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Major Retail Centers  
in Standard Metropolitan  
Statistical Areas

# Louisiana

1977  
CENSUS OF  
RETAIL  
TRADE



# PUBLICATION PROGRAM

## 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

### Final Reports

#### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

#### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

#### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

#### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

### Microfiche

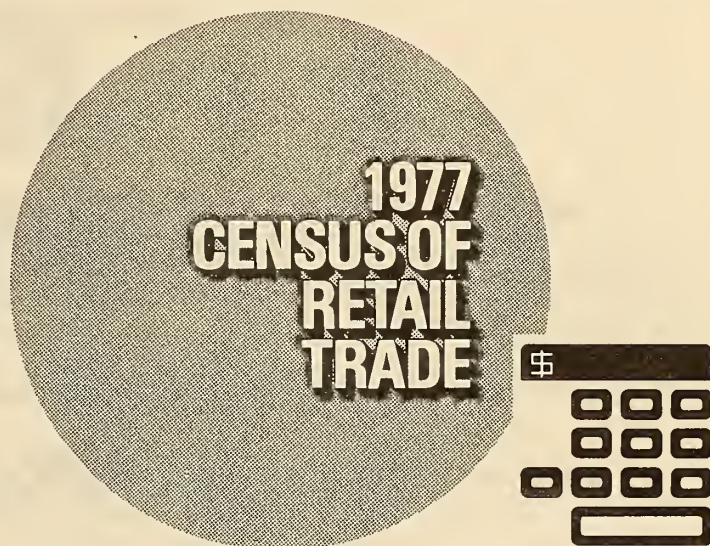
In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

## OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.



**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Louisiana



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**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by **Shirley Kallek**, Associate Director for Economic Fields, and **Richard B. Quanrud**, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of **Tyler R. Sturdevant**, Chief. **Michael G. Farrell**, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of **Bobby E. Russell**, Chief, Retail Census Branch, with primary staff assistance by **Dennis P. Pike**, **Mark E. Wallace**, **Merrihew Scarborough**, **Don Overton**, **Scott Dillon**, and **John Vignali**. **Alvin H. Barten**, assisted by **Sidney O. Marcus**, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of **Heyward D. Glisson**, Assistant Division Chief for Data Processing. **William C. Wester**, Chief, Census Programming Branch, assisted by **Andrew K. Nelson** and **Leonard S. Sammarco**, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, **Richard Burt**, Chief, under the direction of **Darren Althouse**, Chief, Economic Surveys Branch, assisted by **John Guest**.

Forms design was performed in the Administrative Services Division, **Henry J. Husmann**, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of **Raymond J. Koski**, Chief, assisted by **Milton S. Andersen**, **Gerald A. Mann**, **Wayne H. Massey**, **Helen M. Curtis**, **Jacqueline A. Gans**, **Charles C. Huntley**, **Nicholas Preftakes**, **Rosemary B. Vance**, and **Robert Warunek**.

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**McDowell**, **Dan Harding**, **Phyllis Krause**, **Walter Yergen**, and **Rose J.A. Quarato**.

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**Lawrence E. Cornish**, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

**Donald E. Young**, **Lawrence H. Lyons**, and **Robert S. Taylor**, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

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## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts In the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
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**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

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## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES . . . . .	V
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### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.



## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

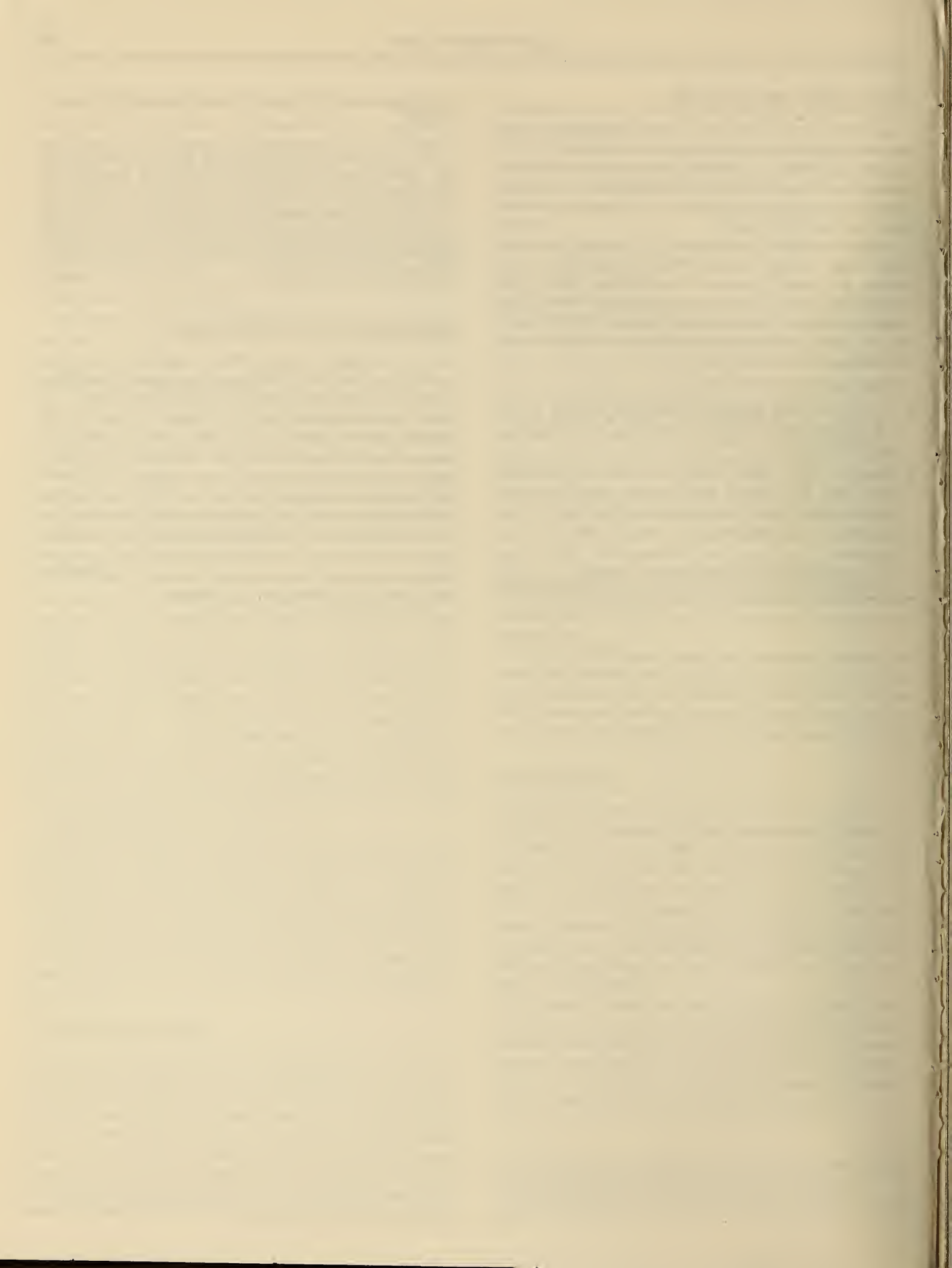
4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.



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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

## TABLES

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3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977
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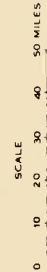
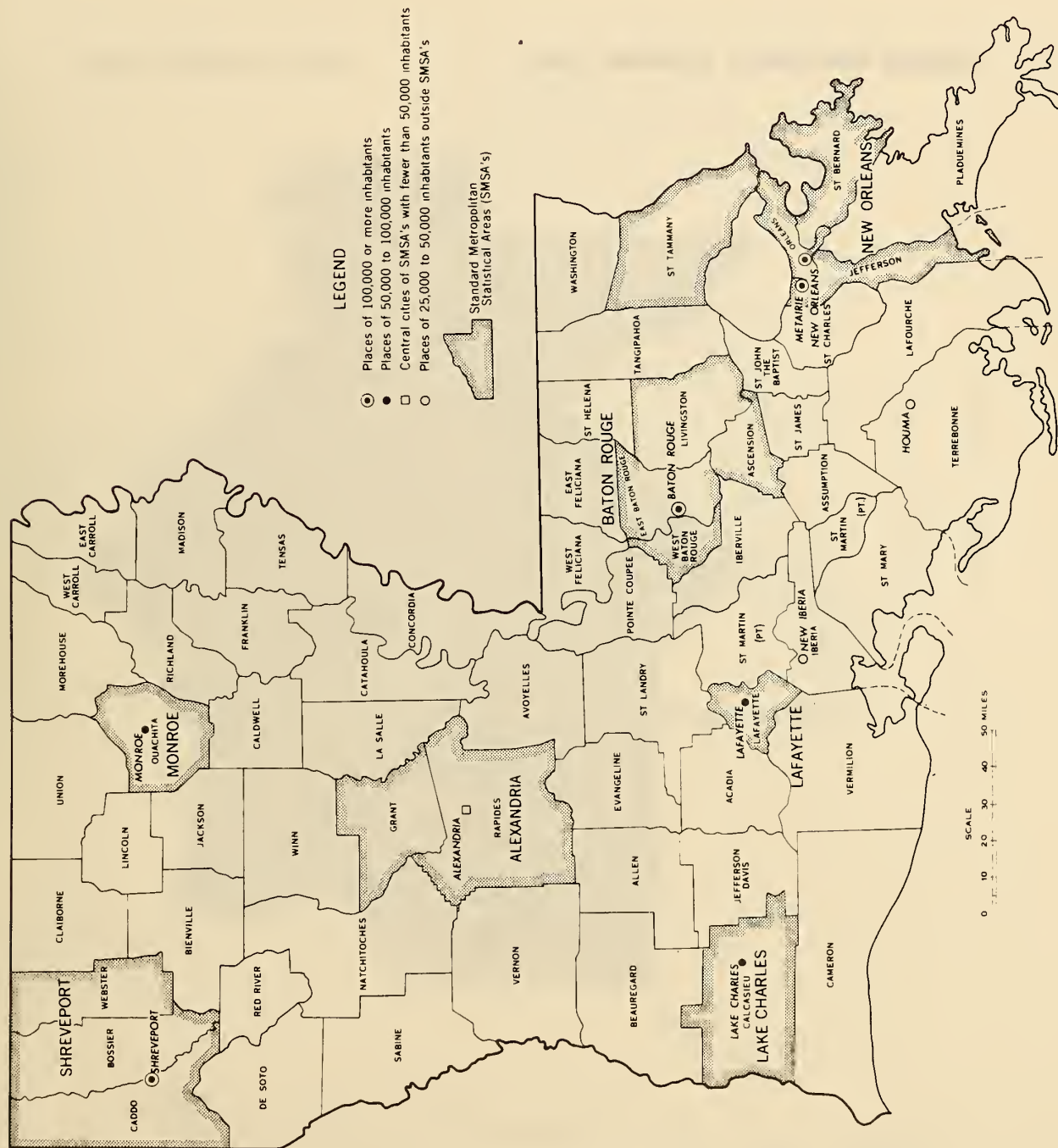
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Publication Program. . . . . Inside back cover

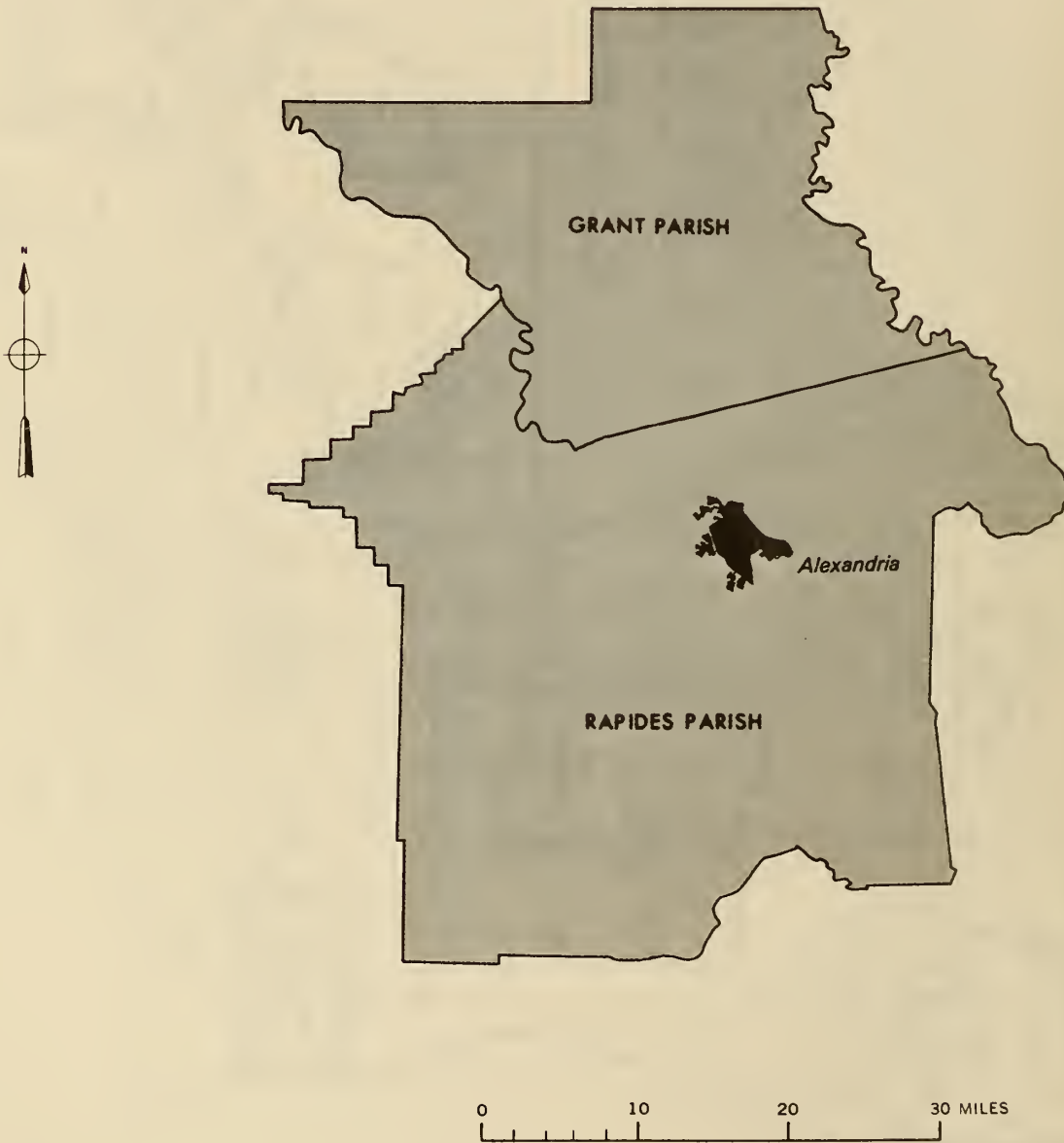


# LOUISIANA



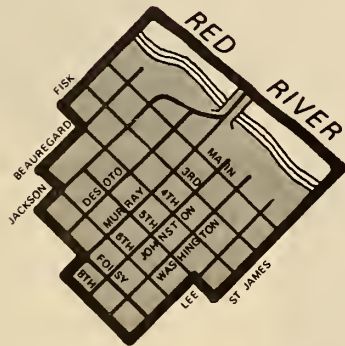
# ALEXANDRIA

## Standard Metropolitan Statistical Area

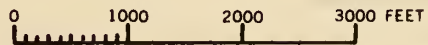


# ALEXANDRIA

## Central Business District



Comprising Census Tract 118



# ALEXANDRIA

## Major Retail Centers





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 086	662	31	60	42
	Sales (\$1,000) -----	426 709	(D)	14 669	61 612	47 622
	Payroll entire year (\$1,000) -----	46 359	37 901	2 325	7 705	5 981
	Paid employees for week including March 12 ---	7 398	5 905	352	1 159	873
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	431	251	4	12	14
	Sales (\$1,000) -----	134 391	86 528	545	4 568	16 464
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	251	179	20	42	25
	Sales (\$1,000) -----	133 710	(D)	10 155	56 429	21 843
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	404	232	7	6	3
	Sales (\$1,000) -----	158 608	(D)	3 969	615	9 315
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 086</b>	<b>662</b>	<b>31</b>	<b>60</b>	<b>42</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>68</b>	<b>36</b>	<b>1</b>	<b>-</b>	<b>-</b>
525	Hardware stores -----	18	8	1	-	-
52 ex. 525	Other -----	50	28	-	-	-
53	<b>General merchandise group stores -----</b>	<b>34</b>	<b>12</b>	<b>-</b>	<b>3</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	7	6	-	2	2
533	Variety stores -----	10	3	-	-	1
539	Miscellaneous general merchandise stores -----	17	3	-	1	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>224</b>	<b>109</b>	<b>-</b>	<b>5</b>	<b>4</b>
541	Grocery stores -----	198	91	-	1	3
55 ex. 554	<b>Automotive dealers -----</b>	<b>93</b>	<b>61</b>	<b>1</b>	<b>-</b>	<b>1</b>
554	<b>Gasoline service stations -----</b>	<b>112</b>	<b>52</b>	<b>-</b>	<b>-</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>65</b>	<b>57</b>	<b>8</b>	<b>23</b>	<b>14</b>
561	Men's and boys' clothing and furnishings stores --	12	11	3	2	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	14	1	7	3
562	Women's ready-to-wear stores -----	13	12	-	7	3
565	Family clothing stores -----	13	12	2	5	3
566	Shoe stores -----	16	15	2	6	2
564, 9	Other apparel and accessory stores -----	6	5	-	3	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>76</b>	<b>55</b>	<b>5</b>	<b>4</b>	<b>2</b>
5712	Furniture stores -----	21	13	3	1	1
5713, 4, 9	Home furnishings stores -----	23	15	-	-	1
572, 3	Household appliance, radio, television, and music stores -----	32	27	2	3	-
58	<b>Eating and drinking places -----</b>	<b>180</b>	<b>124</b>	<b>4</b>	<b>6</b>	<b>8</b>
5812	Eating places -----	134	92	3	6	6
5813	Drinking places (alcoholic beverages) -----	46	32	1	-	2
591	<b>Drug and proprietary stores -----</b>	<b>27</b>	<b>18</b>	<b>-</b>	<b>1</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>207</b>	<b>138</b>	<b>12</b>	<b>18</b>	<b>8</b>
592	Liquor stores -----	13	9	-	-	-
594	Miscellaneous shopping goods stores -----	76	55	7	12	6
5992	Florists -----	19	15	1	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

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**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Alexandria</b>					
	Retail stores <sup>2</sup> -----	662	(D)	37 901	8 764	5 905
52	Building materials, hardware, garden supply, and mobile home dealers -----	36	19 071	1 975	432	265
525	Hardware stores -----	8	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	28	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	63 724	7 867	1 760	1 224
531	Department stores <sup>3</sup> -----	6	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	109	57 593	4 721	1 110	664
541	Grocery stores -----	91	50 814	3 938	966	542
55 ex. 554	Automotive dealers -----	61	78 433	6 601	1 373	692
554	Gasoline service stations -----	52	15 875	1 088	298	211
56	Apparel and accessory stores -----	57	(D)	4 468	1 130	839
561	Men's and boys' clothing and furnishings stores -----	11	4 342	632	158	93
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	12	5 805	723	196	192
565	Family clothing stores -----	12	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	574	58	17	16
57	Furniture, home furnishings, and equipment stores -----	55	15 833	2 301	531	267
5712	Furniture stores -----	13	(D)	1 396	325	143
5713, 4, 9	Home furnishings stores -----	15	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	27	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	124	19 190	4 735	1 124	1 171
5812	Eating places -----	92	17 681	4 519	1 055	1 095
5813	Drinking places (alcoholic beverages) -----	32	1 509	216	69	76
591	Drug and proprietary stores -----	18	9 745	1 356	340	163
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	138	(D)	2 789	666	409
592	Liquor stores -----	9	1 815	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	55	10 327	1 393	356	217
5992	Florists -----	15	1 016	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Alexandria, La., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 086</b>	<b>426 709</b>	<b>46 359</b>	<b>10 739</b>	<b>7 398</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>68</b>	<b>24 753</b>	<b>2 448</b>	<b>544</b>	<b>333</b>
525	Hardware stores -----	18	2 721	(D)	(D)	(D)
52 ex. 525	Other -----	50	22 032	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	<b>34</b>	<b>74 091</b>	<b>8 957</b>	<b>2 021</b>	<b>1 416</b>
531	Department stores <sup>3</sup> -----	7	60 503	7 460	1 670	1 155
533	Variety stores-----	10	(D)	668	162	118
539	Miscellaneous general merchandise stores-----	17	(D)	829	189	143
54	<b>Food stores<sup>4</sup>-----</b>	<b>224</b>	<b>96 103</b>	<b>7 281</b>	<b>1 664</b>	<b>1 024</b>
541	Grocery stores -----	198	87 995	6 276	1 513	898
55 ex. 554	<b>Automotive dealers -----</b>	<b>93</b>	<b>93 694</b>	<b>7 667</b>	<b>1 614</b>	<b>805</b>
554	<b>Gasoline service stations-----</b>	<b>112</b>	<b>28 780</b>	<b>2 200</b>	<b>553</b>	<b>427</b>
56	<b>Apparel and accessory stores-----</b>	<b>65</b>	<b>30 176</b>	<b>4 499</b>	<b>1 139</b>	<b>851</b>
561	Men's and boys' clothing and furnishings stores -----	12	(D)	632	158	93
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	6 112	769	209	208
562	Women's ready-to-wear stores -----	13	(D)	723	196	192
565	Family clothing stores -----	13	(D)	2 432	627	440
566	Shoe stores -----	16	3 867	608	128	94
564, 9	Other apparel and accessory stores -----	6	(D)	58	17	16
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>76</b>	<b>18 311</b>	<b>2 571</b>	<b>592</b>	<b>309</b>
5712	Furniture stores -----	21	9 174	1 482	346	159
5713, 4, 9	Home furnishings stores -----	23	1 543	119	30	22
572, 3	Household appliance, radio, television, and music stores -----	32	7 594	970	216	128
58	<b>Eating and drinking places-----</b>	<b>180</b>	<b>24 594</b>	<b>5 910</b>	<b>1 428</b>	<b>1 555</b>
5812	Eating places -----	134	22 417	5 645	1 348	1 452
5813	Drinking places (alcoholic beverages) -----	46	2 177	265	80	103
591	<b>Drug and proprietary stores -----</b>	<b>27</b>	<b>13 694</b>	<b>1 837</b>	<b>463</b>	<b>234</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>207</b>	<b>22 513</b>	<b>2 989</b>	<b>721</b>	<b>444</b>
592	Liquor stores -----	13	2 101	100	27	11
594	Miscellaneous shopping goods stores -----	76	11 132	1 456	370	229
5992	Florists -----	19	1 192	216	50	45

