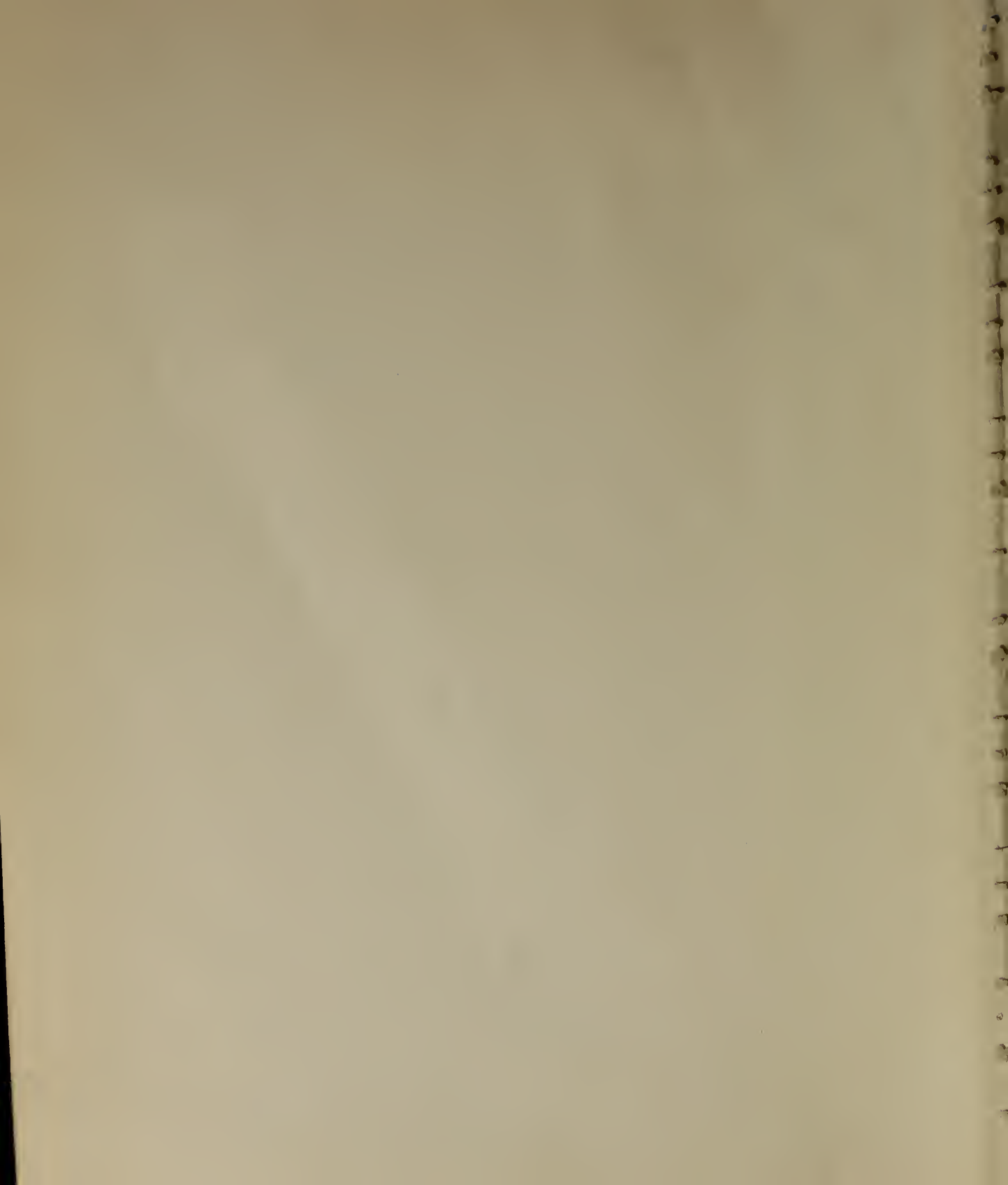


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1954 CENSUS OF BUSINESS

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Part II

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CENTRAL BUSINESS DISTRICT STATISTICS



New York, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (Information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

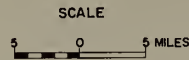
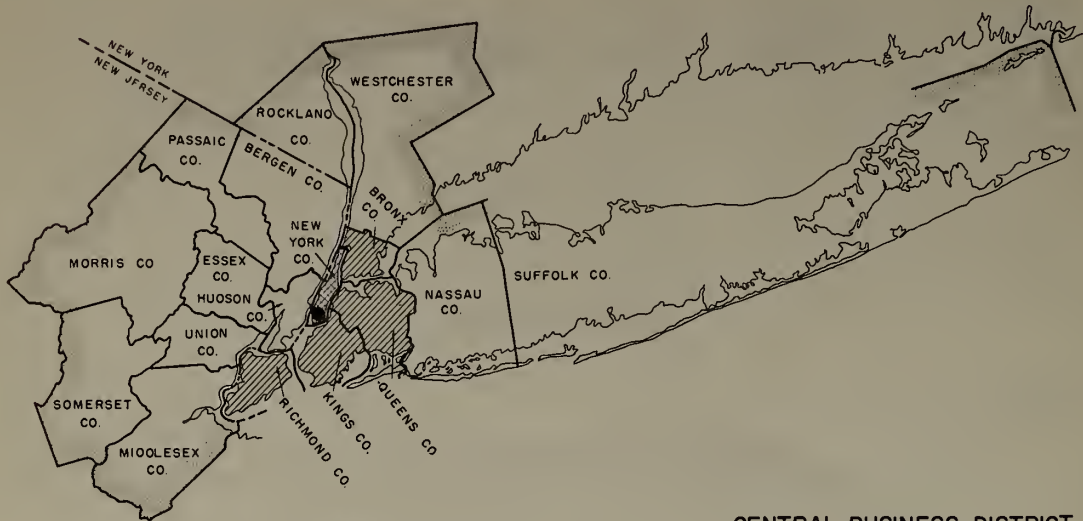
New York, New York

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MANHATTAN CENTRAL BUSINESS DISTRICT

NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA



- CENTRAL BUSINESS DISTRICT
- ▨ MANHATTAN BOROUGH (NEW YORK CO.)
- ▧ REMAINDER OF NEW YORK CITY
- STANDARD METROPOLITAN AREA
- 42 TRACT NUMBER

CENTRAL BUSINESS DISTRICT

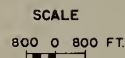
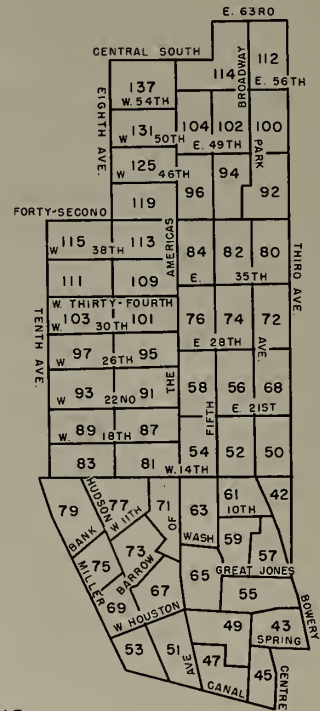


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MANHATTAN BOROUGH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	10,801	2,185,107	400,740	10,554	2,083,058	376,859
Food stores.....	963	116,841	11,089	1,059	99,563	8,869
Eating, drinking places.....	2,886	429,324	117,731	2,840	373,855	103,048
Eating places.....	2,249	371,560	103,181	2,171	320,117	87,719
Drinking places.....	635	57,680	14,550	669	53,738	15,329
General merchandise group.....	259	493,163	93,187	199	534,375	100,346
Department stores.....	12	(D)	(D)	14	493,976	93,165
Variety stores.....	39	25,943	5,766	40	26,424	5,089
General merchandise stores, n.e.c.....	206	(D)	(D)	145	13,975	2,092
Apparel, accessories stores.....	2,476	554,944	98,308	2,213	536,059	94,643
Shoe stores.....	254	46,780	8,162	227	48,036	7,637
Men's, boys' clothing and furnishings stores ³	421	131,612	23,060	432	106,365	18,134
Family clothing stores ³	42	92,340	12,028	31	146,599	22,052
Women's clothing, specialty stores.....	1,007	226,594	43,725	867	181,730	33,350
Ready-to-wear stores ³	421	177,118	34,858	336	150,978	28,985
All other apparel stores.....	683	56,280	11,333	584	51,774	13,470
Furniture, home furnishings, appliance dealers.....	804	161,801	21,199	670	128,472	16,053
Furniture stores ³	173	60,490	9,790	137	48,891	6,109
Other home furnishings stores ³	306	41,057	6,486	258	36,520	5,606
Household appliance, radio, TV stores.....	171	55,396	4,923	144	40,384	4,338
Automotive group.....	53	66,487	4,999	74	83,969	5,480
Passenger car dealers (franchised & nonfranchised)..	33	64,774	4,779	44	78,715	4,737
Tire, battery, accessory dealers.....	14	1,349	185	21	2,708	534
Other automotive dealers.....	6	364	35	9	2,546	209
Gasoline service stations.....	53	5,092	701	61	3,822	583
Lumber, building materials, hardware, farm equip. dealers.	193	27,420	4,312	188	19,626	2,888
Hardware stores.....	105	13,543	2,207	109	11,200	1,646
Other.....	88	13,877	2,105	79	8,426	1,242
Drug stores, proprietary stores.....	260	42,312	8,277	283	42,682	7,757
Other retail stores ⁴	2,854	287,723	40,937	2,967	260,635	37,192
Liquor stores.....	172	32,823	2,778	184	32,892	2,956
Jewelry stores.....	427	53,912	8,928	347	50,010	8,406
Book, stationery stores.....	361	37,581	5,553	329	32,323	5,312
Sporting goods, bicycle stores.....	34	12,041	1,426	27	11,134	1,937
Florists.....	148	9,073	1,957	177	10,271	1,992
Music stores.....	102	15,957	3,725	95	10,667	2,164
Camera, photographic supply stores.....	71	23,827	2,387	61	15,124	1,626
SELECTED SERVICE TRADES						
Hotels.....	244	233,709	85,902	263	209,191	75,405
Motion picture theaters.....	75	40,749	8,990	70	40,996	9,780

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 1A. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MANHATTAN BOROUGHEstablishments, Sales, and Annua¹ Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	30,924	3,926,217	627,242	32,277	3,658,707	576,045
Food stores.....	6,812	636,786	52,138	8,301	557,770	42,172
Eating, drinking places.....	7,088	737,590	191,861	7,006	654,037	167,960
Eating places.....	5,034	600,131	160,374	4,771	513,724	133,956
Drinking places.....	2,048	137,341	31,487	2,235	140,313	34,004
General merchandise group.....	1,072	596,607	106,465	843	621,198	113,534
Department stores.....	14	462,013	83,393	17	533,885	99,420
Variety stores.....	161	64,891	12,689	182	48,186	8,854
General merchandise stores, n.e.c.....	879	69,355	10,383	644	39,127	5,260
Apparel, accessories stores.....	5,079	742,714	123,068	5,004	746,741	124,182
Shoe stores.....	634	74,755	11,941	561	74,798	11,095
Men's, boys' clothing and furnishings stores ³	853	193,802	32,020	836	155,734	24,696
Family clothing stores ³	104	99,276	12,893	98	198,344	31,456
Women's clothing, specialty stores.....	2,170	298,872	52,432	2,292	246,075	40,942
Ready-to-wear stores ³	867	220,060	40,667	815	190,349	34,389
All other apparel stores.....	1,082	71,011	13,782	939	68,433	15,993
Furniture, home furnishings, appliance dealers.....	2,026	287,342	37,459	1,845	228,489	26,978
Furniture stores ³	453	112,273	16,974	363	77,806	10,476
Other home furnishings stores ³	698	66,054	10,721	513	46,844	8,242
Household appliance, radio, TV stores.....	483	99,859	9,764	461	86,739	8,260
Automotive group.....	235	192,807	16,768	274	187,116	14,363
Passenger car dealers (franchised & nonfranchised).....	139	180,800	14,872	174	176,994	12,771
Tire, battery, accessory dealers.....	83	10,520	1,760	83	(D)	(D)
Other automotive dealers.....	13	1,487	136	17	(D)	(D)
Gasoline service stations.....	311	35,305	4,909	289	20,706	3,028
Lumber, building materials, hardware, farm equip. dealers.....	681	68,714	9,268	657	47,440	6,074
Hardware stores.....	375	31,447	4,358	384	24,973	3,208
Other.....	304	37,241	4,910	273	22,467	2,866
Drug stores, proprietary stores.....	975	101,132	17,660	1,030	96,609	15,855
Other retail stores ⁴	6,645	527,220	67,646	7,028	498,601	61,899
Liquor stores.....	648	107,012	9,275	633	99,018	8,088
Jewelry stores.....	878	72,639	10,948	693	68,474	10,556
Book, stationery stores.....	752	61,721	8,934	622	48,748	7,485
Sporting goods, bicycle stores.....	94	17,306	2,076	85	16,547	2,697
Florists.....	405	18,144	3,486	441	17,808	3,047
Music stores.....	182	20,228	4,181	198	14,700	2,600
Camera, photographic supply stores.....	126	30,778	3,211	117	28,756	3,319
SELECTED SERVICE TRADES						
Hotels.....	440	288,468	105,915	451	255,305	91,465
Motion picture theaters.....	171	62,633	14,550	188	63,242	15,468

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,890 such establishments with sales of \$116,596,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NEW YORK

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	87,210	8,796,790	1,122,823	98,183	7,820,109	978,769
Food stores.....	27,571	2,386,107	176,726	34,249	2,073,324	134,841
Eating, drinking places.....	16,755	1,201,091	276,023	17,828	1,091,216	244,381
Eating places.....	10,897	911,804	219,758	11,013	778,735	181,246
Drinking places.....	5,834	288,865	56,265	6,815	312,481	63,135
General merchandise group.....	3,340	911,047	155,119	3,057	929,641	160,666
Department stores.....	31	652,419	114,878	34	729,697	132,329
Variety stores.....	629	132,784	25,033	640	112,874	19,672
General merchandise stores, n.e.c.....	2,624	124,922	15,208	2,383	87,070	8,665
Apparel, accessories stores.....	10,736	1,240,919	183,148	11,577	1,227,727	178,751
Shoe stores.....	1,682	160,702	22,820	1,659	156,010	20,080
Men's, boys' clothing and furnishings stores ³	1,599	282,908	43,765	1,588	238,883	35,175
Family clothing stores ³	267	165,437	20,176	273	274,408	40,989
Women's clothing, specialty stores.....	4,711	510,616	78,392	3,222	377,141	55,942
Ready-to-wear stores ³	1,836	366,247	60,042	1,796	321,063	52,077
All other apparel stores.....	1,857	108,056	17,995	3,959	164,928	26,565
Furniture, home furnishings, appliance dealers.....	5,110	597,790	72,119	5,421	501,464	55,283
Furniture stores ³	1,120	227,870	31,489	918	159,459	21,221
Other home furnishings stores ³	1,561	125,118	19,265	1,287	89,415	15,437
Household appliance, radio, TV stores.....	1,325	223,088	21,365	1,551	207,003	18,625
Automotive group.....	1,281	754,081	65,443	1,475	546,766	46,469
Passenger car dealers (franchised & nonfranchised)..	813	711,743	59,226	926	510,706	41,505
Tire, battery, accessory dealers.....	398	35,375	5,470	492	30,237	4,528
Other automotive dealers.....	64	6,963	747	57	5,823	436
Gasoline service stations.....	2,532	215,061	23,764	2,659	137,714	15,638
Lumber, building materials, hardware, farm equip. dealers.	2,480	237,304	28,697	2,473	170,533	19,776
Hardware stores.....	1,255	80,886	10,045	1,270	62,655	6,872
Other.....	1,209	156,248	18,652	1,203	107,878	12,904
Drug stores, proprietary stores.....	3,387	232,625	31,860	3,697	206,895	27,058
Other retail stores ⁴	14,018	1,020,765	109,924	15,747	934,829	95,906
Liquor stores.....	1,951	216,517	15,821	2,165	204,317	13,455
Jewelry stores.....	1,393	92,684	13,570	1,099	88,172	13,494
Book, stationery stores.....	1,337	81,224	10,179	895	57,958	8,399
Sporting goods, bicycle stores.....	283	24,331	2,505	273	22,076	3,038
Florists.....	945	33,147	5,741	1,079	31,327	4,774
Music stores.....	322	26,291	4,675	395	19,471	2,974
Camera, photographic supply stores.....	246	38,138	3,749	281	35,436	3,727
SELECTED SERVICE TRADES						
Hotels.....	519	304,520	112,387	534	269,341	96,379
Motion picture theaters.....	475	118,288	28,453	583	138,040	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 6,039 such establishments with sales of 252,096,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	148,693	15,433,091	1,811,256	161,695	12,308,614	1,421,163
Food stores.....	42,399	4,213,112	305,487	52,481	3,322,842	213,442
Eating, drinking places.....	29,418	1,792,099	382,180	30,780	1,534,222	317,383
Eating places.....	17,470	1,281,065	295,454	16,444	1,013,776	225,784
Drinking places.....	11,910	510,342	86,726	14,336	520,446	91,599
General merchandise group.....	5,316	1,390,732	229,381	4,815	1,270,841	212,853
Department stores.....	87	931,428	161,341	77	934,801	166,806
Variety stores.....	1,153	249,749	44,705	1,233	198,723	32,769
General merchandise stores, n.e.c.....	3,998	208,213	23,335	3,505	137,317	13,278
Apparel, accessories stores.....	16,822	1,812,965	253,452	17,649	1,656,043	225,956
Shoe stores.....	2,798	256,011	34,588	2,611	223,764	27,293
Men's, boys' clothing and furnishings stores ³	2,453	388,710	57,673	2,343	319,056	44,637
Family clothing stores ³	485	234,561	28,117	530	344,514	49,009
Women's clothing, specialty stores.....	7,383	754,965	109,416	7,903	599,817	81,182
Ready-to-wear stores ³	3,196	551,201	84,792	3,067	444,398	67,410
All other apparel stores.....	2,709	156,788	23,658	2,631	141,190	23,835
Furniture, home furnishings, appliance dealers.....	8,604	984,017	121,536	8,337	778,233	87,646
Furniture stores ³	1,929	368,153	53,029	1,510	243,682	33,778
Other home furnishings stores ³	2,492	203,577	31,811	2,002	135,606	23,996
Household appliance, radio, TV stores.....	2,453	381,529	36,696	2,798	336,526	29,872
Automotive group.....	3,679	1,866,183	164,585	3,769	1,162,689	103,195
Passenger car dealers (franchised & nonfranchised)..	2,542	1,758,549	150,352	2,561	1,080,986	92,988
Tire, battery, accessory dealers.....	905	84,097	12,019	1,022	65,651	8,802
Other automotive dealers.....	214	23,537	2,214	186	16,052	1,405
Gasoline service stations.....	7,907	562,425	49,321	8,693	339,168	30,513
Lumber, building materials, hardware, farm equip. dealers.	5,332	693,106	79,978	4,903	451,549	50,639
Hardware stores.....	2,461	179,130	21,995	2,360	131,256	13,915
Other.....	2,837	513,376	57,983	2,543	320,293	36,724
Drug stores, proprietary stores.....	5,356	403,123	52,078	5,548	328,465	39,795
Other retail stores ⁴	23,860	1,715,329	173,258	24,720	1,464,562	139,741
Liquor stores.....	3,531	358,978	24,126	3,838	304,299	18,410
Jewelry stores.....	2,101	133,360	18,880	1,712	122,723	18,253
Book, stationery stores.....	2,203	123,509	13,124	1,253	73,610	9,867
Sporting goods, bicycle stores.....	728	47,401	4,551	605	33,992	3,897
Florists.....	1,611	56,155	9,590	1,695	46,626	6,781
Music stores.....	536	37,658	5,877	580	26,672	3,702
Camera, photographic supply stores.....	380	49,471	4,803	427	43,585	4,460
SELECTED SERVICE TRADES						
Hotels.....	845	336,457	122,257	987	302,934	106,032
Motion picture theaters.....	752	163,005	37,894	931	189,342	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 9,751 such establishments with sales of \$490,195,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MANHATTAN, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹						
	Central Business District of Manhattan Borough	Manhattan Borough	Manhattan Borough less Central Business District	Entire City	City less Manhattan Borough Central Business District	Standard Metropolitan Area	Standard Metropolitan Area less Manhattan Borough Central Business District
RETAIL STORES							
Retail stores, total ²	4.9	7.3	10.5	12.5	15.2	25.4	29.6
Food stores.....	17.4	14.2	13.5	15.1	15.0	26.8	27.1
Eating, drinking places.....	14.8	12.8	10.0	10.1	7.6	16.8	17.4
Eating places.....	16.1	16.8	18.1	17.1	17.8	26.4	31.1
Drinking places.....	7.3	-2.1	-8.0	-7.6	-10.7	-2.0	-3.0
General merchandise group.....	-7.7	-4.0	19.1	-2.0	5.7	9.4	21.9
Department stores.....	(D)	-13.5	(D)	-10.6	(D)	-0.4	(D)
Variety stores.....	-1.8	34.7	79.0	17.6	23.6	25.7	29.9
General merchandise stores, n.e.c.....	(D)	77.2	(D)	43.5	(D)	51.6	(D)
Apparel, accessories stores.....	3.5	-0.5	-10.9	1.1	-0.8	9.5	12.3
Shoe stores.....	-2.6	-0.1	4.5	3.0	5.5	14.4	19.1
Men's, boys' clothing and furnishings stores ³ ...	23.7	24.4	26.0	18.4	14.2	21.8	20.9
Family clothing stores ³	-37.0	-50.0	-86.6	-39.7	-42.8	-31.9	-28.2
Women's clothing, specialty stores.....	24.7	21.4	12.3	35.4	45.3	25.9	26.4
Ready-to-wear stores ³	17.3	15.6	9.1	14.1	11.2	24.0	27.5
All other apparel stores.....	8.7	3.8	-11.6	-34.5	54.2	11.0	12.4
Furniture, home furnishings, appliance dealers....	25.9	25.8	25.5	19.2	16.9	26.4	26.5
Furniture stores ³	23.7	44.3	79.1	42.9	51.4	51.1	57.9
Other home furnishings stores ³	12.4	41.0	142.1	39.9	58.9	50.1	64.0
Household appliance, radio, TV stores.....	37.2	15.1	-4.1	7.8	0.6	13.4	10.1
Automotive group.....	-20.8	3.0	22.5	37.9	48.6	60.5	66.8
Passenger car dealers (franchised and non-franchised).....	-17.7	2.2	18.1	39.4	49.8	62.7	69.0
Tire, battery, accessory dealers.....	-50.2	(D)	(D)	17.0	23.6	28.1	31.5
Other automotive dealers.....	-85.7	(D)	(D)	19.6	101.4	46.6	71.6
Gasoline service stations.....	33.2	70.5	78.9	56.2	56.8	65.8	66.2
Lumber, building materials, hardware, farm equipment dealers.....	39.7	44.8	48.5	39.2	39.1	53.4	54.1
Hardware stores.....	20.9	25.9	30.0	29.1	30.9	36.5	37.9
Other.....	64.7	65.8	66.4	44.8	43.2	60.3	60.2
Drug stores, proprietary stores.....	-0.9	4.7	9.1	12.4	15.9	22.7	26.2
Other retail stores ⁴	10.4	5.7	0.6	9.2	8.7	17.1	18.6
Liquor stores.....	-0.2	8.1	12.2	6.0	7.2	18.0	20.2
Jewelry stores.....	7.8	6.1	1.4	5.1	1.6	8.7	9.3
Book, stationery stores.....	16.3	26.6	47.0	40.1	70.2	67.8	108.1
Sporting goods, bicycle stores.....	8.1	4.6	-2.7	10.2	12.3	39.4	54.7
Florists.....	-11.7	1.9	20.4	5.8	14.3	20.4	29.5
Music stores.....	49.6	37.6	5.9	35.0	17.4	41.2	35.6
Camera, photographic supply stores.....	57.5	7.0	-49.0	7.6	29.5	13.5	-9.9
SELECTED SERVICE TRADES							
Hotels.....	11.7	13.0	18.7	13.1	17.7	11.1	9.6
Motion picture theaters.....	-0.6	-1.0	-1.6	-14.3	-20.1	-13.9	-17.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MANHATTAN BOROUGH, NEW YORK CITY, AND OF NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Kind of business	Percent of Manhattan Borough Sales in Central Business District		Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948	1954	1948
	Retail stores, total ¹	55.6	56.9	24.8	26.6	14.2
Food stores.....	18.3	17.9	4.9	4.8	2.8	3.0
Eating, drinking places.....	58.2	57.2	35.7	34.3	24.0	24.4
Eating places.....	61.9	62.3	40.7	41.1	29.0	31.6
Drinking places.....	42.0	38.3	20.0	17.2	11.3	10.3
General merchandise group.....	82.7	86.0	54.1	57.5	35.5	42.0
Department stores.....	(D)	92.5	(D)	67.7	(D)	52.8
Variety stores.....	40.0	54.8	19.5	23.4	10.4	13.3
General merchandise stores, n.e.c.....	(D)	35.7	(D)	16.1	(D)	10.2
Apparel, accessories stores.....	74.7	71.8	44.7	43.7	30.6	32.4
Shoe stores.....	62.6	64.2	29.1	30.8	18.3	21.5
Men's, boys' clothing and furnishings stores ²	67.9	68.3	46.5	44.5	33.8	33.3
Family clothing stores ²	93.0	73.9	55.8	53.4	39.4	42.6
Women's clothing, specialty stores.....	75.8	73.9	44.4	48.2	30.0	30.3
Ready-to-wear stores ²	80.5	79.3	48.4	47.0	32.1	34.0
All other apparel stores.....	79.2	75.7	52.1	31.4	35.9	36.7
Furniture, home furnishings, appliance dealers.....	56.3	56.2	27.1	25.6	16.4	16.5
Furniture stores ²	53.9	62.8	26.5	30.7	16.4	20.1
Other home furnishings stores ²	62.2	78.0	32.8	40.8	20.2	26.9
Household appliance, radio, TV stores.....	55.5	46.6	24.8	19.5	14.5	12.0
Automotive group.....	34.5	44.9	8.8	15.4	3.6	7.2
Passenger car dealers (franchised and nonfranchised)....	35.8	44.5	9.1	15.4	3.7	7.3
Tire, battery, accessory dealers.....	12.8	(D)	3.8	9.0	1.6	4.1
Other automotive dealers.....	24.5	(D)	5.2	43.7	1.5	15.9
Gasoline service stations.....	14.4	18.5	2.4	2.8	0.9	1.1
Lumber, building materials, hardware, farm equip. dealers.	39.9	41.4	11.6	11.5	4.0	4.3
Hardware stores.....	43.1	44.8	16.7	17.9	7.6	8.5
Other.....	37.3	37.5	8.9	7.8	2.7	2.6
Drug stores, proprietary stores.....	41.8	44.2	18.2	20.6	10.5	13.0
Other retail stores ³	54.6	52.3	28.2	27.9	16.8	17.8
Liquor stores.....	30.7	33.2	15.2	16.1	9.1	10.8
Jewelry stores.....	74.2	73.0	58.2	56.7	40.4	40.8
Book, stationery stores.....	60.9	66.3	46.3	55.8	30.4	43.9
Sporting goods, bicycle stores.....	69.6	67.3	49.5	50.4	25.4	32.8
Florists.....	50.0	57.7	27.4	32.8	16.2	22.0
Music stores.....	78.9	72.6	60.7	54.8	42.4	40.0
Camera, photographic supply stores.....	77.4	52.6	62.5	42.6	48.2	34.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS; CENTRAL BUSINESS DISTRICT OF MANHATTAN BOROUGH, NEW YORK CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling merchandise vending machine operators)

