh.....	246	140	5,860	5,176	1,546	764	618	253	99	1,928	39	634	108	3,298
Remainder of County.....	77	23	1,249	873	179	61	36	74	23	93	20	309	34	847
Wood County.....	204	114	3,970	3,534	1,009	541	441	192	90	1,351	28	562	86	2,057
Marshfield.....	73	45	1,311	1,169	350	201	186	74	33	560	10	137	30	614
Wisconsin Rapids.....	93	49	2,320	2,100	595	301	226	87	43	652	11	362	39	1,306
Remainder of County.....	38	20	339	265	64	39	29	31	14	139	7	63	17	137

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
⁴Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.
⁵Berlin is in Green Lake and Waushara counties. ⁶New London is in Outagamie and Waupaca counties.

WISCONSIN (71 COUNTIES)

STANDARD METROPOLITAN AREAS

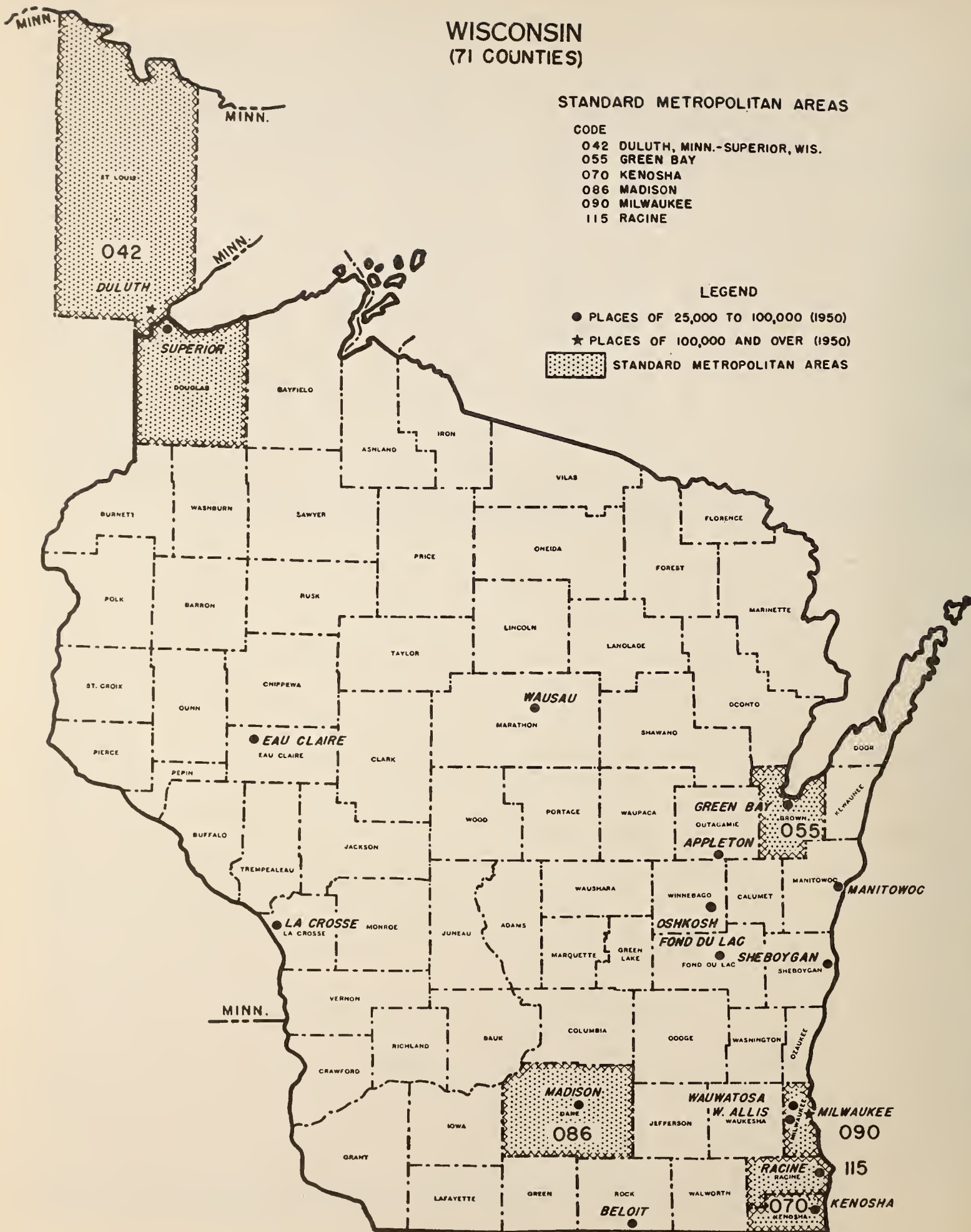
CODE	
042	DULUTH, MINN.-SUPERIOR, WIS.
055	GREEN BAY
070	KENOSHA
086	MADISON
090	MILWAUKEE
115	RACINE