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Alexandria SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Alexandria SMSA in 1977

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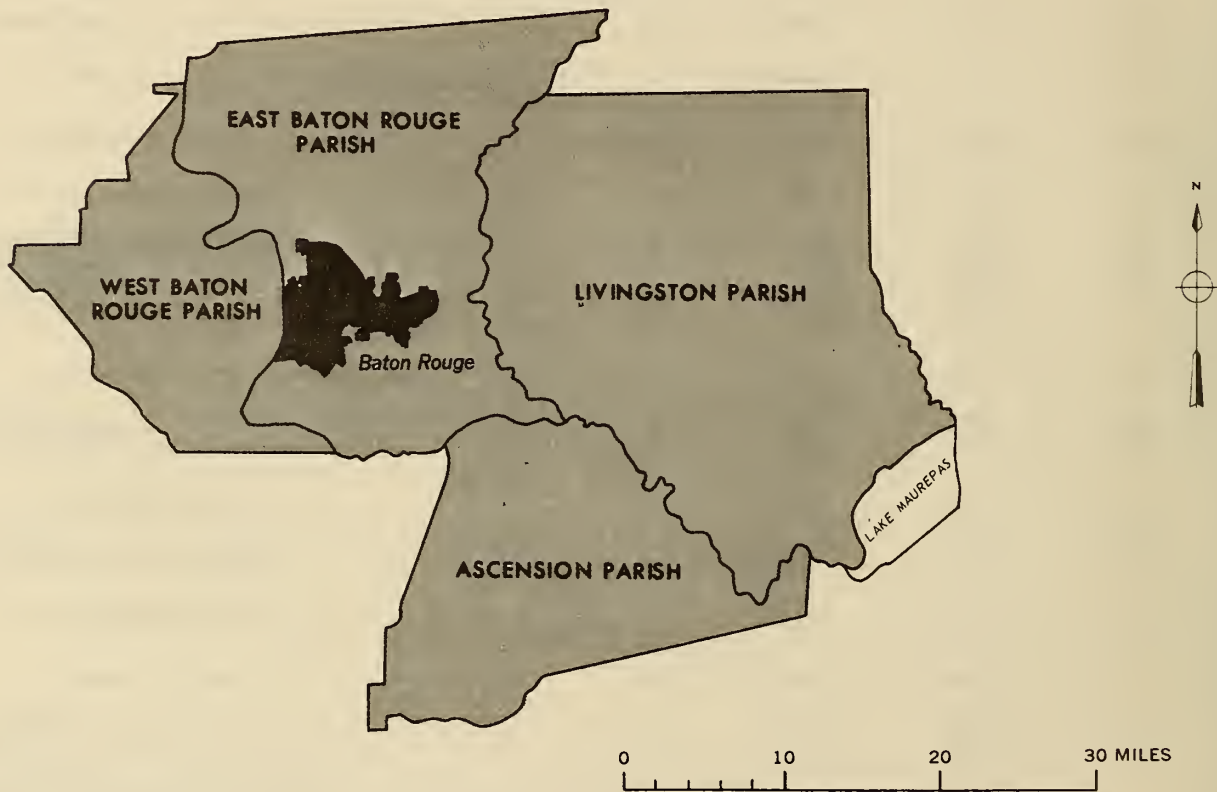
**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Alexandria SMSA in 1977

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# BATON ROUGE

## Standard Metropolitan Statistical Area

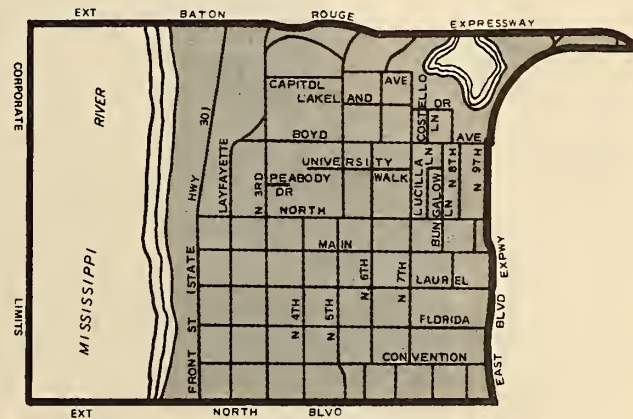
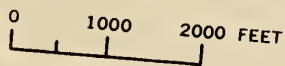


# BATON ROUGE

## Central Business District

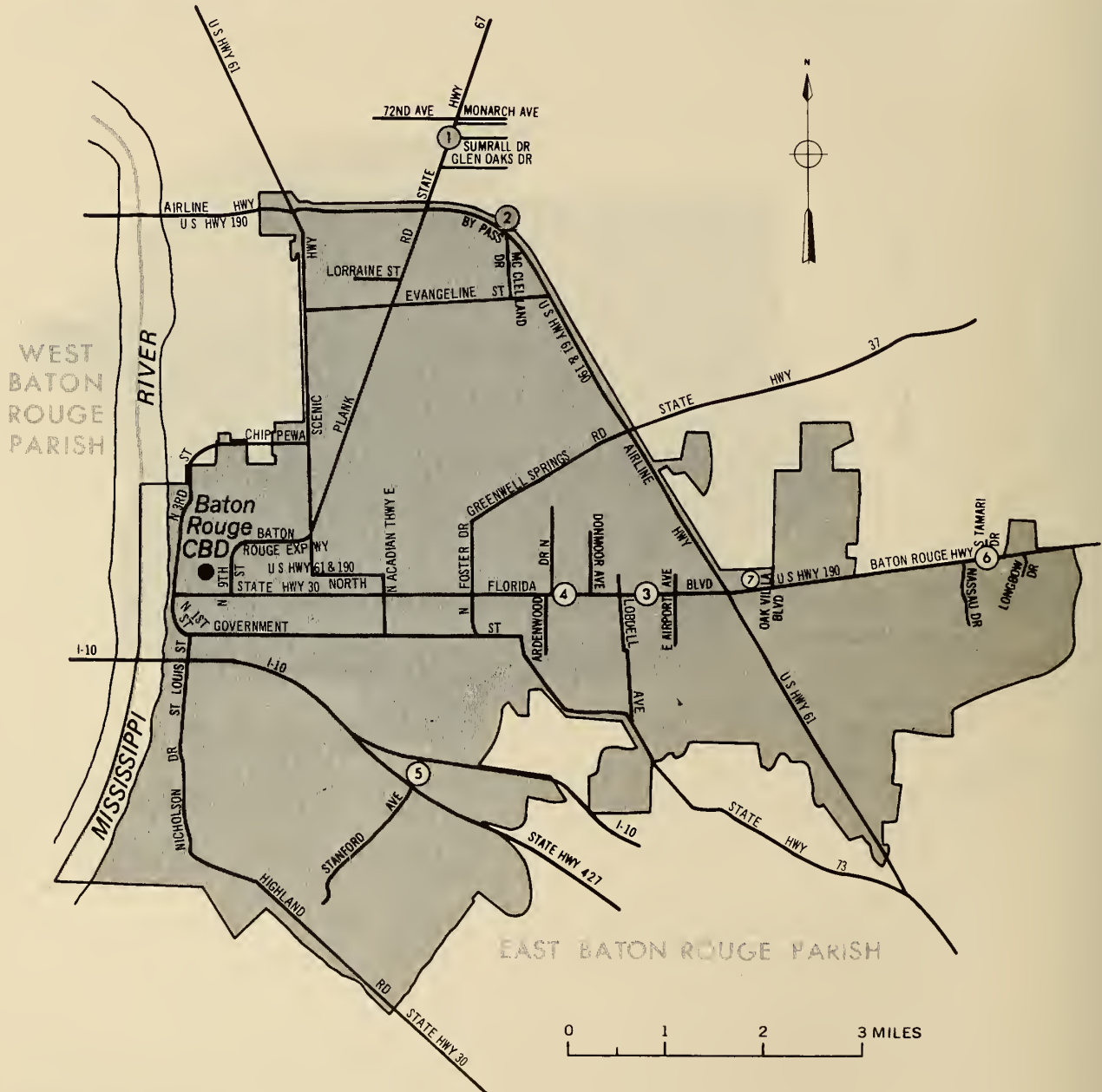


Comprising Census Tract 12



# BATON ROUGE

## Major Retail Centers



- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	3 210	1 782	66	41	26
	Sales (\$1,000) -----	1 594 543	1 082 641	19 190	27 783	21 061
	Payroll entire year (\$1,000) -----	185 759	136 824	3 394	3 153	2 818
	Paid employees for week including March 12 ---	27 430	19 741	608	575	493
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	1 270	646	15	23	9
	Sales (\$1,000) -----	528 055	(D)	3 126	13 782	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	868	564	41	8	9
	Sales (\$1,000) -----	475 842	(D)	12 978	(D)	11 535
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	1 072	572	10	10	8
	Sales (\$1,000) -----	590 646	(D)	3 086	(D)	(D)
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup></b> -----	3 210	1 782	66	41	26
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	171	89	-	-	-
525	Hardware stores -----	50	18	-	-	-
52 ex. 525	Other -----	121	71	-	-	-
53	<b>General merchandise group stores</b> -----	94	49	2	3	3
531	Department stores <sup>4</sup> -----	27	21	-	3	1
533	Variety stores -----	31	15	2	-	1
539	Miscellaneous general merchandise stores -----	36	13	-	-	1
54	<b>Food stores<sup>5</sup></b> -----	528	221	-	7	1
541	Grocery stores -----	439	172	-	5	1
55 ex. 554	<b>Automotive dealers</b> -----	260	129	2	4	-
554	<b>Gasoline service stations</b> -----	289	162	3	4	4
56	<b>Apparel and accessory stores</b> -----	267	184	26	1	2
561	Men's and boys' clothing and furnishings stores ---	41	28	8	1	-
562, 3, 8	Women's clothing and specialty stores and furniers -----	110	72	8	-	1
562	Women's ready-to-wear stores -----	101	65	7	-	1
565	Family clothing stores -----	34	15	4	-	1
566	Shoe stores -----	55	50	3	-	-
564, 9	Other apparel and accessory stores -----	27	19	3	-	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	265	162	6	-	2
5712	Furniture stores -----	75	46	5	-	-
5713, 4, 9	Home furnishings stores -----	78	35	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	112	81	1	-	2
58	<b>Eating and drinking places</b> -----	643	375	14	14	8
5812	Eating places -----	442	280	10	11	6
5813	Drinking places (alcoholic beverages) -----	201	95	4	3	2
591	<b>Drug and proprietary stores</b> -----	99	50	1	2	-
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	594	361	12	6	6
592	Liquor stores -----	40	20	1	-	-
594	Miscellaneous shopping goods stores -----	242	169	7	4	2
5992	Florists -----	53	26	1	-	-

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.				
		No. 3	No. 4	No. 5	No. 6	No. 7
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	104	53	56	29	101
	Sales (\$1,000) -----	105 491	131 340	28 756	41 120	88 851
	Payroll entire year (\$1,000) -----	14 184	16 134	3 792	4 723	14 784
	Paid employees for week including March 12 ---	2 053	1 887	724	642	1 691
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	15	16	18	12	19
	Sales (\$1,000) -----	5 453	7 598	16 522	26 809	4 651
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	73	25	21	8	66
	Sales (\$1,000) -----	60 680	84 289	8 687	10 450	78 389
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	16	12	17	9	16
	Sales (\$1,000) -----	39 358	39 453	3 547	3 861	5 811
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>104</b>	<b>53</b>	<b>56</b>	<b>29</b>	<b>101</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>4</b>
525	Hardware stores -----	-	-	2	-	-
52 ex. 525	Other -----	3	1	1	4	4
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	3	3	1	1	3
533	Variety stores -----	1	-	1	-	-
539	Miscellaneous general merchandise stores -----	2	2	-	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>4</b>	<b>5</b>
541	Grocery stores -----	-	2	6	4	2
55 ex. 554	<b>Automotive dealers -----</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>5</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>3</b>
56	<b>Apparel and accessory stores -----</b>	<b>32</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>38</b>
561	Men's and boys' clothing and furnishings stores --	5	1	2	-	4
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	1	2	1	14
562	Women's ready-to-wear stores -----	14	1	2	1	11
565	Family clothing stores -----	2	-	-	-	6
566	Shoe stores -----	9	3	2	2	14
564, 9	Other apparel and accessory stores -----	2	1	-	1	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>7</b>
5712	Furniture stores -----	5	-	1	1	1
5713, 4, 9	Home furnishings stores -----	1	-	1	-	1
572, 3	Household appliance, radio, television, and music stores -----	11	6	1	1	5
58	<b>Eating and drinking places -----</b>	<b>10</b>	<b>13</b>	<b>7</b>	<b>7</b>	<b>14</b>
5812	Eating places -----	9	11	4	7	12
5813	Drinking places (alcoholic beverages) -----	1	2	3	-	2
591	<b>Drug and proprietary stores -----</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>1</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>21</b>	<b>12</b>	<b>19</b>	<b>1</b>	<b>21</b>
592	Liquor stores -----	-	-	1	-	1
594	Miscellaneous shopping goods stores -----	18	7	10	1	17
5992	Florists -----	-	1	-	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>MRC No. 3</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>104</b>	<b>105 491</b>	<b>14 184</b>	<b>3 503</b>	<b>2 053</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>31 722</b>	<b>5 366</b>	<b>1 254</b>	<b>856</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>1 815</b>	<b>120</b>	<b>35</b>	<b>22</b>
56	<b>Apparel and accessory stores -----</b>	<b>32</b>	<b>13 571</b>	<b>1 709</b>	<b>433</b>	<b>357</b>
561	Men's and boys' clothing and furnishings stores -----	5	2 082	282	61	42
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	7 804	915	249	216
562	Women's ready-to-wear stores -----	14	7 804	915	249	216
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	2 529	359	81	61
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>10 731</b>	<b>1 672</b>	<b>360</b>	<b>176</b>
5712	Furniture stores -----	5	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	11	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>10</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	9	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>21</b>	<b>5 154</b>	<b>616</b>	<b>145</b>	<b>99</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	18	4 656	542	128	85
5992	Florists -----	-	-	-	-	-

**Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 7</b>					
	<b>Retail stores<sup>2</sup></b> -----	<b>101</b>	<b>88 851</b>	<b>14 784</b>	<b>3 424</b>	<b>1 691</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	<b>4</b>	<b>2 201</b>	<b>224</b>	<b>44</b>	<b>30</b>
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	4	2 201	224	44	30
53	<b>General merchandise group stores</b> -----	<b>4</b>	<b>60 728</b>	<b>10 865</b>	<b>2 602</b>	<b>1 041</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	3	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b> -----	<b>5</b>	<b>657</b>	<b>98</b>	<b>22</b>	<b>34</b>
541	Grocery stores-----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b> -----	<b>5</b>	<b>2 630</b>	<b>419</b>	<b>76</b>	<b>43</b>
554	<b>Gasoline service stations</b> -----	<b>3</b>	<b>604</b>	<b>19</b>	<b>7</b>	<b>8</b>
56	<b>Apparel and accessory stores</b> -----	<b>38</b>	<b>10 061</b>	<b>1 107</b>	<b>215</b>	<b>195</b>
561	Men's and boys' clothing and furnishings stores-----	4	807	92	22	17
562, 3, 8	Women's clothing and specialty stores and furriers-----	14	4 583	425	78	98
562	Women's ready-to-wear stores-----	11	4 385	390	71	88
565	Family clothing stores-----	6	2 231	225	59	43
566	Shoe stores-----	14	2 440	365	56	37
564, 9	Other apparel and accessory stores-----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores</b> -----	<b>7</b>	<b>4 022</b>	<b>496</b>	<b>110</b>	<b>54</b>
5712	Furniture stores-----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	5	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b> -----	<b>14</b>	<b>3 994</b>	<b>1 028</b>	<b>209</b>	<b>179</b>
5812	Eating places-----	12	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	2	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores</b> -----	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	<b>21</b>	<b>3 954</b>	<b>528</b>	<b>139</b>	<b>107</b>
592	Liquor stores-----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	17	3 578	461	122	96
5992	Florists-----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Baton Rouge</b>					
	<b>Retail stores<sup>2</sup></b> -----	1 782	1 082 641	136 824	32 449	19 741
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	89	60 725	6 289	1 344	660
525	Hardware stores-----	18	5 086	(D)	(D)	(D)
52 ex. 525	Other-----	71	55 639	(D)	(D)	(D)
53	<b>General merchandise group stores</b> -----	49	(D)	39 905	9 502	5 466
531	Department stores <sup>3</sup> -----	21	217 322	33 438	7 792	4 602
533	Variety stores-----	15	(D)	1 819	457	399
539	Miscellaneous general merchandise stores-----	13	(D)	4 648	1 253	465
54	<b>Food stores<sup>4</sup></b> -----	221	175 370	15 522	3 836	2 096
541	Grocery stores-----	172	166 218	14 086	3 491	1 808
55 ex. 554	<b>Automotive dealers</b> -----	129	241 228	22 192	5 299	1 654
554	<b>Gasoline service stations</b> -----	162	(D)	4 497	1 091	816
56	<b>Apparel and accessory stores</b> -----	184	49 816	7 267	1 666	1 195
561	Men's and boys' clothing and furnishings stores-----	28	(D)	1 776	386	225
562, 3, 8	Women's clothing and specialty stores and furriers-----	72	22 375	2 852	723	563
562	Women's ready-to-wear stores-----	65	(D)	(D)	(D)	(D)
565	Family clothing stores-----	15	(D)	503	124	98
566	Shoe stores-----	50	10 621	1 838	364	247
564, 9	Other apparel and accessory stores-----	19	(D)	298	69	62
57	<b>Furniture, home furnishings, and equipment stores</b> -----	162	57 365	8 020	1 805	887
5712	Furniture stores-----	46	24 588	3 778	810	409
5713, 4, 9	Home furnishings stores-----	35	8 660	879	197	92
572, 3	Household appliance, radio, television, and music stores-----	81	24 117	3 363	798	366
58	<b>Eating and drinking places</b> -----	375	82 926	21 228	4 994	5 149
5812	Eating places-----	280	74 312	19 689	4 641	4 795
5813	Drinking places (alcoholic beverages)-----	95	8 614	1 539	353	354
591	<b>Drug and proprietary stores</b> -----	50	(D)	3 581	872	530
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	361	57 628	8 323	2 040	1 308
592	Liquor stores-----	20	5 107	370	104	60
594	Miscellaneous shopping goods stores-----	169	33 110	4 596	1 088	722
5992	Florists-----	26	(D)	651	167	141

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Baton Rouge, La., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>3 210</b>	<b>1 594 543</b>	<b>185 759</b>	<b>43 823</b>	<b>27 430</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>171</b>	<b>99 593</b>	<b>9 563</b>	<b>2 023</b>	<b>1 019</b>
525	Hardware stores -----	50	9 991	1 245	328	194
52 ex. 525	Other -----	121	89 602	8 318	1 695	825
53	<b>General merchandise group stores -----</b>	<b>94</b>	<b>305 860</b>	<b>44 935</b>	<b>10 710</b>	<b>8 469</b>
531	Department stores <sup>3</sup> -----	27	233 596	35 257	8 228	4 977
533	Variety stores -----	31	(D)	3 798	936	790
539	Miscellaneous general merchandise stores -----	36	(D)	5 880	1 546	702
54	<b>Food stores<sup>4</sup>-----</b>	<b>528</b>	<b>368 560</b>	<b>30 569</b>	<b>7 362</b>	<b>4 301</b>
541	Grocery stores -----	439	353 994	28 501	6 848	3 873
55 ex. 554	<b>Automotive dealers -----</b>	<b>260</b>	<b>351 297</b>	<b>32 811</b>	<b>7 714</b>	<b>2 609</b>
554	<b>Gasoline service stations -----</b>	<b>289</b>	<b>103 910</b>	<b>8 972</b>	<b>1 686</b>	<b>1 267</b>
56	<b>Apparel and accessory stores -----</b>	<b>267</b>	<b>60 586</b>	<b>8 553</b>	<b>1 972</b>	<b>1 466</b>
561	Men's and boys' clothing and furnishings stores -----	41	(D)	2 021	438	263
562, 3, 8	Women's clothing and specialty stores and furriers -----	110	26 867	3 320	830	673
562	Women's ready-to-wear stores -----	101	26 336	3 225	800	651
565	Family clothing stores -----	34	7 703	954	237	191
566	Shoe stores -----	55	11 028	1 914	382	261
564, 9	Other apparel and accessory stores -----	27	(D)	344	85	78
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>265</b>	<b>71 369</b>	<b>9 871</b>	<b>2 232</b>	<b>1 089</b>
5712	Furniture stores -----	75	31 919	4 797	1 053	534
5713, 4, 9	Home furnishings stores -----	78	10 825	1 034	233	109
572, 3	Household appliance, radio, television, and music stores -----	112	28 625	4 040	946	446
58	<b>Eating and drinking places -----</b>	<b>843</b>	<b>109 479</b>	<b>26 399</b>	<b>6 233</b>	<b>6 757</b>
5812	Eating places -----	442	95 346	24 308	5 743	6 274
5813	Drinking places (alcoholic beverages) -----	201	14 133	2 091	490	483
591	<b>Drug and proprietary stores -----</b>	<b>99</b>	<b>50 016</b>	<b>6 050</b>	<b>1 466</b>	<b>883</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>594</b>	<b>73 873</b>	<b>10 036</b>	<b>2 425</b>	<b>1 570</b>
592	Liquor stores -----	40	7 926	501	138	92
594	Miscellaneous shopping goods stores -----	242	38 027	5 186	1 210	806
5992	Florists -----	53	5 195	960	242	201

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Baton Rouge SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Baton Rouge SMSA in 1977