Kind of business	Central Business District		Manhattan Borough		New York City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	5.3	4.8	16.3	15.2	27.1	26.5	27.3	27.0
Eating, drinking places.....	19.6	17.9	18.8	17.9	13.7	14.0	11.6	12.5
Eating places.....	17.0	15.3	15.3	14.1	10.4	10.0	8.3	8.2
Drinking places.....	2.6	2.6	3.5	3.8	3.3	4.0	3.3	4.3
General merchandise group.....	22.6	25.7	15.2	17.1	10.4	11.8	9.0	10.3
Department stores.....	(D)	23.7	11.7	14.6	7.5	9.3	6.0	7.6
Variety stores.....	1.2	1.3	1.7	1.3	1.5	1.4	1.6	1.6
General merchandise stores, n.e.c.....	(D)	0.7	1.8	1.2	1.4	1.1	1.4	1.1
Apparel, accessories stores.....	25.4	25.7	19.0	20.4	14.1	15.7	11.8	13.5
Shoe stores.....	2.1	2.3	1.9	2.0	1.8	2.0	1.8	1.8
Men's, boys' clothing and furnishings stores ¹	6.0	5.1	4.9	4.3	3.2	3.1	2.5	2.6
Family clothing stores ¹	4.2	7.0	2.5	5.4	1.9	3.6	1.5	2.8
Women's clothing, specialty stores.....	10.4	8.7	7.6	6.7	5.8	4.9	4.9	4.9
Ready-to-wear stores ¹	8.1	7.2	5.6	5.2	4.2	4.1	3.6	3.6
All other apparel stores.....	2.6	2.5	1.8	1.9	1.2	2.1	1.1	1.1
Furniture, home furnishings, appliance dealers.....	7.4	6.2	7.3	6.2	6.8	6.4	6.4	6.3
Furniture stores ¹	2.8	2.3	2.9	2.1	2.7	2.0	2.4	2.0
Other home furnishings stores.....	1.9	1.7	1.8	1.3	1.5	1.1	1.4	1.1
Household appliance, radio, TV stores.....	2.5	1.9	2.6	2.4	2.6	2.6	2.6	2.7
Automotive group.....	3.1	4.0	4.9	5.1	8.6	7.0	12.1	9.4
Passenger car dealers (franchised and nonfranchised).....	3.0	3.8	4.6	4.8	8.1	6.5	11.4	8.8
Tire, battery, accessory dealers.....	0.1	0.1	0.3	(D)	0.4	0.4	0.5	5.3
Other automotive dealers.....	0.0	0.1	0.0	(D)	0.1	0.1	0.2	1.3
Gasoline service stations.....	0.2	0.2	0.9	0.6	2.4	1.8	3.6	2.8
Lumber, building materials, hardware, farm equipment dealers..	1.3	0.9	1.8	1.3	2.7	2.2	4.5	3.7
Hardware stores.....	0.7	0.5	0.8	0.7	0.9	0.8	1.2	1.1
Other.....	0.6	0.4	1.0	0.6	1.8	1.4	3.3	2.6
Drug stores, proprietary stores.....	1.9	2.0	2.6	2.6	2.7	2.6	2.6	2.6
Other retail stores.....	13.2	12.6	13.2	13.6	11.5	12.0	11.1	11.9
Liquor stores.....	1.5	1.6	2.7	2.7	2.5	2.6	2.3	2.5
Jewelry stores.....	2.5	2.4	1.9	1.9	1.1	1.4	0.9	1.0
Book, stationery stores.....	1.7	1.6	1.6	1.3	1.0	0.7	0.8	0.6
Sporting goods, bicycle stores.....	0.6	0.5	0.4	0.5	0.3	0.3	0.3	0.3
Florists.....	0.4	0.5	0.5	0.5	0.4	0.4	0.4	0.4
Music stores.....	0.7	0.5	0.5	0.4	0.3	0.2	0.3	0.2
Camera, photographic supply stores.....	1.1	0.7	0.8	0.8	0.4	0.5	0.4	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

CENTRAL BUSINESS DISTRICT STATISTICS



Denver, Colorado



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CFD-50—Denver, Colorado
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the *Area Bulletin* series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multi-units" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Denver, Colorado

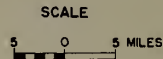
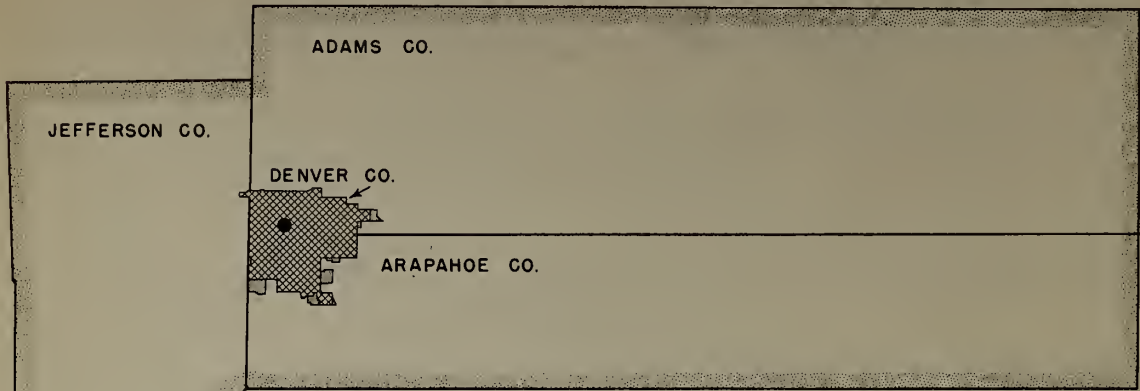
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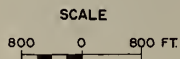
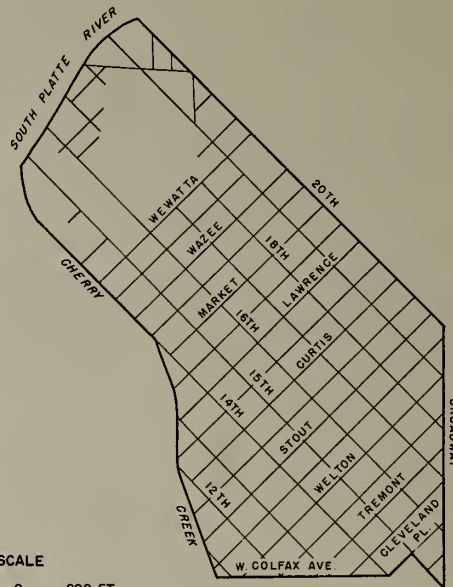
DENVER, COLORADO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT*



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ⋯ STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 17

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF DENVER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	845	183,462	30,438	1,009	177,517	28,144
Food stores.....	59	7,940	704	77	5,681	417
Eating, drinking places.....	236	18,405	5,397	254	17,913	4,627
Eating places.....	143	12,601	4,109	164	12,249	3,402
Drinking places.....	93	5,804	1,288	90	5,664	1,225
General merchandise group.....	25	66,792	10,838	15	67,806	10,814
Department stores.....	5	57,231	9,202	4	55,494	8,986
Variety stores.....	5	7,463	1,352	4	6,784	1,053
General merchandise stores, n.e.c.....	15	2,098	284	7	5,528	775
Apparel, accessories stores.....	127	31,033	5,049	148	29,876	4,308
Shoe stores.....	26	5,031	788	28	5,219	673
Men's, boys' clothing and furnishings stores ³	24	3,839	603	25	4,578	656
Family clothing stores ³	7	3,670	711	10	4,653	650
Women's clothing, specialty stores.....	46	17,033	2,715	51	12,962	1,882
Ready-to-wear stores ³	24	15,702	2,511	25	12,354	1,800
All other apparel stores.....	15	1,341	232	26	2,371	447
Furniture, home furnishings, appliance dealers.....	55	11,689	2,033	61	12,341	2,210
Furniture stores ³	24	7,869	1,440	23	7,564	1,219
Other home furnishings stores ³	5	572	99	10	1,205	277
Household appliance, radio, TV stores.....	24	3,227	494	25	3,535	714
Automotive group.....	10	10,894	1,220	14	8,234	788
Gasoline service stations.....	16	763	83	25	953	79
Lumber, building materials, hardware, farm equip. dealers.	17	3,101	342	34	3,354	520
Hardware stores.....	7	710	107	15	950	96
Other.....	10	2,391	235	19	2,404	424
Drug stores, proprietary stores.....	25	7,610	1,155	32	6,541	962
Other retail stores ⁴	275	25,235	3,617	349	24,818	3,419
Liquor stores.....	23	5,134	272	22	3,184	108
Jewelry stores.....	57	5,027	884	82	5,827	937
Book, stationery stores.....	18	1,790	373	19	1,998	365
Sporting goods, bicycle stores.....	12	3,532	437	12	3,734	453
Florists.....	11	510	81	18	713	96
Music stores.....	10	2,243	471	14	2,482	436
Camera, photographic supply stores.....	4	550	91	6	586	113
SELECTED SERVICE TRADES						
Hotels.....	132	10,309	3,294	139	8,521	2,495
Motion picture theaters.....	14	3,849	683	13	3,500	559

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF DENVER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	4,212	659,036	80,499	4,040	472,645	58,997
Food stores.....	776	137,999	10,506	965	90,495	6,114
Eating, drinking places.....	802	50,988	12,566	744	39,571	9,112
Eating places.....	504	34,056	9,147	468	24,551	6,208
Drinking places.....	296	16,924	3,419	276	15,020	2,904
General merchandise group.....	115	101,810	15,566	86	88,778	13,365
Department stores.....	11	84,589	12,795	6	(D)	(D)
Variety stores.....	58	11,316	1,990	48	9,105	1,354
General merchandise stores, n.e.c.....	46	5,905	781	32	(D)	(D)
Apparel, accessories stores.....	277	40,070	6,221	246	35,110	5,082
Shoe stores.....	49	6,409	989	40	5,736	729
Men's, boys' clothing and furnishings stores ³	41	5,697	831	35	5,897	914
Family clothing stores ³	20	4,185	760	15	(D)	(D)
Women's clothing, specialty stores.....	105	20,359	3,094	100	(D)	(D)
Ready-to-wear stores ³	60	18,639	2,863	51	13,978	1,960
All other apparel stores.....	50	3,235	547	41	(D)	(D)
Furniture, home furnishings, appliance dealers.....	329	39,542	5,371	219	25,308	3,995
Furniture stores ³	89	19,996	2,780	68	14,692	2,121
Other home furnishings stores ³	62	5,718	1,035	38	(D)	(D)
Household appliance, radio, TV stores.....	132	12,932	1,556	84	6,498	(D)
Automotive group.....	260	135,278	12,550	210	83,325	8,063
Passenger car dealers (franchised & nonfranchised)..	191	123,229	10,985	155	74,768	6,957
Tire, battery, accessory dealers.....	53	8,500	1,317	40	6,357	958
Other automotive dealers.....	16	3,549	248	15	2,200	148
Gasoline service stations.....	495	34,659	3,385	452	20,533	1,632
Lumber, building materials, hardware, farm equip. dealers.	186	35,254	4,222	190	26,931	3,785
Hardware stores.....	87	4,335	484	77	3,415	285
Other.....	99	30,919	3,738	113	23,516	3,500
Drug stores, proprietary stores.....	229	34,619	4,116	217	22,717	2,786
Other retail stores ⁴	743	48,817	5,996	711	39,877	5,063
Liquor stores.....	97	11,719	502	93	7,707	271
Jewelry stores.....	104	5,985	973	100	6,446	1,038
Book, stationery stores.....	30	(D)	(D)	28	(D)	(D)
Sporting goods, bicycle stores.....	41	4,446	523	34	4,192	495
Florists.....	42	2,180	390	66	2,128	315
Music stores.....	32	2,765	(D)	17	2,588	452
Camera, photographic supply stores.....	12	(D)	(D)	9	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	201	14,574	4,628	208	11,761	3,364
Motion picture theaters.....	39	5,835	1,112	41	5,328	898

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 254 such establishments with sales of \$37,458,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
DENVER STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	5,700	847,353	98,214	5,177	554,940	65,691
Food stores.....	1,037	196,832	14,353	1,218	113,002	7,324
Eating, drinking places.....	1,053	63,854	15,265	946	45,885	10,303
Eating places.....	660	42,103	10,971	589	28,072	6,947
Drinking places.....	391	21,743	4,294	357	17,813	3,356
General merchandise group.....	162	111,244	16,798	121	92,462	13,732
Department stores.....	16	90,167	13,519	7	72,152	11,077
Variety stores.....	82	13,924	2,393	61	9,954	1,457
General merchandise stores, n.e.c.....	64	7,153	886	53	10,356	1,198
Apparel, accessories stores.....	344	44,075	6,676	282	36,581	5,201
Shoe stores.....	66	7,452	1,135	44	(D)	(D)
Men's, boys' clothing and furnishings stores ³	50	6,286	867	39	6,198	941
Family clothing stores ³	28	4,774	810	17	5,111	680
Women's clothing, specialty stores.....	130	21,945	3,297	113	15,177	2,155
Ready-to-wear stores ³	78	20,035	3,042	62	14,425	2,010
All other apparel stores.....	56	3,424	567	55	(D)	(D)
Furniture, home furnishings, appliance dealers.....	416	48,302	6,770	269	27,998	4,282
Furniture stores ³	113	23,269	3,129	82	16,078	2,271
Other home furnishings stores.....	75	6,206	1,114	40	3,808	784
Household appliance, radio, TV stores.....	174	17,769	2,527	114	7,646	1,227
Automotive group.....	369	174,527	15,456	288	99,824	9,267
Passenger car dealers (franchised & nonfranchised)..	267	157,434	13,606	212	89,266	8,087
Tire, battery, accessory dealers.....	70	9,705	1,436	52	6,729	996
Other automotive dealers.....	32	7,388	414	24	3,829	184
Gasoline service stations.....	744	52,503	4,763	654	27,820	2,055
Lumber, building materials, hardware, farm equip. dealers.	319	52,816	6,140	296	38,369	4,802
Hardware stores.....	134	7,072	754	117	5,316	402
Other.....	185	45,744	5,386	179	33,053	4,400
Drug stores, proprietary stores.....	286	43,282	5,072	253	26,620	3,181
Other retail stores ⁴	970	59,918	6,921	850	46,379	5,544
Liquor stores.....	142	14,490	586	135	9,247	309
Jewelry stores.....	129	6,956	1,102	114	6,885	1,108
Book, stationery stores.....	34	2,323	423	30	2,352	395
Sporting goods, bicycle stores.....	60	4,716	546	39	4,325	501
Florists.....	63	2,552	433	75	2,330	340
Music stores.....	37	2,806	515	17	2,588	452
Camera, photographic supply stores.....	14	1,926	156	10	834	156
SELECTED SERVICE TRADES						
Hotels.....	209	14,915	4,707	221	12,273	3,449
Motion picture theaters.....	53	7,242	1,335	48	5,909	1,408