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)

 STANDARD METROPOLITAN AREAS



1954 Census of Business SELECTED SERVICES

April 1956

Series: PS-1-50

WYOMING

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

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- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

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- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

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COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

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A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

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reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

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Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

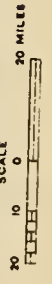
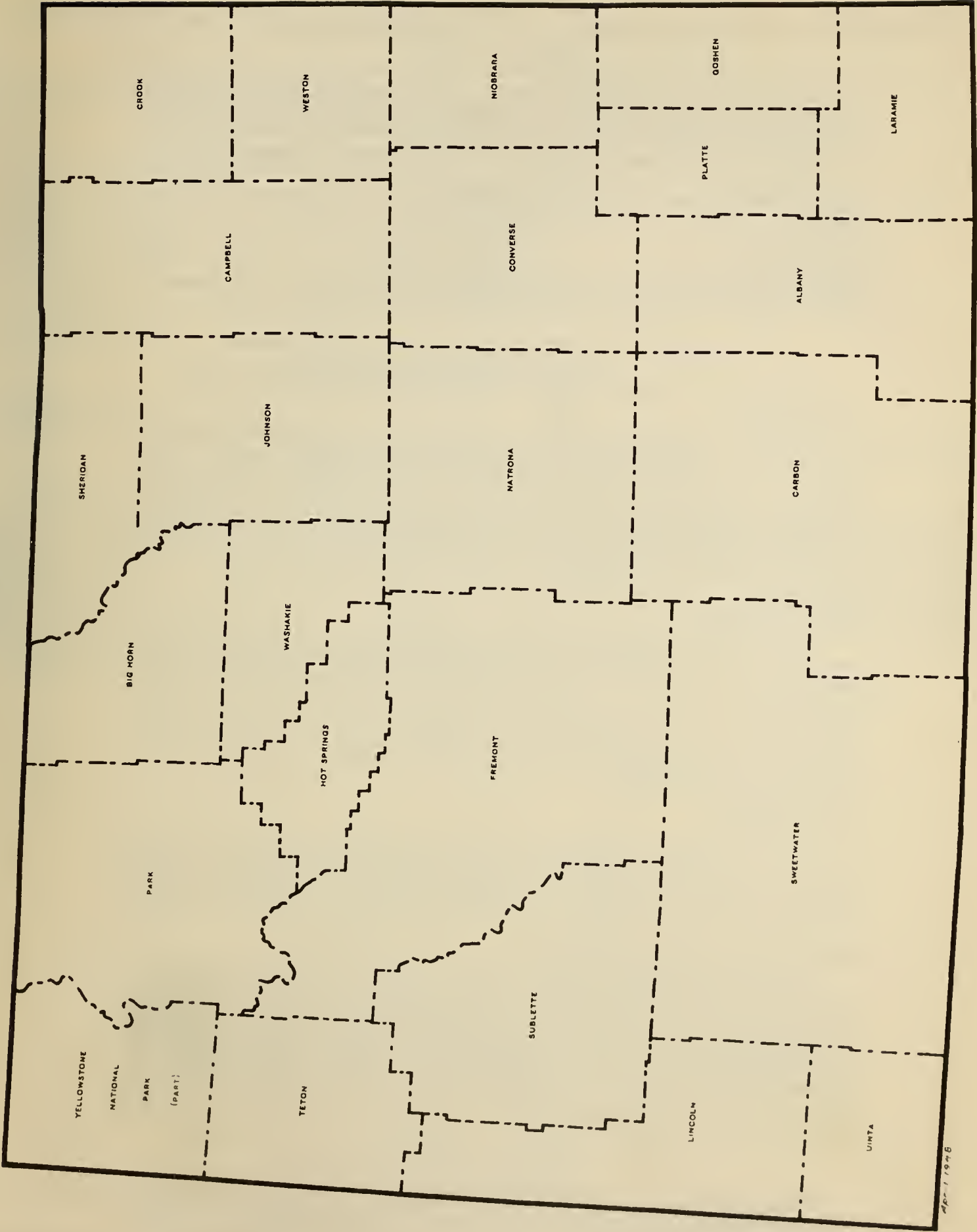
Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