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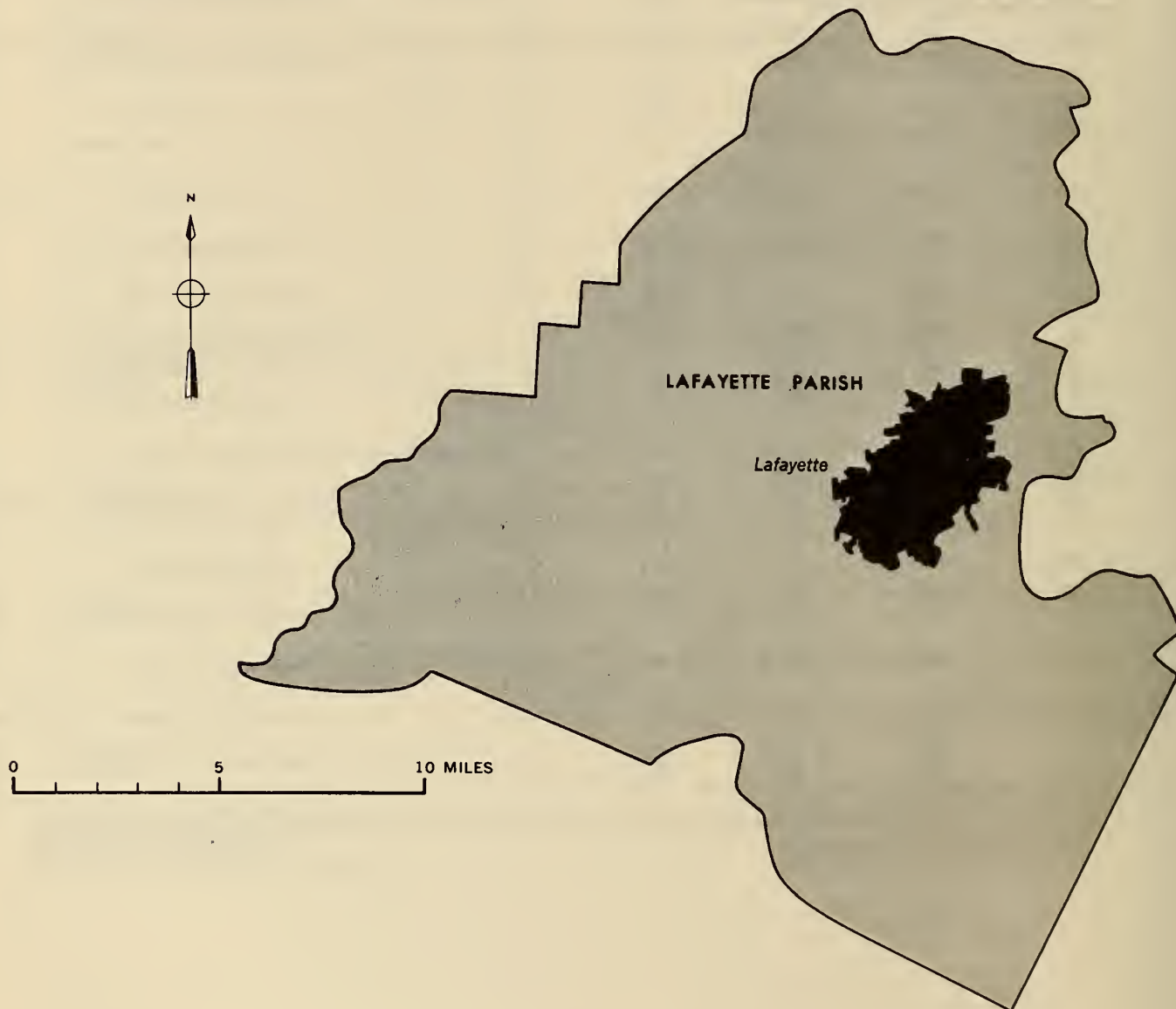
**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Baton Rouge SMSA in 1977

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# LAFAYETTE

## Standard Metropolitan Statistical Area



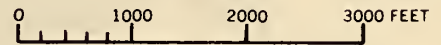


# LAFAYETTE

## Central Business District

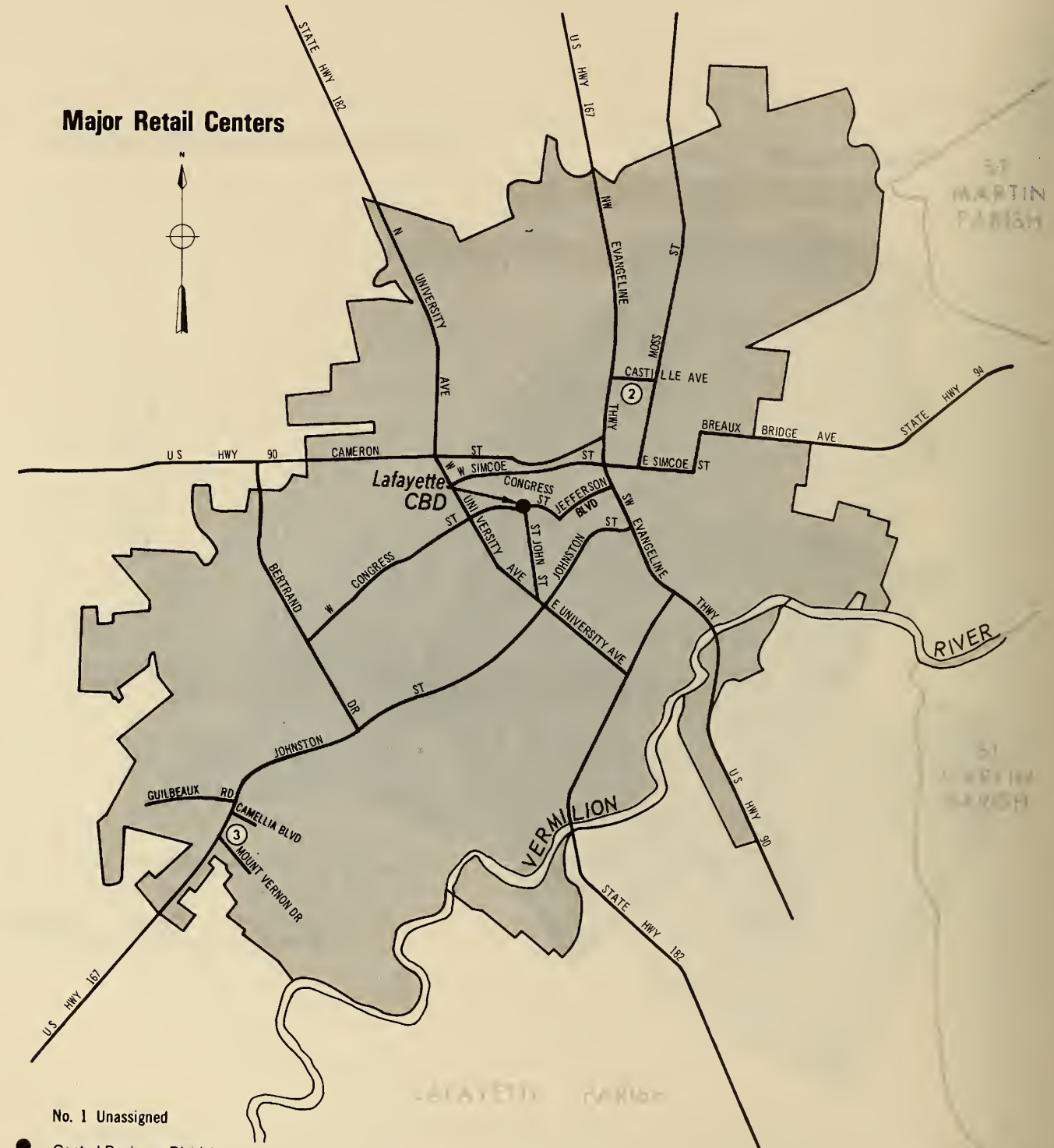


Comprising Census Tract 1



# LAFAYETTE

## Major Retail Centers



No. 1 Unassigned

- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City

0 1 2 MILES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 2	No. 3
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	1 232	985	93	35	47
	Sales (\$1,000) -----	(D)	(D)	86 138	43 505	24 121
	Payroll entire year (\$1,000) -----	69 324	(D)	11 056	5 552	2 976
	Paid employees for week including March 12 ---	10 444	(D)	1 448	768	491
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	484	354	36	6	12
	Sales (\$1,000) -----	(D)	(D)	13 174	(D)	8 353
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	343	313	35	27	24
	Sales (\$1,000) -----	183 965	(D)	44 063	35 069	12 529
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	405	318	22	2	11
	Sales (\$1,000) -----	(D)	(D)	28 901	(D)	3 239
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 232</b>	<b>985</b>	<b>93</b>	<b>35</b>	<b>47</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>60</b>	<b>41</b>	<b>3</b>	<b>1</b>	<b>1</b>
525	Hardware stores -----	10	9	1	-	1
52 ex. 525	Other -----	50	32	2	1	-
53	<b>General merchandise group stores -----</b>	<b>25</b>	<b>21</b>	<b>7</b>	<b>3</b>	<b>2</b>
531	Department stores <sup>4</sup> -----	9	9	3	2	1
533	Variety stores -----	9	8	2	1	-
539	Miscellaneous general merchandise stores -----	7	4	2	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>204</b>	<b>133</b>	<b>6</b>	<b>2</b>	<b>5</b>
541	Grocery stores -----	176	113	5	1	5
55 ex. 554	Automotive dealers -----	76	68	5	1	3
554	Gasoline service stations -----	124	93	6	-	5
56	<b>Apparel and accessory stores -----</b>	<b>116</b>	<b>108</b>	<b>11</b>	<b>14</b>	<b>9</b>
561	Men's and boys' clothing and furnishings stores --	13	12	1	2	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	39	5	3	3
562	Women's ready-to-wear stores -----	36	35	5	3	3
565	Family clothing stores -----	21	18	1	3	1
566	Shoe stores -----	23	23	3	5	1
564, 9	Other apparel and accessory stores -----	16	16	1	1	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>98</b>	<b>91</b>	<b>7</b>	<b>5</b>	<b>8</b>
5712	Furniture stores -----	37	34	3	-	1
5713, 4, 9	Home furnishings stores -----	20	18	-	1	2
572, 3	Household appliance, radio, television, and music stores -----	41	39	4	4	5
58	<b>Eating and drinking places -----</b>	<b>246</b>	<b>194</b>	<b>25</b>	<b>3</b>	<b>5</b>
5812	Eating places -----	159	136	17	1	4
5813	Drinking places (alcoholic beverages) -----	87	58	8	2	1
591	<b>Drug and proprietary stores -----</b>	<b>34</b>	<b>27</b>	<b>5</b>	<b>1</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>249</b>	<b>209</b>	<b>18</b>	<b>5</b>	<b>7</b>
592	Liquor stores -----	18	12	-	-	1
594	Miscellaneous shopping goods stores -----	104	93	10	5	5
5992	Florists -----	19	13	-	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

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**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Lafayette</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>985</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
<b>52</b>	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>41</b>	<b>19 597</b>	<b>2 211</b>	<b>507</b>	<b>234</b>
525	Hardware stores -----	9	(D)	309	61	40
52 ex. 525	Other -----	32	(D)	1 902	446	194
<b>53</b>	<b>General merchandise group stores -----</b>	<b>21</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	9	75 978	10 240	2 264	1 511
533	Variety stores -----	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
<b>54</b>	<b>Food stores<sup>4</sup>-----</b>	<b>133</b>	<b>94 853</b>	<b>8 698</b>	<b>2 012</b>	<b>1 074</b>
541	Grocery stores -----	113	92 238	8 173	1 896	965
<b>55 ex. 554</b>	<b>Automotive dealers -----</b>	<b>88</b>	<b>123 772</b>	<b>11 452</b>	<b>2 575</b>	<b>940</b>
<b>554</b>	<b>Gasoline service stations -----</b>	<b>93</b>	<b>31 128</b>	<b>1 908</b>	<b>470</b>	<b>349</b>
<b>56</b>	<b>Apparel and accessory stores -----</b>	<b>108</b>	<b>44 345</b>	<b>5 914</b>	<b>1 607</b>	<b>818</b>
561	Men's and boys' clothing and furnishings stores -----	12	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	39	7 646	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	35	(D)	968	222	164
565	Family clothing stores -----	18	(D)	(D)	(D)	(D)
566	Shoe stores -----	23	5 604	908	198	134
564, 9	Other apparel and accessory stores -----	16	(D)	252	51	44
<b>57</b>	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>91</b>	<b>28 549</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	34	10 937	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	18	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	39	(D)	(D)	(D)	(D)
<b>58</b>	<b>Eating and drinking places-----</b>	<b>194</b>	<b>44 937</b>	<b>11 950</b>	<b>2 814</b>	<b>2 976</b>
5812	Eating places -----	136	39 770	11 143	2 602	2 693
5813	Drinking places (alcoholic beverages) -----	58	5 167	807	212	283
<b>591</b>	<b>Drug and proprietary stores -----</b>	<b>27</b>	<b>(D)</b>	<b>1 583</b>	<b>397</b>	<b>213</b>
<b>59 ex. 591, 6</b>	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>209</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	12	1 271	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	93	17 606	2 221	544	323
5992	Florists -----	13	(D)	486	98	79

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Lafayette, La., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 232</b>	<b>(D)</b>	<b>69 324</b>	<b>16 279</b>	<b>10 444</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>60</b>	<b>40 442</b>	<b>4 153</b>	<b>910</b>	<b>444</b>
525	Hardware stores -----	10	2 174	309	61	40
52 ex. 525	Other -----	50	38 268	3 844	849	404
53	<b>General merchandise group stores -----</b>	<b>25</b>	<b>88 385</b>	<b>11 314</b>	<b>2 525</b>	<b>1 754</b>
531	Department stores <sup>3</sup> -----	9	75 978	10 240	2 264	1 511
533	Variety stores -----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>204</b>	<b>110 306</b>	<b>9 654</b>	<b>2 231</b>	<b>1 274</b>
541	Grocery stores -----	176	106 565	9 005	2 085	1 139
55 ex. 554	<b>Automotive dealers -----</b>	<b>76</b>	<b>124 840</b>	<b>11 523</b>	<b>2 593</b>	<b>954</b>
554	<b>Gasoline service stations -----</b>	<b>124</b>	<b>41 491</b>	<b>2 897</b>	<b>704</b>	<b>575</b>
56	<b>Apparel and accessory stores -----</b>	<b>116</b>	<b>44 593</b>	<b>5 934</b>	<b>1 611</b>	<b>826</b>
561	Men's and boys' clothing and furnishings stores -----	13	4 047	732	175	83
562, 3, 8	Women's clothing and specialty stores and furriers -----	43	7 679	979	228	171
562	Women's ready-to-wear stores -----	36	7 594	(D)	(D)	(D)
565	Family clothing stores -----	21	(D)	3 063	959	394
566	Shoe stores -----	23	5 604	908	198	134
564, 9	Other apparel and accessory stores -----	16	(D)	252	51	44
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>98</b>	<b>32 552</b>	<b>5 269</b>	<b>1 236</b>	<b>528</b>
5712	Furniture stores -----	37	13 779	2 559	572	210
5713, 4, 9	Home furnishings stores -----	20	4 370	647	197	71
572, 3	Household appliance, radio, television, and music stores -----	41	14 403	2 063	467	247
58	<b>Eating and drinking places -----</b>	<b>246</b>	<b>48 285</b>	<b>12 677</b>	<b>3 001</b>	<b>3 201</b>
5812	Eating places -----	159	42 091	11 781	2 755	2 895
5813	Drinking places (alcoholic beverages) -----	87	6 194	896	246	306
591	<b>Drug and proprietary stores -----</b>	<b>34</b>	<b>(D)</b>	<b>1 777</b>	<b>447</b>	<b>243</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>249</b>	<b>(D)</b>	<b>4 126</b>	<b>1 021</b>	<b>645</b>
592	Liquor stores -----	18	1 643	109	30	26
594	Miscellaneous shopping goods stores -----	104	18 435	2 292	564	335
5992	Florists -----	19	2 446	517	105	89

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lafayette</b>					
	Retail stores <sup>2</sup> .....	101	50 266	8 840	1 558	1 345
52	Building materials, hardware, garden supply, and mobile home dealers .....	2	(D)	(D)	(D)	(D)
525	Hardware stores .....	2	(D)	(D)	(D)	(D)
52 ex. 525	Other .....	-	-	-	-	-
53	General merchandise group stores .....	7	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> .....	2	(D)	(D)	(D)	(D)
533	Variety stores .....	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores .....	1	(D)	(D)	(D)	(D)
54	Food stores .....	8	5 625	528	105	95
55 ex. 554	Automotive dealers .....	5	(D)	(D)	(D)	(D)
554	Gasoline service stations .....	6	348	27	12	12
56	Apparel and accessory stores .....	18	8 157	1 186	287	288
561	Men's and boys' clothing and furnishings stores .....	4	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers .....	7	1 185	194	59	67
562	Women's ready-to-wear stores .....	4	1 034	171	53	59
565	Family clothing stores .....	2	(D)	(D)	(D)	(D)
566	Shoe stores .....	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores .....	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores .....	8	2 413	381	90	64
5712	Furniture stores .....	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores .....	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores .....	5	2 014	355	83	57
58	Eating and drinking places .....	17	1 601	479	118	125
5812	Eating places .....	12	1 494	459	113	118
5813	Drinking places (alcoholic beverages) .....	5	107	20	5	7
591	Drug and proprietary stores .....	6	929	145	21	24
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> .....	28	2 038	202	48	60
592	Liquor stores .....	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores .....	15	1 229	132	30	36
5992	Florists .....	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Lafayette SMSA in 1977

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

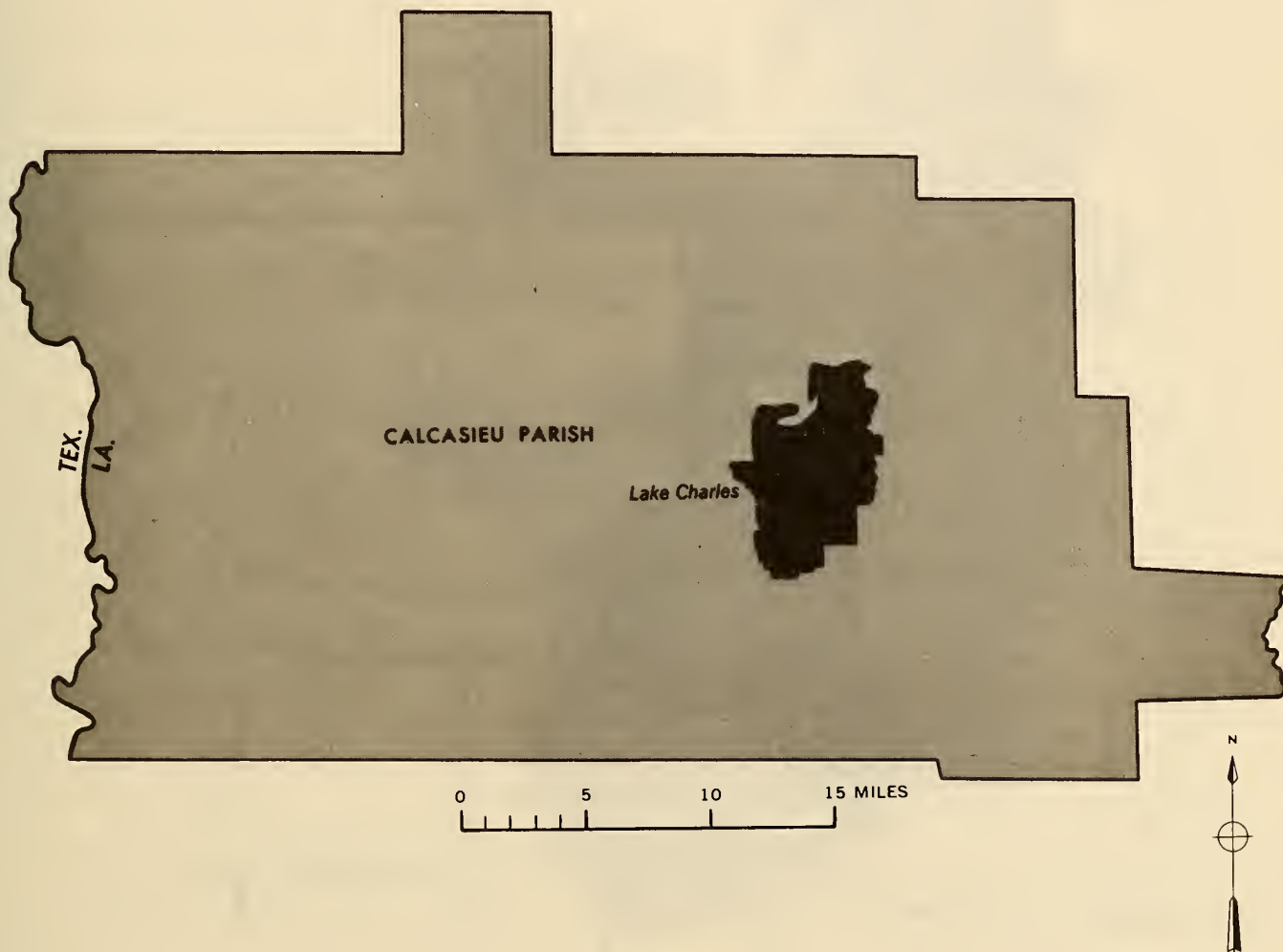
Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Lafayette SMSA in 1977

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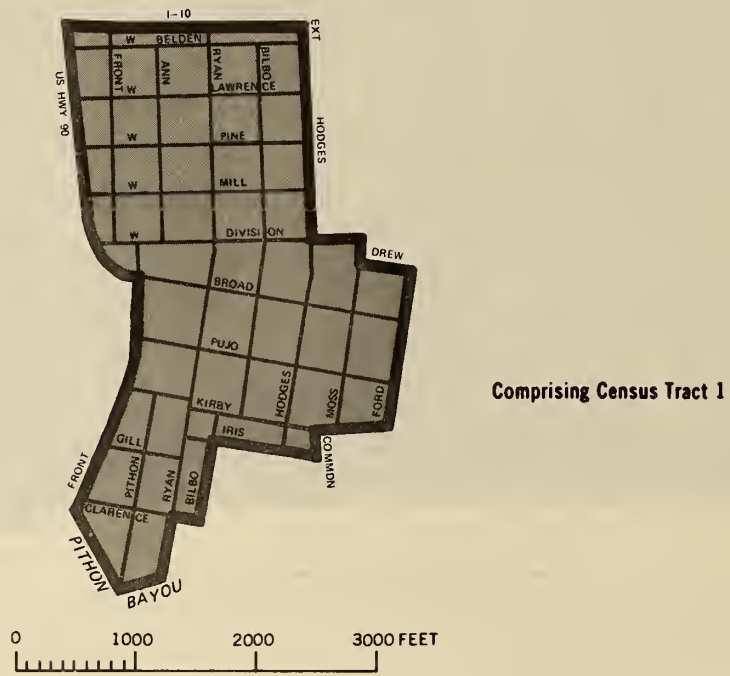
# LAKE CHARLES