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 350 such establishments with sales of \$40,195,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF DENVER, THE ENTIRE CITY, AND THE DENVER STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	3.3	39.4	61.1	52.7	75.9
Food stores.....	39.8	52.5	53.3	74.2	76.0
Eating, drinking places.....	2.7	28.9	50.4	39.2	62.5
Eating places.....	2.9	38.7	74.4	50.0	86.5
Drinking places.....	2.5	12.7	18.9	22.1	31.2
General merchandise group.....	-1.5	14.7	67.0	20.3	80.3
Department stores.....	3.1	(D)	(D)	25.0	97.7
Variety stores.....	10.0	24.3	66.0	39.9	103.8
General merchandise stores, n.e.c.....	-62.1	(D)	(D)	-30.9	4.7
Apparel, accessories stores.....	3.9	14.1	72.7	20.5	94.5
Shoe stores.....	-3.6	11.7	166.5	(D)	(D)
Men's, boys' clothing and furnishings stores ³	-16.2	-3.4	40.9	1.4	51.0
Family clothing stores ³	-21.1	(D)	(D)	-6.6	141.0
Women's clothing, specialty stores.....	31.4	(D)	(D)	44.6	121.8
Ready-to-wear stores ³	27.1	33.3	80.8	38.9	109.2
All other apparel stores.....	-43.5	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	-5.3	56.2	114.8	72.5	133.8
Furniture stores ³	4.0	36.1	70.1	44.7	80.9
Other home furnishings stores.....	-52.5	(D)	(D)	63.0	116.4
Household appliance, radio, TV stores.....	-8.7	83.6	227.5	132.4	253.7
Automotive group.....	32.3	62.3	65.6	74.8	78.7
Passenger car dealers (franchised and nonfranchised).....	(NA)	64.8	(NA)	76.4	(NA)
Tire, battery, accessory dealers.....	(NA)	33.7	(NA)	44.2	(NA)
Other automotive dealers.....	(NA)	61.3	(NA)	92.9	(NA)
Gasoline service stations.....	-19.9	68.8	73.1	88.7	92.6
Lumber, building materials, hardware, farm equip. dealers....	-7.6	30.9	36.4	37.7	42.0
Hardware stores.....	-25.3	26.9	47.1	33.0	45.7
Other.....	-0.6	31.5	35.1	38.4	41.4
Drug stores, proprietary stores.....	16.3	52.4	67.0	62.6	77.7
Other retail stores ⁴	1.7	22.4	56.6	29.2	60.9
Liquor stores.....	61.2	52.1	45.6	56.7	54.3
Jewelry stores.....	-13.7	-7.1	54.8	1.0	82.3
Book, stationery stores.....	-10.4	(D)	(D)	-1.2	50.6
Sporting goods, bicycle stores.....	-5.4	6.1	99.6	9.0	100.3
Florists.....	-28.5	2.4	18.0	9.5	26.3
Music stores.....	-9.6	6.8	392.5	8.4	431.1
Camera, photographic supply stores.....	-6.2	(D)	(D)	130.9	454.8
SELECTED SERVICE TRADES					
Hotels.....	21.0	23.9	31.6	21.5	22.8
Motion picture theaters.....	10.0	9.5	8.6	22.6	40.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Minus sign (-) denotes decrease.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF DENVER CITY AND OF DENVER STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	27.8	37.6	21.7	32.0
Food stores.....	5.8	6.3	4.0	5.0
Eating, drinking places.....	36.1	45.3	28.8	39.0
Eating places.....	37.0	49.9	29.9	43.6
Drinking places.....	34.3	37.7	26.7	31.8
General merchandise group.....	65.6	76.4	60.0	73.3
Department stores.....	67.7	(D)	63.5	76.9
Variety stores.....	66.0	74.5	53.6	68.2
General merchandise stores, n.e.c.....	35.5	(D)	29.3	53.4
Apparel, accessories stores.....	77.4	85.1	70.4	81.7
Shoe stores.....	78.5	91.0	67.5	(D)
Men's, boys' clothing and furnishings stores ²	67.4	77.6	61.1	73.9
Family clothing stores ²	87.7	(D)	76.9	91.0
Women's clothing, specialty stores.....	83.7	(D)	77.6	85.4
Ready-to-wear stores ²	84.2	88.4	78.4	85.6
All other apparel stores.....	41.5	(D)	39.2	(D)
Furniture, home furnishings, appliance dealers.....	29.6	48.8	24.2	44.1
Furniture stores ²	39.4	51.5	33.8	47.0
Other home furnishings stores ²	10.0	(D)	9.2	31.6
Household appliance, radio, TV stores.....	25.0	54.4	18.2	46.2
Automotive group.....	8.1	9.9	6.2	8.2
Gasoline service stations.....	2.2	4.6	1.5	3.4
Lumber, building materials, hardware, farm equip. dealers.....	8.8	12.5	5.9	8.7
Hardware stores.....	16.4	27.8	10.0	17.9
Other.....	7.7	10.2	5.2	7.3
Drug stores, proprietary stores.....	22.0	28.8	17.6	24.6
Other retail stores ³	51.7	62.2	42.1	53.5
Liquor stores.....	43.8	41.3	35.4	34.4
Jewelry stores.....	84.0	90.4	72.3	84.6
Book, stationery stores.....	(D)	(D)	77.1	84.9
Sporting goods, bicycle stores.....	79.4	89.1	74.9	86.3
Florists.....	23.4	33.5	20.0	30.6
Music stores.....	81.1	95.9	79.9	95.9
Camera, photographic supply stores.....	(D)	(D)	28.6	70.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF DENVER, THE ENTIRE CITY, AND THE DENVER STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	4.3	3.2	20.9	19.2	23.2	20.4
Eating, drinking places.....	10.1	10.1	7.7	8.4	7.5	8.3
Eating places.....	6.9	6.9	5.2	5.2	5.0	5.1
Drinking places.....	3.2	3.2	2.5	3.2	2.5	3.2
General merchandise group.....	36.4	38.2	15.4	18.8	13.1	16.7
Department stores.....	31.2	31.3	12.8	(D)	10.6	13.0
Variety stores.....	4.1	3.8	1.7	1.9	1.6	1.8
General merchandise stores, n.e.c.....	1.1	3.1	0.9	(D)	0.9	1.9
Apparel, accessories stores.....	16.9	16.8	6.1	7.4	5.2	6.6
Shoe stores.....	2.7	2.9	1.0	1.2	0.9	(D)
Men's, boys' clothing and furnishings stores ¹	2.1	2.6	0.9	1.3	0.7	1.1
Family clothing stores ¹	2.0	2.6	0.6	(D)	0.6	0.9
Women's clothing, specialty stores.....	9.4	7.4	3.1	(D)	2.6	2.7
Ready-to-wear stores ¹	8.6	7.0	2.8	3.0	2.4	2.6
All other apparel stores.....	0.7	1.3	0.5	(D)	0.4	(D)
Furniture, home furnishings, appliance dealers.....	6.4	7.0	6.0	5.3	5.7	5.0
Furniture stores ¹	4.3	4.3	3.1	3.1	2.8	2.9
Other home furnishings stores ¹	0.3	0.7	0.9	(D)	0.8	0.7
Household appliance, radio, TV stores.....	1.8	2.0	2.0	1.4	2.1	1.4
Automotive group.....	5.9	4.6	20.5	17.7	20.6	18.0
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	18.7	15.9	18.6	16.1
Tire, battery, accessory dealers.....	(NA)	(NA)	13.3	1.4	1.1	1.2
Other automotive dealers.....	(NA)	(NA)	0.5	0.4	0.9	0.7
Gasoline service stations.....	0.4	0.5	5.3	4.3	6.2	5.0
Lumber, building materials, hardware, farm equipment dealers...	1.7	1.9	5.4	5.7	6.2	6.9
Hardware stores.....	0.4	0.5	0.7	0.7	0.8	1.0
Other.....	1.3	1.4	4.7	5.0	5.4	5.9
Drug stores, proprietary stores.....	4.1	3.7	5.3	4.8	5.1	4.8
Other retail stores ²	13.8	14.0	7.4	8.4	7.2	8.3
Liquor stores.....	2.8	1.8	1.8	1.6	1.7	1.7
Jewelry stores.....	2.7	3.3	0.9	1.4	0.8	1.2
Book, stationery stores.....	1.0	1.1	(D)	(D)	0.3	0.4
Sporting goods, bicycle stores.....	1.9	2.1	0.7	0.9	0.6	0.8
Florists.....	0.3	0.4	0.3	0.5	0.3	0.4
Music stores.....	1.2	1.4	0.4	0.6	0.3	0.5
Camera, photographic supply stores.....	0.3	0.3	(D)	(D)	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Fall River, Massachusetts



1954
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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin (BD-51--Fall River, Mass
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Fall River, Massachusetts

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FALL RIVER, MASSACHUSETTS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

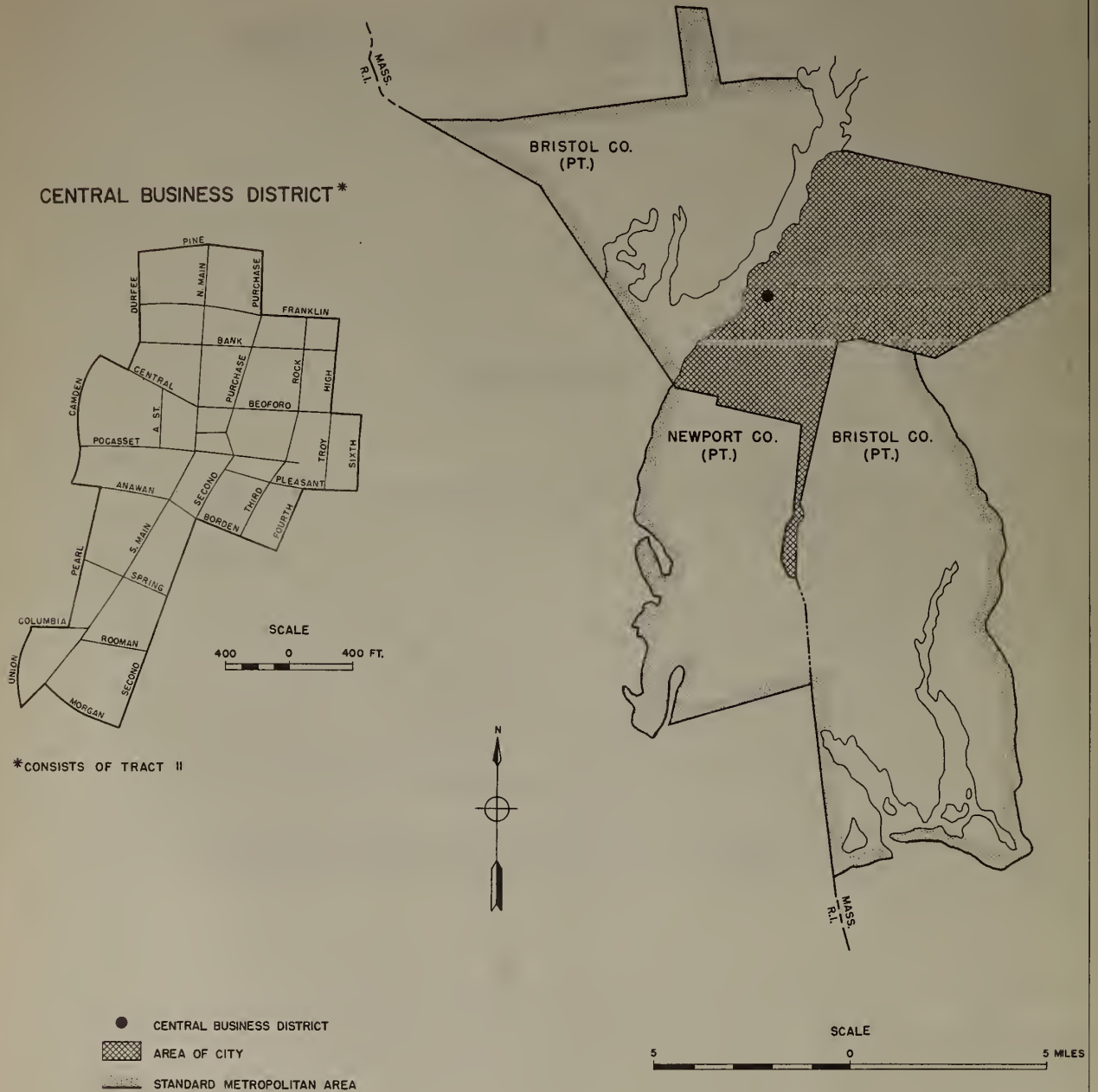


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF FALL RIVER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	276	35,069	5,468	295	36,262	4,926
Food stores.....	26	4,379	489	28	5,325	497
Eating, drinking places.....	45	2,370	573	45	2,349	500
Eating places.....	28	1,534	345	32	1,668	335
Drinking places.....	17	836	228	13	681	165
General merchandise group.....	15	8,555	1,521	16	8,875	1,406
Variety stores.....	4	2,828	459	4	2,716	389
General merchandise stores (except variety).....	11	5,727	1,062	12	6,159	1,017
Apparel, accessories stores.....	76	8,856	1,337	86	8,851	1,049
Shoe stores.....	12	1,291	132	18	1,544	148
Men's, boys' clothing and furnishings stores ³	15	1,838	246	15	1,579	190
Family clothing stores ³	3	417	57	3	244	27
Women's clothing, specialty stores.....	35	4,991	860	37	5,192	670
Ready-to-wear stores ³	22	4,673	821	26	4,980	646
All other apparel stores.....	5	225	42	9	225	14
Furniture, home furnishings, appliance dealers.....	19	3,450	534	27	4,027	579
Furniture, home furnishings stores, antique stores	13	2,084	352	16	2,099	335
Household appliance, radio, TV stores.....	6	1,366	182	11	1,928	244
Automotive group.....	7	376	53	4	602	46
Gasoline service stations.....	4	158	13	5	132	12
Lumber, building materials, hardware, farm equip. dealers	13	709	119	8	557	85
Hardware stores.....	5	269	49	3	258	45
Other.....	8	440	70	5	299	40
Drug stores, proprietary stores.....	7	1,246	178	12	1,149	176
Other retail stores ⁴	64	4,970	651	64	4,395	576
Liquor stores.....	3	184	22	4	321	37
Jewelry stores.....	17	1,139	169	15	987	129
Book, stationery stores.....	6	(D)	(D)	1	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	4	(D)	(D)	6	(D)	(D)
Motion picture theaters.....	7	523	104	7	1,256	247

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF FALL RIVER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,320	113,867	12,498	1,426	100,966	10,657
Food stores.....	385	28,431	1,981	488	26,358	1,620
Eating, drinking places.....	208	7,533	1,567	215	7,142	1,370
Eating places.....	121	4,815	921	137	4,196	745
Drinking places.....	87	2,718	646	78	2,946	625
General merchandise group.....	62	9,909	1,654	48	9,879	1,502
Variety stores.....	12	(D)	(D)	11	3,083	444
General merchandise stores (except variety).....	50	(D)	(D)	37	6,796	1,058
Apparel, accessories stores.....	124	12,634	1,758	146	11,989	1,288
Shoe stores.....	29	(D)	197	30	1,799	165
Men's, boys' clothing and furnishings stores ³	22	(D)	(D)	23	(D)	(D)
Family clothing stores ³	6	(D)	(D)	10	945	89
Women's clothing, specialty stores.....	54	5,956	969	56	(D)	(D)
Ready-to-wear stores ³	31	(D)	(D)	36	(D)	(D)
All other apparel stores.....	5	225	42	15	407	36
Furniture, home furnishings, appliance dealers.....	78	9,584	1,222	81	9,888	1,396
Furniture, home furnishings stores, antique stores	47	7,678	994	58	(D)	(D)
Household appliance, radio, TV stores.....	31	1,906	228	23	(D)	(D)
Automotive group.....	51	15,080	1,356	46	11,034	961
Gasoline service stations.....	102	5,392	252	102	3,971	253
Lumber, building materials, hardware, farm equip. dealers	57	6,303	571	47	5,371	640
Hardware stores.....	31	(D)	(D)	23	(D)	(D)
Other.....	26	(D)	(D)	24	(D)	(D)
Drug stores, proprietary stores.....	39	3,820	484	47	3,136	416
Other retail stores ⁴	214	15,181	1,653	206	12,198	1,211
Liquor stores.....	30	1,771	217	32	1,857	201
Jewelry stores.....	21	1,237	183	22	1,122	139
Book, stationery stores.....	8	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	4	(D)	(D)	8	423	117
Motion picture theaters.....	12	(D)	(D)	10	5,439	5291

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind₂ of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 58 such establishments with sales of \$1,573,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
FALL RIVER STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,610	134,205	14,168	1,694	112,335	11,705
Food stores.....	451	35,431	2,447	570	29,640	1,772
Eating, drinking places.....	268	9,497	1,940	269	8,565	1,654
Eating places.....	160	6,122	1,177	171	4,864	855
Drinking places.....	108	3,375	763	98	3,701	799
General merchandise group.....	69	10,134	1,658	55	9,985	1,502
Variety stores.....	17	3,524	533	14	3,161	444
General merchandise stores (except variety).....	52	6,610	1,125	41	6,824	1,058
Apparel, accessories stores.....	133	13,420	1,786	149	12,001	1,288
Shoe stores.....	31	2,098	197	30	1,799	165
Men's, boys' clothing and furnishings stores ³	23	3,013	344	24	2,880	269
Family clothing stores ³	7	1,255	207	10	945	89
Women's clothing, specialty stores.....	57	6,663	996	58	5,837	729
Ready-to-wear stores ³	32	5,475	928	37	5,442	698
All other apparel stores.....	5	225	42	15	407	36
Furniture, home furnishings, appliance dealers.....	88	9,992	1,245	87	10,409	1,468
Furniture, home furnishings stores, antique stores	51	8,023	1,015	62	7,815	1,147
Household appliance, radio, TV stores.....	37	1,969	230	25	2,594	321
Automotive group.....	67	18,076	1,631	57	12,611	1,099
Gasoline service stations.....	143	7,191	325	153	5,162	305
Lumber, building materials, hardware, farm equip. dealers	74	8,678	810	61	6,805	812
Hardware stores.....	36	2,517	122	25	984	104
Other.....	38	6,161	688	36	5,821	708
Drug stores, proprietary stores.....	45	4,434	538	53	3,357	437
Other retail stores ⁴	272	17,352	1,788	240	13,800	1,368
Liquor stores.....	44	2,158	272	46	2,369	230
Jewelry stores.....	25	1,277	183	22	1,122	139
Book, stationery stores.....	8	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	5	(D)	(D)	9	(D)	(D)
Motion picture theaters.....	14	942	170	10	⁵ 1,439	⁵ 291

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 72 such establishments with sales of \$1,743,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF FALL RIVER, THE ENTIRE CITY, AND THE FALL RIVER STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-3.3	12.8	21.8	19.5	30.3
Food stores.....	-17.8	7.9	14.4	19.5	27.7
Eating, drinking places.....	0.9	5.5	7.7	10.9	14.7
Eating places.....	-8.0	14.8	29.8	25.9	43.6
Drinking places.....	22.8	-7.7	-16.9	-8.8	-15.9
General merchandise group.....	-3.6	0.3	34.9	1.5	42.3
Variety stores.....	4.1	(D)	(D)	11.5	56.4
General merchandise stores (except variety).....	-7.0	(D)	(D)	-3.1	32.8
Apparel, accessories stores.....	0.1	5.4	20.4	11.8	44.9
Shoe stores.....	-16.4	(D)	(D)	16.6	216.5
Men's, boys' clothing and furnishings stores ³	16.4	(D)	(D)	4.6	-9.7
Family clothing stores ³	70.9	(D)	(D)	32.8	19.5
Women's clothing, specialty stores.....	-3.9	(D)	(D)	14.2	159.2
Ready-to-wear stores ³	-6.2	(D)	(D)	0.6	73.6
All other apparel stores.....	...	-44.7	...	-44.7	...
Furniture, home furnishings, appliance dealers.....	-14.3	-3.1	4.7	-4.0	2.5
Furniture, home furnishings stores, antique stores	-0.7	(D)	(D)	2.7	3.9
Household appliance, radio, TV stores.....	-29.2	(D)	(D)	-24.1	-9.5
Automotive group.....	-37.6	36.7	41.0	43.3	47.4
Gasoline service stations.....	19.7	35.8	36.3	39.3	39.8
Lumber, building materials, hardware, farm equip. dealers...	27.3	17.4	16.2	27.5	27.5
Hardware stores.....	4.3	(D)	(D)	155.8	209.6
Other.....	47.2	(D)	(D)	5.8	3.6
Drug stores, proprietary stores.....	8.4	21.8	29.5	32.1	44.4
Other retail stores ⁴	13.1	24.5	30.9	25.7	31.7
Liquor stores.....	-42.7	-4.6	3.3	-8.9	-3.6
Jewelry stores.....	15.4	10.2	-27.4	13.8	2.2
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	(D)	(D)
Motion picture theaters.....	-58.4	(D)	(D)	⁵ -34.5	⁵ 129.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF FALL RIVER AND OF FALL RIVER STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	30.8	35.9	26.1	32.3
Food stores.....	15.4	20.2	12.4	18.0
Eating, drinking places.....	31.5	32.9	25.0	27.4
Eating places.....	31.9	39.8	25.1	34.3
Drinking places.....	30.8	23.1	24.8	18.4
General merchandise group.....	86.3	89.8	84.4	88.9
Variety stores.....	(D)	88.1	80.2	85.9
General merchandise stores (except variety).....	(D)	90.6	86.6	90.3
Apparel, accessories stores.....	70.1	73.8	66.0	73.8
Shoe stores.....	(D)	85.8	61.5	85.8
Men's, boys' clothing and furnishings stores ²	(D)	(D)	61.0	54.8
Family clothing stores ²	(D)	25.8	33.2	25.8
Women's clothing, specialty stores.....	83.8	(D)	74.9	88.9
Ready-to-wear stores ²	(D)	(D)	85.4	91.5
All other apparel stores.....	100.0	55.3	100.0	55.3
Furniture, home furnishings, appliance dealers.....	36.0	40.7	34.5	38.7
Furniture, home furnishings stores, antique stores ...	27.1	(D)	26.0	26.9
Household appliance, radio, TV stores.....	71.7	(D)	69.4	74.3
Automotive group.....	2.5	5.5	2.1	4.8
Gasoline service stations.....	2.9	3.3	2.2	2.6
Lumber, building materials, hardware, farm equip. dealers	11.2	10.4	8.2	8.2
Hardware stores.....	(D)	(D)	10.7	26.2
Other.....	(D)	(D)	7.1	5.1
Drug stores, proprietary stores.....	32.6	36.6	28.1	34.2
Other retail stores ³	32.7	36.0	28.6	31.8
Liquor stores.....	10.4	17.3	8.5	13.6
Jewelry stores.....	92.1	88.0	89.2	88.0
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

² Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF FALL RIVER, THE ENTIRE CITY, AND THE FALL RIVER STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	12.5	14.7	25.1	26.1	26.4	26.4
Eating, drinking places.....	6.8	6.5	6.6	7.1	7.1	7.6
Eating places.....	4.4	4.6	4.2	4.2	4.6	4.3
Drinking places.....	2.4	1.9	2.4	2.9	2.5	3.3
General merchandise group.....	24.4	24.5	8.7	9.8	7.6	8.9
Variety stores.....	8.1	7.5	(D)	3.1	2.7	2.8
General merchandise stores (except variety).....	16.3	17.0	(D)	6.7	4.9	6.1
Apparel, accessories stores.....	25.2	24.3	11.1	11.9	9.9	10.6
Shoe stores.....	3.7	4.3	(D)	1.8	1.6	1.6
Men's, boys' clothing and furnishings stores ¹	5.2	4.4	(D)	(D)	2.2	2.6
Family clothing stores ¹	1.2	0.7	(D)	0.9	0.9	0.8
Women's clothing, specialty stores.....	14.2	14.3	5.2	(D)	5.0	5.2
Ready-to-wear stores ¹	13.3	13.7	(D)	(D)	4.1	4.8
All other apparel stores.....	0.6	0.6	0.2	0.4	0.2	0.4
Furniture, home furnishings, appliance dealers.....	9.8	11.1	8.4	9.8	7.4	9.3
Furniture, home furnishings stores, antique stores.....	5.9	5.8	6.7	(D)	6.0	7.0
Household appliance, radio, TV stores.....	3.9	5.3	1.7	(D)	1.4	2.3
Automotive group.....	1.1	1.7	13.2	10.9	13.5	11.2
Gasoline service stations.....	0.5	0.4	4.7	3.9	5.4	4.6
Lumber, building materials, hardware, farm equipment dealers..	2.0	1.5	5.5	5.3	6.5	6.1
Hardware stores.....	0.8	0.7	(D)	(D)	1.9	0.9
Other.....	1.2	0.8	(D)	(D)	4.6	5.2
Drug stores, proprietary stores.....	3.6	3.2	3.4	3.1	3.3	3.0
Other retail stores ²	14.1	12.1	13.3	12.1	12.9	12.3
Liquor stores.....	0.5	0.9	1.6	1.8	1.6	2.1
Jewelry stores.....	3.2	2.7	1.1	1.1	1.0	1.0
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Phoenix, Arizona