WYOMING



APR 1 1948

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades :

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business

SELECTED SERVICES

May 1956

Series: PS-1-51

ALASKA

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Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

PRELIMINARY 1954 SELECTED SERVICES REPORT—COUNTIES; CITIES OF 2,500 INHABITANTS OR MORE

Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
Alaska, total.....	697	307	20,529	17,337	5,518	1,573	1,426	789	225	6,060	56	1,613	416	12,856
First Judicial Division.....	151	69	3,999	3,559	1,102	337	303	168	51	1,070	10	312	90	2,617
Juneau.....	42	18	1,585	1,451	480	133	128	44	15	420	5	222	22	943
Ketchikan.....	63	33	1,792	1,648	521	151	132	71	21	501	5	90	37	1,201
Remainder of Division.....	46	18	622	460	101	53	43	53	15	149	•••	•••	31	473
Second Judicial Division.....	7	3	88	70	11	7	3	9	3	27	1	(D)	3	(D)
Third Judicial Division.....	372	166	11,729	9,709	3,082	854	781	425	124	3,501	38	1,123	210	7,105
Anchorage.....	175	89	8,163	7,155	2,404	600	549	190	68	2,514	16	652	91	4,997
Eastchester.....	4	•••	26	•••	•••	•••	•••	4	•••	•••	•••	•••	4	26
Mountain View.....	26	10	323	223	35	21	14	30	5	(D)	4	(D)	17	207
Remainder of Division.....	167	67	3,217	2,331	643	233	218	201	51	(D)	18	(D)	98	1,875
Fourth Judicial Division.....	167	69	4,713	3,999	1,323	375	339	187	47	1,462	7	(D)	113	(D)
Fairbanks.....	123	54	3,650	3,168	1,047	303	270	145	42	1,138	5	168	81	2,344
Remainder of division.....	39	15	1,063	831	276	72	69	42	5	324	2	(D)	32	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ••• Represents zero.

*Includes Business Services, Miscellaneous Repair Services, Amusement and Recreation Services, Motion Pictures, Hotels, Tourist Courts, Motels, and Camps.



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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

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(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

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Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
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Your Name -----

Street Address ----- City ----- Zone ----- State -----

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—Selected Service Trades, Retail Trade, and Wholesale Trade. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for Selected Service Trades, Retail Trade, and Wholesale Trade will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. For retail trade and for hotels and motion picture theaters, a fourth series, relating to the Central Business Districts of large metropolitan centers, will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE SELECTED SERVICE TRADES BULLETIN SERIES

Following are brief descriptions of the bulletin series for selected service trades:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, receipts for the year, payroll for the year, payroll and number of employees for the workweek ended nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in this preliminary report) are shown for each city of 2,500 or more inhabitants.

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This series provides data on a variety of topics in which basic Census data for business establishments are tabulated so as to provide information on the distribution of number of establishments, receipts and payroll by legal form of organization, receipts size of establishment, employment size of establishment, size of firm based on number of establishments operated in the same or closely related kind of business, and the city size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole, and, to a lesser extent, for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Selected Service Trades but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Although these bulletins are designed primarily to present information for retail kinds of business they will include data for two service businesses—hotels and motion picture theaters. Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Selected Service, Retail, and Wholesale).

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

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(PMGC)

1954 Census of Business SELECTED SERVICES

May 1956

Series: PS-1-52

HAWAII

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses cover businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to selected service trades. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF SERVICE BUSINESS COVERED

This report covers all establishments classified as primarily in certain selected service trades, as defined in the *Standard Industrial Classification Manual*, Volume II, Nonmanufacturing Industries, 1949 edition, as amended by the Bureau of the Budget. The *Standard Industrial Classification Manual* describes service trade as including "establishments primarily engaged in rendering a wide variety of services to individuals and business establishments." Of the 15 major groups included in this division, the 1954 Census of Business includes the following S. I. C. major groups, essentially in their entirety:

- 70. Hotels, rooming houses, camps, and other lodging places.
- 72. Personal services.
- 73. Miscellaneous business services (except Accounting, auditing, bookkeeping).
- 75. Automobile repair services and garages.
- 76. Miscellaneous repair services.
- 78. Motion pictures.
- 79. Amusement and recreation services, except motion pictures.