## Standard Metropolitan Statistical Area



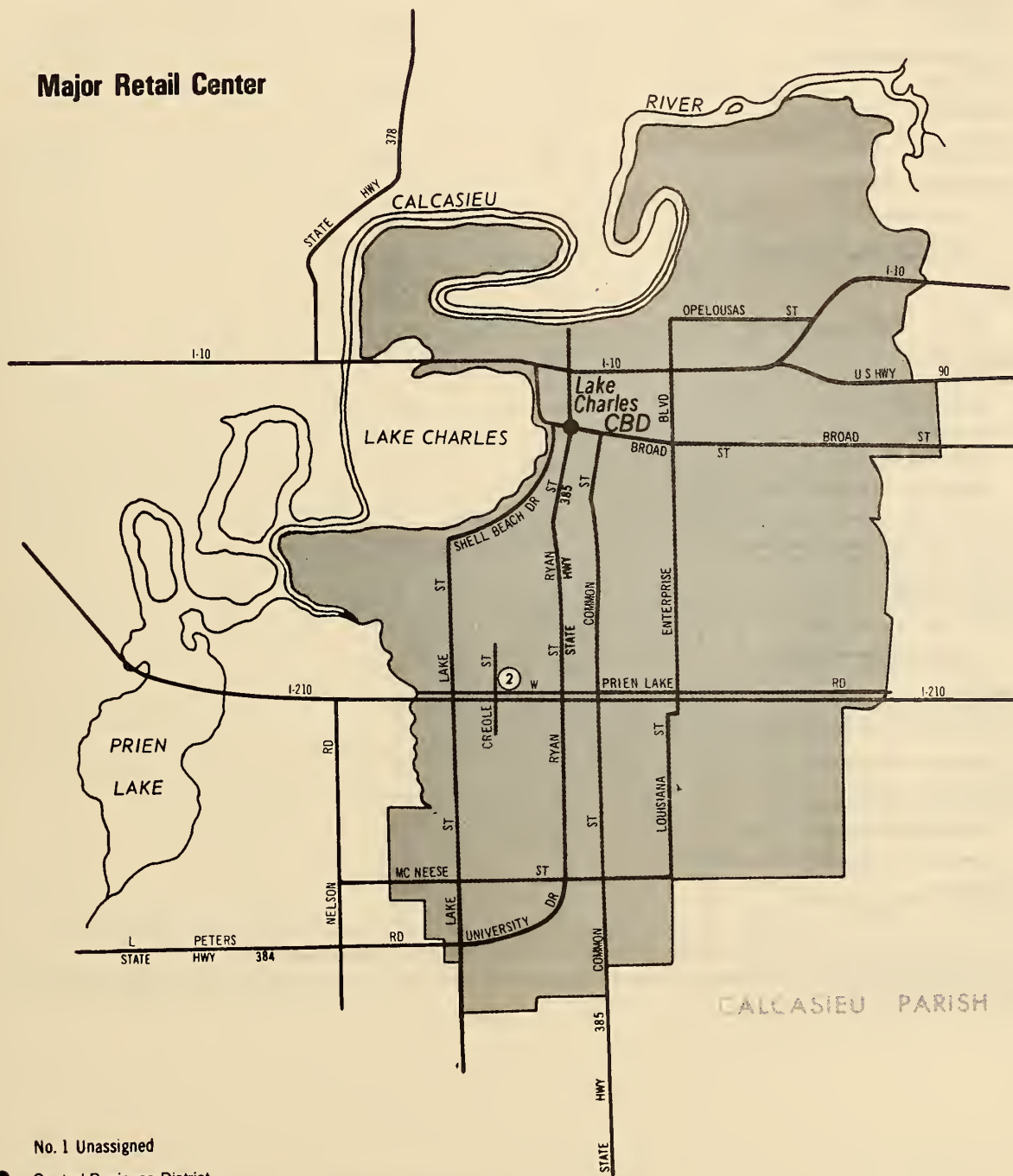
# LAKE CHARLES

## Central Business District



# LAKE CHARLES

**Major Retail Center**



- No. 1 Unassigned
- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 2
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	1 330	877	44	44
	Sales (\$1,000) -----	559 553	(D)	35 336	35 757
	Payroll entire year (\$1,000) -----	63 011	(D)	6 113	5 272
	Paid employees for week including March 12 ---	9 969	(D)	815	913
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	507	322	14	9
	Sales (\$1,000) -----	(D)	(D)	(D)	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	343	242	24	33
	Sales (\$1,000) -----	137 131	118 149	31 605	31 031
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	480	313	6	2
	Sales (\$1,000) -----	(D)	(D)	(D)	(D)
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 330</b>	<b>877</b>	<b>44</b>	<b>44</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>91</b>	<b>57</b>	<b>-</b>	<b>-</b>
525	Hardware stores -----	22	14	-	-
52 ex. 525	Other -----	69	43	-	-
53	<b>General merchandise group stores -----</b>	<b>37</b>	<b>19</b>	<b>5</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	6	6	2	3
533	Variety stores -----	12	7	2	-
539	Miscellaneous general merchandise stores -----	19	6	1	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>226</b>	<b>131</b>	<b>2</b>	<b>2</b>
541	Grocery stores -----	191	109	2	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>124</b>	<b>81</b>	<b>4</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>122</b>	<b>79</b>	<b>-</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>98</b>	<b>71</b>	<b>9</b>	<b>17</b>
561	Men's and boys' clothing and furnishings stores --	12	11	2	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	34	25	3	6
562	Women's ready-to-wear stores -----	31	23	3	5
565	Family clothing stores -----	24	11	1	4
566	Shoe stores -----	19	17	3	5
564, 9	Other apparel and accessory stores -----	9	7	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>112</b>	<b>85</b>	<b>3</b>	<b>4</b>
5712	Furniture stores -----	39	28	2	-
5713, 4, 9	Home furnishings stores -----	32	25	-	-
572, 3	Household appliance, radio, television, and music stores -----	41	32	1	4
58	<b>Eating and drinking places -----</b>	<b>241</b>	<b>164</b>	<b>11</b>	<b>5</b>
5812	Eating places -----	162	111	8	4
5813	Drinking places (alcoholic beverages) -----	79	53	3	1
591	<b>Drug and proprietary stores -----</b>	<b>40</b>	<b>27</b>	<b>1</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>239</b>	<b>163</b>	<b>9</b>	<b>10</b>
592	Liquor stores -----	33	19	-	-
594	Miscellaneous shopping goods stores -----	96	67	7	8
5992	Florists -----	26	16	-	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

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**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Lake Charles</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>877</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	<b>57</b>	<b>30 990</b>	<b>3 789</b>	<b>760</b>	<b>404</b>
525	Hardware stores-----	14	(D)	332	56	38
52 ex. 525	Other-----	43	(D)	3 457	704	366
53	<b>General merchandise group stores-----</b>	<b>19</b>	<b>64 759</b>	<b>10 004</b>	<b>2 234</b>	<b>1 539</b>
531	Department stores <sup>3</sup> -----	6	56 810	9 098	2 011	1 341
533	Variety stores-----	7	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	6	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>131</b>	<b>84 976</b>	<b>7 229</b>	<b>1 776</b>	<b>1 013</b>
541	Grocery stores-----	109	83 066	7 079	1 740	966
55 ex. 554	<b>Automotive dealers-----</b>	<b>81</b>	<b>105 538</b>	<b>8 977</b>	<b>2 118</b>	<b>829</b>
554	<b>Gasoline service stations-----</b>	<b>79</b>	<b>20 056</b>	<b>1 385</b>	<b>322</b>	<b>267</b>
56	<b>Apparel and accessory stores-----</b>	<b>71</b>	<b>20 931</b>	<b>2 635</b>	<b>733</b>	<b>482</b>
561	Men's and boys' clothing and furnishings stores-----	11	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	25	(D)	945	284	163
562	Women's ready-to-wear stores-----	23	6 201	945	284	163
565	Family clothing stores-----	11	7 834	812	227	133
566	Shoe stores-----	17	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	7	391	30	19	18
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>85</b>	<b>20 671</b>	<b>2 938</b>	<b>675</b>	<b>349</b>
5712	Furniture stores-----	28	(D)	1 602	358	191
5713, 4, 9	Home furnishings stores-----	25	1 196	192	36	25
572, 3	Household appliance, radio, television, and music stores-----	32	(D)	1 144	281	133
58	<b>Eating and drinking places-----</b>	<b>164</b>	<b>30 904</b>	<b>7 488</b>	<b>1 800</b>	<b>2 001</b>
5812	Eating places-----	111	27 796	7 044	1 665	1 825
5813	Drinking places (alcoholic beverages)-----	53	3 108	444	135	176
591	<b>Drug and proprietary stores-----</b>	<b>27</b>	<b>(D)</b>	<b>1 767</b>	<b>403</b>	<b>244</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>163</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores-----	19	2 843	163	50	37
594	Miscellaneous shopping goods stores-----	67	11 788	1 507	368	213
5992	Florists-----	16	1 363	224	55	49

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Lake Charles, La., SMSA</b>						
	<b>Retail stores<sup>2</sup></b> -----	<b>1 330</b>	<b>559 553</b>	<b>63 011</b>	<b>14 847</b>	<b>9 969</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	<b>91</b>	<b>48 720</b>	<b>6 174</b>	<b>1 345</b>	<b>689</b>
525	Hardware stores-----	22	4 035	542	120	86
52 ex. 525	Other-----	69	44 685	5 632	1 225	603
53	<b>General merchandise group stores</b> -----	<b>37</b>	<b>74 259</b>	<b>11 098</b>	<b>2 525</b>	<b>1 734</b>
531	Department stores <sup>3</sup> -----	6	56 810	9 098	2 011	1 341
533	Variety stores-----	12	6 743	942	271	211
539	Miscellaneous general merchandise stores-----	19	10 706	1 058	243	182
54	<b>Food stores<sup>4</sup></b> -----	<b>226</b>	<b>139 962</b>	<b>11 180</b>	<b>2 653</b>	<b>1 624</b>
541	Grocery stores-----	191	137 658	10 980	2 601	1 558
55 ex. 554	<b>Automotive dealers</b> -----	<b>124</b>	<b>129 570</b>	<b>10 749</b>	<b>2 523</b>	<b>1 009</b>
554	<b>Gasoline service stations</b> -----	<b>122</b>	<b>34 082</b>	<b>2 219</b>	<b>485</b>	<b>399</b>
56	<b>Apparel and accessory stores</b> -----	<b>98</b>	<b>25 305</b>	<b>3 134</b>	<b>842</b>	<b>565</b>
561	Men's and boys' clothing and furnishings stores-----	12	3 566	452	112	99
562, 3, 8	Women's clothing and specialty stores and furriers-----	34	6 932	1 002	300	178
562	Women's ready-to-wear stores-----	31	(D)	1 002	300	178
565	Family clothing stores-----	24	(D)	1 217	312	192
566	Shoe stores-----	19	(D)	433	99	78
564, 9	Other apparel and accessory stores-----	9	441	30	19	18
57	<b>Furniture, home furnishings, and equipment stores</b> -----	<b>112</b>	<b>24 726</b>	<b>3 529</b>	<b>812</b>	<b>422</b>
5712	Furniture stores-----	39	11 911	1 749	385	207
5713, 4, 9	Home furnishings stores-----	32	2 416	388	89	46
572, 3	Household appliance, radio, television, and music stores-----	41	10 399	1 392	338	169
58	<b>Eating and drinking places</b> -----	<b>241</b>	<b>40 364</b>	<b>9 384</b>	<b>2 320</b>	<b>2 676</b>
5812	Eating places-----	162	36 042	8 816	2 154	2 458
5813	Drinking places (alcoholic beverages)-----	79	4 322	568	166	218
591	<b>Drug and proprietary stores</b> -----	<b>40</b>	<b>(D)</b>	<b>2 420</b>	<b>560</b>	<b>355</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	<b>239</b>	<b>(D)</b>	<b>3 124</b>	<b>782</b>	<b>496</b>
592	Liquor stores-----	33	3 557	185	57	41
594	Miscellaneous shopping goods stores-----	96	12 841	1 596	394	232
5992	Florists-----	26	2 061	377	96	96

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Lake Charles SMSA in 1972

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Lake Charles SMSA in 1977

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**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Lake Charles SMSA in 1977

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# MONROE

## Standard Metropolitan Statistical Area

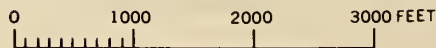


# MONROE

## Central Business District

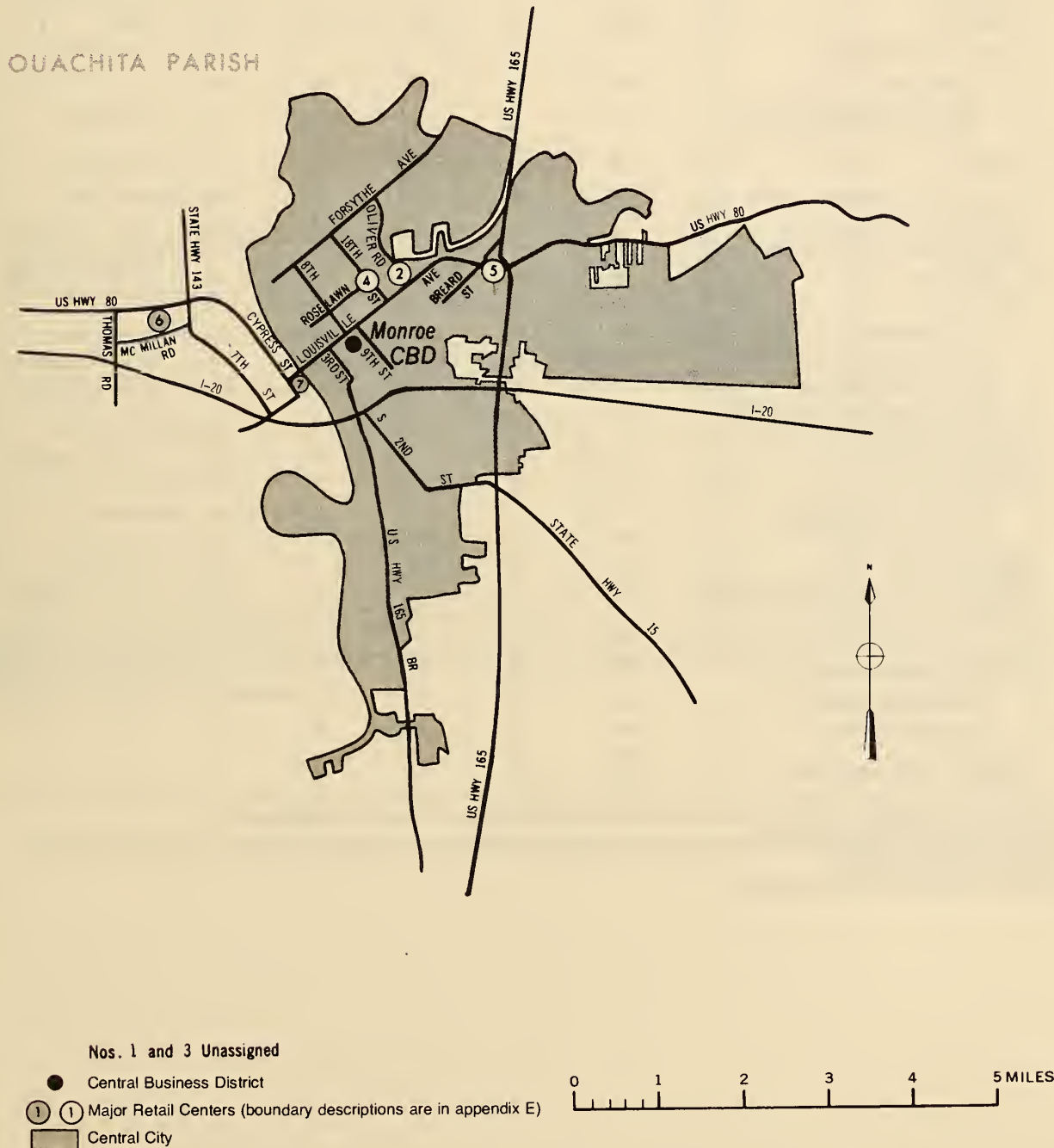


Comprising Census Tract 8



# MONROE

## Major Retail Centers



Nos. 1 and 3 Unassigned

- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 2	No. 4	No. 5	No. 6	No. 7
	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	1 173	719	137	63	58	53	52	53
	Sales (\$1,000) -----	490 582	358 066	37 294	84 862	82 269	37 649	29 604	14 664
	Payroll entire year (\$1,000) -----	54 082	(D)	5 001	9 736	9 637	4 307	3 002	1 580
	Paid employees for week including March 12 ---	8 504	(D)	800	1 326	1 202	646	542	299
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	433	243	41	14	18	13	22	14
	Sales (\$1,000) -----	150 450	(D)	4 591	10 381	14 179	10 358	13 548	5 080
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	323	215	47	34	28	24	20	20
	Sales (\$1,000) -----	146 970	125 138	17 968	35 359	37 087	15 003	13 882	(D)
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	417	261	49	15	12	16	10	19
	Sales (\$1,000) -----	193 162	(D)	14 735	39 122	31 003	12 288	2 174	(D)
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 173</b>	<b>719</b>	<b>137</b>	<b>63</b>	<b>58</b>	<b>53</b>	<b>52</b>	<b>53</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>61</b>	<b>31</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>4</b>
525	Hardware stores -----	15	6	3	-	-	1	-	1
52 ex. 525	Other -----	46	25	3	1	1	5	1	3
53	<b>General merchandise group stores -----</b>	<b>44</b>	<b>30</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	8	7	1	2	2	1	1	-
533	Variety stores -----	18	10	3	1	1	-	1	2
539	Miscellaneous general merchandise stores -----	18	13	3	2	-	1	2	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>190</b>	<b>92</b>	<b>10</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>7</b>	<b>4</b>
541	Grocery stores -----	168	80	6	4	3	2	7	2
55 ex. 554	<b>Automotive dealers -----</b>	<b>104</b>	<b>67</b>	<b>14</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>5</b>
554	<b>Gasoline service stations -----</b>	<b>108</b>	<b>68</b>	<b>10</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>
56	<b>Apparel and accessory stores -----</b>	<b>91</b>	<b>65</b>	<b>15</b>	<b>14</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>8</b>
561	Men's and boys' clothing and furnishings stores --	15	11	4	2	4	1	1	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	37	22	3	7	5	1	3	5
562	Women's ready-to-wear stores -----	34	19	2	6	5	1	3	5
565	Family clothing stores -----	14	13	4	1	1	2	1	-
566	Shoe stores -----	14	12	2	3	2	4	-	1
564, 9	Other apparel and accessory stores -----	11	7	2	1	-	-	2	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>96</b>	<b>68</b>	<b>14</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>3</b>	<b>4</b>
5712	Furniture stores -----	30	21	6	1	3	3	1	2
5713, 4, 9	Home furnishings stores -----	32	21	4	1	2	3	1	-
572, 3	Household appliance, radio, television, and music stores -----	34	26	4	4	1	4	1	2
58	<b>Eating and drinking places -----</b>	<b>204</b>	<b>127</b>	<b>25</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>12</b>	<b>9</b>
5812	Eating places -----	148	92	18	6	7	7	9	7
5813	Drinking places (alcoholic beverages) -----	56	35	7	2	2	2	3	2
591	<b>Drug and proprietary stores -----</b>	<b>39</b>	<b>24</b>	<b>6</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>236</b>	<b>147</b>	<b>30</b>	<b>16</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>10</b>
592	Liquor stores -----	21	14	4	1	-	-	1	2
594	Miscellaneous shopping goods stores -----	92	52	11	9	6	4	6	5
5992	Florists -----	16	12	4	1	-	-	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Monroe CBD</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>137</b>	<b>37 294</b>	<b>5 001</b>	<b>1 160</b>	<b>800</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>6</b>	<b>2 243</b>	<b>257</b>	<b>57</b>	<b>37</b>
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>3 154</b>	<b>538</b>	<b>132</b>	<b>114</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>1 261</b>	<b>154</b>	<b>43</b>	<b>31</b>
541	Grocery stores -----	6	750	33	11	9
55 ex. 554	<b>Automotive dealers -----</b>	<b>14</b>	<b>8 940</b>	<b>770</b>	<b>183</b>	<b>77</b>
554	<b>Gasoline service stations -----</b>	<b>10</b>	<b>1 991</b>	<b>181</b>	<b>43</b>	<b>28</b>
56	<b>Apparel and accessory stores -----</b>	<b>15</b>	<b>4 537</b>	<b>733</b>	<b>162</b>	<b>111</b>
561	Men's and boys' clothing and furnishings stores -----	4	2 391	416	73	43
562, 3, 8	Women's clothing and specialty stores and furriers -----	3	1 402	211	57	41
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	453	62	23	19
566	Shoe stores -----	2	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>7 290</b>	<b>959</b>	<b>222</b>	<b>121</b>
5712	Furniture stores -----	6	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	3 587	506	118	51
58	<b>Eating and drinking places -----</b>	<b>25</b>	<b>2 323</b>	<b>507</b>	<b>127</b>	<b>156</b>
5812	Eating places -----	18	1 963	436	109	116
5813	Drinking places (alcoholic beverages) -----	7	360	71	18	40
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>1 007</b>	<b>224</b>	<b>59</b>	<b>35</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>30</b>	<b>4 548</b>	<b>678</b>	<b>132</b>	<b>90</b>
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	11	2 987	430	79	46
5992	Florists -----	4	348	111	17	18

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Monroe</b>					
	<b>Retail stores<sup>2</sup></b> -----	719	358 086	(D)	(D)	(D)
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	31	18 309	1 955	431	263
525	Hardware stores-----	6	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	25	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b> -----	30	72 106	9 867	2 227	1 489
531	Department stores <sup>3</sup> -----	7	(D)	(D)	(D)	(D)
533	Variety stores-----	10	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	13	(D)	1 038	252	187
54	<b>Food stores<sup>4</sup></b> -----	92	53 343	4 591	1 071	607
541	Grocery stores-----	80	51 930	4 393	1 016	554
55 ex. 554	<b>Automotive dealers</b> -----	67	107 834	8 659	2 048	767
554	<b>Gasoline service stations</b> -----	68	14 498	990	258	201
56	<b>Apparel and accessory stores</b> -----	85	23 982	3 408	851	532
561	Men's and boys' clothing and furnishings stores-----	11	4 521	813	174	90
562, 3, 8	Women's clothing and specialty stores and furnis-----	22	(D)	941	238	158
562	Women's ready-to-wear stores-----	19	(D)	(D)	(D)	(D)
565	Family clothing stores-----	13	(D)	(D)	(D)	(D)
566	Shoe stores-----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	7	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b> -----	68	18 296	2 398	563	309
5712	Furniture stores-----	21	6 147	809	178	102
5713, 4, 9	Home furnishings stores-----	21	2 704	466	106	64
572, 3	Household appliance, radio, television, and music stores-----	26	9 445	1 123	279	143
58	<b>Eating and drinking places</b> -----	127	23 248	5 566	1 260	1 509
5812	Eating places-----	92	21 066	5 303	1 199	1 393
5813	Drinking places (alcoholic beverages)-----	35	2 182	263	61	116
591	<b>Drug and proprietary stores</b> -----	24	(D)	1 047	268	143
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	147	(D)	(D)	(D)	(D)
592	Liquor stores-----	14	(D)	170	41	36
594	Miscellaneous shopping goods stores-----	52	10 754	1 506	331	202
5992	Florists-----	12	(D)	253	53	47