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin C'D-52—Phoenix, Arizona
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multinuit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Phoenix, Arizona

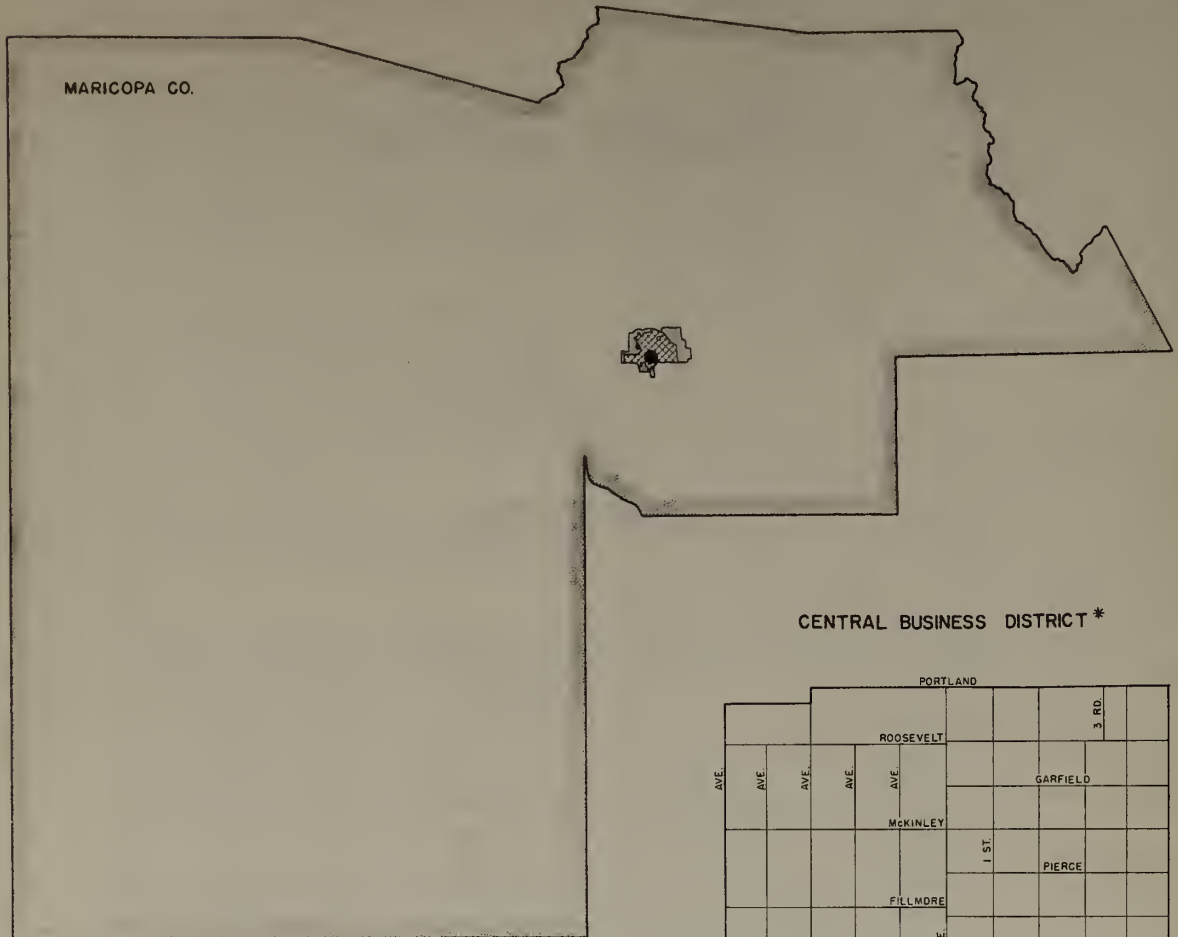
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PHOENIX, ARIZONA

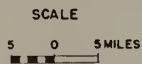
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



MARICOPA CO.

CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 26

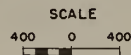


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PHOENIX

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	472	119,336	17,496	518	107,273	14,878
Food stores.....	26	2,365	141	37	3,392	260
Eating, drinking places.....	121	7,542	1,933	142	7,705	1,830
Eating places.....	82	5,500	1,517	107	5,258	1,318
Drinking places.....	39	2,042	416	35	2,447	512
General merchandise group.....	10	32,734	5,018	16	29,796	4,281
Department stores.....	4	(D)	(D)	4	22,502	3,349
Variety stores.....	3	4,627	750	6	4,320	601
General merchandise stores, n.e.c.....	3	(D)	(D)	6	2,974	331
Apparel, accessories stores.....	93	18,482	2,746	86	15,553	1,972
Shoe stores.....	26	3,642	469	19	2,674	310
Men's, boys' clothing and furnishings stores ³	23	3,438	577	18	(D)	(D)
Family clothing stores ³	5	1,600	274	13	(D)	(D)
Women's clothing, specialty stores.....	26	9,050	1,345	25	6,686	864
Ready-to-wear stores ³	23	8,826	1,311	17	6,510	848
All other apparel stores.....	9	683	81	11	495	44
Furniture, home furnishings, appliance dealers.....	27	8,443	1,422	31	7,976	1,355
Furniture stores ³	12	7,104	1,116	15	6,798	1,179
Other home furnishings stores.....	6	527	114	8	531	80
Household appliance, radio, TV stores.....	7	780	192	8	647	96
Automotive group.....	27	30,637	3,516	29	25,342	2,687
Passenger car dealers (franchised & nonfranchised)..	20	27,557	2,985	19	22,740	2,357
Tire, battery, accessory dealers.....	7	3,080	531	7	2,292	314
Other automotive dealers.....	3	310	16
Gasoline service stations.....	31	2,515	381	29	1,672	277
Lumber, building materials, hardware, farm equip. dealers.	7	2,488	310	9	2,769	436
Drug stores, proprietary stores.....	18	3,662	496	17	3,923	567
Other retail stores ⁴	112	10,468	1,533	122	9,145	1,213
Liquor stores.....	6	382	34	10	553	35
Jewelry stores.....	29	3,424	492	28	(D)	(D)
Book, stationery stores.....	5	(D)	(D)	6	673	124
Sporting goods, bicycle stores.....	10	651	66	6	456	52
Florists.....	3	297	69	5	379	62
Music stores.....	6	1,123	144	8	1,200	165
Camera, photographic supply stores.....	3	448	52	1	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	38	4,293	1,429	44	4,038	1,243
Motion picture theaters.....	6	1,576	258	5	1,293	184

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PHOENIX

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,273	310,981	36,877	1,543	205,500	24,822
Food stores.....	377	54,463	3,359	275	29,348	1,640
Eating, drinking places.....	521	23,734	5,431	370	14,875	3,342
Eating places.....	359	16,649	4,279	279	10,200	2,447
Drinking places.....	162	7,085	1,152	91	4,675	895
General merchandise group.....	76	36,540	5,446	59	31,263	4,389
Department stores.....	4	(D)	(D)	4	22,502	3,349
Variety stores.....	50	7,015	1,093	40	5,447	692
General merchandise stores, n.e.c.....	22	(D)	(D)	15	3,314	348
Apparel, accessories stores.....	167	22,444	3,133	108	16,272	2,032
Shoe stores.....	34	4,218	530	22	2,795	321
Men's, boys' clothing and furnishings stores ³	28	(D)	590	19	1,651	193
Family clothing stores ³	15	2,641	381	14	4,092	575
Women's clothing, specialty stores.....	64	10,684	1,519	35	7,081	897
Ready-to-wear stores ³	48	10,036	1,457	25	6,827	873
All other apparel stores.....	22	1,054	113	14	568	46
Furniture, home furnishings, appliance dealers.....	180	23,266	3,537	93	16,194	2,554
Furniture stores ³	48	15,755	2,498	40	10,085	1,614
Other home furnishings stores ³	28	2,139	271	19	1,594	238
Household appliance, radio, TV stores.....	76	4,904	768	29	4,265	702
Automotive group.....	154	57,062	5,727	105	38,055	3,692
Passenger car dealers (franchised & nonfranchised)..	103	49,796	4,783	64	33,052	3,076
Tire, battery, accessory dealers.....	30	4,033	717	21	3,390	515
Other automotive dealers.....	19	3,197	227	20	1,613	101
Gasoline service stations.....	266	21,769	2,197	167	7,676	849
Lumber, building materials, hardware, farm equip. dealers.	86	28,058	2,643	58	23,752	3,077
Hardware stores.....	14	1,441	195	10	769	66
Other.....	72	26,617	2,448	48	22,983	3,011
Drug stores, proprietary stores.....	91	11,888	1,643	58	7,820	1,084
Other retail stores ⁴	355	31,757	3,761	250	20,245	2,163
Liquor stores.....	59	4,403	257	38	2,498	147
Jewelry stores.....	50	3,714	507	30	2,607	351
Book, stationery stores.....	7	1,220	291	7	(D)	(D)
Sporting goods, bicycle stores.....	21	923	86	16	908	80
Florists.....	13	1,001	232	13	774	128
Music stores.....	11	1,425	(D)	8	1,200	165
Camera, photographic supply stores.....	6	896	118	5	538	54
SELECTED SERVICE TRADES						
Hotels.....	56	5,221	1,685	60	54,549	51,359
Motion picture theaters.....	⁵ 15	⁵ 2,864	⁵ 550	15	2,644	440

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 132 such establishments with sales of \$4,052,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.⁵Revised.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PHOENIX STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	4,259	486,078	52,192	3,299	306,989	33,444
Food stores.....	767	113,657	6,634	800	62,595	3,174
Eating, drinking places.....	977	37,363	7,702	759	26,334	4,917
Eating places.....	584	2,313	5,687	538	15,880	3,426
Drinking places.....	393	14,250	2,015	221	10,454	1,491
General merchandise group.....	148	43,744	6,223	135	36,140	4,802
Department stores.....	5	22,560	3,596	4	22,502	3,349
Variety stores.....	81	9,473	1,450	84	7,174	844
General merchandise stores, n.e.c.....	60	11,689	1,177	47	6,464	609
Apparel, accessories stores.....	268	26,932	3,519	159	17,790	2,148
Shoe stores.....	58	5,222	615	28	(D)	(D)
Men's, boys' clothing and furnishings stores ³	39	4,601	662	26	1,901	215
Family clothing stores ³	25	3,263	433	19	4,581	616
Women's clothing, specialty stores.....	106	12,395	1,680	53	(D)	(D)
Ready-to-wear stores ³	75	11,359	1,585	35	7,074	896
All other apparel stores.....	22	1,167	129	23	(D)	(D)
Furniture, home furnishings, appliance dealers.....	287	31,511	4,497	163	20,123	2,951
Furniture stores ³	79	19,700	2,926	54	11,501	1,781
Other home furnishings stores ³	41	3,187	376	24	1,746	265
Household appliance, radio, TV stores.....	123	7,940	1,195	68	6,456	905
Automotive group.....	253	85,856	8,285	188	51,908	5,071
Passenger car dealers (franchised & nonfranchised)..	159	74,491	7,035	105	44,712	4,183
Tire, battery, accessory dealers.....	54	5,891	895	53	5,051	699
Other automotive dealers.....	38	(D)	355	30	2,145	189
Gasoline service stations.....	540	38,469	3,581	442	17,455	1,567
Lumber, building materials, hardware, farm equip. dealers.	200	44,799	4,459	149	34,234	4,255
Hardware stores.....	42	2,926	303	33	1,887	154
Other.....	158	41,873	4,156	116	32,347	4,101
Drug stores, proprietary stores.....	159	18,513	2,517	111	12,266	1,561
Other retail stores ⁴	660	45,234	4,775	393	28,144	2,998
Liquor stores.....	83	6,632	404	54	3,493	187
Jewelry stores.....	78	4,470	572	41	2,843	377
Book, stationery stores.....	10	1,228	303	9	820	142
Sporting goods, bicycle stores.....	41	25	134	25	1,023	85
Florists.....	24	1,225	252	21	886	140
Music stores.....	18	1,715	204	11	1,319	170
Camera, photographic supply stores.....	9	1,015	125	9	600	1,833
SELECTED SERVICE TRADES						
Hotels.....	90	8,656	2,897	94	7,620	2,347
Motion picture theaters.....	33	4,074	818	32	3,177	573

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 211 such establishments with sales of \$5,658,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PHOENIX, THE ENTIRE CITY, AND THE PHOENIX STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	11.2	51.3	95.1	58.3	83.6
Food stores.....	-30.3	85.6	100.7	81.6	88.0
Eating, drinking places.....	-2.1	59.6	125.8	41.9	60.1
Eating places.....	4.6	63.2	125.6	45.5	65.8
Drinking places.....	-16.6	51.6	126.3	36.3	52.5
General merchandise group.....	9.9	16.9	159.4	21.0	73.5
Department stores.....	(D)	(D)	(D)	0.3	(D)
Variety stores.....	7.1	28.8	111.9	32.0	69.8
General merchandise stores, n.e.c.....	(D)	(D)	(D)	80.8	(D)
Apparel, accessories stores.....	18.8	37.9	451.0	51.4	277.7
Shoe stores.....	36.2	50.9	376.0	(D)	(D)
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	142.0	(D)
Family clothing stores.....	(D)	-35.2	...	-28.8	(D)
Women's clothing, specialty stores.....	35.4	50.9	313.7	(D)	(D)
Ready-to-wear stores ³	35.6	47.0	283.0	60.6	349.1
All other apparel stores.....	38.0	85.6	408.2	(D)	(D)
Furniture, home furnishings, appliance dealers.....	5.9	43.7	80.4	56.6	89.9
Furniture stores.....	4.5	56.2	163.2	71.3	167.8
Other home furnishings stores ³	-0.8	34.2	51.6	82.5	118.9
Household appliance, radio, TV stores.....	20.6	15.0	14.0	23.0	23.3
Automotive group.....	20.9	49.9	107.9	65.4	107.9
Passenger car dealers (franchised and nonfranchised).....	21.2	50.7	115.7	66.6	113.6
Tire, battery, accessory dealers.....	34.4	19.0	-13.2	16.6	1.9
Other automotive dealers.....	...	98.2	...	(D)	(D)
Gasoline service stations.....	50.4	183.6	220.7	120.4	127.8
Lumber, building materials, hardware, farm equip. dealers....	-10.1	18.1	21.9	30.9	34.5
Hardware stores.....	(NA)	87.4	(NA)	55.1	(NA)
Other.....	(NA)	15.8	(NA)	29.4	(NA)
Drug stores, proprietary stores.....	-6.7	52.0	111.1	50.9	78.0
Other retail stores ⁴	14.5	56.9	91.8	60.7	83.0
Liquor stores.....	-30.9	76.3	106.7	89.9	112.6
Jewelry stores.....	(D)	42.5	(D)	57.2	(D)
Book, stationery stores.....	(D)	(D)	(D)	49.8	(D)
Sporting goods, bicycle stores.....	42.8	1.7	-39.8	53.5	62.1
Florists.....	-21.6	29.3	78.2	38.3	83.0
Music stores.....	-6.4	18.8	...	30.0	397.5
Camera, photographic supply stores.....	(D)	66.5	(D)	69.2	(D)
SELECTED SERVICE TRADES					
Hotels.....	6.3	14.7	81.6	13.6	21.8
Motion picture theaters.....	21.9	8.3	-4.7	-41.4	-84.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PHOENIX CITY AND OF PHOENIX STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	38.4	52.2	24.6	34.9
Food stores.....	4.3	11.6	2.1	5.4
Eating, drinking places.....	31.8	51.8	20.2	29.3
Eating places.....	33.0	51.5	23.8	31.1
Drinking places.....	28.8	52.3	14.3	23.4
General merchandise group.....	89.6	95.3	74.8	82.4
Department stores.....	(D)	100.0	(D)	100.0
Variety stores.....	66.0	79.3	48.8	60.2
General merchandise stores, n.e.c.....	(D)	89.7	(D)	46.0
Apparel, accessories stores.....	82.3	95.6	68.6	87.4
Shoe stores.....	86.3	95.7	69.7	(D)
Men's, boys' clothing and furnishings stores ²	(D)	(D)	74.7	(D)
Family clothing stores ²	60.6	(D)	49.0	(D)
Women's clothing, specialty stores.....	84.7	94.4	73.0	(D)
Ready-to-wear stores ²	88.0	95.4	77.7	92.0
All other apparel stores.....	64.8	87.1	58.5	(D)
Furniture, home furnishings, appliance dealers.....	36.3	49.3	26.8	39.6
Furniture stores ²	45.1	67.4	36.1	59.1
Other home furnishings stores ²	24.6	33.3	16.5	30.4
Household appliance, radio, TV stores.....	15.9	15.2	9.8	10.0
Automotive group.....	53.7	66.6	35.7	48.8
Passenger car dealers (franchised and nonfranchised)....	55.3	68.8	37.0	50.9
Tire, battery, accessory dealers.....	76.4	67.6	52.3	45.4
Other automotive dealers.....	...	19.2	(D)	14.5
Gasoline service stations.....	11.6	21.8	6.5	9.6
Lumber, building materials, hardware, farm equip. dealers.	8.9	11.7	5.6	8.1
Hardware stores.....				
Other.....				
Drug stores, proprietary stores.....	30.8	50.2	19.8	32.0
Other retail stores ³	33.0	45.2	23.1	32.5
Liquor stores.....	8.7	22.1	5.8	15.8
Jewelry stores.....	92.2	(D)	76.6	(D)
Book, stationery stores.....	(D)	(D)	(D)	82.1
Sporting goods, bicycle stores.....	70.5	50.2	41.5	44.6
Florists.....	29.7	49.0	24.2	42.8
Music stores.....	78.8	100.0	65.5	91.0
Camera, photographic supply stores.....	50.0	(D)	44.1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PHOENIX, THE ENTIRE CITY, AND THE PHOENIX STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	2.0	3.2	17.5	14.3	23.4	20.3
Eating, drinking places.....	6.3	7.2	7.6	7.2	7.7	8.6
Eating places.....	4.6	4.9	5.3	4.9	4.8	5.2
Drinking places.....	1.7	2.3	2.3	2.3	2.9	3.4
General merchandise group.....	27.4	27.7	11.7	15.2	9.0	11.7
Department stores.....	(D)	20.9	(D)	10.9	4.7	7.3
Variety stores.....	3.9	4.0	2.3	2.7	1.9	2.3
General merchandise stores, n.e.c.....	(D)	2.8	(D)	1.6	2.4	2.1
Apparel, accessories stores.....	15.4	14.5	7.2	7.9	5.5	5.8
Shoe stores.....	3.1	2.5	1.4	1.4	1.1	(D)
Men's, boys' clothing and furnishings stores ¹	2.9	(D)	(D)	0.8	0.9	0.6
Family clothing stores ¹	1.3	(D)	0.8	2.0	0.7	1.5
Women's clothing, specialty stores.....	7.6	6.2	3.4	3.4	2.6	(D)
Ready-to-wear stores ¹	7.4	6.1	3.2	3.3	2.3	2.3
All other apparel stores.....	0.6	0.5	0.3	0.3	0.2	(D)
Furniture, home furnishings, appliance dealers.....	7.1	7.4	7.5	7.9	6.5	6.6
Furniture stores ¹	6.0	6.3	5.2	5.0	4.2	3.8
Other home furnishings stores ¹	0.4	0.5	0.7	0.8	0.7	0.6
Household appliance, radio, TV stores.....	0.7	0.6	1.6	2.1	1.6	2.2
Automotive group.....	25.7	23.6	18.4	18.5	17.7	16.9
Passenger car dealers (franchised and nonfranchised).....	23.1	21.2	16.1	16.1	15.3	14.6
Tire, battery, accessory dealers.....	2.6	2.1	1.3	1.6	1.2	1.6
Other automotive dealers.....	...	0.3	1.0	0.8	(D)	0.7
Gasoline service stations.....	2.1	1.6	7.1	3.7	7.9	5.7
Lumber, building materials, hardware, farm equipment dealers...	2.1	2.6	9.0	11.6	9.2	11.2
Hardware stores.....	(NA)	(NA)	0.4	0.4	0.6	0.6
Other.....	(NA)	(NA)	8.6	11.2	8.6	10.6
Drug stores, proprietary stores.....	3.1	3.7	3.8	3.8	3.8	4.0
Other retail stores ²	8.8	8.5	10.2	9.9	9.3	9.2
Liquor stores.....	0.3	0.5	1.4	1.2	1.4	1.1
Jewelry stores.....	2.9	(D)	1.2	1.3	0.9	0.9
Book, stationery stores.....	(D)	0.6	0.4	(D)	0.3	0.3
Sporting goods, bicycle stores.....	0.5	0.4	0.3	0.4	0.3	0.3
Florists.....	0.2	0.4	0.3	0.4	0.3	0.3
Music stores.....	0.9	1.1	0.5	0.6	0.4	0.4
Camera, photographic supply stores.....	0.4	(D)	0.3	0.3	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

CENTRAL BUSINESS DISTRICT STATISTICS

Berkeley, California



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-53—Berkeley, Calif.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Berkeley, California

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BERKELEY, CALIFORNIA CENTRAL BUSINESS DISTRICT SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