The following major groups of the Service Division, as presented in the Standard Industrial Classification Manual are excluded in their entirety from the scope of this Census:

- 77. Radio broadcasting (including facsimile broadcasting) and television.
- 80. Medical and other health services.
- 81. Legal services.
- 82. Educational services.
- 84. Museums, art galleries, and botanical and zoological gardens.
- 86. Nonprofit membership organizations.
- 88. Private households.
- 89. Miscellaneous services.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the service trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the Service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

For sale by Bureau of the Census, Washington 25, D. C., and U. S. Department of Commerce Field Offices. 10 cents.

mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers"

This group was defined to include service trade businesses within the Census scope other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of service trade, although making up more than half the establishments, accounted for less than 15 percent of the total service trade volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census.

The major difference in comparability of the two Censuses results from the use of different enumeration techniques. In the 1948 Census the Nation was divided into 37,000 enumeration districts and enumerators were required to list all *recognizable* places of business. Each establishment was listed by the enumerator as encountered while systematically canvassing each city block and each road or highway in rural areas in a pre-assigned pattern. The 1954 Census was different in that inclusion of a business establishment was not based on an enumerator's ability to recognize it while canvassing an area. The use of BOASI records and income tax reports made it possible to include in the 1954 Census establishments which operated from homes, from desk space leased in offices, from telephone listings, and other methods not requiring the owner of the business to make his establishment "recognizable."

A second major category which is included in 1954 but not in 1948 consists of establishments (most frequently amusement establishments), which were not operating at the time of the enumeration (i. e., at the end of 1948) although they did conduct operations in 1948. Some examples are boat rental, bathing beach, carnival or similar establishments operating on a seasonal basis, or which were traveling at the time of enumeration and did not have a fixed business address and would therefore not have been enumerated in a 1948-type Census.

A change in concept which affects total volume of receipts in the Selected Service Trades and in "All other selected services" stems from the fact that in 1948 receipts of advertising agencies were included net of media costs whereas in 1954 their receipts included media costs. This results in an estimated increase of over \$2 billion in total receipts for the United States.

One of the differences between the two Censuses arises from a change in the minimum size of establishment. In the 1948 Census, service establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any service establishment without paid employment and which

reported receipts of less than \$1,000 was eliminated whether or not it operated the entire year. It is estimated that this change in minimum size resulted in the omission in 1954 of about 60,000 establishments. The difference in size cut off between the two Censuses is further complicated by the change in price levels which occurred in this period.

An additional difference in the two Censuses is in the treatment of sales, excise, and amusement taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total receipts of service establishments, but they were included in the 1954 Census. The overall effect of this change, however, is believed to be small, as most State service and sales taxes averaged about two percent. The most important segment of service trade affected by this difference is the amusement trades. In this field, Federal and local tax rates tend to be comparatively high, and 1954 data will be correspondingly greater.

Comparison of the two Censuses is further qualified by the fact that the scope of the 1954 Census was expanded to include the following kinds of business: Motion picture production, distribution, and allied services; trailer parks; and golf and country clubs.

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Wherever two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

The count of establishments does not include those places which conducted business at some time during 1954 but which went out of business before the end of 1954; however, receipts of such establishments are included.

Receipts

Receipts are defined to include total receipts from customers during 1954, after deduction of refunds or allowances to customers. Receipts include receipts from sales of merchandise as well as from services to customers but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes, amusement taxes, or Federal excise taxes which are collected by the establishment directly from customers, and paid

directly by the establishment to a local, State, or Federal taxing agency. Excise and other taxes which are paid by the manufacturer or wholesaler and passed along to the service establishment are also included.