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Monroe, La., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 173</b>	<b>490 582</b>	<b>54 082</b>	<b>12 643</b>	<b>8 504</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>61</b>	<b>32 421</b>	<b>3 290</b>	<b>720</b>	<b>414</b>
525	Hardware stores -----	15	1 928	141	33	30
52 ex. 525	Other -----	46	30 493	3 149	687	384
53	<b>General merchandise group stores -----</b>	<b>44</b>	<b>81 031</b>	<b>10 806</b>	<b>2 477</b>	<b>1 652</b>
531	Department stores <sup>3</sup> -----	8	60 845	8 633	1 952	1 251
533	Variety stores -----	18	8 188	1 094	263	207
539	Miscellaneous general merchandise stores -----	18	11 998	1 079	262	194
54	<b>Food stores<sup>4</sup> -----</b>	<b>190</b>	<b>103 700</b>	<b>8 392</b>	<b>1 974</b>	<b>1 192</b>
541	Grocery stores -----	168	101 687	8 134	1 903	1 109
55 ex. 554	<b>Automotive dealers -----</b>	<b>104</b>	<b>117 787</b>	<b>9 579</b>	<b>2 262</b>	<b>877</b>
554	<b>Gasoline service stations -----</b>	<b>108</b>	<b>29 584</b>	<b>1 950</b>	<b>506</b>	<b>415</b>
56	<b>Apparel and accessory stores -----</b>	<b>91</b>	<b>28 950</b>	<b>4 236</b>	<b>1 039</b>	<b>673</b>
561	Men's and boys' clothing and furnishings stores -----	15	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	37	8 655	1 513	361	247
562	Women's ready-to-wear stores -----	34	(D)	(D)	(D)	(D)
565	Family clothing stores -----	14	(D)	1 096	306	195
566	Shoe stores -----	14	(D)	491	125	77
564, 9	Other apparel and accessory stores -----	11	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>96</b>	<b>23 174</b>	<b>2 835</b>	<b>663</b>	<b>367</b>
5712	Furniture stores -----	30	9 059	1 043	228	126
5713, 4, 9	Home furnishings stores -----	32	3 713	577	130	85
572, 3	Household appliance, radio, television, and music stores -----	34	10 402	1 215	305	156
58	<b>Eating and drinking places -----</b>	<b>204</b>	<b>33 430</b>	<b>7 791</b>	<b>1 772</b>	<b>2 140</b>
5812	Eating places -----	148	30 265	7 460	1 691	2 004
5813	Drinking places (alcoholic beverages) -----	56	3 165	331	81	136
591	<b>Drug and proprietary stores -----</b>	<b>39</b>	<b>13 320</b>	<b>1 752</b>	<b>448</b>	<b>233</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>236</b>	<b>27 185</b>	<b>3 451</b>	<b>782</b>	<b>541</b>
592	Liquor stores -----	21	4 327	284	70	64
594	Miscellaneous shopping goods stores -----	92	13 815	1 909	425	271
5992	Florists -----	16	(D)	366	81	69

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
<b>Monroe</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>142</b>	<b>33 559</b>	<b>4 389</b>	<b>1 041</b>	<b>920</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>9</b>	<b>3 438</b>	<b>651</b>	<b>176</b>	<b>193</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	5	670	91	28	34
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores -----</b>	<b>10</b>	<b>1 771</b>	<b>191</b>	<b>36</b>	<b>42</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>15</b>	<b>11 195</b>	<b>1 157</b>	<b>290</b>	<b>165</b>
554	<b>Gasoline service stations -----</b>	<b>15</b>	<b>1 835</b>	<b>146</b>	<b>38</b>	<b>38</b>
56	<b>Apparel and accessory stores -----</b>	<b>22</b>	<b>6 063</b>	<b>834</b>	<b>182</b>	<b>182</b>
561	Men's and boys' clothing and furnishings stores -----	5	1 774	234	42	39
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	3 055	441	97	97
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	885	100	27	29
566	Shoe stores -----	4	349	59	16	17
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>17</b>	<b>4 077</b>	<b>483</b>	<b>112</b>	<b>90</b>
5712	Furniture stores -----	11	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	2 463	281	64	44
58	<b>Eating and drinking places -----</b>	<b>22</b>	<b>1 461</b>	<b>271</b>	<b>67</b>	<b>88</b>
5812	Eating places -----	18	1 187	216	55	75
5813	Drinking places (alcoholic beverages) -----	4	274	55	12	13
591	<b>Drug and proprietary stores -----</b>	<b>7</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>22</b>	<b>2 171</b>	<b>381</b>	<b>76</b>	<b>69</b>
592	Liquor stores -----	4	266	6	3	2
594	Miscellaneous shopping goods stores -----	9	1 524	298	57	45
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Monroe</b>			
	<b>Retail stores<sup>2</sup></b> .....	11.1	46.0	54.7
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	(D)	(D)	50.0
525	Hardware stores .....	(D)	111.0	149.1
52 ex. 525	Other .....	(D)	(D)	46.3
53	<b>General merchandise group stores</b> .....	-8.3	47.3	54.3
531	Department stores <sup>3</sup> .....	0.6	50.1	56.6
533	Variety stores .....	(D)	9.8	(D)
539	Miscellaneous general merchandise stores .....	-11.3	(D)	(D)
54	<b>Food stores<sup>4</sup></b> .....	-28.8	19.3	44.7
541	Grocery stores .....	(NA)	19.6	49.2
55 ex. 554	<b>Automotive dealers</b> .....	-20.1	69.9	73.7
554	<b>Gasoline service stations</b> .....	8.5	32.4	56.7
56	<b>Apparel and accessory stores</b> .....	-25.2	23.0	31.2
561	Men's and boys' clothing and furnishings stores .....	34.8	6.1	21.3
562, 3, 8	Women's clothing and specialty stores and furriers .....	-54.1	(D)	(D)
562	Women's ready-to-wear stores .....	-68.6	-25.4	(D)
565	Family clothing stores .....	-48.8	(D)	(D)
566	Shoe stores .....	(D)	(D)	10.7
564, 9	Other apparel and accessory stores .....	(D)	138.4	143.4
57	<b>Furniture, home furnishings, and equipment stores</b> .....	78.8	43.8	44.4
5712	Furniture stores .....	114.3	(D)	(D)
5713, 4, 9	Home furnishings stores .....	216.2	(D)	(D)
572, 3	Household appliance, radio, television, and music stores .....	45.6	(D)	62.7
58	<b>Eating and drinking places</b> .....	59.0	52.1	70.4
5812	Eating places .....	65.4	53.8	76.9
5813	Drinking places (alcoholic beverages) .....	31.4	37.6	26.1
591	<b>Drug and proprietary stores</b> .....	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> .....	109.5	72.8	(D)
592	Liquor stores .....	(D)	(D)	-10.2
594	Miscellaneous shopping goods stores .....	96.0	95.2	104.5
5992	Florists .....	(D)	(D)	53.7

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Monroe</b>					
	Retail stores <sup>1</sup> -----	10.4	7.6	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	12.3	6.9	6.0	5.1	6.6
525	Hardware stores-----	66.2	(D)	(D)	(D)	0.4
52 ex. 525	Other-----	9.3	(D)	(D)	(D)	6.2
53	General merchandise group stores-----	4.4	3.9	8.5	20.1	16.5
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	12.4
533	Variety stores-----	10.0	(D)	(D)	(D)	1.7
539	Miscellaneous general merchandise stores-----	3.5	(D)	(D)	(D)	2.4
54	Food stores <sup>3</sup> -----	2.4	1.2	3.4	14.9	21.1
541	Grocery stores-----	1.4	0.7	2.0	14.5	20.7
55 ex. 554	Automotive dealers-----	8.3	7.6	24.0	30.1	24.0
554	Gasoline service stations-----	13.7	6.7	5.3	4.0	6.0
56	Apparel and accessory stores-----	18.9	15.7	12.2	6.7	5.9
561	Men's and boys' clothing and furnishings stores-----	52.9	(D)	6.4	1.3	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	(D)	16.2	3.8	(D)	1.8
562	Women's ready-to-wear stores-----	16.2	10.6	(D)	(D)	(D)
565	Family clothing stores-----	(D)	(D)	1.2	(D)	(D)
566	Shoe stores-----	7.6	6.0	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	13.0	8.7	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	39.8	31.5	19.5	5.1	4.7
5712	Furniture stores-----	(D)	(D)	(D)	1.7	1.8
5713, 4, 9	Home furnishings stores-----	(D)	(D)	(D)	0.8	0.8
572, 3	Household appliance, radio, television, and music stores-----	38.0	34.5	9.6	2.6	2.1
58	Eating and drinking places-----	10.0	6.9	6.2	6.5	6.8
5812	Eating places-----	9.3	6.5	5.3	5.9	6.2
5813	Drinking places (alcoholic beverages)-----	16.5	11.4	1.0	0.6	0.6
591	Drug and proprietary stores-----	(D)	7.6	2.7	(D)	2.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	16.7	12.2	(D)	5.5
592	Liquor stores-----	15.6	(D)	(D)	(D)	0.9
594	Miscellaneous shopping goods stores-----	27.8	21.6	8.0	3.0	2.8
5992	Florists-----	(D)	(D)	0.9	(D)	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

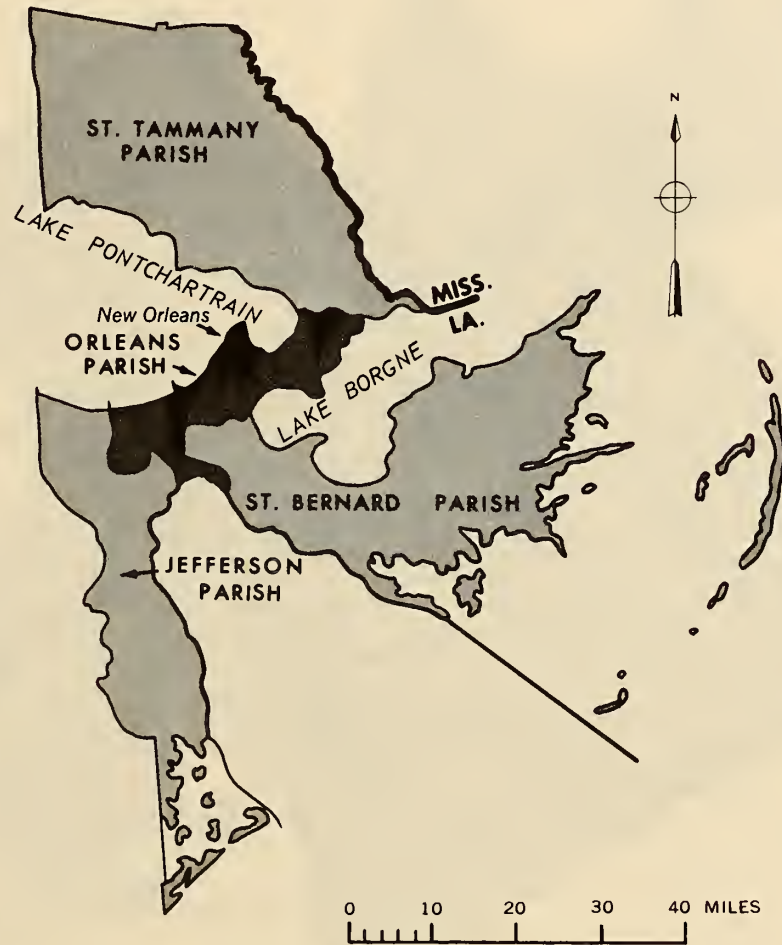
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# NEW ORLEANS

## Standard Metropolitan Statistical Area



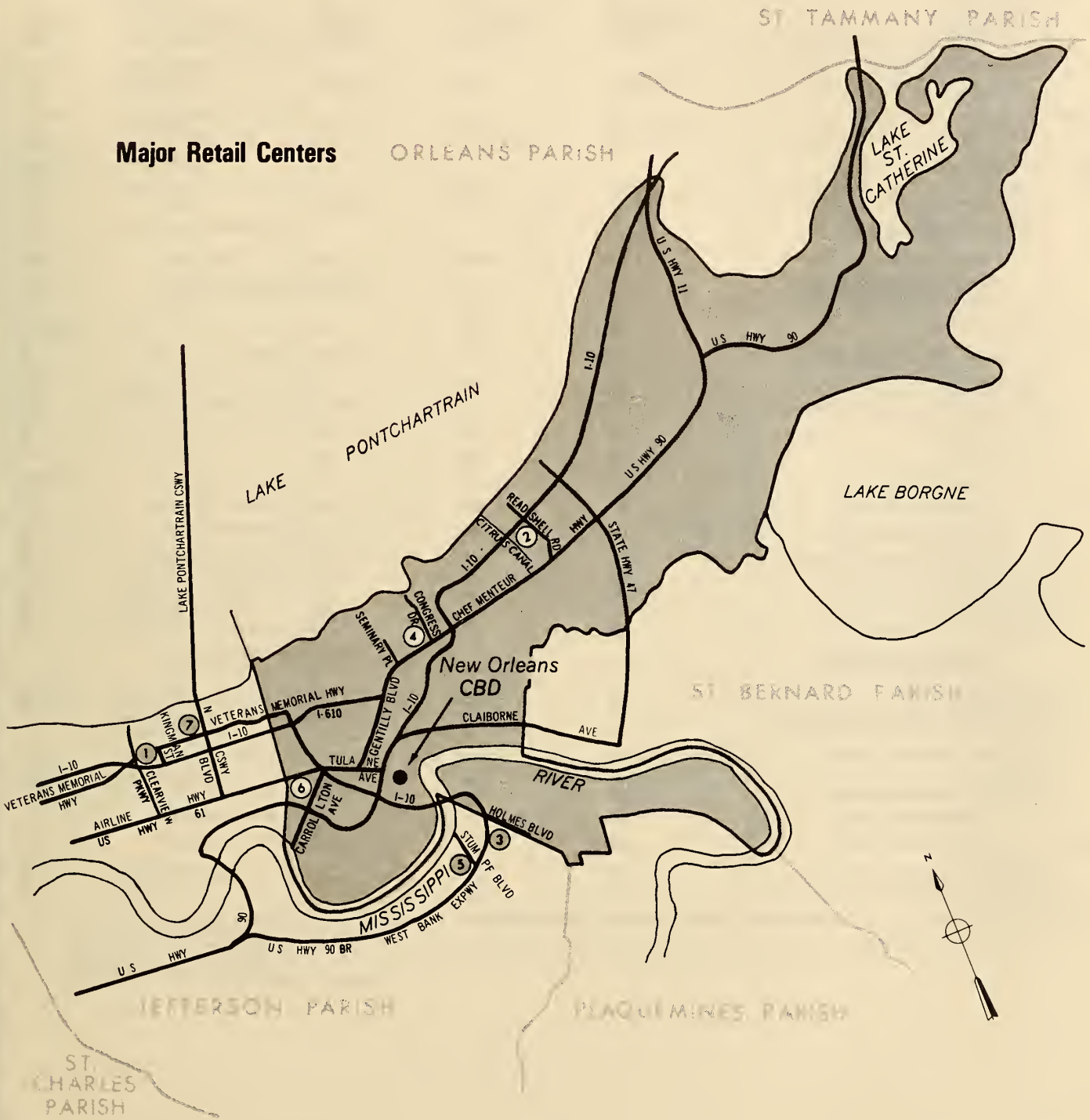
# NEW ORLEANS

## Central Business District

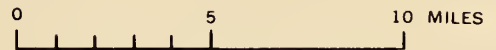


# NEW ORLEANS

## Major Retail Centers



- Central Business District
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	8 145	4 016	786	51	116
	Sales (\$1,000) -----	3 881 324	1 763 775	408 528	86 205	100 322
	Payroll entire year (\$1,000) -----	484 340	247 805	85 561	10 987	14 994
	Paid employees for week including March 12 ----	73 841	37 876	12 265	1 614	2 456
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	3 500	1 825	286	10	24
	Sales (\$1,000) -----	1 529 977	(D)	90 662	5 308	7 306
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	2 159	1 059	338	37	87
	Sales (\$1,000) -----	1 140 053	536 715	237 250	80 501	92 546
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	2 486	1 132	162	4	5
	Sales (\$1,000) -----	1 211 294	(D)	80 616	396	470
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>8 145</b>	<b>4 016</b>	<b>786</b>	<b>51</b>	<b>116</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>333</b>	<b>126</b>	<b>2</b>	<b>1</b>	<b>-</b>
525	Hardware stores -----	113	53	2	-	-
52 ex. 525	Other -----	220	73	-	1	-
53	<b>General merchandise group stores -----</b>	<b>166</b>	<b>62</b>	<b>11</b>	<b>2</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	37	14	4	2	3
533	Variety stores -----	60	27	4	-	-
539	Miscellaneous general merchandise stores -----	69	21	3	-	1
54	<b>Food stores<sup>5</sup> -----</b>	<b>1 193</b>	<b>569</b>	<b>26</b>	<b>3</b>	<b>8</b>
541	Grocery stores -----	863	434	15	-	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>515</b>	<b>200</b>	<b>15</b>	<b>1</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>585</b>	<b>254</b>	<b>16</b>	<b>-</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>721</b>	<b>364</b>	<b>132</b>	<b>19</b>	<b>58</b>
561	Men's and boys' clothing and furnishings stores --	108	60	29	3	9
562, 3, 8	Women's clothing and specialty stores and furriers -----	286	140	42	9	23
562	Women's ready-to-wear stores -----	247	122	37	8	19
565	Family clothing stores -----	87	44	18	-	4
566	Shoe stores -----	160	84	34	5	19
564, 9	Other apparel and accessory stores -----	80	36	9	2	3
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>545</b>	<b>242</b>	<b>31</b>	<b>8</b>	<b>9</b>
5712	Furniture stores -----	179	94	13	2	-
5713, 4, 9	Home furnishings stores -----	169	69	8	2	2
572, 3	Household appliance, radio, television, and music stores -----	197	79	10	4	7
58	<b>Eating and drinking places -----</b>	<b>2 105</b>	<b>1 149</b>	<b>252</b>	<b>5</b>	<b>14</b>
5812	Eating places -----	1 300	685	158	5	14
5813	Drinking places (alcoholic beverages) -----	805	464	94	-	-
591	<b>Drug and proprietary stores -----</b>	<b>202</b>	<b>107</b>	<b>8</b>	<b>2</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>1 780</b>	<b>943</b>	<b>293</b>	<b>10</b>	<b>21</b>
592	Liquor stores -----	115	72	9	-	-
594	Miscellaneous shopping goods stores -----	727	391	164	8	16
5992	Florists -----	139	69	4	-	-

See footnotes at end of table.

Table 1. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.				
		No. 3	No. 4	No. 5	No. 6	No. 7
	<b>Retail stores:<sup>1 2</sup></b>					
	Number -----	57	27	37	32	76
	Sales (\$1,000) -----	77 577	27 066	28 016	37 419	110 773
	Payroll entire year (\$1,000) -----	10 170	3 906	3 693	4 227	13 836
	Paid employees for week including March 12 ---	1 527	703	704	723	2 251
54, 58, 591	<b>Convenience goods stores:</b>					
	Number -----	8	4	9	6	8
	Sales (\$1,000) -----	(D)	7 629	8 262	15 398	6 685
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number -----	44	20	21	22	62
	Sales (\$1,000) -----	67 922	18 820	17 206	20 550	101 829
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number -----	5	3	7	4	6
	Sales (\$1,000) -----	(D)	617	2 548	1 471	2 259
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup></b> -----	57	27	37	32	76
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	1	1	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	1	1	-	-
53	<b>General merchandise group stores</b> -----	3	3	2	4	4
531	Department stores <sup>4</sup> -----	2	2	1	1	2
533	Variety stores -----	1	1	1	2	2
539	Miscellaneous general merchandise stores -----	-	-	-	1	-
54	<b>Food stores<sup>5</sup></b> -----	4	1	2	3	2
541	Grocery stores -----	1	1	1	3	1
55 ex. 554	<b>Automotive dealers</b> -----	-	1	2	2	2
554	<b>Gasoline service stations</b> -----	-	-	2	-	1
56	<b>Apparel and accessory stores</b> -----	24	11	13	11	43
561	Men's and boys' clothing and furnishings stores --	4	2	1	2	8
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	1	5	3	17
562	Women's ready-to-wear stores -----	10	1	5	3	16
565	Family clothing stores -----	2	1	2	1	4
566	Shoe stores -----	6	4	3	4	12
564, 9	Other apparel and accessory stores -----	1	3	2	1	2
57	<b>Furniture, home furnishings, and equipment stores</b> -----	4	2	4	2	3
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	-	1	1	-	-
572, 3	Household appliance, radio, television, and music stores -----	4	1	3	2	3
58	<b>Eating and drinking places</b> -----	3	2	6	2	5
5812	Eating places -----	3	1	4	2	5
5813	Drinking places (alcoholic beverages) -----	-	1	2	-	-
591	<b>Drug and proprietary stores</b> -----	1	1	1	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	18	5	4	7	15
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	13	4	2	5	12
5992	Florists -----	-	-	-	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New Orleans CBD</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>786</b>	<b>408 528</b>	<b>85 561</b>	<b>20 521</b>	<b>12 265</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>11</b>	<b>97 334</b>	<b>28 349</b>	<b>6 543</b>	<b>3 289</b>
531	Department stores <sup>3</sup> -----	4	79 591	25 552	5 882	2 770
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>26</b>	<b>7 824</b>	<b>906</b>	<b>224</b>	<b>155</b>
541	Grocery stores -----	15	5 989	572	145	91
55 ex. 554	<b>Automotive dealers -----</b>	<b>15</b>	<b>48 166</b>	<b>5 196</b>	<b>1 292</b>	<b>413</b>
554	<b>Gasoline service stations -----</b>	<b>16</b>	<b>5 292</b>	<b>663</b>	<b>171</b>	<b>99</b>
56	<b>Apparel and accessory stores -----</b>	<b>132</b>	<b>68 544</b>	<b>12 930</b>	<b>3 262</b>	<b>2 006</b>
561	Men's and boys' clothing and furnishings stores -----	29	18 302	3 432	836	448
562, 3, 8	Women's clothing and specialty stores and furriers -----	42	24 678	4 034	1 044	754
562	Women's ready-to-wear stores -----	37	24 010	3 913	1 015	734
565	Family clothing stores -----	18	14 243	3 604	914	502
566	Shoe stores -----	34	10 236	1 709	429	271
564, 9	Other apparel and accessory stores -----	9	1 085	151	39	31
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>31</b>	<b>27 493</b>	<b>3 614</b>	<b>931</b>	<b>499</b>
5712	Furniture stores -----	13	17 620	1 701	449	194
5713, 4, 9	Home furnishings stores -----	8	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	10	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places-----</b>	<b>252</b>	<b>75 380</b>	<b>20 444</b>	<b>4 981</b>	<b>4 153</b>
5812	Eating places -----	158	58 495	16 014	3 915	3 402
5813	Drinking places (alcoholic beverages) -----	94	16 885	4 430	1 066	751
591	<b>Drug and proprietary stores -----</b>	<b>8</b>	<b>7 458</b>	<b>1 264</b>	<b>320</b>	<b>214</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>293</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	9	1 143	53	12	9
594	Miscellaneous shopping goods stores -----	164	43 879	7 673	1 719	924
5992	Florists -----	4	268	32	7	6

See footnotes at end of table.



Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	<b>Retail stores<sup>2</sup></b> -----	116	100 322	14 994	3 454	2 456
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	-	-	-	-	-
525	Hardware stores-----	-	-	-	-	-
52 ex. 525	Other-----	-	-	-	-	-
53	<b>General merchandise group stores</b> -----	4	57 348	8 643	1 969	1 202
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	-	-	-	-	-
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b> -----	8	(D)	(D)	(D)	(D)
541	Grocery stores-----	-	-	-	-	-
55 ex. 554	<b>Automotive dealers</b> -----	-	-	-	-	-
554	<b>Gasoline service stations</b> -----	-	-	-	-	-
56	<b>Apparel and accessory stores</b> -----	58	26 943	3 340	787	633
561	Men's and boys' clothing and furnishings stores-----	9	5 655	870	183	110
562, 3, 8	Women's clothing and specialty stores and furriers-----	23	10 778	1 145	287	293
562	Women's ready-to-wear stores-----	19	10 109	1 036	261	264
565	Family clothing stores-----	4	4 664	533	134	101
566	Shoe stores-----	19	5 451	735	167	115
564, 9	Other apparel and accessory stores-----	3	395	57	16	14
57	<b>Furniture, home furnishings, and equipment stores</b> -----	9	3 443	480	107	53
5712	Furniture stores-----	-	-	-	-	-
5713, 4, 9	Home furnishings stores-----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	7	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b> -----	14	4 706	1 431	326	338
5812	Eating places-----	14	4 706	1 431	326	338
5813	Drinking places (alcoholic beverages)-----	-	-	-	-	-
591	<b>Drug and proprietary stores</b> -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	21	5 282	686	171	136
592	Liquor stores-----	-	-	-	-	-
594	Miscellaneous shopping goods stores-----	16	4 812	618	154	125
5992	Florists-----	-	-	-	-	-

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>2</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New Orleans</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>4 016</b>	<b>1 763 775</b>	<b>247 805</b>	<b>58 455</b>	<b>37 876</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>126</b>	<b>46 483</b>	<b>6 615</b>	<b>1 407</b>	<b>678</b>
525	Hardware stores -----	53	10 381	1 503	330	177
52 ex. 525	Other -----	73	36 102	5 112	1 077	501
53	<b>General merchandise group stores -----</b>	<b>62</b>	<b>206 757</b>	<b>44 556</b>	<b>9 895</b>	<b>5 757</b>
531	Department stores <sup>3</sup> -----	14	167 672	39 164	8 616	4 698
533	Variety stores -----	27	(D)	4 568	1 089	865
539	Miscellaneous general merchandise stores -----	21	(D)	824	190	194
54	<b>Food stores<sup>4</sup>-----</b>	<b>569</b>	<b>400 957</b>	<b>35 722</b>	<b>8 416</b>	<b>5 150</b>
541	Grocery stores -----	434	382 681	32 601	7 680	4 497
55 ex. 554	<b>Automotive dealers -----</b>	<b>200</b>	<b>308 638</b>	<b>27 998</b>	<b>6 670</b>	<b>2 238</b>
554	<b>Gasoline service stations-----</b>	<b>254</b>	<b>109 946</b>	<b>7 882</b>	<b>2 022</b>	<b>1 331</b>
56	<b>Apparel and accessory stores-----</b>	<b>364</b>	<b>136 956</b>	<b>22 103</b>	<b>5 450</b>	<b>3 762</b>
561	Men's and boys' clothing and furnishings stores -----	60	(D)	5 286	1 236	708
562, 3, 8	Women's clothing and specialty stores and furriers -----	140	54 073	7 739	1 987	1 554
562	Women's ready-to-wear stores -----	122	51 558	7 341	1 887	1 462
565	Family clothing stores -----	44	27 331	5 266	1 352	876
566	Shoe stores -----	84	21 431	3 241	743	495
564, 9	Other apparel and accessory stores -----	36	(D)	571	132	129
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>242</b>	<b>88 677</b>	<b>12 236</b>	<b>2 874</b>	<b>1 399</b>
5712	Furniture stores -----	94	54 700	7 158	1 624	726
5713, 4, 9	Home furnishings stores -----	69	9 531	1 079	295	166
572, 3	Household appliance, radio, television, and music stores -----	79	24 446	3 999	955	507
58	<b>Eating and drinking places-----</b>	<b>1 149</b>	<b>231 880</b>	<b>56 710</b>	<b>13 573</b>	<b>12 830</b>
5812	Eating places -----	685	193 033	49 363	11 678	11 196
5813	Drinking places (alcoholic beverages) -----	464	38 847	7 347	1 895	1 634
591	<b>Drug and proprietary stores -----</b>	<b>107</b>	<b>(D)</b>	<b>9 395</b>	<b>2 413</b>	<b>1 400</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>943</b>	<b>(D)</b>	<b>24 588</b>	<b>5 735</b>	<b>3 331</b>
592	Liquor stores -----	72	13 725	1 356	295	172
594	Miscellaneous shopping goods stores -----	391	104 325	15 131	3 494	2 074
5992	Florists -----	69	6 559	1 268	315	245

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. **Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>New Orleans, La., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>8 145</b>	<b>3 881 324</b>	<b>484 340</b>	<b>112 853</b>	<b>73 841</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>333</b>	<b>126 713</b>	<b>15 992</b>	<b>3 524</b>	<b>1 787</b>
525	Hardware stores -----	113	22 854	3 167	704	380
52 ex. 525	Other -----	220	103 859	12 825	2 820	1 407
53	<b>General merchandise group stores -----</b>	<b>166</b>	<b>543 659</b>	<b>87 647</b>	<b>19 155</b>	<b>12 485</b>
531	Department stores <sup>3</sup> -----	37	434 645	73 510	16 178	10 036
533	Variety stores -----	60	53 720	7 755	1 878	1 492
539	Miscellaneous general merchandise stores -----	69	55 294	6 382	1 099	957
54	<b>Food stores<sup>4</sup> -----</b>	<b>1 193</b>	<b>994 130</b>	<b>85 813</b>	<b>19 826</b>	<b>12 200</b>
541	Grocery stores -----	863	948 599	79 067	18 230	10 759
55 ex. 554	<b>Automotive dealers -----</b>	<b>515</b>	<b>721 302</b>	<b>67 530</b>	<b>15 831</b>	<b>5 306</b>
554	<b>Gasoline service stations -----</b>	<b>585</b>	<b>266 532</b>	<b>18 332</b>	<b>4 616</b>	<b>2 971</b>
56	<b>Apparel and accessory stores -----</b>	<b>721</b>	<b>250 925</b>	<b>36 239</b>	<b>8 973</b>	<b>6 456</b>
561	Men's and boys' clothing and furnishings stores -----	108	51 178	7 873	1 873	1 097
562, 3, 8	Women's clothing and specialty stores and furriers -----	286	92 888	12 482	3 169	2 606
562	Women's ready-to-wear stores -----	247	89 305	11 937	3 036	2 481
565	Family clothing stores -----	87	55 212	8 513	2 263	1 560
566	Shoe stores -----	160	42 658	6 115	1 363	923
564, 9	Other apparel and accessory stores -----	80	8 989	1 256	305	270
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>545</b>	<b>190 486</b>	<b>24 755</b>	<b>5 868</b>	<b>2 701</b>
5712	Furniture stores -----	179	103 145	13 126	3 029	1 289
5713, 4, 9	Home furnishings stores -----	169	24 001	3 198	837	438
572, 3	Household appliance, radio, television, and music stores -----	197	63 340	8 431	2 002	974
58	<b>Eating and drinking places -----</b>	<b>2 105</b>	<b>406 235</b>	<b>96 020</b>	<b>22 653</b>	<b>22 473</b>
5812	Eating places -----	1 300	346 986	85 685	19 971	19 918
5813	Drinking places (alcoholic beverages) -----	805	59 249	10 335	2 682	2 555
591	<b>Drug and proprietary stores -----</b>	<b>202</b>	<b>129 612</b>	<b>17 453</b>	<b>4 384</b>	<b>2 545</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>1 780</b>	<b>251 730</b>	<b>34 559</b>	<b>8 023</b>	<b>4 917</b>
592	Liquor stores -----	115	19 700	1 819	414	269
594	Miscellaneous shopping goods stores -----	727	154 983	20 817	4 847	2 985
5992	Florists -----	139	11 758	2 301	553	474

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>New Orleans</b>					
	<b>Retail stores<sup>2</sup></b> .....	<b>815</b>	<b>346 178</b>	<b>62 160</b>	<b>15 223</b>	<b>12 771</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	<b>8</b>	<b>349</b>	<b>26</b>	<b>7</b>	<b>6</b>
525	Hardware stores .....	5	(D)	(D)	(D)	(D)
52 ex. 525	Other .....	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b> .....	<b>20</b>	<b>100 678</b>	<b>20 575</b>	<b>5 040</b>	<b>4 145</b>
531	Department stores <sup>3</sup> .....	4	82 231	17 604	4 350	3 482
533	Variety stores .....	6	15 845	2 508	606	568
539	Miscellaneous general merchandise stores .....	10	2 602	463	84	95
54	<b>Food stores</b> .....	<b>35</b>	<b>6 573</b>	<b>613</b>	<b>143</b>	<b>155</b>
55 ex. 554	<b>Automotive dealers</b> .....	<b>15</b>	<b>51 726</b>	<b>5 073</b>	<b>1 198</b>	<b>560</b>
554	<b>Gasoline service stations</b> .....	<b>15</b>	<b>2 926</b>	<b>347</b>	<b>95</b>	<b>67</b>
56	<b>Apparel and accessory stores</b> .....	<b>141</b>	<b>66 694</b>	<b>11 955</b>	<b>2 862</b>	<b>2 490</b>
561	Men's and boys' clothing and furnishings stores .....	34	16 387	2 804	660	485
562, 3, 8	Women's clothing and specialty stores and furriers .....	42	23 988	4 314	1 026	947
562	Women's ready-to-wear stores .....	33	23 196	4 148	983	906
565	Family clothing stores .....	15	13 980	2 899	687	661
566	Shoe stores .....	39	11 342	1 785	457	362
564, 9	Other apparel and accessory stores .....	11	997	153	32	35
57	<b>Furniture, home furnishings, and equipment stores</b> .....	<b>35</b>	<b>16 836</b>	<b>3 116</b>	<b>755</b>	<b>513</b>
5712	Furniture stores .....	15	12 893	2 271	598	344
5713, 4, 9	Home furnishings stores .....	9	525	93	17	21
572, 3	Household appliance, radio, television, and music stores .....	11	3 418	752	140	148
58	<b>Eating and drinking places</b> .....	<b>260</b>	<b>44 966</b>	<b>11 875</b>	<b>3 013</b>	<b>3 189</b>
5812	Eating places .....	165	34 312	9 156	2 215	2 550
5813	Drinking places (alcoholic beverages) .....	95	10 654	2 719	798	639
591	<b>Drug and proprietary stores</b> .....	<b>10</b>	<b>8 630</b>	<b>1 657</b>	<b>413</b>	<b>335</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b> .....	<b>276</b>	<b>46 800</b>	<b>6 923</b>	<b>1 697</b>	<b>1 311</b>
592	Liquor stores .....	9	921	41	12	21
594	Miscellaneous shopping goods stores .....	151	28 362	4 618	1 163	888
5992	Florists .....	4	223	35	8	8

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>New Orleans</b>			
	<b>Retail stores<sup>2</sup></b> -----	<b>18.0</b>	<b>50.8</b>	<b>68.2</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	<b>(D)</b>	<b>39.2</b>	<b>69.1</b>
525	Hardware stores-----	98.7	13.4	40.5
52 ex. 525	Other-----	22.6	49.0	77.0
53	<b>General merchandise group stores</b> -----	<b>-3.3</b>	<b>33.7</b>	<b>52.2</b>
531	Department stores <sup>3</sup> -----	-3.2	40.7	52.3
533	Variety stores-----	(D)	(D)	7.9
539	Miscellaneous general merchandise stores-----	(D)	(D)	150.9
54	<b>Food stores<sup>4</sup></b> -----	<b>19.0</b>	<b>45.6</b>	<b>64.5</b>
541	Grocery stores-----	(NA)	47.8	65.2
55 ex. 554	<b>Automotive dealers</b> -----	<b>-6.9</b>	<b>57.8</b>	<b>78.1</b>
554	<b>Gasoline service stations</b> -----	<b>80.9</b>	<b>73.5</b>	<b>87.0</b>
56	<b>Apparel and accessory stores</b> -----	<b>2.8</b>	<b>28.6</b>	<b>45.2</b>
561	Men's and boys' clothing and furnishings stores-----	11.7	(D)	47.8
562, 3, 8	Women's clothing and specialty stores and furriers-----	2.9	35.3	52.0
562	Women's ready-to-wear stores-----	3.5	33.2	50.3
565	Family clothing stores-----	1.9	12.2	30.9
566	Shoe stores-----	-9.8	22.2	42.8
564, 9	Other apparel and accessory stores-----	8.8	(D)	76.7
57	<b>Furniture, home furnishings, and equipment stores</b> -----	<b>63.3</b>	<b>34.3</b>	<b>72.4</b>
5712	Furniture stores-----	36.7	32.7	55.5
5713, 4, 9	Home furnishings stores-----	(D)	38.7	113.1
572, 3	Household appliance, radio, television, and music stores-----	(D)	36.3	92.7
58	<b>Eating and drinking places</b> -----	<b>67.6</b>	<b>82.7</b>	<b>90.3</b>
5812	Eating places-----	70.5	98.0	104.1
5813	Drinking places (alcoholic beverages)-----	58.5	31.9	36.4
591	<b>Drug and proprietary stores</b> -----	<b>-13.6</b>	<b>(D)</b>	<b>47.0</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> -----	<b>(D)</b>	<b>(D)</b>	<b>82.3</b>
592	Liquor stores-----	24.1	4.7	27.5
594	Miscellaneous shopping goods stores-----	54.7	127.8	106.4
5992	Florists-----	20.2	28.7	50.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>New Orleans</b>					
	Retail stores <sup>1</sup> -----	23.2	10.5	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	(D)	(D)	2.6	3.3
525	Hardware stores-----	(D)	(D)	(D)	0.6	0.6
52 ex. 525	Other-----	(D)	(D)	(D)	2.0	2.7
53	General merchandise group stores-----	47.1	17.9	23.8	11.7	14.0
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	9.5	11.2
533	Variety stores-----	59.1	(D)	(D)	(D)	1.4
539	Miscellaneous general merchandise stores-----	(D)	0.7	0.1	(D)	1.4
54	Food stores <sup>3</sup> -----	2.0	0.8	1.9	22.7	25.6
541	Grocery stores-----	1.6	0.6	1.5	21.7	24.4
55 ex. 554	Automotive dealers-----	15.6	6.7	11.8	17.5	18.6
554	Gasoline service stations-----	4.8	2.0	1.3	6.2	6.9
56	Apparel and accessory stores-----	50.0	27.3	16.8	7.8	6.5
561	Men's and boys' clothing and furnishings stores-----	(D)	35.8	4.5	(D)	1.3
562, 3, 8	Women's clothing and specialty stores and furriers-----	45.6	26.6	6.0	3.1	2.4
562	Women's ready-to-wear stores-----	46.6	26.9	5.9	2.9	2.3
565	Family clothing stores-----	52.1	25.8	3.5	1.5	1.4
566	Shoe stores-----	47.8	24.0	2.5	1.2	1.1
564, 9	Other apparel and accessory stores-----	(D)	12.1	0.3	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	31.0	14.4	6.7	5.0	4.9
5712	Furniture stores-----	32.2	17.1	4.3	3.1	2.7
5713, 4, 9	Home furnishings stores-----	(D)	(D)	(D)	0.5	0.6
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	(D)	1.4	1.6
58	Eating and drinking places-----	32.5	18.6	18.5	13.1	10.5
5812	Eating places-----	30.3	16.9	14.3	10.9	8.9
5813	Drinking places (alcoholic beverages)-----	43.5	28.5	4.1	2.2	1.5
591	Drug and proprietary stores-----	(D)	5.8	1.8	(D)	3.3
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	42.3	(D)	(D)	(D)	6.5
592	Liquor stores-----	8.3	5.8	0.3	0.8	0.5
594	Miscellaneous shopping goods stores-----	42.1	28.3	10.7	5.9	4.0
5992	Florists-----	4.1	2.3	0.1	0.4	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

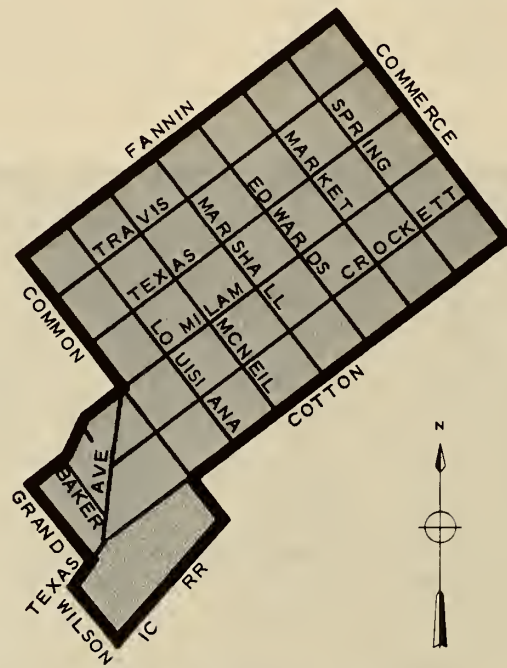
# SHREVEPORT

## Standard Metropolitan Statistical Area

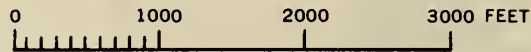


# SHREVEPORT

## Central Business District



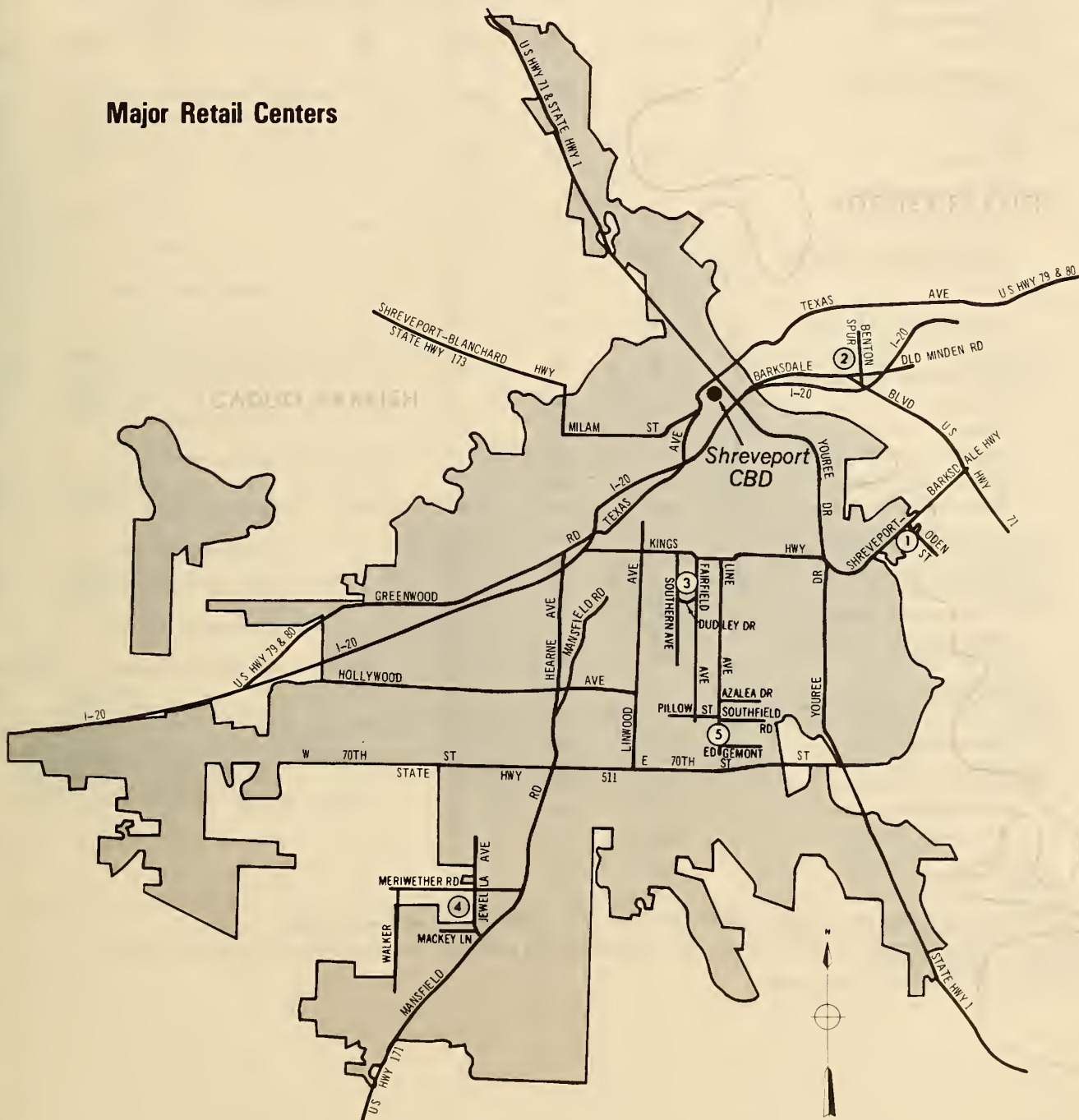
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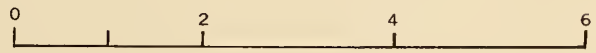