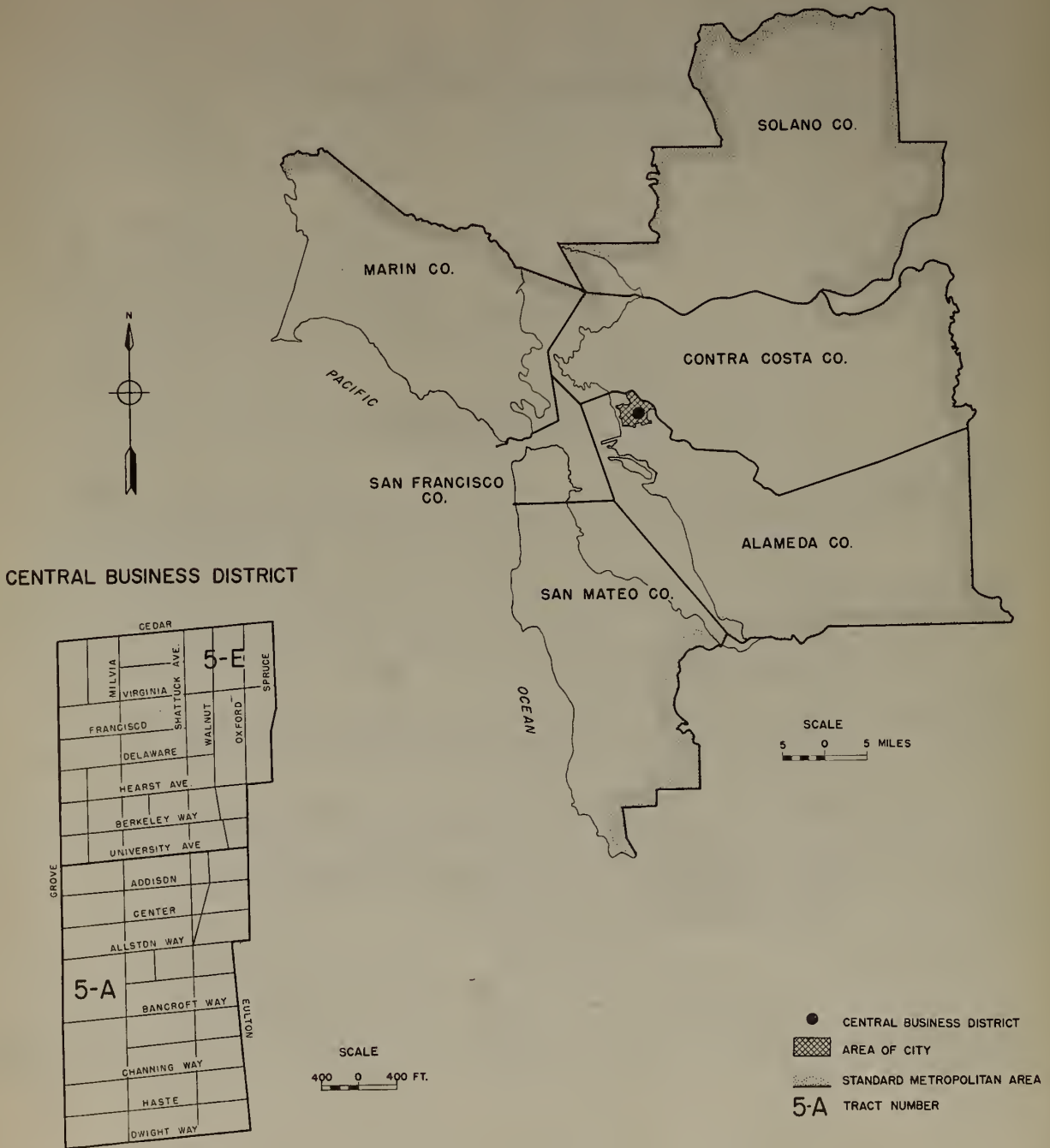


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF BERKELEY CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	235	41,186	5,842	249	38,716	5,323
Food stores.....	22	5,041	558	34	5,563	514
Eating, drinking places.....	44	1,963	509	34	2,103	569
Eating places.....	44	1,963	509	34	2,103	569
Drinking places.....
General merchandise group.....	9	8,003	1,136	9	7,787	1,372
Variety stores.....	4	1,105	221	4	1,304	239
General merchandise stores (except variety).....	5	6,898	915	5	6,483	1,133
Apparel, accessories stores.....	37	5,298	732	37	4,946	624
Shoe stores.....	9	1,025	138	7	897	106
Men's, boys' clothing and furnishings stores ³	5	1,738	257	5	1,116	136
Family clothing stores ³	2	(D)	(D)	3	1,535	217
Women's clothing, specialty stores.....	15	1,436	161	16	1,202	147
Ready-to-wear stores ³	6	1,066	118	8	957	124
All other apparel stores.....	6	(D)	(D)	6	196	18
Furniture, home furnishings, appliance dealers.....	23	3,360	577	30	3,160	483
Furniture, home furnishings stores, antique stores.	14	2,167	416	15	1,849	309
Household appliance, radio, TV stores.....	9	1,193	161	15	1,311	174
Automotive group.....	11	9,878	1,190	16	7,650	765
Gasoline service stations.....	19	1,624	273	19	1,042	111
Lumber, building materials, hardware, farm equip. dealers	10	2,127	327	13	2,807	395
Hardware stores.....	5	1,421	247	8	2,129	310
Other.....	5	706	80	5	678	85
Drug stores, proprietary stores.....	6	1,218	193	9	1,456	226
Other retail stores ⁴	54	2,674	347	48	2,202	264
Liquor stores.....
Jewelry stores.....	10	463	84	8	430	64
Book, stationery stores.....	4	359	48	3	317	59
SELECTED SERVICE TRADES						
Hotels.....	9	494	179	9	540	201
Motion picture theaters.....	4	844	195	4	858	170

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF BERKELEY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,117	120,191	(D)	1,089	102,067	11,901
Food stores.....	272	35,701	2,862	282	31,591	2,481
Eating, drinking places.....	163	7,903	1,896	155	7,502	1,822
Eating places.....	146	7,004	1,728	132	6,458	1,640
Drinking places.....	17	899	168	23	1,044	182
General merchandise group.....	46	9,724	1,318	39	8,858	1,496
Variety stores.....	35	2,560	383	28	(D)	(D)
General merchandise stores (except variety).....	11	7,164	935	11	(D)	(D)
Apparel, accessories stores.....	87	8,678	1,175	93	8,472	1,037
Shoe stores.....	18	1,604	212	12	1,242	175
Men's, boys' clothing and furnishings stores ³	10	2,331	325	13	1,644	205
Family clothing stores ³	2	(D)	(D)	8	2,212	320
Women's clothing, specialty stores.....	37	2,809	367	46	2,952	309
Ready-to-wear stores ³	18	1,825	237	24	2,554	270
All other apparel stores.....	18	(D)	(D)	12	337	28
Furniture, home furnishings, appliance dealers.....	93	7,182	1,455	66	5,486	744
Furniture, home furnishings stores, antique stores.....	53	4,872	697	39	3,443	475
Household appliance, radio, TV stores.....	40	2,310	758	27	2,043	269
Automotive group.....	54	20,939	2,231	53	15,234	1,506
Gasoline service stations.....	110	9,588	1,150	117	6,420	662
Lumber, building materials, hardware, farm equip. dealers.....	37	4,141	(D)	40	4,515	536
Hardware stores.....	17	1,989	(D)	25	3,080	396
Other.....	20	2,152	316	15	1,435	140
Drug stores, proprietary stores.....	39	4,993	701	47	4,700	638
Other retail stores ⁴	216	11,342	(D)	197	9,289	979
Liquor stores.....	31	3,441	221	34	2,468	110
Jewelry stores.....	21	780	113	17	720	88
Book, stationery stores.....	17	1,624	255	16	2,111	344
SELECTED SERVICE TRADES						
Hotels.....	15	2,240	846	14	2,469	878
Motion picture theaters.....	9	1,273	288	9	⁵ 1,403	⁵ 294

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 39 such establishments with sales of \$942,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Revised.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN FRANCISCO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	25,366	2,958,649	378,568	24,125	2,300,684	296,834
Food stores.....	5,778	767,719	57,688	5,663	571,955	38,384
Eating, drinking places.....	5,942	318,891	79,764	5,910	262,663	63,228
Eating places.....	3,814	225,533	62,797	3,516	172,583	45,587
Drinking places.....	2,110	93,148	16,967	2,394	90,080	17,641
General merchandise group.....	779	336,177	56,837	649	(D)	(D)
Variety stores.....	431	48,333	8,569	381	36,574	6,066
General merchandise stores (except variety).....	342	287,584	48,268	268	(D)	(D)
Apparel, accessories stores.....	1,994	223,085	34,938	2,036	209,226	31,721
Shoe stores.....	373	38,039	5,749	293	30,319	4,523
Men's, boys' clothing and furnishings stores ³	286	47,343	7,190	270	45,295	6,348
Family clothing stores ³	88	25,842	4,023	95	25,709	3,437
Women's clothing, specialty stores.....	796	93,259	15,606	818	90,108	14,973
Ready-to-wear stores ³	410	79,751	14,070	450	81,549	14,059
All other apparel stores.....	369	17,042	2,370	412	14,499	2,440
Furniture, home furnishings, appliance dealers.....	1,610	194,251	27,622	1,350	152,714	23,808
Furniture, home furnishings stores, antique stores.	954	134,453	19,739	793	111,333	18,286
Household appliance, radio, TV stores.....	656	59,798	7,883	557	41,381	5,522
Automotive group.....	1,010	471,767	49,725	925	331,844	35,527
Gasoline service stations.....	2,173	178,170	17,919	2,036	100,973	10,158
Lumber, building materials, hardware, farm equip dealers	949	128,542	15,234	845	117,898	15,573
Hardware stores.....	399	33,479	3,899	381	30,153	3,410
Other.....	550	95,063	11,335	464	87,745	12,163
Drug stores, proprietary stores.....	775	94,680	12,303	777	73,017	9,567
Other retail stores ⁴	4,356	245,367	26,538	3,934	(D)	(D)
Liquor stores.....	805	69,182	3,555	781	50,466	2,218
Jewelry stores.....	439	34,485	5,379	407	28,072	3,398
Book, stationery stores.....	248	16,544	2,552	183	15,255	2,777
SELECTED SERVICE TRADES						
Hotels.....	661	58,000	22,201	765	56,655	18,910
Motion picture theaters.....	208	31,757	6,747	225	⁵ 32,488	⁵ 6,958

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,152 such establishments with sales of \$61,698,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.⁵Revised.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF BERKELEY, THE ENTIRE CITY, AND THE SAN FRANCISCO STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	6.4	17.8	24.7	28.6	29.0
Food stores.....	-9.4	13.0	17.8	34.2	34.7
Eating, drinking places.....	-6.7	5.3	10.0	21.4	21.6
Eating places.....	-6.7	8.5	15.8	30.7	31.1
Drinking places.....	3.4	3.4
General merchandise group.....	2.8	-9.8	60.7	(D)	(D)
Variety stores.....	-15.3	14.7	57.0	32.2	33.9
General merchandise stores (except variety).....	6.4	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	7.1	2.4	-4.2	6.6	6.6
Shoe stores.....	14.3	29.1	67.8	25.5	25.8
Men's, boys' clothing and furnishings stores ³	55.7	41.8	12.3	4.5	3.2
Family clothing stores ³	(D)	(D)	(D)	0.5	(D)
Women's clothing, specialty stores.....	19.5	-4.9	-21.6	3.5	3.3
Ready-to-wear stores ³	11.4	-28.6	-52.5	-2.2	-2.0
All other apparel stores.....	(D)	(D)	(D)	17.5	(D)
Furniture, home furnishings, appliance dealers.....	6.3	76.4	64.3	27.2	27.6
Furniture, home furnishings stores, antique stores.....	17.5	41.5	69.2	20.8	20.8
Household appliance, radio, TV stores.....	-9.0	13.1	52.6	44.5	46.3
Automotive group.....	29.1	37.4	45.8	42.2	42.5
Gasoline service stations.....	55.9	49.3	48.1	76.5	76.7
Lumber, building materials, hardware, farm equip. dealers...	-24.2	-8.3	17.9	9.0	9.8
Hardware stores.....	-33.3	-35.4	-40.3	11.0	14.4
Other.....	4.1	50.0	91.0	8.3	8.4
Drug stores, proprietary stores.....	-16.4	6.2	16.4	29.7	30.6
Other retail stores ⁴	21.4	22.1	22.3	(D)	(D)
Liquor stores.....	...	39.4	...	37.1	37.1
Jewelry stores.....	7.7	83.3	9.3	22.8	23.1
Book, stationery stores.....	13.2	-23.1	-29.5	8.4	8.3
SELECTED SERVICE TRADES					
Hotels.....	-8.5	-9.3	-9.5	2.4	2.5
Motion picture theaters.....	-1.6	-9.3	-21.3	-2.3	-2.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BERKELEY CITY AND OF SAN FRANCISCO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	34.3	37.9	1.4	1.7
Food stores.....	14.1	17.6	0.7	1.0
Eating, drinking places.....	24.8	28.0	0.6	0.8
Eating places.....	28.0	32.6	0.9	1.2
Drinking places.....
General merchandise group.....	82.3	87.9	2.4	(D)
Variety stores.....	43.2	58.4	2.3	3.6
General merchandise stores (except variety).....	96.3	(D)	2.4	(D)
Apparel, accessories stores.....	61.1	58.4	2.4	2.4
Shoe stores.....	63.9	72.2	2.7	3.0
Men's, boys' clothing and furnishings stores ²	74.6	67.9	3.7	2.5
Family clothing stores ²	(D)	69.4	(D)	6.0
Women's clothing, specialty stores.....	51.1	40.7	1.5	1.3
Ready-to-wear stores ²	58.4	37.5	1.0	1.2
All other apparel stores.....	(D)	58.2	(D)	1.4
Furniture, home furnishings, appliance dealers.....	46.8	57.6	1.7	2.1
Furniture, home furnishings stores, antique stores....	44.5	53.6	1.6	1.7
Household appliance, radio, TV stores.....	51.6	64.2	2.0	3.2
Automotive group.....	47.2	50.2	2.1	2.3
Gasoline service stations.....	16.9	16.2	0.9	1.0
Lumber, building materials, hardware, farm equip. dealers	51.4	62.2	1.7	2.4
Hardware stores.....	71.4	69.1	4.2	7.1
Other.....	32.8	47.2	0.7	0.8
Drug stores, proprietary stores.....	24.4	31.0	1.3	2.0
Other retail stores ³	23.6	23.7	1.1	(D)
Liquor stores.....
Jewelry stores.....	59.4	59.7	1.3	1.5
Book, stationery stores.....	22.1	15.0	2.2	2.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business note included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF BERKELEY, THE ENTIRE CITY, AND THE SAN FRANCISCO STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1958
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	12.2	14.4	29.7	30.9	26.0	24.9
Eating, drinking places.....	4.8	5.4	6.6	7.4	10.8	11.4
Eating places.....	4.8	5.4	5.8	6.4	7.6	7.5
Drinking places.....	0.8	1.0	3.2	3.9
General merchandise group.....	19.4	20.0	8.1	8.7	11.4	(D)
Variety stores.....	2.7	3.4	2.1	(D)	1.7	1.6
General merchandise stores (except variety).....	16.7	16.6	6.0	(D)	9.7	(D)
Apparel, accessories stores.....	12.9	12.8	7.2	8.3	7.5	9.1
Shoe stores.....	2.5	2.3	1.3	1.2	1.3	1.3
Men's, boys' clothing and furnishings stores ¹	4.2	2.9	1.9	1.6	1.6	2.0
Family clothing stores ¹	(D)	4.0	(D)	2.2	0.8	1.1
Women's clothing, specialty stores.....	3.5	3.1	2.3	2.9	3.2	3.9
Ready-to-wear stores ¹	2.6	2.5	1.5	2.5	2.7	3.5
All other apparel stores.....	(D)	0.5	(D)	0.3	0.6	0.6
Furniture, home furnishings, appliance dealers.....	8.2	8.2	6.0	5.4	6.6	6.6
Furniture, home furnishings stores, antique stores.....	5.3	4.8	4.1	3.4	4.5	4.8
Household appliance, radio, TV stores.....	2.9	3.4	1.9	2.0	2.1	1.8
Automotive group.....	23.9	19.7	17.4	14.9	15.9	14.4
Gasoline service stations.....	3.9	2.7	8.0	6.3	6.0	4.4
Lumber, building materials, hardware, farm equipment dealers..	5.2	7.3	3.4	4.4	4.3	5.1
Hardware stores.....	3.5	5.5	1.7	3.0	1.1	1.3
Other.....	1.7	1.8	1.7	1.4	3.2	3.8
Drug stores, proprietary stores.....	3.0	3.8	4.2	4.6	3.2	3.2
Other retail stores ²	6.5	5.7	9.4	9.1	8.3	(D)
Liquor stores.....	...	(D)	2.9	2.4	2.3	2.2
Jewelry stores.....	1.1	1.1	0.6	0.7	1.2	1.2
Book, stationery stores.....	0.9	0.8	1.4	2.1	0.6	0.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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



CENTRAL BUSINESS DISTRICT STATISTICS

Albany, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin—CBD-54 Albany, New York
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Albany, New York

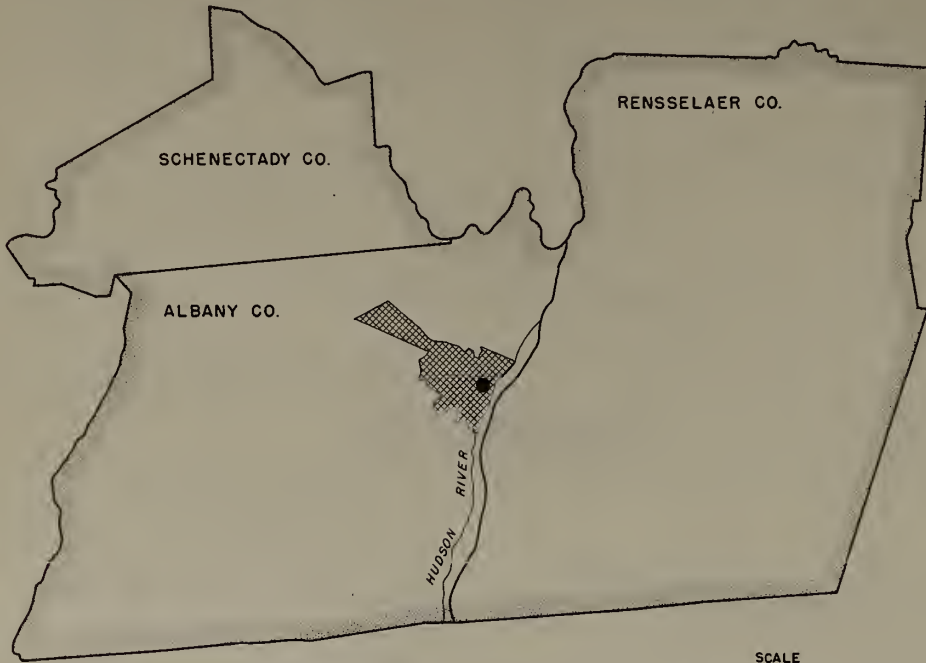


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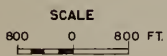
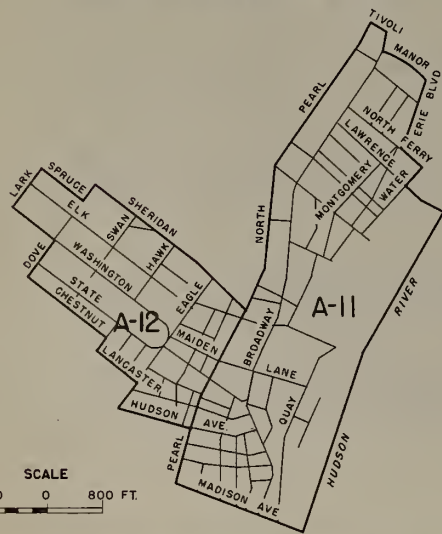
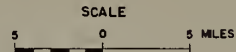
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ALBANY, NEW YORK CENTRAL BUSINESS DISTRICT

ALBANY-SCHENECTADY-TROY STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▭ STANDARD METROPOLITAN AREA
- A-11 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ALBANY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	468	76,080	12,262	514	71,607	10,202
Food stores.....	39	4,948	420	40	4,830	314
Eating, drinking places.....	124	7,827	1,753	124	8,083	1,819
Eating places.....	86	5,975	1,336	75	6,359	1,494
Drinking places.....	38	1,852	417	49	1,724	325
General merchandise group.....	10	14,143	2,614	12	13,229	2,254
Variety stores.....	4	4,051	726	5	3,074	523
General merchandise stores (except variety).....	6	10,092	1,888	7	10,155	1,731
Apparel, accessories stores.....	117	22,589	3,703	124	22,227	2,913
Shoe stores.....	31	3,185	424	28	2,512	274
Men's, boys' clothing and furnishings stores ³	17	4,401	685	22	4,868	684
Family clothing stores ³	7	2,433	431	7	3,145	474
Women's clothing, specialty stores.....	46	11,086	1,955	51	10,123	1,318
Ready-to-wear stores ³	22	9,965	1,781	27	9,330	1,216
All other apparel stores.....	9	1,422	208	12	1,502	163
Furniture, home furnishings, appliance dealers.....	27	5,977	861	24	4,505	700
Furniture, home furnishings stores, antique stores.	19	4,130	625	18	3,384	583
Household appliance, radio, TV stores.....	8	1,847	236	6	1,121	117
Automotive group.....	3	(D)	(D)	2	(D)	(D)
Gasoline service stations.....	7	1,474	263	5	718	145
Lumber, building materials, hardware, farm equip. dealers	8	1,497	119	11	959	93
Hardware stores.....						
Other.....						
Drug stores, proprietary stores.....	10	(D)	(D)	7	(D)	(D)
Other retail stores ⁴	123	8,872	1,280	165	10,227	1,054
Liquor stores.....	14	1,401	98	15	1,023	67
Jewelry stores.....	22	1,775	302	23	2,046	265
Book, stationery stores.....	8	1,145	209	7	934	141
SELECTED SERVICE TRADES						
Hotels.....	18	5,872	2,134	21	(D)	(D)
Motion picture theaters.....	4	448	662	4	623	174