The receipts figures, therefore, represent total receipts and sales of all establishments primarily engaged in the selected service trades. They do not include service receipts of retailers, manufacturers, wholesalers, and other businesses whose primary activity is other than the selected service trades. They do, however, include receipts other than from service activities (e. g., sales of merchandise at wholesale or retail) by establishments primarily engaged in service trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

"Paid employees" consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether

regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

Personal services

Includes establishments primarily engaged in providing services generally involving the care of the person or his apparel, such as barber shops, beauty shops, cleaning plants, laundries, photographic studios, and pressing shops.

Automobile repair services and garages

Includes establishments primarily engaged in furnishing automobile repair, storage, and rental services to the general public. Similar facilities, owned and operated by concerns for their own use and not for the general public, are treated as auxiliary establishments of those concerns and are not included here. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade. Gasoline service stations are also included in Retail Trade.

All other selected services

Includes business services (except accounting, auditing, and bookkeeping), miscellaneous repair services, amusement and recreation services, motion pictures (production, distribution, exhibition, and services allied thereto), hotels, tourist courts, motels, and camps. Among the business services included are advertising agencies, news syndicates, photofinishing laboratories, management consultants, etc. Miscellaneous repair services include radio and TV repair shops, blacksmith shops, upholstering and furniture repair shops, armature rewinding and other types of repair establishments not elsewhere classified in the *Standard Industrial Classification Manual*. Included in amusement and recreation services are such kinds of business as bowling alleys, pool parlors, baseball and football clubs, race tracks, etc.

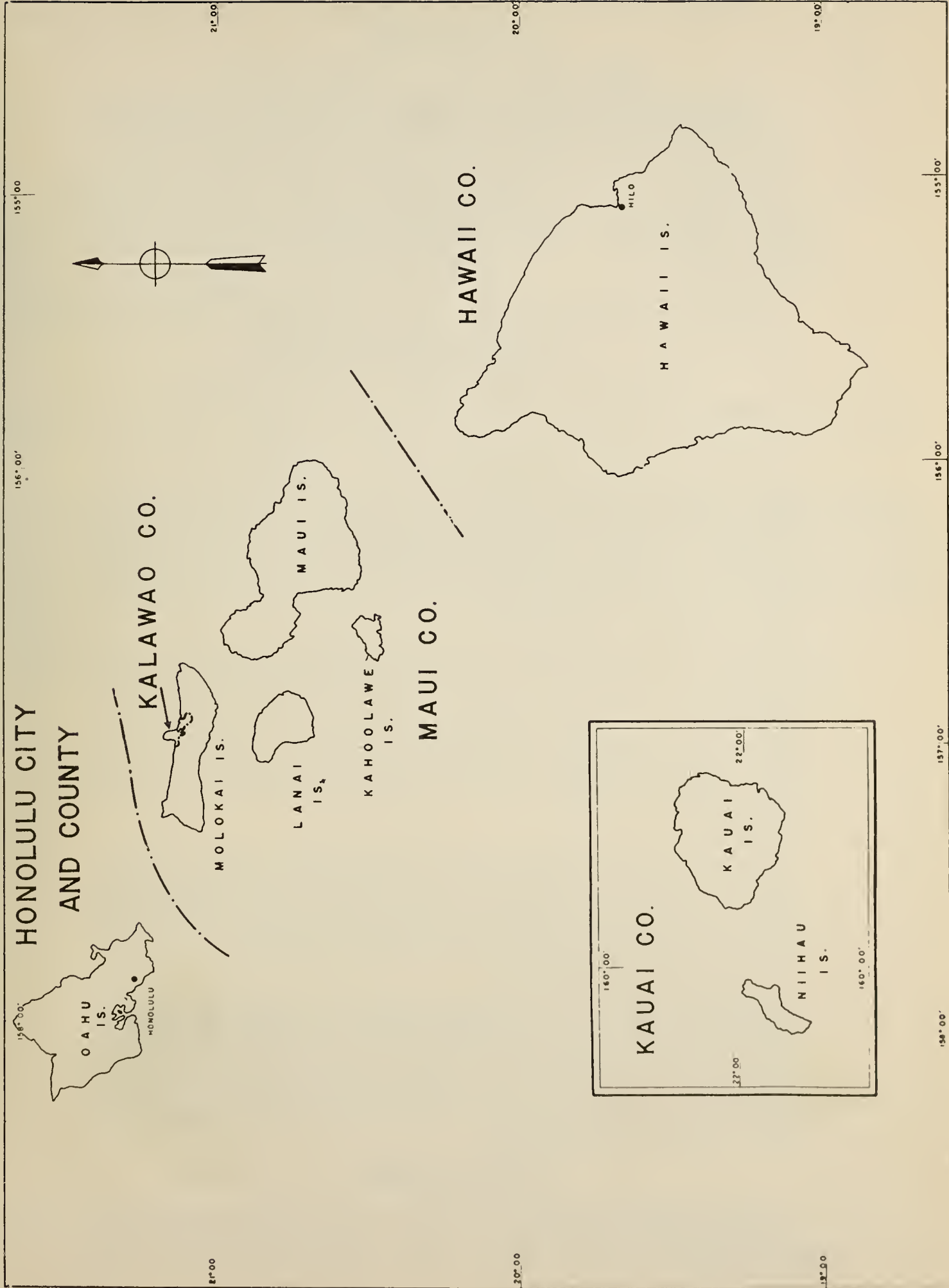
Establishments, Receipts, Payroll, and Personnel