# SHREVEPORT

## Major Retail Centers



- Central Business District
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- ▭ Central City



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 1	No. 2	No. 3	No. 4	No. 5
	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	2 911	1 724	139	38	38	31	74	46
	Sales (\$1,000) -----	1 226 670	(D)	58 890	34 342	24 122	40 423	56 543	25 183
	Payroll entire year (\$1,000) -----	141 304	(D)	8 202	4 910	3 708	7 221	8 352	3 444
	Paid employees for week including March 12 ---	22 302	(D)	1 196	970	676	999	1 502	586
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	1 029	558	35	3	7	8	13	5
	Sales (\$1,000) -----	372 461	(D)	6 882	(D)	3 431	(D)	(D)	4 796
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	788	518	68	33	22	21	59	34
	Sales (\$1,000) -----	362 870	261 995	25 592	30 182	17 569	37 331	52 579	16 595
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	1 094	648	36	2	9	2	2	7
	Sales (\$1,000) -----	491 339	(D)	26 416	(D)	3 122	(D)	(D)	3 792
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1 2</sup></b> -----	<b>2 911</b>	<b>1 724</b>	<b>139</b>	<b>38</b>	<b>38</b>	<b>31</b>	<b>74</b>	<b>46</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	<b>102</b>	<b>58</b>	<b>2</b>	-	<b>1</b>	-	-	<b>1</b>
525	Hardware stores -----	22	13	1	-	-	-	-	1
52 ex. 525	Other -----	80	45	1	-	1	-	-	-
53	<b>General merchandise group stores</b> -----	<b>87</b>	<b>44</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>1</b>
531	Department stores <sup>4</sup> -----	23	14	1	3	2	1	4	-
533	Variety stores -----	23	15	3	1	1	-	-	1
539	Miscellaneous general merchandise stores -----	41	15	1	-	-	-	-	-
54	<b>Food stores<sup>5</sup></b> -----	<b>437</b>	<b>204</b>	<b>5</b>	<b>1</b>	-	<b>2</b>	<b>5</b>	<b>2</b>
541	Grocery stores -----	367	161	3	1	-	-	-	2
55 ex. 554	<b>Automotive dealers</b> -----	<b>266</b>	<b>148</b>	<b>9</b>	-	<b>3</b>	-	-	<b>1</b>
554	<b>Gasoline service stations</b> -----	<b>317</b>	<b>181</b>	<b>7</b>	<b>1</b>	<b>2</b>	-	-	<b>1</b>
56	<b>Apparel and accessory stores</b> -----	<b>256</b>	<b>167</b>	<b>34</b>	<b>14</b>	<b>13</b>	<b>11</b>	<b>34</b>	<b>17</b>
561	Men's and boys' clothing and furnishings stores --	37	23	8	1	2	2	7	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	108	69	12	7	4	4	10	11
562	Women's ready-to-wear stores -----	94	61	11	7	3	4	8	10
565	Family clothing stores -----	40	26	3	2	3	2	6	2
566	Shoe stores -----	50	38	10	4	2	3	11	2
564, 9	Other apparel and accessory stores -----	21	11	1	-	2	-	-	1
57	<b>Furniture, home furnishings, and equipment stores</b> -----	<b>225</b>	<b>155</b>	<b>13</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>8</b>	<b>3</b>
5712	Furniture stores -----	67	48	8	1	-	-	-	-
5713, 4, 9	Home furnishings stores -----	77	51	1	-	-	-	1	3
572, 3	Household appliance, radio, television, and music stores -----	81	56	4	5	2	2	7	-
58	<b>Eating and drinking places</b> -----	<b>505</b>	<b>300</b>	<b>30</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>2</b>
5812	Eating places -----	397	240	24	2	5	5	7	2
5813	Drinking places (alcoholic beverages) -----	108	60	6	-	-	-	-	-
591	<b>Drug and proprietary stores</b> -----	<b>87</b>	<b>54</b>	-	-	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup></b> -----	<b>629</b>	<b>413</b>	<b>34</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>15</b>	<b>17</b>
592	Liquor stores -----	76	43	3	1	1	-	-	-
594	Miscellaneous shopping goods stores -----	220	152	16	9	4	7	13	13
5992	Florists -----	57	34	3	-	1	-	1	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Shreveport CBD</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>139</b>	<b>58 890</b>	<b>8 202</b>	<b>2 115</b>	<b>1 196</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>3 935</b>	<b>1 029</b>	<b>260</b>	<b>163</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>9</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>7</b>	<b>386</b>	<b>46</b>	<b>13</b>	<b>12</b>
56	<b>Apparel and accessory stores -----</b>	<b>34</b>	<b>9 467</b>	<b>1 931</b>	<b>475</b>	<b>290</b>
561	Men's and boys' clothing and furnishings stores -----	8	3 951	706	166	82
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	11	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	2 097	603	157	110
566	Shoe stores -----	10	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>13</b>	<b>6 155</b>	<b>957</b>	<b>211</b>	<b>102</b>
5712	Furniture stores -----	8	3 755	555	117	58
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>30</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	24	4 486	1 091	271	273
5813	Drinking places (alcoholic beverages) -----	6	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>34</b>	<b>8 218</b>	<b>1 133</b>	<b>297</b>	<b>150</b>
592	Liquor stores -----	3	504	61	18	15
594	Miscellaneous shopping goods stores -----	16	6 035	776	210	99
5992	Florists -----	3	594	133	31	16

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Shreveport</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 724</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>58</b>	<b>29 473</b>	<b>3 454</b>	<b>778</b>	<b>411</b>
525	Hardware stores -----	13	2 887	(D)	(D)	(D)
52 ex. 525	Other -----	45	26 586	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>44</b>	<b>(D)</b>	<b>17 815</b>	<b>4 441</b>	<b>2 799</b>
531	Department stores <sup>3</sup> -----	14	106 345	15 291	3 830	2 351
533	Variety stores -----	15	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	15	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>204</b>	<b>160 416</b>	<b>14 568</b>	<b>3 404</b>	<b>1 898</b>
541	Grocery stores -----	161	155 693	13 709	3 184	1 723
55 ex. 554	<b>Automotive dealers -----</b>	<b>148</b>	<b>228 296</b>	<b>19 705</b>	<b>4 554</b>	<b>1 529</b>
554	<b>Gasoline service stations -----</b>	<b>181</b>	<b>47 388</b>	<b>3 404</b>	<b>862</b>	<b>656</b>
56	<b>Apparel and accessory stores -----</b>	<b>167</b>	<b>(D)</b>	<b>8 431</b>	<b>2 071</b>	<b>1 716</b>
561	Men's and boys' clothing and furnishings stores -----	23	6 805	1 143	278	155
562, 3, 8	Women's clothing and specialty stores and furriers -----	69	14 608	2 133	527	432
562	Women's ready-to-wear stores -----	61	(D)	(D)	(D)	(D)
565	Family clothing stores -----	26	(D)	(D)	(D)	(D)
566	Shoe stores -----	38	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	11	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>155</b>	<b>48 348</b>	<b>7 626</b>	<b>1 820</b>	<b>833</b>
5712	Furniture stores -----	48	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	51	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	56	16 438	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>300</b>	<b>63 604</b>	<b>15 936</b>	<b>3 972</b>	<b>4 073</b>
5812	Eating places -----	240	(D)	15 047	3 732	3 810
5813	Drinking places (alcoholic beverages) -----	60	(D)	889	240	263
591	<b>Drug and proprietary stores -----</b>	<b>54</b>	<b>(D)</b>	<b>3 231</b>	<b>776</b>	<b>429</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>413</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	43	(D)	945	228	139
594	Miscellaneous shopping goods stores -----	152	29 674	3 941	998	630
5992	Florists -----	34	3 388	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Shreveport, La., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>2 911</b>	<b>1 226 670</b>	<b>141 304</b>	<b>34 052</b>	<b>22 302</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>102</b>	<b>47 359</b>	<b>5 515</b>	<b>1 277</b>	<b>640</b>
525	Hardware stores -----	22	3 934	485	99	68
52 ex. 525	Other -----	80	43 425	5 030	1 178	572
53	<b>General merchandise group stores -----</b>	<b>87</b>	<b>187 070</b>	<b>25 404</b>	<b>6 145</b>	<b>4 092</b>
531	Department stores <sup>3</sup> -----	23	151 983	21 278	5 165	3 376
533	Variety stores -----	23	20 247	2 750	678	494
539	Miscellaneous general merchandise stores -----	41	14 840	1 376	302	222
54	<b>Food stores<sup>4</sup> -----</b>	<b>437</b>	<b>253 936</b>	<b>21 935</b>	<b>5 265</b>	<b>3 033</b>
541	Grocery stores -----	367	246 584	20 778	4 982	2 827
55 ex. 554	<b>Automotive dealers -----</b>	<b>266</b>	<b>309 917</b>	<b>26 393</b>	<b>6 076</b>	<b>2 213</b>
554	<b>Gasoline service stations -----</b>	<b>317</b>	<b>83 848</b>	<b>5 771</b>	<b>1 484</b>	<b>1 129</b>
56	<b>Apparel and accessory stores -----</b>	<b>256</b>	<b>79 576</b>	<b>11 142</b>	<b>2 776</b>	<b>2 287</b>
561	Men's and boys' clothing and furnishings stores -----	37	10 388	1 715	421	274
562, 3, 8	Women's clothing and specialty stores and furriers -----	108	20 941	2 843	691	594
562	Women's ready-to-wear stores -----	94	18 569	2 608	639	535
565	Family clothing stores -----	40	37 127	4 960	1 286	1 142
566	Shoe stores -----	50	(D)	1 354	314	222
564, 9	Other apparel and accessory stores -----	21	(D)	270	64	55
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>225</b>	<b>61 026</b>	<b>9 338</b>	<b>2 233</b>	<b>1 049</b>
5712	Furniture stores -----	67	30 836	5 029	1 251	557
5713, 4, 9	Home furnishings stores -----	77	9 374	1 368	294	162
572, 3	Household appliance, radio, television, and music stores -----	81	20 816	2 941	688	330
58	<b>Eating and drinking places -----</b>	<b>505</b>	<b>90 061</b>	<b>21 644</b>	<b>5 332</b>	<b>5 606</b>
5812	Eating places -----	397	82 195	20 348	4 981	5 232
5813	Drinking places (alcoholic beverages) -----	108	7 866	1 296	351	374
591	<b>Drug and proprietary stores -----</b>	<b>87</b>	<b>28 464</b>	<b>4 440</b>	<b>1 060</b>	<b>606</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>629</b>	<b>85 413</b>	<b>9 722</b>	<b>2 404</b>	<b>1 647</b>
592	Liquor stores -----	76	23 119	1 530	364	240
594	Miscellaneous shopping goods stores -----	220	35 198	4 625	1 170	757
5992	Florists -----	57	4 547	924	234	188

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Shreveport</b>					
	<b>Retail stores<sup>2</sup></b> -----	164	55 407	8 153	1 914	1 732
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> -----	2	(D)	(D)	(D)	(D)
525	Hardware stores-----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores</b> -----	8	7 985	1 243	339	292
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	2	(D)	(D)	(D)	(D)
54	<b>Food stores</b> -----	5	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers</b> -----	9	(D)	(D)	(D)	(D)
554	<b>Gasoline service stations</b> -----	4	197	23	6	7
56	<b>Apparel and accessory stores</b> -----	44	14 494	2 528	597	642
561	Men's and boys' clothing and furnishings stores-----	10	3 157	558	116	104
562, 3, 8	Women's clothing and specialty stores and furriers-----	12	4 422	748	178	177
562	Women's ready-to-wear stores-----	9	4 059	676	162	161
565	Family clothing stores-----	9	4 871	908	231	299
566	Shoe stores-----	12	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores-----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores</b> -----	21	8 488	1 311	275	212
5712	Furniture stores-----	10	4 944	888	187	148
5713, 4, 9	Home furnishings stores-----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	10	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places</b> -----	29	2 068	423	98	180
5812	Eating places-----	23	1 676	356	83	149
5813	Drinking places (alcoholic beverages)-----	6	392	67	15	31
591	<b>Drug and proprietary stores</b> -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup></b> -----	41	6 424	1 011	223	186
592	Liquor stores-----	4	456	28	8	8
594	Miscellaneous shopping goods stores-----	17	2 793	412	105	89
5992	Florists-----	3	323	99	20	22

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Shreveport</b>			
	Retail stores <sup>2</sup> .....	6.3	(D)	71.1
52	<b>Building materials, hardware, garden supply, and mobile home dealers</b> .....	3.0	(D)	62.0
525	Hardware stores .....	28.2	(D)	35.2
52 ex. 525	Other .....	-1.3	75.3	64.9
53	<b>General merchandise group stores</b> .....	-50.7	69.6	69.3
531	Department stores <sup>3</sup> .....	(D)	91.4	94.6
533	Variety stores .....	(D)	3.8	(D)
539	Miscellaneous general merchandise stores .....	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup></b> .....	17.1	52.0	61.1
541	Grocery stores .....	(NA)	53.6	62.6
55 ex. 554	<b>Automotive dealers</b> .....	76.2	93.0	82.6
554	<b>Gasoline service stations</b> .....	95.9	61.0	53.9
56	<b>Apparel and accessory stores</b> .....	-34.7	(D)	64.7
561	Men's and boys' clothing and furnishings stores .....	25.2	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers .....	(D)	27.9	60.1
562	Women's ready-to-wear stores .....	(D)	(D)	51.9
565	Family clothing stores .....	-56.9	55.9	(D)
566	Shoe stores .....	-23.4	63.9	(D)
564, 9	Other apparel and accessory stores .....	-3.7	67.5	107.0
57	<b>Furniture, home furnishings, and equipment stores</b> .....	-27.5	44.7	53.0
5712	Furniture stores .....	-24.0	(D)	40.5
5713, 4, 9	Home furnishings stores .....	(D)	80.0	140.5
572, 3	Household appliance, radio, television, and music stores .....	(D)	(D)	48.3
58	<b>Eating and drinking places</b> .....	(D)	142.2	126.3
5812	Eating places .....	167.7	(D)	139.2
5813	Drinking places (alcoholic beverages) .....	(D)	(D)	44.7
591	<b>Drug and proprietary stores</b> .....	(D)	(D)	57.5
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup></b> .....	27.9	(D)	73.2
592	Liquor stores .....	10.5	(D)	50.5
594	Miscellaneous shopping goods stores .....	116.1	(D)	114.4
5992	Florists .....	83.9	(D)	53.0

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
<b>Shreveport</b>						
	<b>Retail stores<sup>1</sup> -----</b>	<b>(D)</b>	<b>4.8</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>3.9</b>
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.3
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	3.5
53	<b>General merchandise group stores -----</b>	<b>(D)</b>	<b>2.1</b>	<b>6.7</b>	<b>14.8</b>	<b>15.3</b>
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	12.4
533	Variety stores -----	7.1	(D)	(D)	1.8	1.7
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.3	1.2
54	<b>Food stores<sup>3</sup> -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>20.7</b>
541	Grocery stores -----	(D)	(D)	(D)	(D)	20.1
55 ex. 554	<b>Automotive dealers -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>25.3</b>
554	<b>Gasoline service stations -----</b>	<b>0.8</b>	<b>0.5</b>	<b>0.7</b>	<b>(D)</b>	<b>6.8</b>
56	<b>Apparel and accessory stores -----</b>	<b>(D)</b>	<b>11.9</b>	<b>16.1</b>	<b>7.0</b>	<b>6.5</b>
561	Men's and boys' clothing and furnishings stores -----	58.1	38.0	6.7	(D)	0.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	(D)	(D)	(D)	1.7
562	Women's ready-to-wear stores -----	11.8	(D)	(D)	1.6	1.5
565	Family clothing stores -----	(D)	5.6	3.6	3.5	3.0
566	Shoe stores -----	22.5	17.2	(D)	0.8	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12.7</b>	<b>10.1</b>	<b>10.5</b>	<b>(D)</b>	<b>5.0</b>
5712	Furniture stores -----	(D)	12.2	6.4	3.0	2.5
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.8	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	(D)	1.7
58	<b>Eating and drinking places -----</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>7.3</b>
5812	Eating places -----	(D)	5.5	7.6	6.9	6.7
5813	Drinking places (alcoholic beverages) -----	8.5	(D)	(D)	0.6	0.6
591	<b>Drug and proprietary stores -----</b>	<b>(D)</b>	<b>-</b>	<b>-</b>	<b>2.3</b>	<b>2.3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>(D)</b>	<b>9.6</b>	<b>14.0</b>	<b>7.6</b>	<b>7.0</b>
592	Liquor stores -----	(D)	2.2	0.9	1.7	1.9
594	Miscellaneous shopping goods stores -----	20.3	17.1	10.2	(D)	2.9
5992	Florists -----	17.5	13.1	1.0	(D)	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup> **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### **Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)**

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

### General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

### Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

### Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

### Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

### **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

### **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

**Book stores (SIC 5942)**—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

**Stationery stores (SIC 5943)**—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

**Jewelry stores (SIC 5944)**—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

**Hobby, toy, and game shops (SIC 5945)**—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

**Camera and photographic supply stores (SIC 5946)**—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

**Gift, novelty, and souvenir shops (SIC 5947)**—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

**Luggage and leather goods stores (SIC 5948)**—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

**Sewing, needlework, and piece goods stores (SIC 5949)**—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

## APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

### 1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

**NOTICE** - Response to this inquiry is required by law (Title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report, please refer to this Census File Number

Employer Identification Number

*Important* - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this form and RETURN TO

BUREAU OF THE CENSUS  
1201 East Tenth Street  
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

**Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT** - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items a through g.

a. Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as mailing label  OR ▶

b. Name of city, town, village, borough, etc. of physical location

Same as mailing label  OR ▶

c. State

Same as mailing label  OR ▶

d. ZIP code

Same as mailing label  OR ▶

e. Type of municipality indicated in 1b

1 <input type="checkbox"/> City	4 <input type="checkbox"/> Borough	7 <input type="checkbox"/> Other - Specify _____
2 <input type="checkbox"/> Town	5 <input type="checkbox"/> Township	
3 <input type="checkbox"/> Village	6 <input type="checkbox"/> Unincorporated	8 <input type="checkbox"/> Don't know

Mark (X) one

f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1  Yes  
2  No  
3  No legal boundaries  
4  Don't know

NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

g. Name of county (Louisiana parish) of physical location

**Item 2 - EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

YES

NO - Enter current EI number →

(9 digits)

**Item 3 - OPERATIONAL STATUS**

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

- 001
- 1  In operation Figures only
- 2  Temporarily or seasonally inactive
- 3  Ceased operation - Give date →
- 4  Sold or leased to another operator } Give date AND name, etc. →

Month	Day	Year

Name of new owner or operator

Number and street

City

State

ZIP code

Number of months

b. How many months during 1977 did this firm or organization actively operate this establishment?

002

**Item 4 - ORGANIZATIONAL STATUS**

a. Mark (X) the ONE box which best describes this establishment during 1977.

- 003
- 1  Individual proprietorship
- 2  Partnership
- 3  Cooperative association
- 4  Governmental - Specify \_\_\_\_\_
- 5  Corporation (other than specified above)
- 6  Other - Specify \_\_\_\_\_

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004

1  YES  
2  NO

*Important - Please read*

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28 → **PREFERRED method** . . . . .  
Acceptable method . . . . .

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

**Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977**

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

010

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011

1  YES  
2  NO

If "YES," report the amount of such taxes (DO NOT include taxes in 5a above)

012

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013

**Item 6 - PAYROLL AND EMPLOYMENT**

a. Payroll

030

(1) Total ANNUAL payroll in 1977 before deductions

031

(2) Payroll for the FIRST QUARTER of 1977

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR      033 MAY      034 AUG      035 NOV

**Item 7 - METHOD OF SELLING** - Mark (X) the ONE box which best describes this establishment's principal method of selling.

300  
 1  Selling at this establishment    2  Mail order (catalog selling)    3  House-to-house or telephone (direct selling)    4  Operating merchandise vending machines

**Item 8 - DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM** 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1  YES  
2  NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment    Kind of business

**Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others) 304

Mark "YES" if any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments. 1  YES →    Enter number - List each one in b below  
2  NO - SKIP to item 10

Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				Mil.	Thou.	Dol.		
305 1		306		307			308 1 <input type="checkbox"/> YES   2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES   2 <input type="checkbox"/> NO
305 2		306		307			308 1 <input type="checkbox"/> YES   2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES   2 <input type="checkbox"/> NO
305 3		306		307			308 1 <input type="checkbox"/> YES   2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES   2 <input type="checkbox"/> NO

**Item 15 - OWNERSHIP OR CONTROL** - Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company? 1  YES →  
2  NO

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

Owning or controlling company EI No. (9 digits)  
[ ] - [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

b. Does this company own or control any other company or companies? 1  YES →  
2  NO

Owned or controlled company EI No. (9 digits)  
[ ] - [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

**Item 16 - LOCATIONS OF OPERATION**

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.) 1  YES - Answer (b) and (c)  
2  NO - Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations \_\_\_\_\_

b. At how many separate locations were these operations conducted during 1977?  
\_\_\_\_\_

c. List each location - including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City    State    ZIP code	Sales and receipts	Total annual payroll	1st quarter payroll	081	082	
							084 MAR	085 MAY	088    Census use only
							086 AUG	087 NOV	

080	Name	Sales and receipts	081			084 MAR	085 MAY	088    Census use only
	Number and street of physical location	Total annual payroll	082			086 AUG	087 NOV	
	City    State    ZIP code	1st quarter payroll	083					
TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)				Sales and receipts			MAR	MAY
				Total annual payroll			AUG	NOV
				1st quarter payroll				



## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	<b>BUILDING MATERIALS, HAROWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		56	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . . .	56
53	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
54	<b>FOOD STORES</b>		5661 PT.	Children's and juveniles' shoe stores . . . . .	56
5411	Grocery stores . . . . .	54	5661 PT.	Family shoe stores . . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54	5681	Furriers and fur shops . . . . .	56
5423 PT.	Meat markets . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . . .	56
5423 PT.	Fish (seafood) markets . . . . .	54	57	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5431	Fruit stores and vegetable markets . . . . .	54	5712	Furniture stores . . . . .	57A
5441	Candy, nut, and confectionery stores . . . . .	54	5713	Floor covering stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5463	Retail bakeries—selling only . . . . .	54	5722	Household appliance stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5732	Radio and television stores . . . . .	57A
55	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		5733 PT.	Record shops . . . . .	57B
5511 PT.	Dealers with domestic car franchise only . . . . .	55A	5733 PT.	Musical instrument stores . . . . .	57B
5511 PT.	Dealers with imported car franchise only . . . . .	55A	58	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic, import car franchises . . . . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5521	Motor vehicle dealers—used cars only . . . . .	55A	5812 PT.	Social caterers . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Cafeterias . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Refreshment places . . . . .	58
5541	Gasoline service stations . . . . .	55D	5812 PT.	Contract feeding . . . . .	58
5551	Boat dealers . . . . .	55C	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5561	Recreational and utility trailer dealers . . . . .	55C	5813	Drinking places (alcoholic beverages) . . . . .	58
5571	Motorcycle dealers . . . . .	55C			
5599	Automotive dealers, n.e.c. . . . .	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators .....	58
5912 PT.	Proprietary stores .....	59A			
5921	Liquor stores .....	59G			
5931	Used merchandise stores .....	59G	5963 PT.	Furniture, home furnishings, equipment—direct selling .....	57A
5941 PT.	General line sporting goods stores .....	59C	5963 PT.	Mobile food service—direct selling .....	58
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Books and stationery—direct selling .....	59B
5942	Book stores .....	59B	5963 PT.	Other direct selling .....	59G
5943	Stationery stores .....	59B	5982	Fuel and ice dealers, n.e.c. ....	59E
5944	Jewelry stores .....	59D	5983	Fuel oil dealers .....	59E
5945	Hobby, toy, and game shops .....	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores .....	59B	5992	Florists .....	59F
5947	Gift, novelty, and souvenir shops .....	59B	5993	Cigar stores and stands .....	59G
5948	Luggage and leather goods stores .....	59B	5994	News dealers and newsstands .....	59G
5949	Sewing, needlework, and piece goods stores .....	59B	5999 PT.	Pet shops .....	59G
5961 PT.	Department store merchandise—mail order ....	53A	5999 PT.	Typewriter stores .....	59B
5961 PT.	General merchandise, n.e.c.—mail order .....	53A	5999 PT.	Optical goods stores .....	59G
5961 PT.	Other mail-order houses .....	53A	5999 PT.	Other retail stores, n.e.c. ....	59G

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## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### ALEXANDRIA SMSA

Consists of Grant and Rapides Parishes, La.