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ALBANY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,909	213,284	25,868	1,945	176,943	20,108
Food stores.....	467	48,946	3,054	571	38,290	2,050
Eating, drinking places.....	438	20,708	4,222	413	18,102	3,593
Eating places.....	271	14,945	3,185	192	11,550	2,604
Drinking places.....	167	5,763	1,037	221	6,552	989
General merchandise group.....	56	17,794	3,063	32	15,658	2,593
Variety stores.....	18	6,350	1,079	11	(D)	(D)
General merchandise stores (except variety).....	38	11,444	1,984	21	(D)	(D)
Apparel, accessories stores.....	187	28,537	4,301	204	26,486	3,297
Shoe stores.....	43	4,192	537	35	3,081	226
Men's, boys' clothing and furnishings stores ³	26	5,327	777	30	5,552	745
Family clothing stores ³	13	(D)	(D)	11	3,816	527
Women's clothing, specialty stores.....	72	13,114	2,171	82	(D)	(D)
Ready-to-wear stores ³	39	11,604	1,966	42	10,235	1,328
All other apparel stores.....	25	2,249	(D)	36	(D)	(D)
Furniture, home furnishings, appliance dealers.....	108	12,061	1,693	85	10,160	1,618
Furniture, home furnishings stores, antique stores.	57	7,895	1,221	56	7,245	1,326
Household appliance, radio, TV stores.....	51	4,166	472	29	2,915	292
Automotive group.....	66	40,669	4,544	62	32,274	3,177
Gasoline service stations.....	93	7,408	715	77	4,665	556
Lumber, building materials, hardware, farm equip.dealers	69	7,722	973	65	6,751	882
Hardware stores.....	20	(D)	(D)	22	(D)	(D)
Other.....	49	(D)	(D)	43	(D)	(D)
Drug stores, proprietary stores.....	62	6,485	705	59	3,576	354
Other retail stores ⁴	363	22,954	2,598	377	20,981	1,988
Liquor stores.....	47	3,545	213	50	2,887	148
Jewelry stores.....	39	2,540	399	31	2,269	288
Book, stationery stores.....	20	(D)	(D)	10	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	22	5,942	2,145	23	5,178	1,875
Motion picture theaters.....	16	2,093	486	13	2,261	473

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 86 such establishments with sales of \$7,303,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ALBANY-SCHENECTADY-TROY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	6,194	602,119	65,165	6,351	(D)	(D)
Food stores.....	1,564	161,169	10,107	1,817	121,302	6,430
Eating, drinking places.....	1,351	51,879	9,350	1,378	47,580	8,153
Eating places.....	817	34,654	6,745	575	26,144	5,321
Drinking places.....	534	17,225	2,605	803	21,436	2,832
General merchandise group.....	163	53,143	8,658	146	(D)	(D)
Variety stores.....	54	14,904	2,457	44	12,083	1,845
General merchandise stores (except variety).....	107	38,185	6,201	102	(D)	(D)
Apparel, accessories stores.....	494	59,984	8,658	501	58,758	7,167
Shoe stores.....	104	9,709	1,233	83	6,944	756
Men's, boys' clothing and furnishings stores ³	73	12,856	1,810	80	15,822	1,968
Family clothing stores ³	29	5,985	887	23	5,925	738
Women's clothing, specialty stores.....	199	26,734	4,161	195	25,101	3,198
Ready-to-wear stores ³	110	22,921	3,613	105	22,574	2,939
All other apparel stores.....	68	4,238	567	82	4,344	507
Furniture, home furnishings, appliance dealers.....	318	31,710	4,226	275	27,436	3,858
Furniture, home furnishings stores, antique stores.	178	20,807	2,976	154	18,078	2,915
Household appliance, radio, TV stores.....	140	10,903	1,250	121	9,358	943
Automotive group.....	245	99,987	9,859	258	80,621	6,758
Gasoline service stations.....	540	31,811	2,347	559	21,599	1,564
Lumber, building materials, hardware, farm equip. dealers	279	31,917	3,952	237	28,620	3,437
Hardware stores.....	75	7,586	996	82	5,564	665
Other.....	204	24,331	2,956	155	23,056	2,772
Drug stores, proprietary stores.....	184	15,849	1,687	175	11,031	1,042
Other retail stores ⁴	1,056	64,670	6,321	1,005	58,260	5,237
Liquor stores.....	136	8,717	393	144	6,745	254
Jewelry stores.....	94	5,703	924	78	5,423	778
Book, stationery stores.....	47	2,083	310	23	1,836	268
SELECTED SERVICE TRADES						
Hotels.....	49	9,210	3,263	52	7,849	2,631
Motion picture theaters.....	49	4,773	1,040	42	5,274	1,215

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 289 such establishments with sales of \$53,803,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ALBANY, THE ENTIRE CITY, AND THE ALBANY-SCHENECTADY-TROY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	6.2	20.5	30.3	(D)	(D)
Food stores.....	2.4	27.8	31.5	32.9	34.1
Eating, drinking places.....	-3.2	14.4	28.6	9.0	11.5
Eating places.....	-6.0	29.4	72.8	32.6	45.0
Drinking places.....	7.4	-12.1	-19.0	-19.7	-22.0
General merchandise group.....	6.9	13.6	50.3	(D)	(D)
Variety stores.....	31.8	(D)	(D)	23.3	20.5
General merchandise stores (except variety).....	-0.6	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	1.6	7.7	39.7	2.1	2.4
Shoe stores.....	26.8	36.1	77.0	39.8	47.2
Men's, boys' clothing and furnishings stores ³	-9.6	-4.1	35.4	-18.8	-22.8
Family clothing stores ³	-22.6	(D)	(D)	1.0	27.8
Women's clothing, specialty stores.....	9.5	(D)	(D)	6.5	4.5
Ready-to-wear stores ³	6.8	13.4	81.1	1.5	-2.0
All other apparel stores.....	-5.3	(D)	(D)	-0.4	2.3
Furniture, home furnishings, appliance dealers.....	32.7	-18.7	7.6	15.6	12.2
Furniture, home furnishings stores, antique stores.....	22.0	+9.0	-2.5	15.1	13.5
Household appliance, radio, TV stores.....	64.8	42.9	29.3	16.5	9.9
Automotive group.....	(D)	26.0	(D)	24.0	(D)
Gasoline service stations.....	105.3	58.8	50.3	47.3	45.3
Lumber, building materials, hardware, farm equip. dealers...	56.1	14.4	7.5	11.5	10.0
Hardware stores.....	(NA)	(D)	(NA)	36.3	(NA)
Other.....	(NA)	(D)	(NA)	5.5	(NA)
Drug stores, proprietary stores.....	(D)	81.3	(D)	43.7	(D)
Other retail stores ⁴	-13.3	9.4	30.9	11.0	16.2
Liquor stores.....	37.0	22.8	15.0	29.2	27.9
Jewelry stores.....	-13.3	11.9	243.0	5.2	16.3
Book, stationery stores.....	22.6	(D)	(D)	13.5	4.0
SELECTED SERVICE TRADES					
Hotels.....	(D)	14.8	-24.7	17.3	23.6
Motion picture theaters.....	-28.1	-7.4	3.7	-9.5	-5.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ALBANY-SCHENECTADY-TROY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	35.7	40.5	12.6	(D)
Food stores.....	10.1	12.6	3.1	4.0
Eating, drinking places.....	37.8	44.7	15.1	17.0
Eating places.....	40.0	55.1	17.2	24.3
Drinking places.....	32.1	26.3	10.8	8.0
General merchandise group.....	79.5	84.5	26.6	(D)
Variety stores.....	63.8	(D)	27.2	25.4
General merchandise stores (except variety).....	88.2	(D)	26.4	(D)
Apparel, accessories stores.....	79.2	83.9	37.7	37.8
Shoe stores.....	76.0	81.5	32.8	36.2
Men's, boys' clothing and furnishings stores ²	82.6	87.7	34.2	30.8
Family clothing stores ²	(D)	82.4	40.7	53.1
Women's clothing, specialty stores.....	84.5	(D)	41.5	40.3
Ready-to-wear stores ²	85.9	91.2	43.5	41.5
All other apparel stores.....	63.2	(D)	32.9	34.6
Furniture, home furnishings, appliance dealers.....	49.6	44.3	18.8	16.4
Furniture, home furnishings stores, antique stores.....	52.3	46.7	19.8	18.7
Household appliance, radio, TV stores.....	44.3	38.5	16.9	12.0
Automotive group.....	(D)	(D)	(D)	(D)
Gasoline service stations.....	19.9	15.4	4.6	3.3
Lumber, building materials, hardware, farm equip. dealers	19.4	14.2	4.7	3.4
Drug stores, proprietary stores.....	(D)	(D)	(D)	(D)
Other retail stores ³	38.7	48.7	13.7	17.6
Liquor stores.....	39.5	35.4	16.1	15.2
Jewelry stores.....	69.9	90.2	31.1	37.7
Book, stationery stores.....	(D)	(D)	55.0	50.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ALBANY, THE ENTIRE CITY, AND THE ALBANY-SCHENECTADY-TROY STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area ³
	1954	1948	1954	1948	1954
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0
Food stores.....	6.5	6.7	22.9	21.6	26.8
Eating, drinking places.....	10.3	11.3	9.7	10.2	8.6
Eating places.....	7.9	8.9	7.0	6.5	5.7
Drinking places.....	2.4	2.4	2.7	3.7	2.9
General merchandise group.....	18.6	18.6	8.3	8.8	8.8
Variety stores.....	5.3	4.4	3.0	(D)	2.5
General merchandise stores (except variety).....	13.3	14.2	5.3	(D)	6.3
Apparel, accessories stores.....	29.7	31.0	13.4	15.2	10.0
Shoe stores.....	4.2	3.5	2.0	1.7	1.6
Men's, boys' clothing and furnishings stores ¹	5.8	6.8	2.5	3.1	2.1
Family clothing stores ¹	3.2	4.4	(D)	2.2	1.0
Women's clothing, specialty stores.....	14.6	14.1	6.1	(D)	4.4
Ready-to-wear stores ¹	13.1	13.0	5.4	5.8	3.8
All other apparel stores.....	1.9	2.1	1.1	(D)	0.7
Furniture, home furnishings, appliance dealers.....	7.9	6.3	5.7	5.7	5.3
Furniture, home furnishings stores, antique stores.....	5.5	4.7	3.7	4.1	3.5
Household appliance, radio, TV stores.....	2.4	1.6	2.0	1.6	1.8
Automotive group.....	(D)	(D)	19.1	18.2	16.6
Gasoline service stations.....	1.9	1.0	3.5	2.6	5.3
Lumber, building materials, hardware, farm equipment dealers..	2.0	1.3	3.6	3.8	5.3
Hardware stores.....	(NA)	(NA)	(D)	(D)	1.3
Other.....	(NA)	(NA)	(D)	(D)	4.0
Drug stores, proprietary stores.....	(D)	(D)	3.0	2.0	2.6
Other retail stores ²	11.6	14.3	10.8	11.9	10.7
Liquor stores.....	1.8	1.4	1.7	1.6	1.4
Jewelry stores.....	2.3	2.9	1.2	1.3	0.9
Book, stationery stores.....	1.5	1.3	(D)	(D)	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

² This group total includes kinds of business not included in any of the detail lines which follow.

³ Data for 1948 not shown for the Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Dayton, Ohio



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

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Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Dayton, Ohio



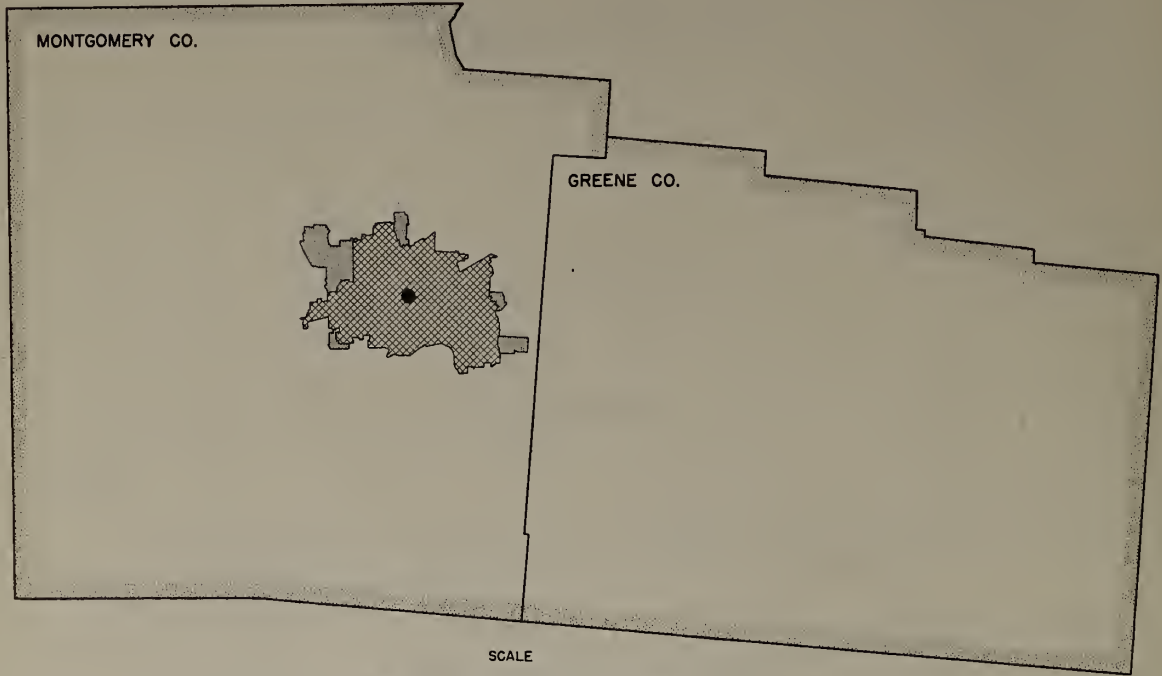
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DAYTON, OHIO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ▨ STANDARD METROPOLITAN AREA
- | - | TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF DAYTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	485	166,090	30,143	572	156,542	26,114
Food stores.....	52	8,391	616	60	7,475	544
Eating, drinking places.....	115	11,266	2,957	118	11,000	2,936
Eating places.....	83	7,991	2,292	83	7,765	2,180
Drinking places.....	32	3,275	665	35	3,235	756
General merchandise group.....	10	77,403	14,425	13	65,575	11,753
Department stores.....	4	(D)	(D)	5	(D)	(D)
Variety stores.....	5	4,636	733	7	4,988	730
General merchandise stores, n.e.c.....	1	(D)	(D)	1	(D)	(D)
Apparel, accessories stores.....	113	25,352	4,491	126	26,167	3,736
Shoe stores.....	30	4,367	666	33	4,236	534
Men's, boys' clothing and furnishings stores ³	25	4,611	677	26	3,610	543
Family clothing stores ³	7	6,244	1,510	7	7,815	1,217
Women's clothing, specialty stores.....	40	9,376	1,510	40	9,357	1,271
Ready-to-wear stores ³	20	8,007	1,299	26	8,893	1,205
All other apparel stores.....	11	754	128	18	1,075	171
Furniture, home furnishings, appliance dealers.....	30	11,241	2,231	36	9,925	1,727
Furniture stores ³	13	6,761	1,381	15	5,404	1,042
Other home furnishings stores ³	4	1,006	203	9	1,523	287
Household appliance, radio, TV stores.....	11	3,454	647	12	2,998	398
Automotive group.....	17	10,597	1,490	30	12,909	1,591
Passenger car dealers (franchised & nonfranchised)..	5	(D)	(D)	12	8,775	1,040
Tire, battery, accessory dealers.....	9	3,169	486	14	2,247	396
Other automotive dealers.....	3	(D)	(D)	4	1,887	155
Gasoline service stations.....	11	1,102	145	14	855	104
Lumber, building materials, hardware, farm equip. dealers.	12	3,184	496	16	3,348	702
Hardware stores.....	2	(D)	(D)	2	(D)	(D)
Other.....	10	(D)	(D)	14	(D)	(D)
Drug stores, proprietary stores.....	15	4,453	797	19	5,530	940
Other retail stores ⁴	110	13,101	2,495	140	13,758	2,081
Liquor stores.....	5	2,439	57	5	1,983	63
Jewelry stores.....	29	3,069	668	30	3,677	672
Book, stationery stores.....	7	842	229	8	827	145
Sporting goods, bicycle stores.....	7	701	84	7	1,025	113
Florists.....	5	468	72	9	533	113
Music stores.....	8	1,062	146	14	872	152
Camera, photographic supply stores.....	3	(D)	176	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	13	6,371	2,280	14	5,656	1,995
Motion picture theaters.....	8	1,828	360	8	2,324	375

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF DAYTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,704	453,538	60,840	2,465	333,762	44,250
Food stores.....	646	103,468	7,224	702	68,936	4,139
Eating, drinking places.....	617	38,637	8,824	560	30,977	6,829
Eating places.....	355	23,821	5,993	270	14,770	3,624
Drinking places.....	260	14,740	2,831	290	16,207	3,205
General merchandise group.....	53	81,369	15,015	53	67,635	12,026
Department stores.....	5	(D)	(D)	5	(D)	(D)
Variety stores.....	32	6,981	1,121	30	6,256	927
General merchandise stores, n.e.c.....	16	(D)	(D)	18	(D)	(D)
Apparel, accessories stores.....	200	32,609	5,439	174	30,465	4,136
Shoe stores.....	66	6,664	979	48	4,966	611
Men's, boys' clothing and furnishings stores ³	31	5,554	853	30	4,890	687
Family clothing stores ³	22	9,589	1,883	17	(D)	(D)
Women's clothing, specialty stores.....	53	9,562	1,554	49	(D)	(D)
Ready-to-wear stores ³	22	(D)	(D)	29	9,220	1,230
All other apparel stores.....	22	1,170	170	23	(D)	(D)
Furniture, home furnishings, appliance dealers.....	171	25,024	4,032	105	15,453	2,497
Furniture stores ³	39	11,977	2,120	40	8,630	1,504
Other home furnishings stores ³	25	3,219	548	16	(D)	(D)
Household appliance, radio, TV stores.....	77	9,584	1,364	41	(D)	(D)
Automotive group.....	124	81,189	8,757	118	51,068	5,719
Passenger car dealers (franchised & nonfranchised)..	74	71,012	7,456	70	43,019	4,633
Tire, battery, accessory dealers.....	34	6,760	1,023	35	5,179	886
Other automotive dealers.....	16	3,417	278	13	2,870	200
Gasoline service stations.....	282	23,805	2,300	215	13,506	1,352
Lumber, building materials, hardware, farm equip. dealers.	117	22,148	3,256	88	14,129	2,425
Hardware stores.....	52	3,979	528	35	2,326	262
Other.....	65	18,169	2,728	53	11,803	2,163
Drug stores, proprietary stores.....	120	15,684	2,133	102	13,414	1,763
Other retail stores ⁴	374	29,605	3,860	348	28,179	3,364
Liquor stores.....	44	9,798	302	58	8,286	278
Jewelry stores.....	50	3,705	743	38	3,899	700
Book, stationery stores.....	13	(D)	(D)	12	(D)	(D)
Sporting goods, bicycle stores.....	22	946	107	12	1,123	120
Florists.....	29	1,531	243	19	1,045	207
Music stores.....	22	1,503	170	23	(D)	(D)
Camera, photographic supply stores.....	7	1,664	264	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	15	(D)	(D)	14	5,656	1,995
Motion picture theaters.....	30	2,957	622	28	3,444	609

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 176 such establishments with sales of \$8,064,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
DAYTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,896	596,984	74,553	3,813	432,250	53,058
Food stores.....	902	142,148	9,618	1,053	94,359	5,362
Eating, drinking places.....	835	49,620	11,193	820	41,317	8,831
Eating places.....	500	30,972	7,658	421	20,392	4,895
Drinking places.....	333	18,572	3,535	399	20,925	3,936
General merchandise group.....	106	87,258	15,732	94	71,453	12,500
Department stores.....	6	74,066	13,869	6	61,134	11,086
Variety stores.....	62	9,786	1,526	49	7,505	1,083
General merchandise stores, n.e.c.....	38	3,406	337	39	2,814	331
Apparel, accessories stores.....	267	37,872	5,982	207	32,457	4,302
Shoe stores.....	83	7,414	1,061	58	5,496	675
Men's, boys' clothing and furnishings stores ³	43	(D)	917	38	5,544	728
Family clothing stores ³	34	11,624	2,119	19	9,644	1,376
Women's clothing, specialty stores.....	73	10,864	1,690	59	10,404	1,346
Ready-to-wear stores ³	37	9,179	1,446	36	9,845	1,276
All other apparel stores.....	28	1,497	195	25	1,168	177
Furniture, home furnishings, appliance dealers.....	238	31,145	4,857	162	19,423	2,915
Furniture stores ³	53	15,023	2,539	52	10,265	1,718
Other home furnishings stores ³	29	3,869	698	17	1,732	323
Household appliance, radio, TV stores.....	116	11,929	1,620	74	7,085	874
Automotive group.....	202	112,740	11,517	217	65,818	7,045
Passenger car dealers (franchised & nonfranchised)..	131	100,971	10,024	133	55,689	5,779
Tire, battery, accessory dealers.....	47	7,619	1,129	63	6,163	1,023
Other automotive dealers.....	24	4,150	364	21	3,966	243
Gasoline service stations.....	447	36,053	3,391	417	23,152	2,021
Lumber, building materials, hardware, farm equip. dealers.	209	35,966	4,649	191	23,917	3,337
Hardware stores.....	79	6,490	797	71	4,645	459
Other.....	130	29,476	3,852	120	19,272	2,878
Drug stores, proprietary stores.....	154	20,202	2,704	139	16,787	2,155
Other retail stores. ⁴	536	43,980	4,910	513	43,567	4,590
Liquor stores.....	66	12,721	444	84	10,049	326
Jewelry stores.....	68	4,359	807	53	4,313	727
Book, stationery stores.....	18	(D)	(D)	16	2,074	397
Sporting goods, bicycle stores.....	36	1,496	150	18	1,238	127
Florists.....	35	1,859	282	27	1,192	226
Music stores.....	26	1,565	170	25	1,079	165
Camera, photographic supply stores.....	10	1,755	277	7	1,508	258
SELECTED SERVICE TRADES						
Hotels.....	17	6,650	2,385	20	6,037	2,080
Motion picture theaters.....	48	4,244	901	53	4,568	853