County and city	Total								Kind-of-business group					
	Establishments		Receipts		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (un- incorporated businesses only) (Number)	Personal services		Automobile repair services, garages		All other selected services*	
	Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)	Estab- lish- ments (Number)	Receipts (\$1,000)
	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	(Number)	
Hawaii, total.....	2,600	1,250	64,919	58,977	19,796	8,731	7,652	2,453	1,284	15,110	299	7,695	1,017	42,114
Hawaii.....	239	109	4,122	3,636	951	580	476	226	112	967	22	275	105	2,880
Hilo.....	146	66	2,249	1,899	574	326	283	144	59	750	16	215	71	1,284
Remainder of County.....	93	43	1,873	1,737	377	254	193	82	53	217	6	60	34	1,596
Honolulu.....	2,011	1,001	55,564	51,086	17,820	7,387	6,602	1,905	978	12,922	249	6,673	784	35,969
Aiea.....	20	8	334	284	126	73	73	22	9	(D)	2	(D)	9	40
Ewa.....	13	7	136	(D)	(D)	(D)	(D)	(D)	10	53	3	(D)	...	(D)
Honolulu.....	1,746	878	51,988	48,062	16,897	6,819	6,100	1,666	809	11,406	230	6,035	707	35,547
Kailua-Lanikai.....	32	16	563	513	109	65	61	35	20	151	1	(D)	11	(D)
Kaneohe.....	11	5	89	73	19	10	10	10	9	(D)	2	(D)
Pearl.....	6	2	43	(D)	(D)	(D)	(D)	(D)	5	(D)	1	(D)
Wahiawa.....	50	24	851	719	302	171	133	46	33	478	4	48	13	325
Waialua Mill.....	9	3	52	(D)	(D)	(D)	(D)	(D)	7	(D)	2	(D)
Waipahu.....	17	11	370	362	63	39	38	15	12	38	4	(D)	1	(D)
Remainder of County.....	107	47	1,138	952	263	183	168	88	64	447	5	36	38	655
Kauai.....	134	52	2,165	1,891	425	302	238	127	87	496	7	282	40	1,387
Kapaa.....	28	10	218	164	40	26	16	30	19	93	9	125
Lihue (Nawiliwili or Kapaia).....	39	15	1,055	963	240	142	131	40	21	146	3	...	15	847
Remainder of County.....	67	27	892	764	145	134	91	57	47	257	4	220	16	415
Maui.....	216	88	3,068	2,364	55	462	336	195	107	725	21	465	88	1,878
Kahului.....	27	11	426	302	52	51	27	14	14	133	13	293
Lahaina.....	23	7	198	102	18	25	24	19	14	44	9	154
Lanai City.....	6	2	20	(D)	(D)	(D)	(D)	(D)	6	20
Paia.....	24	4	217	(D)	(D)	(D)	(D)	(D)	14	64	2	(D)	8	(D)
Wailuku.....	91	51	1,344	1,190	341	280	165	79	39	413	15	250	37	672
Remainder of County.....	45	13	863	709	167	94	85	37	20	51	4	(D)	21	(D)

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HAWAII



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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CENSUS VOLUMES