### MONROE SMSA

Coextensive with Ouachita Parish, La.

### BATON ROUGE SMSA

Consists of Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, La.

### NEW ORLEANS SMSA

Consists of Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, La.

### LAFAYETTE SMSA

Coextensive with Lafayette Parish, La.

### SHREVEPORT SMSA

Consists of Bossier, Caddo, and Webster Parishes, La.

### LAKE CHARLES SMSA

Coextensive with Calcasieu Parish, La.

THE HISTORY OF THE UNITED STATES

The history of the United States is a complex and multifaceted one, encompassing a wide range of events, people, and ideas. From the early days of European exploration and settlement to the present day, the United States has undergone significant changes and challenges. This history is a testament to the resilience and ingenuity of the American people, who have built a nation that has become a global superpower.

The early years of the United States were marked by a period of rapid expansion and growth. The country's borders expanded westward, and new states were added to the Union. This period was also characterized by a strong sense of national identity and a commitment to the principles of liberty and democracy. The American Revolution was a pivotal moment in the nation's history, as it led to the birth of a new and independent country.

Over the years, the United States has faced numerous challenges and crises, including wars, economic downturns, and social movements. Despite these challenges, the country has emerged stronger and more united than ever before. The American dream, the belief that anyone can achieve success and prosperity through hard work and determination, has become a defining characteristic of the United States.

The history of the United States is a story of hope and possibility. It is a story of a nation that has overcome adversity and built a future for itself. The United States is a land of opportunity, where the possibilities are endless. The history of the United States is a testament to the power of the human spirit and the potential of a free and democratic society.

## APPENDIX E. Major Retail Centers

### ALEXANDRIA, LA., SMSA

MRC No. 1—Includes the planned center known as "Alexandria Mall," bounded by Masonic Dr., Memorial Blvd., Alexandria Mall Rd., and MacArthur Dr. (Alexandria, Rapides Parish) (Not tracted)

MRC No. 2—Includes the planned centers known as "MacArthur Village" and "Southgate Mall" and establishments in the area bounded by Parliament, Lancaster St., Southampton St., MacArthur Dr., Michels Ln., Dorchester, and Jackson St. (Alexandria) (Not tracted)

### BATON ROUGE, LA., SMSA

MRC No. 1—Includes the planned centers known as "North Park Shopping Center" and "Cloverleaf Shopping Center" and establishments on Plank Rd. (State Hwy. 67) from Monarch Ave. to Airline Hwy., and on Airline Hwy. from Plank Rd. to Beechwood Dr. (Baton Rouge, East Baton Rouge Parish) (In tracts 33 and 34)

MRC No. 2—Includes the planned centers known as "K-Mart Shopping Center" and "Colonial Shopping Center" and establishments on Airline Hwy. from North Foster Dr. to the south property line of Colonial Shopping Center. (East Baton Rouge Parish) (in tracts 2 and 34)

MRC No. 3—Includes the planned centers known as "Bon Marche Shopping Center" and "Florida Plaza" and establishments on Florida Blvd. from the western property line of the centers to Airline Hwy. (Baton Rouge) (In tracts 11.01, 11.02, 18 and 20)

MRC No. 4—Includes the planned center known as "Rebel Shopping Center" and establishments on Florida Blvd. from Waverly Dr. to Croydon Ave. (Baton Rouge) (In tracts 11.01 and 18)

MRC No. 5—Includes the planned center known as "South Downs Shopping Center" and establishments on Perkins Rd. from Interstate 10 to Valley St. (Baton Rouge) (In tracts 23, 26.01 and 27)

MRC No. 6—Includes the planned centers known as "Sherwood Village Shopping Center" and "Florida East Plaza" and establishments on Florida Blvd. (Baton Rouge Hwy.) from Rosedale Dr. to Longbow Dr. (Baton Rouge) (In tracts 36.02 and 37.03)

MRC No. 7—Includes the planned center known as "Cortana Mall" and establishments on Airline Hwy. from Harry Dr. to Florida Blvd. and on Florida Blvd. from Airline Hwy. to Oak Villa Blvd. (Baton Rouge) (In tracts 11.02 and 36.01)

### LAFAYETTE, LA., SMSA

MRC No. 2—Includes the planned center known as "Northgate Mall," bounded by Castille Ave., Moss St., Pine St., Northgate Dr., Willow St., and Frontage Rd. (Lafayette) (In tract 11)

MRC No. 3—Includes the planned centers known as "Grand Marche Shopping Center" and "Fiesta Village Shopping Center" and adjacent establishments on Johnston St. and Camellia Dr. (Lafayette) (In tracts 17 and 18)

### LAKE CHARLES, LA., SMSA

MRC No. 2—Includes the planned center known as "Prien Lake Mall" and establishments in the area bounded by W. Hale St., Ernest St., West Prien Lake Rd., and Creole St. (Lake Charles) (In tract 7)

### MONROE, LA., SMSA

MRC No. 2—Includes the planned center known as "Twin City Shopping Center" and establishments in the area bounded by Roselawn Ave. extended, Louisville Ave., Oliver Rd., and 18th St. (Monroe) (In tracts 3 and 17)

MRC No. 4—Includes the planned center known as "Mid City Plaza" and establishments in the area bounded by Forsythe Ave., North Nineteenth St., Roselawn Ave., North 11th St., Louisville Ave., and North Eighteenth St. (Monroe) (In tracts 1, 3, and 17)

MRC No. 5—Includes the planned center known as "Eastgate Shopping Center" and establishments in the area bounded by Armand St., U.S. Hwy. 165, De Siald St., and the Arkansas-Louisiana RR. (Monroe) (In tract 3)

MRC No. 6—Includes the planned center known as "McMillan Mall" and establishments in the area bounded by Cypress Rd., North 7th St., McMillan Rd., and Thomas Rd. (West Monroe) (In tract 55)

MRC No. 7—Includes establishments in the area bounded by Crosley St. extended to Ouachita River, Coleman Ave., and Cypress St. (West Monroe) (In tracts 55 and 56)

### NEW ORLEANS, LA., SMSA

MRC No. 1—Includes the planned center known as "Clearview Shopping Center" bounded by Veterans Memorial Hwy., Hudson St. extended, Trenton St., Woodlawn Ave., Sanford St., and Clearview Pkwy. (Metairie) (In tract 218.02)

MRC No. 2—Includes the planned center known as "The Plaza in Lake Forest" bounded by Interstate Highway 10, Read Blvd., Lake Forest Blvd., and Citrus Canal. (New Orleans) (In tract 17.21)

## NEW ORLEANS, LA., SMSA—Con.

MRC No. 3—Includes the planned center known as "Oakwood Shopping Center" and establishments bounded by the West Bank Expressway, Terry Pkwy., Constanza Dr., and Whitney Ave. (Jefferson Parish) (In tract 252.01)

MRC No. 4—Includes the planned center known as "Gentilly Woods Shopping Center" and establishments on Chef Menteur Hwy. from Seminary Pl. to Congress Dr. (New Orleans) (In tract 17.02)

MRC No. 5—Includes the planned center known as "West Side Shopping Center" bounded by Stumpf Blvd., Franklin St., West Bank Exwy., and the Missouri-Pacific RR. (Gretna) (In tract 256)

MRC No. 6—Includes the planned center known as "Carrollton Shopping Center" and establishments on South Carrollton Ave. and Dublin St. from Interstate Highway 10 to Edinburgh St. (New Orleans) (In tract 72)

MRC No. 7—Includes the planned center known as "Lakeside Shopping Center" bounded by 17th St., North Causeway Blvd., and Severn Ave. (Metairie) (In tract 202.01)

## SHREVEPORT, LA., SMSA

MRC No. 1—Includes the planned center known as "Shreve City Shopping Center" on Shreveport-Barksdale Highway from Knight St. to the Shreveport city limits. (Shreveport) (In tract 239)

MRC No. 2—Includes the planned centers known as "Heart of Bossier" and "Bossier Center" and establishments in the area bounded by the Louisiana-Arkansas railroad tracks, old Minden Rd. to Interstate Highway 20, Benton Spur, Benton Rd., and Interstate Highway 20 to Barksdale Blvd. (Bossier City) (In tracts 106 and 107)

MRC No. 3—Includes the planned center known as "Mall St. Vincent Shopping Center" in the area bounded by Vincent Ave., Fairfield Ave., Dudley Dr., and Southern Ave. (Shreveport) (In tract 216)

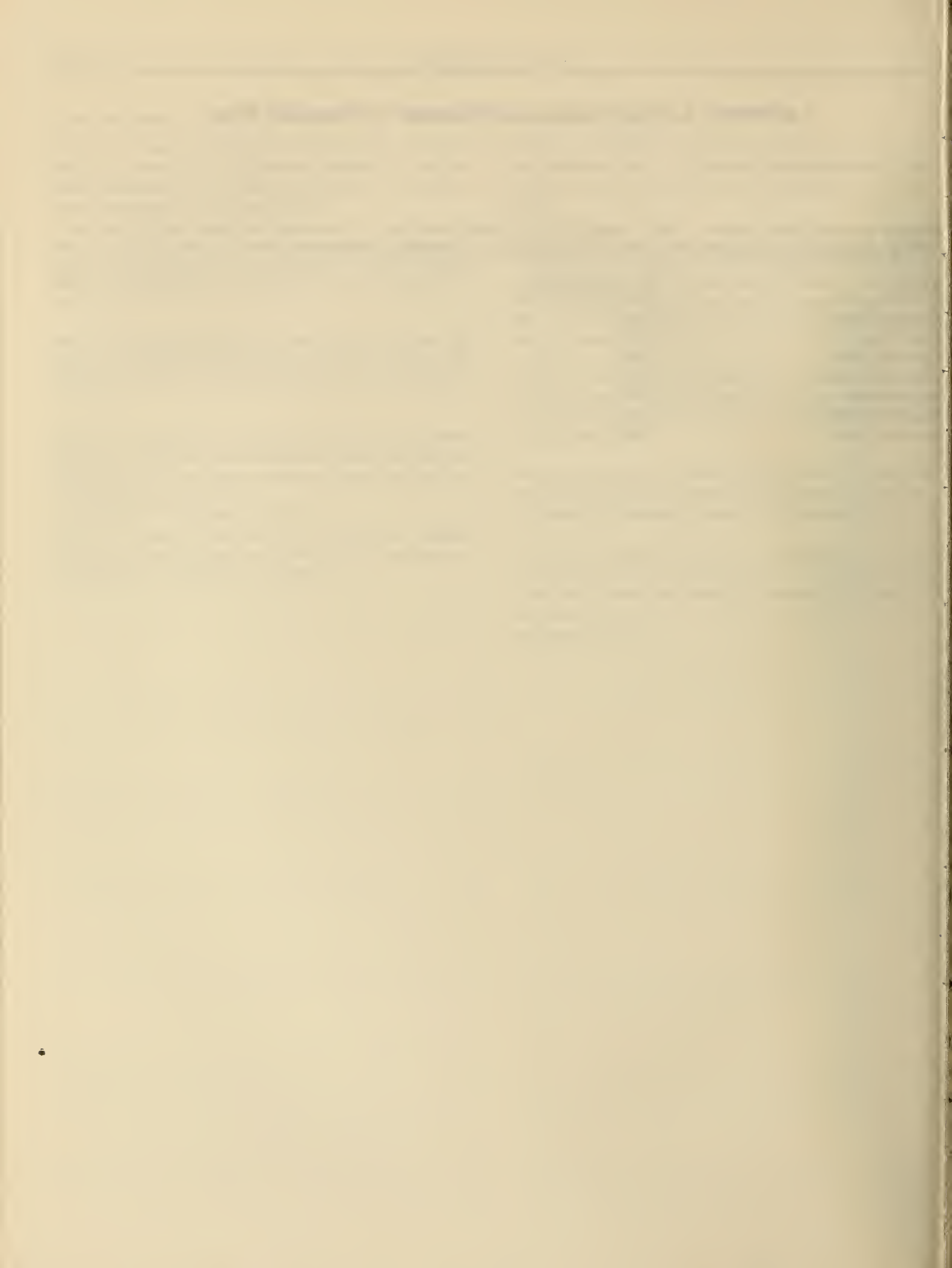
MRC No. 4—Includes the planned center known as "South Park Mall," bounded by Meriweather Rd., Jewella Rd., Mackey Ln., and Walker Rd. (Shreveport, Caddo Parish) (In tract 241.01)

MRC No. 5—Includes the planned centers known as "Pierremont Mall" and "Uptown Shopping Center" and establishments in the area bounded by Azalea St., Camellia St., Dilling Ln., Pierremont Rd., Atlanta St., Pillow St., and Line Ave. (Shreveport) (In tract 226)

## APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Alexandria SMSA	CSAC
Baton Rouge SMSA	CSAC
Lafayette SMSA	CSAC
Lake Charles SMSA	CSAC
Monroe SMSA	CSAC
New Orleans SMSA	CSAC
Shreveport SMSA	CSAC





## Looking for

- Bureau of the Census Publications?
- Data Files?
- Special Tabulations?

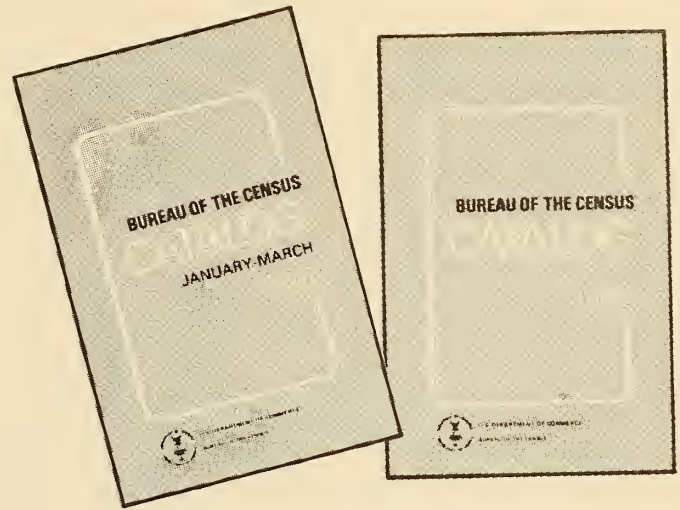
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The Bureau of the Census CATALOG lists them all in an *easy to read* format according to subjects on **Agriculture—Construction—Housing—Foreign Trade—General Economic Statistics—Geography—Governments—Manufacturing and Mineral Industries—Population—Retail Trade, Wholesale Trade, Selected Services—Transportation**— and **Statistical Compendia**.

For each subject, the CATALOG furnishes *complete* and *accurate* descriptions of publications, computer tapes, punchcards, and special tabulations which become available during the CATALOG period. Plus, each issue features a detailed index by subject and geographic area.

**Part 1** lists and describes reports from censuses and surveys, and provides information on how these publications may be obtained.

**Part II** describes the data files and selected tabulations currently available, and provides information on how these materials may be obtained.



## ADDITIONAL FEATURES

1. Descriptions of selected publications of other Federal agencies based on Census Bureau data; of selected reports on Congressional hearings relating to Census Bureau work; and of technical papers by members of the Bureau's staff.
2. Telephone numbers of Bureau subject matter specialists.
3. Occasional consolidated listings of reports of formal census programs, related current reports, procedural histories, and methodological studies.
4. Pages highlighting selected publications and machine-readable products released each quarter.

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The Bureau of the Census Catalog of Publications, 1790-1972, provides an historic perspective of Census Bureau publications. For a descriptive order form of this important document write:  
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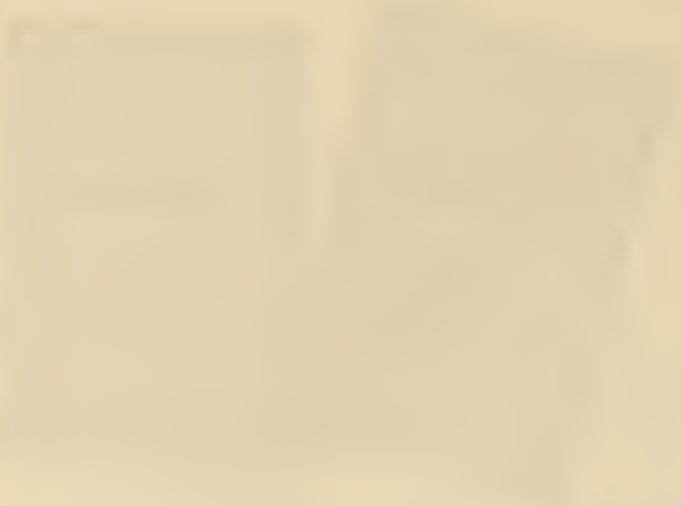
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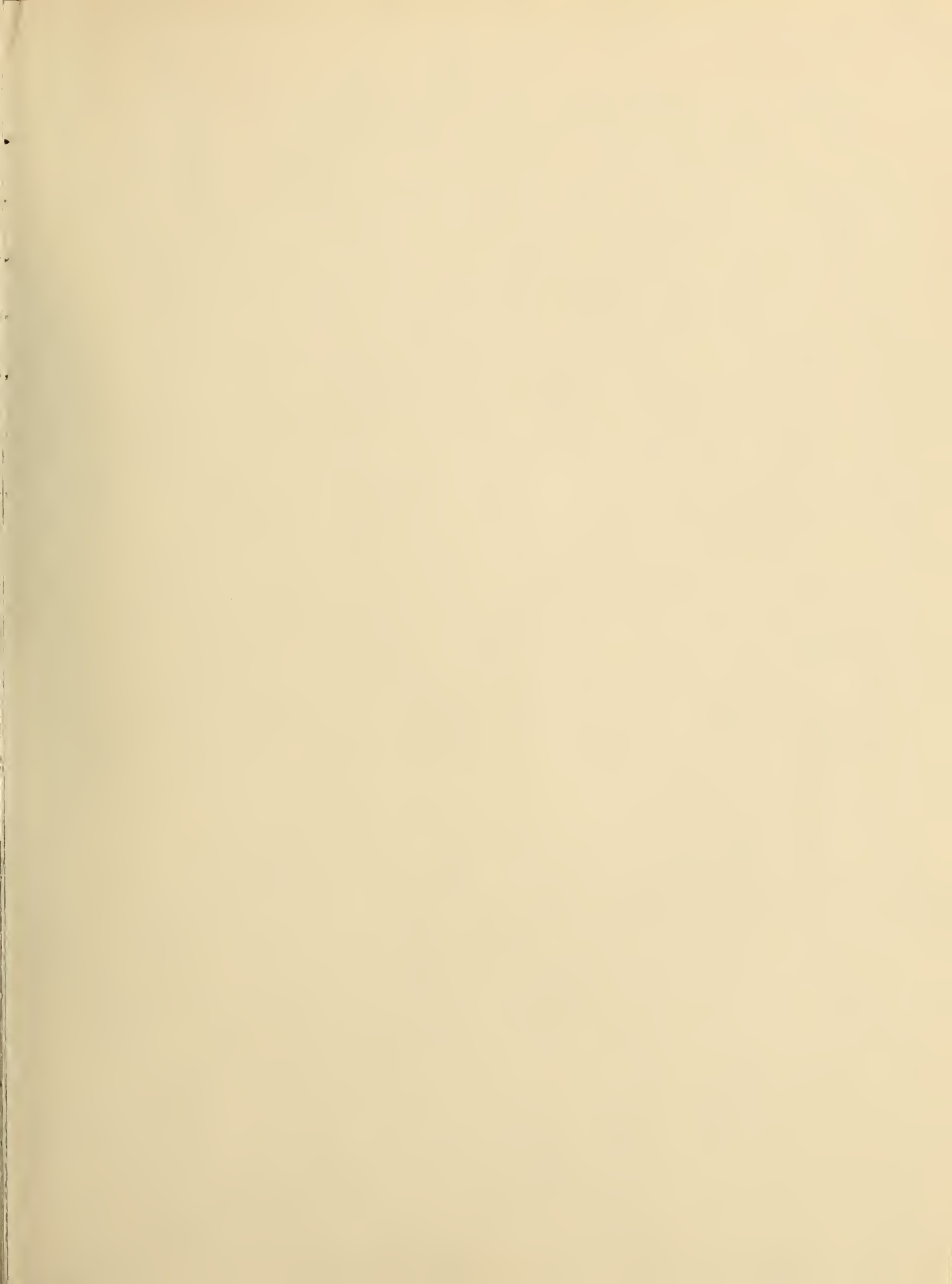
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