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 225 such establishments with sales of \$8,982,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF DAYTON, THE ENTIRE CITY, AND THE DAYTON STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	6.1	35.9	62.2	38.1	56.3
Food stores.....	12.3	50.1	54.7	50.6	53.9
Eating, drinking places.....	2.4	24.7	37.0	20.1	26.5
Eating places.....	2.9	61.3	126.0	51.9	82.0
Drinking places.....	1.2	-9.1	-11.6	-11.3	-13.5
General merchandise group.....	18.0	20.3	92.5	22.1	67.7
Department stores.....	(D)	(D)	(D)	21.2	(D)
Variety stores.....	-7.1	11.6	84.9	30.4	104.6
General merchandise stores, n.e.c.....	(D)	(D)	(D)	21.0	(D)
Apparel, accessories, stores.....	-3.1	7.0	68.8	16.7	99.0
Shoe stores.....	3.1	34.2	214.7	34.9	141.8
Men's, boys' clothing and furnishings stores ³	27.7	13.6	-26.3	(D)	(D)
Family clothing stores ³	-20.1	(D)	(D)	20.5	194.1
Women's clothing, specialty stores.....	0.2	(D)	(D)	4.4	42.1
Ready-to-wear stores ³	-10.0	(D)	(D)	-6.8	23.1
All other apparel stores.....	-29.9	(D)	(D)	28.2	698.9
Furniture, home furnishings, appliance dealers.....	13.3	61.9	149.3	60.4	109.6
Furniture stores ³	25.1	38.8	61.7	46.4	70.0
Other home furnishings stores ³	-34.0	(D)	(D)	123.4	1269.9
Household appliance, radio, TV stores.....	15.2	(D)	(D)	68.4	107.4
Automotive group.....	-17.9	59.0	85.0	71.3	93.1
Passenger car dealers (franchised and nonfranchised).....	(D)	65.1	(D)	81.3	(D)
Tire, battery, accessory dealers.....	41.0	30.5	22.5	23.6	13.6
Other automotive dealers.....	(D)	19.1	(D)	4.6	(D)
Gasoline service stations.....	28.9	76.3	79.5	55.7	56.8
Lumber, building materials, hardware, farm equip. dealers....	-4.9	56.8	75.9	50.4	59.4
Hardware stores.....	(D)	71.1	(D)	39.7	(D)
Other.....	(D)	53.9	(D)	52.9	(D)
Drug stores, proprietary stores.....	-19.5	16.9	42.5	20.3	39.9
Other retail stores ⁴	-4.8	5.1	14.4	0.9	3.6
Liquor stores.....	23.0	18.2	16.8	26.6	27.5
Jewelry stores.....	-16.5	-5.0	186.5	1.1	102.8
Book, stationery stores.....	1.8	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	-31.6	-15.8	150.0	20.8	273.2
Florists.....	-12.2	46.5	107.6	56.0	111.1
Music stores.....	21.8	(D)	(D)	45.0	143.0
Camera, photographic supply stores.....	(D)	(D)	(D)	16.4	(D)
SELECTED SERVICE TRADES					
Hotels.....	12.6	(D)	(D)	10.2	-26.8
Motion picture theaters.....	-21.4	-14.2	0.8	-7.1	7.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF DAYTON CITY AND OF DAYTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	36.6	46.9	27.8	36.2
Food stores.....	8.1	10.8	5.9	7.9
Eating, drinking places.....	29.2	35.5	22.7	26.6
Eating places.....	33.5	52.6	25.8	38.1
Drinking places.....	22.2	20.0	17.6	15.5
General merchandise group.....	95.1	97.0	88.7	91.8
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	66.4	79.7	47.4	66.5
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	77.7	85.9	66.9	80.6
Shoe stores.....	65.5	85.3	58.9	77.1
Men's, boys' clothing and furnishings stores ²	83.0	73.8	(D)	65.1
Family clothing stores ²	65.1	(D)	53.7	81.0
Women's clothing, specialty stores.....	98.1	(D)	86.3	89.9
Ready-to-wear stores ²	(D)	96.5	87.2	90.3
All other apparel stores.....	64.4	(D)	50.4	92.0
Furniture, home furnishings, appliance dealers.....	44.9	64.2	36.1	51.1
Furniture stores ²	56.4	62.6	45.0	52.6
Other home furnishings stores ²	31.3	(D)	26.0	87.9
Household appliance, radio, TV stores.....	36.0	(D)	29.0	42.3
Automotive group.....	13.1	25.3	9.4	19.6
Passenger car dealers (franchised and nonfranchised)....	(D)	20.4	(D)	15.8
Tire, battery, accessory dealers.....	46.9	43.4	41.6	36.5
Other automotive dealers.....	(D)	65.7	(D)	47.6
Gasoline service stations.....	4.6	6.3	3.1	3.7
Lumber, building materials, hardware, farm equip. dealers.	14.4	23.7	8.9	14.0
Hardware stores.....	(D)	(D)	(D)	(D)
Other.....	(D)	(D)	(D)	(D)
Drug stores, proprietary stores.....	28.4	41.2	22.0	32.9
Other retail stores ³	44.3	48.8	29.8	31.6
Liquor stores.....	24.9	23.9	19.2	19.7
Jewelry stores.....	82.8	94.3	70.4	85.3
Book, stationery stores.....	(D)	(D)	(D)	39.9
Sporting goods, bicycle stores.....	74.1	91.3	46.9	82.8
Florists.....	30.6	51.0	25.2	44.7
Music stores.....	70.7	(D)	67.9	80.8
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF DAYTON, THE ENTIRE CITY, AND THE DAYTON STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	5.1	4.8	22.8	20.7	23.8	21.8
Eating, drinking places.....	6.8	7.1	8.6	9.3	8.3	9.6
Eating places.....	4.8	5.0	5.3	4.4	5.2	4.8
Drinking places.....	2.0	2.1	3.3	4.9	3.1	4.8
General merchandise group.....	46.5	41.9	17.9	20.3	14.6	16.5
Department stores.....	(D)	(D)	(D)	(D)	12.4	14.1
Variety stores.....	2.8	3.2	1.5	1.9	1.6	1.7
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)	0.6	0.7
Apparel, accessories stores.....	15.3	16.7	7.2	9.1	6.4	7.5
Shoe stores.....	2.6	2.7	1.5	1.5	1.2	1.3
Men's, boys' clothing and furnishings stores ¹	2.8	2.3	1.2	1.5	(D)	1.3
Family clothing stores ¹	3.8	5.0	2.1	(D)	1.9	2.2
Women's clothing, specialty stores.....	5.6	6.0	2.1	(D)	1.8	2.4
Ready-to-wear stores ¹	4.8	5.7	(D)	2.8	1.5	2.3
All other apparel stores.....	0.5	0.7	0.3	(D)	0.3	0.3
Furniture, home furnishings, appliance dealers.....	6.8	6.4	5.5	4.6	5.2	4.5
Furniture stores ¹	4.1	3.5	2.6	2.6	2.5	2.4
Other home furnishings stores ¹	0.6	1.0	0.7	(D)	0.6	0.4
Household appliance, radio, TV stores.....	2.1	1.9	2.1	(D)	2.0	1.6
Automotive group.....	6.4	8.2	17.9	15.4	18.9	15.2
Passenger car dealers (franchised and nonfranchised).....	(D)	5.6	15.6	12.9	16.9	12.9
Tire, battery, accessory dealers.....	1.9	1.4	1.5	1.6	1.3	1.4
Other automotive dealers.....	(D)	1.2	0.8	0.9	0.7	0.9
Gasoline service stations.....	0.7	0.5	5.2	4.0	6.0	5.4
Lumber, building materials, hardware, farm equipment dealers...	1.9	2.1	4.9	4.2	6.0	5.5
Hardware stores.....	(D)	(D)	0.9	0.7	1.1	1.0
Other.....	(D)	(D)	4.0	3.5	4.9	4.5
Drug stores, proprietary stores.....	2.7	3.5	3.5	4.0	3.4	3.9
Other retail stores? ²	7.8	8.8	6.5	8.4	7.4	10.1
Liquor stores.....	1.5	1.3	2.2	2.5	2.1	2.3
Jewelry stores.....	1.8	2.3	0.8	1.2	0.7	1.0
Book, stationery stores.....	0.5	0.5	(D)	(D)	(D)	0.5
Sporting goods, bicycle stores.....	0.4	0.7	0.2	0.3	0.3	0.3
Florists.....	0.3	0.3	0.3	0.3	0.3	0.3
Music stores.....	0.6	0.6	0.3	(D)	0.3	0.2
Camera, photographic supply stores.....	(D)	(D)	0.4	(D)	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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



CENTRAL BUSINESS DISTRICT STATISTICS

Jacksonville, Florida



1954
Census
of
Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-56—Jacksonville, Fla.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service, portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

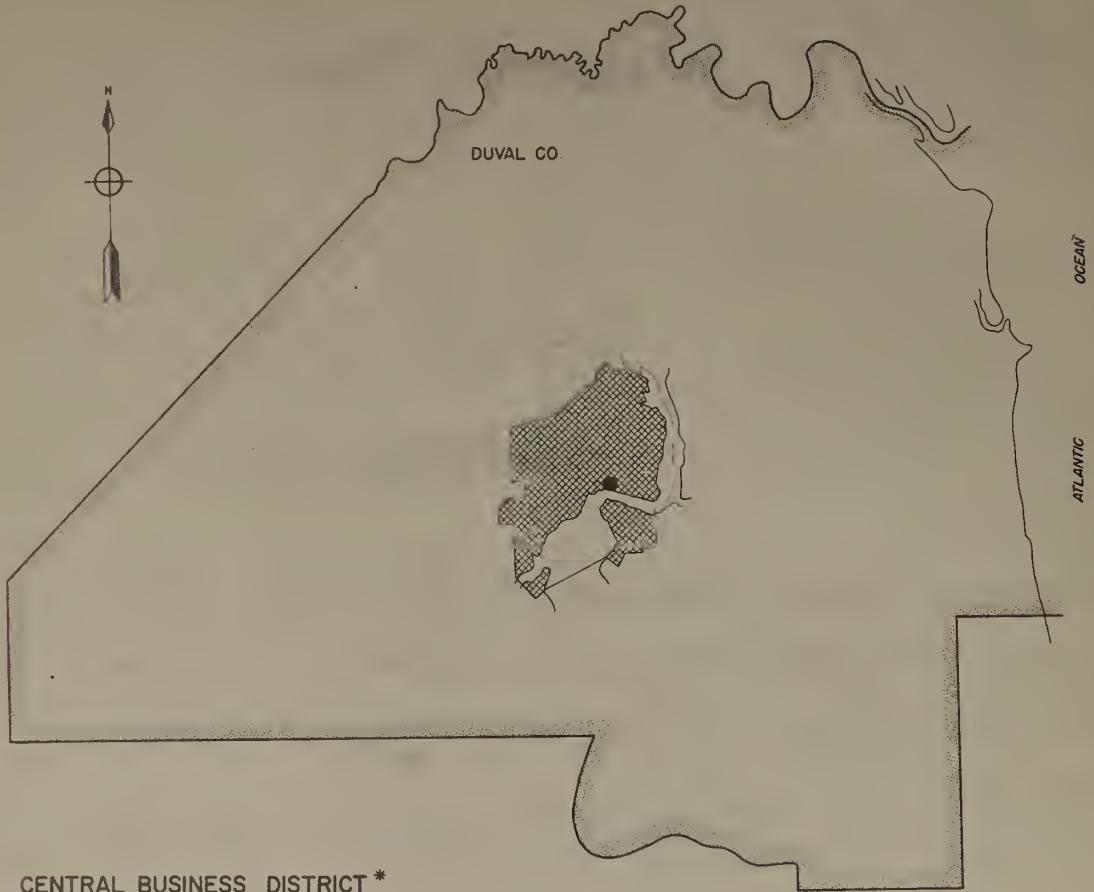
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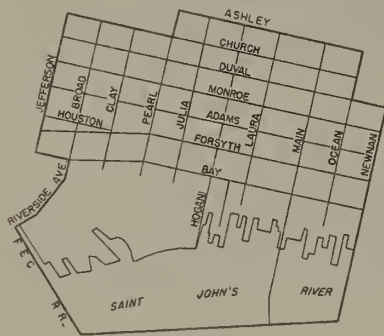
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JACKSONVILLE, FLORIDA

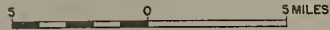
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



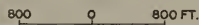
CENTRAL BUSINESS DISTRICT *



SCALE



SCALE



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 9

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF JACKSONVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	412	89,970	13,710	443	79,937	11,412
Food stores.....	21	2,844	272	29	3,703	265
Eating, drinking places.....	80	7,380	1,510	85	5,718	1,121
Eating places.....	67	6,575	1,403	66	4,847	956
Drinking places.....	13	805	107	19	871	165
General merchandise group.....	22	31,798	5,133	17	27,935	4,434
Department stores.....	4	25,062	4,182	4	22,813	3,731
Variety stores.....	7	5,360	739	6	4,119	570
General merchandise stores, n.e.c.....	11	1,376	212	7	1,003	133
Apparel, accessories stores.....	130	21,556	2,917	120	19,340	2,319
Shoe stores.....	41	4,356	567	32	3,421	402
Men's, boys' clothing and furnishings stores ³	28	4,013	523	26	3,297	405
Family clothing stores ³	9	2,460	491	14	4,630	675
Women's clothing, specialty stores.....	45	10,441	1,314	37	7,664	814
Ready-to-wear stores ³	31	8,237	1,023	26	7,238	748
All other apparel stores.....	5	278	22	8	265	23
Furniture, home furnishings, appliance dealers.....	34	11,002	1,464	36	5,649	719
Furniture stores ³	22	9,660	(D)	22	4,222	532
Other home furnishings stores ³	2	(D)	(D)	4	199	39
Household appliance, radio, TV stores.....	10	(D)	167	10	1,228	148
Automotive group.....	6	2,070	304	6	3,222	335
Gasoline service stations.....	3	386	58	4	364	73
Lumber, building materials, hardware, farm equip. dealers.....	10	1,539	181	13	1,492	259
Hardware stores.....	3	(D)	(D)	3	(D)	(D)
Other.....	7	(D)	(D)	10	(D)	(D)
Drug stores, proprietary stores.....	11	2,805	491	12	3,533	617
Other retail stores ⁴	95	8,590	1,380	121	8,981	1,270
Liquor stores.....	7	(D)	131	13	1,695	193
Jewelry stores.....	19	3,718	638	25	3,264	559
Book, stationery stores.....	5	227	45	2	(D)	(D)
Sporting goods, bicycle stores.....	2	(D)	(D)	2	(D)	(D)
Florists.....	7	417	81	7	414	73
Music stores.....	4	343	56	3	(D)	(D)
Camera, photographic supply stores.....	3	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	18	4,919	1,468	28	5,138	1,672
Motion picture theaters.....	7	1,451	248	8	1,631	302

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF JACKSONVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,692	(D)	(D)	2,312	243,258	27,365
Food stores.....	667	80,094	4,703	616	52,777	3,417
Eating, drinking places.....	430	21,413	3,868	454	15,334	2,699
Eating places.....	331	17,283	3,433	323	11,999	2,237
Drinking places.....	99	4,130	435	131	3,335	462
General merchandise group.....	115	36,786	5,615	75	30,983	4,774
Department stores.....	4	25,062	4,182	4	22,813	3,731
Variety stores.....	58	8,659	1,087	47	6,011	824
General merchandise stores, n.e.c.....	49	3,021	346	24	2,159	219
Apparel, accessories stores.....	213	27,267	3,521	166	21,210	2,512
Shoe stores.....	51	(D)	(D)	39	3,674	434
Men's, boys' clothing and furnishings stores ³	37	(D)	(D)	27	(D)	(D)
Family clothing stores ³	17	3,168	554	24	(D)	(D)
Women's clothing, specialty stores.....	83	13,534	1,665	56	8,494	909
Ready-to-wear stores ³	58	(D)	(D)	35	7,781	807
All other apparel stores.....	21	879	83	14	(D)	(D)
Furniture, home furnishings, appliance dealers.....	155	21,033	2,915	130	13,600	2,193
Furniture stores ³	53	(D)	(D)	58	7,462	1,104
Other home furnishings stores ³	25	(D)	(D)	24	(D)	(D)
Household appliance, radio, TV stores.....	55	3,987	561	42	4,465	(D)
Automotive group.....	140	98,333	8,496	97	51,688	4,745
Passenger car dealers (franchised & nonfranchised)..	88	(D)	(D)	60	47,415	4,144
Tire, battery, accessory dealers.....	30	(D)	(D)	27	(D)	(D)
Other automotive dealers.....	22	1,596	165	10	(D)	(D)
Gasoline service stations.....	291	17,146	1,464	226	9,763	1,086
Lumber, building materials, hardware, farm equip. dealers.	100	(D)	(D)	89	13,155	1,621
Hardware stores.....	42	3,852	493	37	(D)	(D)
Other.....	58	(D)	(D)	52	(D)	(D)
Drug stores, proprietary stores.....	139	11,943	1,740	130	9,974	1,491
Other retail stores ⁴	442	36,171	4,104	329	24,774	2,827
Liquor stores.....	65	9,045	846	55	6,713	607
Jewelry stores.....	43	4,743	758	34	(D)	(D)
Book, stationery stores.....	12	513	(D)	3	68	3
Sporting goods, bicycle stores.....	10	1,055	(D)	11	(D)	(D)
Florists.....	28	(D)	(D)	20	701	108
Music stores.....	15	(D)	(D)	8	(D)	(D)
Camera, photographic supply stores.....	9	598	98	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	43	5,393	1,574	59	5,822	1,830
Motion picture theaters.....	23	3,087	598	22	2,823	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 185 such establishments with sales of (D).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
JACKSONVILLE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,244	432,096	43,919	2,926	267,379	29,410
Food stores.....	782	108,494	6,335	820	62,434	3,924
Eating, drinking places.....	558	27,913	4,857	615	19,750	3,316
Eating places.....	413	20,970	4,112	401	14,426	2,701
Drinking places.....	143	6,923	745	214	5,324	615
General merchandise group.....	149	38,989	5,773	88	31,651	4,830
Department stores.....	4	25,062	4,182	4	22,813	3,731
Variety stores.....	69	9,307	1,162	56	6,383	866
General merchandise stores, n.e.c.....	72	4,576	429	28	2,455	233
Apparel, accessories stores.....	229	27,970	3,600	179	21,712	2,561
Shoe stores.....	53	5,065	652	42	3,738	442
Men's, boys' clothing and furnishings stores ³	39	4,748	(D)	28	3,429	418
Family clothing stores ³	22	3,418	582	26	5,266	729
Women's clothing, specialty stores.....	87	13,705	1,684	59	8,618	926
Ready-to-wear stores ³	61	10,418	1,277	38	7,905	824
All other apparel stores.....	24	(D)	(D)	16	538	46
Furniture, home furnishings, appliance dealers.....	178	22,837	3,140	139	13,824	2,222
Furniture stores ³	64	16,050	2,142	61	7,588	1,125
Other home furnishings stores ³	26	1,598	325	26	1,654	372
Household appliance, radio, TV stores.....	62	4,845	673	45	4,524	725
Automotive group.....	147	103,276	8,921	102	52,317	4,844
Passenger car dealers (franchised & nonfranchised)..	90	92,264	7,432	60	47,415	4,144
Tire, battery, accessory dealers.....	31	8,381	(D)	28	3,544	553
Other automotive dealers.....	26	2,631	(D)	14	1,358	147
Gasoline service stations.....	386	23,395	1,905	320	12,440	1,236
Lumber, building materials, hardware, farm equip. dealers.	132	22,982	2,574	121	15,212	1,873
Hardware stores.....	56	4,964	628	51	3,743	399
Other.....	76	18,018	1,946	70	11,469	1,474
Drug stores, proprietary stores.....	170	15,180	2,249	149	10,623	1,550
Other retail stores ⁴	513	41,060	4,565	393	27,416	3,054
Liquor stores.....	90	12,273	1,088	92	8,403	732
Jewelry stores.....	51	4,879	772	35	3,525	603
Book, stationery stores.....	12	513	(D)	3	68	3
Sporting goods, bicycle stores.....	17	1,176	(D)	12	976	120
Florists.....	30	1,075	184	25	816	139
Music stores.....	16	947	114	9	962	117
Camera, photographic supply stores.....	9	598	98	6	298	32
SELECTED SERVICE TRADES						
Hotels.....	48	5,606	1,623	80	6,295	1,930
Motion picture theaters.....	32	4,013	805	22	5,283	5,101 ⁵