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| <p style="text-align: center;">Retail Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Wholesale Trade</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <p style="text-align: center;">Selected Service Trades</p> <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Public Merchandise Warehouses
<input type="checkbox"/> 1954 Census of Business—Puerto Rico | | |

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Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

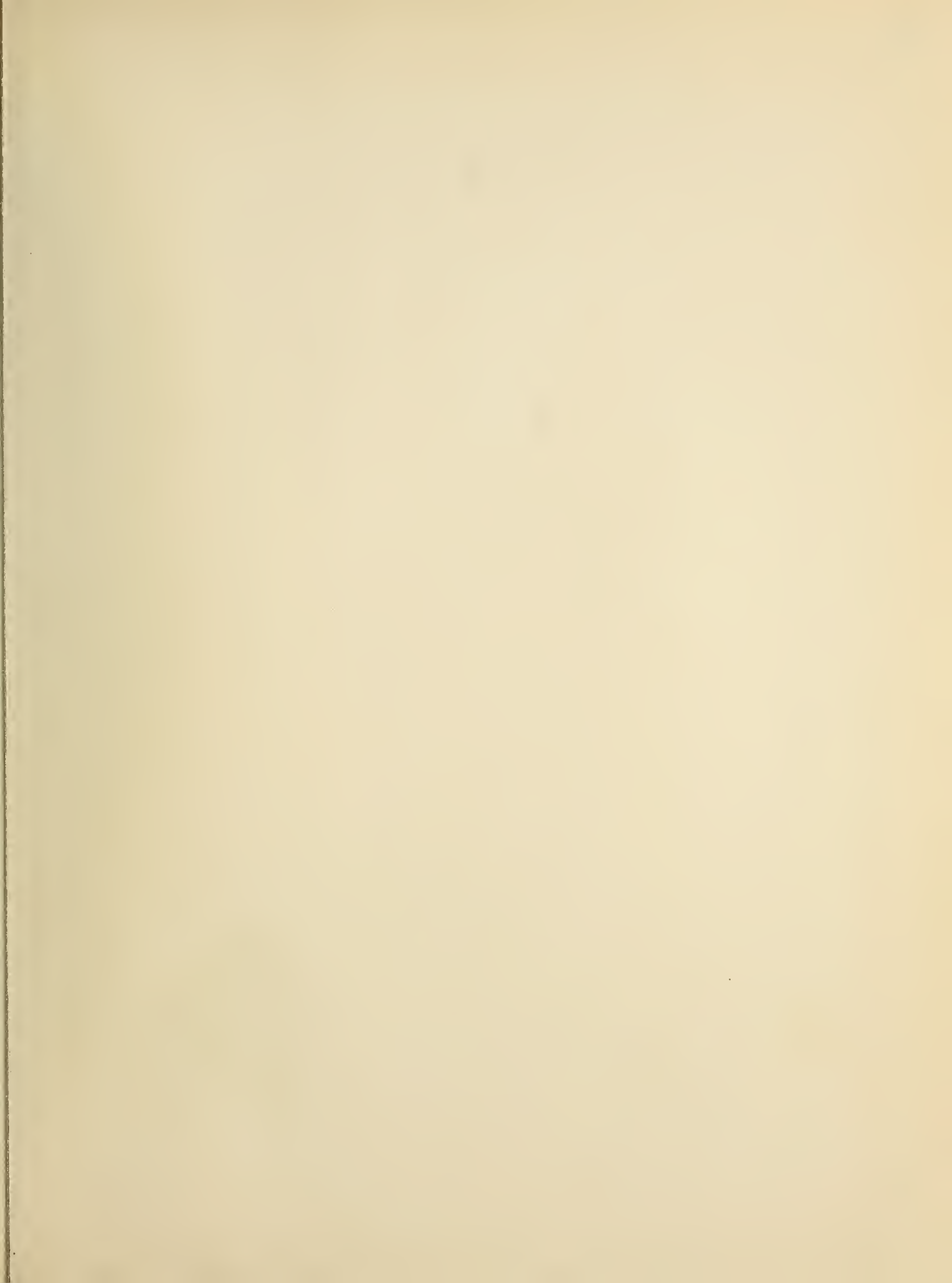
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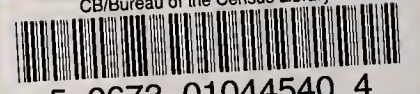
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