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 186 such establishments with sales of \$6,722,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion picture theaters only.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF JACKSONVILLE, THE ENTIRE CITY, AND THE JACKSONVILLE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	12.6	(D)	(D)	61.6	82.5
Food stores.....	-23.2	51.8	57.4	73.8	79.9
Eating, drinking places.....	29.1	39.6	45.9	41.3	46.3
Eating places.....	35.7	44.0	49.7	45.4	50.3
Drinking places.....	-7.6	23.8	34.9	30.0	37.4
General merchandise group.....	13.8	18.7	63.6	23.2	93.5
Department stores.....	9.9	9.9	...	9.9	...
Variety stores.....	30.1	44.1	74.4	45.8	74.3
General merchandise stores, n.e.c.....	37.2	39.9	42.3	86.4	120.4
Apparel, accessories stores.....	11.5	28.6	205.4	28.8	170.4
Shoe stores.....	27.3	(D)	(D)	35.5	123.7
Men's, boys' clothing and furnishings stores ³	21.7	(D)	(D)	38.5	456.8
Family clothing stores ³	-46.9	(D)	(D)	-35.1	50.6
Women's clothing, specialty stores.....	36.2	59.3	272.7	59.0	242.1
Ready-to-wear stores ³	13.8	(D)	(D)	31.8	227.0
All other apparel stores.....	4.9	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	94.8	54.7	26.2	65.2	44.8
Furniture stores.....	128.8	(D)	(D)	111.5	89.8
Other home furnishings stores ³	(D)	(D)	(D)	-3.4	(D)
Household appliance, radio, TV stores.....	(D)	-10.7	(D)	7.1	(D)
Automotive group.....	-35.8	90.2	98.6	97.4	106.1
Passenger car dealers (franchised and nonfranchised).....	(NA)	(D)	(NA)	94.6	(NA)
Tire, battery, accessory dealers.....	(NA)	(D)	(NA)	136.5	(NA)
Other automotive dealers.....	(NA)	(D)	(NA)	93.7	(NA)
Gasoline service stations.....	6.0	75.6	78.3	88.1	90.5
Lumber, building materials, hardware, farm equip. dealers....	3.2	(D)	(D)	51.1	56.3
Hardware stores.....	(D)	(D)	(D)	32.6	(D)
Other.....	(D)	(D)	(D)	57.1	(D)
Drug stores, proprietary stores.....	-20.6	19.7	41.9	42.9	74.5
Other retail stores ⁴	-4.4	46.0	74.6	49.8	76.1
Liquor stores.....	(D)	34.7	(D)	46.1	(D)
Jewelry stores.....	13.9	(D)	(D)	38.4	344.8
Book, stationery stores.....	(D)	654.4	(D)	654.4	(D)
Sporting goods, bicycle stores.....	(D)	(D)	(D)	20.5	(D)
Florists.....	0.7	(D)	(D)	31.7	63.7
Music stores....	318.3	(D)	(D)	-1.6	(D)
Camera, photographic supply stores.....	(D)	(D)	(D)	100.7	(D)
SELECTED SERVICE TRADES					
Hotels.....	-4.3	-7.4	-30.7	-11.0	-40.6
Motion picture theaters.....	-11.0	9.4	37.2	⁵ 42.2	⁵ 114.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion picture theaters only.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF JACKSONVILLE CITY AND OF JACKSONVILLE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	(D)	32.9	20.8	29.9
Food stores.....	3.6	7.0	2.6	5.9
Eating, drinking places.....	34.5	37.3	26.4	29.0
Eating places.....	38.0	40.4	31.4	33.6
Drinking places.....	19.5	26.1	11.6	16.4
General merchandise group.....	86.4	90.2	81.6	88.3
Department stores.....	100.0	100.0	100.0	100.0
Variety stores.....	61.9	68.5	57.6	64.5
General merchandise stores, n.e.c.....	45.5	46.5	30.1	40.9
Apparel, accessories stores.....	79.1	91.2	77.1	89.1
Shoe stores.....	(D)	93.1	86.0	91.5
Men's, boys' clothing and furnishings stores ²	(D)	(D)	84.5	96.2
Family clothing stores ²	77.7	(D)	72.0	87.9
Women's clothing, specialty stores.....	77.1	90.2	76.2	88.9
Ready-to-wear stores ²	(D)	93.0	79.1	91.6
All other apparel stores.....	31.6	(D)	(D)	49.3
Furniture, home furnishings, appliance dealers.....	52.3	41.5	48.2	40.9
Furniture stores ²	(D)	56.6	60.2	55.6
Other home furnishings stores ²	(D)	(D)	(D)	12.0
Household appliance, radio, TV stores.....	(D)	27.5	(D)	27.1
Automotive group.....	2.1	6.2	2.0	6.2
Gasoline service stations.....	2.3	3.7	1.6	2.9
Lumber, building materials, hardware, farm equip. dealers.....	(D)	11.3	6.7	9.8
Hardware stores.....	(D)	(D)	(D)	(D)
Other.....	(D)	(D)	(D)	(D)
Drug stores, proprietary stores.....	23.5	35.4	18.5	33.3
Other retail stores ³	23.7	36.3	20.9	32.8
Liquor stores.....	(D)	25.2	(D)	20.2
Jewelry stores.....	78.4	(D)	76.2	92.6
Book, stationery stores.....	44.2	(D)	44.2	(D)
Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)
Florists.....	(D)	59.1	38.8	50.7
Music stores.....	(D)	(D)	36.2	(D)
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF JACKSONVILLE, THE ENTIRE CITY, AND THE JACKSONVILLE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City ³	Standard Metropolitan Area	
	1954	1948	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.2	4.6	21.7	25.1	23.4
Eating, drinking places.....	8.2	7.2	6.3	6.5	7.4
Eating places.....	7.3	6.1	4.9	4.9	5.4
Drinking places.....	0.9	1.1	1.4	1.6	2.0
General merchandise group.....	35.4	34.9	12.7	9.0	11.8
Department stores.....	27.9	28.4	9.3	5.7	8.5
Variety stores.....	6.0	5.2	2.5	2.2	2.4
General merchandise stores, n.e.c.....	1.5	1.3	0.9	1.1	0.9
Apparel, accessories stores.....	24.0	24.2	8.7	6.5	8.1
Shoe stores.....	4.8	4.3	1.5	1.2	1.4
Men's, boys' clothing and furnishings stores ¹	4.5	4.1	(D)	1.1	1.3
Family clothing stores ¹	2.7	5.8	(D)	0.8	2.0
Women's clothing, specialty stores.....	11.6	9.6	3.5	3.2	3.2
Ready-to-wear stores ¹	9.2	9.1	3.2	2.4	3.0
All other apparel stores.....	0.3	0.3	(D)	(D)	0.2
Furniture, home furnishings, appliance dealers.....	12.2	7.1	5.6	5.3	5.2
Furniture stores ¹	10.7	5.3	3.1	3.8	2.9
Other home furnishings stores ¹	(D)	0.2	(D)	0.4	0.6
Household appliance, radio, TV stores.....	(D)	1.5	1.8	1.1	1.7
Automotive group.....	2.3	4.0	21.2	23.9	19.6
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	19.5	21.4	17.8
Tire, battery, accessory dealers.....	(NA)	(NA)	(D)	1.9	1.3
Other automotive dealers.....	(NA)	(NA)	(D)	0.6	0.5
Gasoline service stations.....	0.4	0.5	4.0	5.4	4.7
Lumber, building materials, hardware, farm equipment dealers...	1.7	1.9	5.4	5.3	5.7
Hardware stores.....	(D)	(D)	(D)	1.1	1.4
Other.....	(D)	(D)	(D)	4.2	4.3
Drug stores, proprietary stores.....	3.1	4.4	4.1	3.5	4.0
Other retail stores ²	9.5	11.2	10.3	9.5	10.1
Liquor stores.....	(D)	2.1	2.8	2.8	3.1
Jewelry stores.....	4.1	4.1	(D)	1.1	1.3
Book, stationery stores.....	0.3	(D)	0.0	0.1	0.0
Sporting goods, bicycle stores.....	(D)	(D)	(D)	0.3	0.4
Florists.....	0.5	0.5	0.3	0.2	0.3
Music stores.....	0.4	(D)	(D)	0.2	0.4
Camera, photographic supply stores.....	(D)	(D)	(D)	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.³Data for 1954 not shown for city to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS

Wilmington, Delaware



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-57—Wilmington, Delaware
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in **KIND-OF-BUSINESS CLASSIFICATION**, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See **COMPARISON OF 1948 AND 1954 CENSUSES**, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Wilmington, Delaware

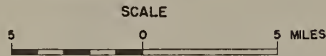
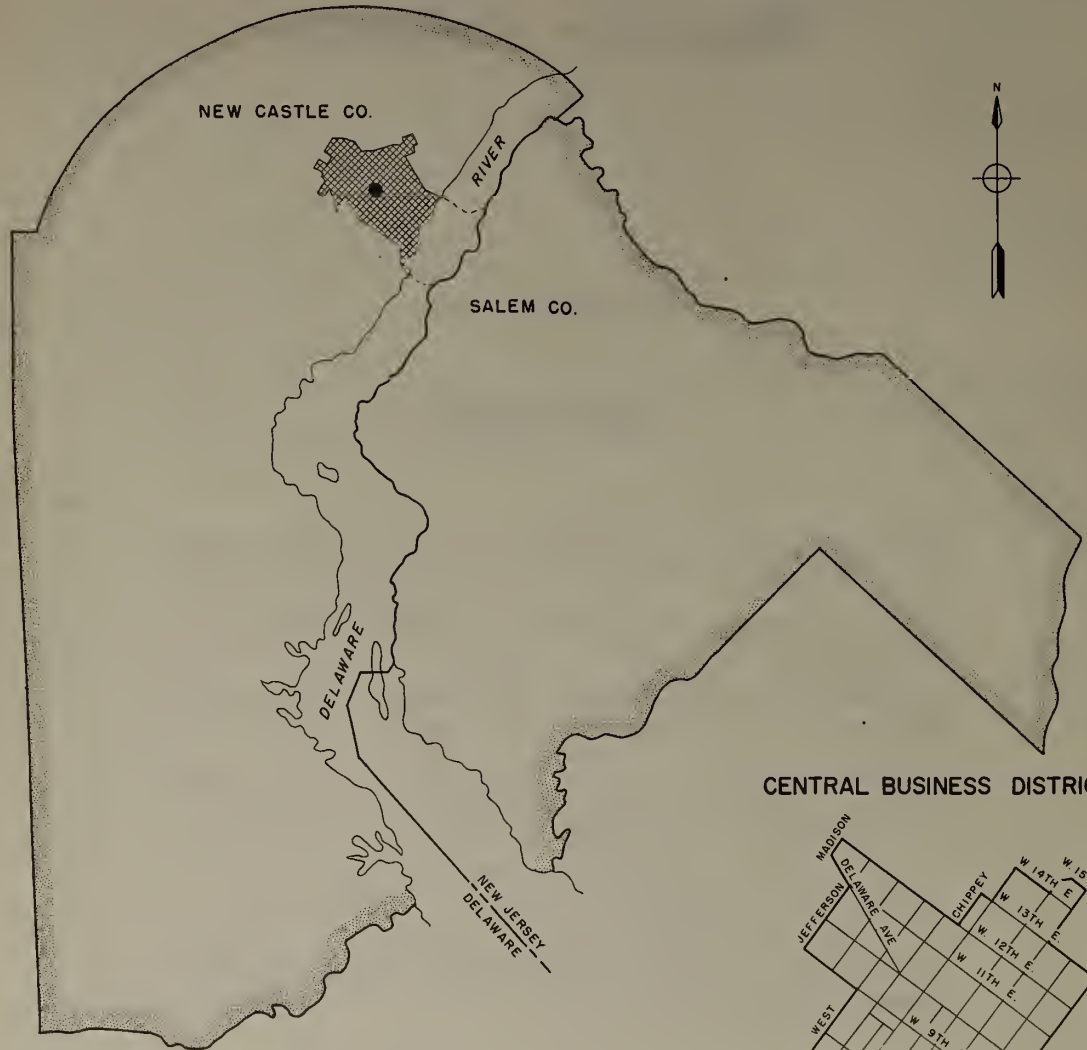


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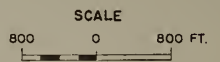
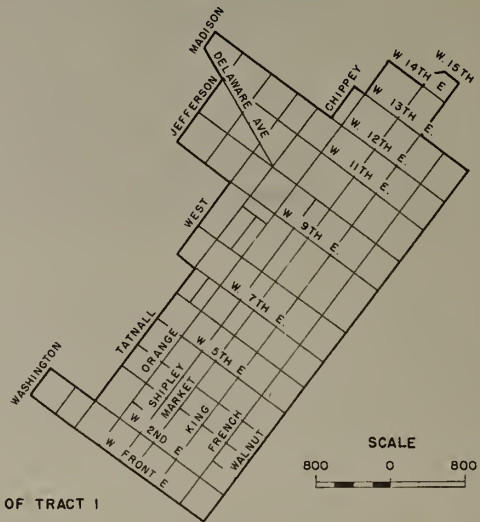
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WILMINGTON, DELAWARE

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



*CONSISTS OF TRACT I

- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- STANDARD METROPOLITAN AREA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF WILMINGTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	577	85,706	13,796	612	81,068	10,726
Food stores.....	80	9,569	1,068	108	9,726	901
Eating, drinking places.....	95	4,972	1,205	103	4,528	993
Eating places.....	61	3,850	955	69	3,354	756
Drinking places.....	34	1,122	250	34	1,174	237
General merchandise group.....	22	15,333	2,133	16	14,325	1,659
Variety stores.....	6	4,078	792	6	4,516	668
General merchandise stores (except variety).....	16	11,255	1,341	10	9,809	991
Apparel, accessories stores.....	144	20,086	3,372	128	21,717	2,772
Shoe stores.....	31	3,891	572	21	2,683	315
Men's, boys' clothing and furnishings stores ³	27	2,873	462	30	3,247	393
Family clothing stores ³	12	3,278	540	9	4,633	618
Women's clothing, specialty stores.....	54	8,344	1,556	40	9,870	1,327
Ready-to-wear stores ³	31	6,985	1,412	22	8,786	1,212
All other apparel stores.....	15	1,611	242	24	1,141	119
Furniture, home furnishings, appliance dealers.....	54	13,827	2,345	70	13,169	1,904
Furniture, home furnishings stores, antique stores ³	31	8,144	1,558	42	7,908	1,293
Household appliance, radio, TV stores.....	23	5,683	787	28	5,261	611
Automotive group.....	9	4,447	625	11	2,709	321
Gasoline service stations.....	12	1,184	173	12	469	51
Lumber, building materials, hardware, farm equip. dealers	16	2,467	534	26	2,269	354
Hardware stores.....	4	258	36	6	269	44
Other.....	12	2,209	498	20	2,000	310
Drug stores, proprietary stores.....	16	3,269	575	12	3,118	505
Other retail stores ⁴	129	10,552	1,766	126	9,038	1,266
Liquor stores.....	25	1,488	146	22	1,475	119
Jewelry stores.....	21	2,126	443	18	2,198	451
Book, stationery stores.....	8	1,282	241	10	970	182
SELECTED SERVICE TRADES						
Hotels.....	10	3,397	1,273	10	2,907	1,107
Motion picture theaters.....	8	1,265	306	7	1,454	262

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF WILMINGTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,764	231,316	29,282	1,787	180,500	20,493
Food stores.....	414	42,716	3,574	523	34,464	2,374
Eating, drinking places.....	348	13,536	2,420	365	11,530	1,993
Eating places.....	217	8,872	1,771	229	7,166	1,416
Drinking places.....	129	4,614	649	136	4,364	577
General merchandise group.....	49	30,593	4,369	36	15,339	1,748
Variety stores.....	17	5,089	949	17	4,844	706
General merchandise stores (except variety).....	32	25,504	3,420	19	10,495	1,042
Apparel, accessories stores.....	193	23,142	3,772	170	23,424	2,971
Shoe stores.....	35	4,575	711	24	(D)	(D)
Men's, boys' clothing and furnishings stores ³	31	3,157	495	35	3,917	502
Family clothing stores ³	15	3,479	557	12	(D)	(D)
Women's clothing, specialty stores.....	70	9,577	1,717	53	9,990	1,322
Ready-to-wear stores ³	42	8,153	1,567	27	8,974	1,229
All other apparel stores.....	30	2,076	292	37	(D)	95
Furniture, home furnishings, appliance dealers.....	103	18,183	3,005	106	15,870	2,373
Furniture, home furnishings stores, antique stores ³	61	10,648	1,955	65	9,236	1,567
Household appliance, radio, TV stores.....	40	7,521	1,050	41	6,634	806
Automotive group.....	55	35,108	3,760	48	28,594	3,040
Gasoline service stations.....	114	8,880	884	94	6,580	644
Lumber, building materials, hardware, farm equip. dealers	58	8,462	1,498	64	8,520	1,393
Hardware stores.....	27	(D)	(D)	22	(D)	(D)
Other.....	31	(D)	(D)	42	(D)	(D)
Drug stores, proprietary stores.....	77	7,522	1,135	62	5,293	750
Other retail stores ⁴	353	43,174	4,865	319	30,886	3,207
Liquor stores.....	122	8,174	636	100	5,737	359
Jewelry stores.....	27	2,300	449	27	2,390	463
Book, stationery stores.....	13	(D)	(D)	17	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	12	(D)	(D)	13	2,938	1,118
Motion picture theaters.....	12	1,457	353	12	1,915	403

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 83 such establishments with sales of \$6,512,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
WILMINGTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,111	374,455	42,612	3,110	266,924	26,990
Food stores.....	717	81,822	6,056	889	58,059	3,620
Eating, drinking places.....	574	25,178	4,730	594	18,409	2,903
Eating places.....	372	17,281	3,712	380	11,229	2,017
Drinking places.....	200	7,847	1,018	214	7,180	886
General merchandise group.....	100	41,871	5,610	81	17,728	1,966
Variety stores.....	33	(D)	(D)	33	5,971	849
General merchandise stores (except variety).....	67	(D)	(D)	48	11,757	1,117
Apparel, accessories stores.....	275	27,317	4,131	238	25,488	3,083
Shoe stores.....	48	5,248	776	33	3,122	347
Men's, boys' clothing and furnishings stores ³	40	3,711	535	46	4,514	542
Family clothing stores ³	21	4,194	638	13	4,939	656
Women's clothing, specialty stores.....	98	11,063	1,839	77	10,852	1,395
Ready-to-wear stores ³	62	9,467	1,684	40	9,460	1,263
All other apparel stores.....	46	(D)	(D)	46	1,531	143
Furniture, home furnishings, appliance dealers.....	173	23,565	3,579	161	18,990	2,646
Furniture, home furnishings stores, antique stores ³	101	13,246	2,271	84	10,314	1,652
Household appliance, radio, TV stores.....	70	10,305	1,308	77	8,676	994
Automotive group.....	125	54,290	5,432	127	42,575	4,043
Gasoline service stations.....	311	22,291	1,976	297	13,922	1,130
Lumber, building materials, hardware, farm equip dealers	152	22,001	3,038	148	18,928	2,690
Hardware stores.....	56	(D)	(D)	50	4,317	547
Other.....	96	(D)	(D)	98	14,611	2,143
Drug stores, proprietary stores.....	120	11,611	1,633	99	7,421	948
Other retail stores ⁴	564	64,509	6,427	476	45,404	3,961
Liquor stores.....	171	12,727	1,027	137	8,221	494
Jewelry stores.....	38	2,741	488	36	2,649	495
Book, stationery stores.....	16	(D)	(D)	18	1,132	192
SELECTED SERVICE TRADES						
Hotels.....	17	3,749	1,405	26	3,527	1,205
Motion picture theaters.....	23	1,982	437	24	2,508	499

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 151 such establishments with sales of \$7,994,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF WILMINGTON, THE ENTIRE CITY, AND THE WILMINGTON STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	5.7	28.2	46.4	40.3	55.4
Food stores.....	-1.6	23.9	34.0	40.9	49.5
Eating, drinking places.....	9.8	17.4	22.3	36.8	45.6
Eating places.....	14.8	23.8	31.7	53.9	70.6
Drinking places.....	-4.4	5.7	9.5	9.3	12.0
General merchandise group.....	7.0	99.4	1,404.9	136.2	679.8
Variety stores.....	-9.7	5.1	208.2	(D)	(D)
General merchandise stores (except variety).....	14.7	143.0	1,977.1	(D)	(D)
Apparel, accessories stores.....	-7.5	-1.2	79.0	7.2	91.8
Shoe stores.....	45.0	(D)	(D)	68.1	209.1
Men's, boys' clothing and furnishings stores ³	-11.5	15.8	-57.6	12.8	-33.9
Family clothing stores ³	-29.3	(D)	(D)	-49.2	199.3
Women's clothing, specialty stores.....	-15.5	-1.1	927.5	4.7	176.9
Ready-to-wear stores ³	-20.5	-5.8	521.3	3.3	268.2
All other apparel stores.....	41.2	119.2	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	5.0	14.6	61.3	24.1	67.3
Furniture, home furnishings stores, antique stores ³	3.0	15.4	88.6	28.6	112.1
Household appliance, radio, TV stores.....	8.0	13.4	33.9	18.8	35.3
Automotive group.....	64.2	22.8	18.5	27.5	25.0
Gasoline service stations.....	152.5	35.0	25.9	60.1	56.9
Lumber, building materials, hardware, farm equip. dealers...	8.7	-0.7	-4.1	16.2	17.3
Hardware stores.....	-4.1	(D)	(D)	(D)	(D)
Other.....	10.5	(D)	(D)	(D)	(D)
Drug stores, proprietary stores.....	4.8	42.1	95.5	56.5	93.9
Other retail stores ⁴	16.8	39.8	49.3	42.1	48.4
Liquor stores.....	0.9	42.5	56.9	54.8	66.6
Jewelry stores.....	-3.3	-3.8	-9.4	3.5	36.4
Book, stationery stores.....	32.2	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	16.9	(D)	(D)	6.3	-43.2
Motion picture theaters.....	-13.0	23.9	-58.4	-21.0	-32.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WILMINGTON CITY AND OF WILMINGTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	37.1	44.9	22.9	30.4
Food stores.....	22.4	28.2	11.7	16.8
Eating, drinking places.....	36.7	39.3	19.7	24.6
Eating places.....	43.4	46.8	22.3	29.9
Drinking places.....	24.3	26.9	14.3	16.4
General merchandise group.....	50.1	93.4	36.6	80.8
Variety stores.....	80.1	93.2	(D)	75.6
General merchandise stores (except variety).....	44.1	93.5	(D)	83.5
Apparel, accessories stores.....	86.8	92.7	73.5	85.2
Shoe stores.....	85.0	(D)	74.1	85.9
Men's, boys' clothing and furnishings stores ²	91.0	82.9	77.4	71.9
Family clothing stores ²	94.2	(D)	78.2	93.8
Women's clothing, specialty stores.....	87.1	98.8	75.4	91.0
Ready-to-wear stores ²	85.7	97.9	73.8	92.9
All other apparel stores.....	77.6	(D)	(D)	74.5
Furniture, home furnishings, appliance dealers.....	76.0	83.0	58.7	69.3
Furniture, home furnishings stores, antique stores ²	76.5	85.6	61.5	76.7
Household appliance, radio, TV stores.....	75.6	79.3	55.1	60.6
Automotive group.....	12.7	9.5	8.2	6.4
Gasoline service stations.....	13.3	7.1	5.3	3.4
Lumber, building materials, hardware, farm equip. dealers	29.2	26.6	11.2	12.0
Hardware stores.....	(D)	(D)	(D)	6.2
Other.....	(D)	(D)	(D)	13.7
Drug stores, proprietary stores.....	43.5	58.9	28.2	42.0
Other retail stores ³	24.4	29.3	16.4	19.9
Liquor stores.....	18.2	25.7	11.7	17.9
Jewelry stores.....	92.4	92.0	77.6	83.0
Book, stationery stores.....	(D)	(D)	(D)	85.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WILMINGTON, THE ENTIRE CITY, AND THE WILMINGTON STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1958
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	11.2	12.0	18.5	19.1	21.9	21.8
Eating, drinking places.....	5.8	5.6	5.8	6.4	6.7	6.9
Eating places.....	4.5	4.2	3.8	4.0	4.6	4.2
Drinking places.....	1.3	1.4	2.0	2.4	2.1	2.7
General merchandise group.....	17.9	17.7	13.2	8.5	11.2	6.6
Variety stores.....	4.8	5.6	2.2	2.7	(D)	2.2
General merchandise stores (except variety).....	13.1	12.1	11.0	5.8	(D)	4.4
Apparel, accessories stores.....	23.4	26.8	10.0	13.0	7.3	9.5
Shoe stores.....	4.5	3.3	2.0	(D)	1.4	1.2
Men's, boys' clothing and furnishings stores ¹	3.4	4.0	1.4	2.2	1.0	1.7
Family clothing stores ¹	3.8	5.7	1.5	(D)	1.1	1.9
Women's clothing, specialty stores.....	9.7	12.2	4.1	5.5	3.0	4.1
Ready-to-wear stores ¹	8.1	10.8	3.5	5.0	2.5	3.5
All other apparel stores.....	1.9	1.4	0.9	0.5	(D)	0.6
Furniture, home furnishings, appliance dealers.....	16.1	16.3	7.9	8.8	6.3	7.1
Furniture, home furnishings stores, antique stores ¹	9.5	9.8	4.6	5.1	3.5	3.9
Household appliance, radio, TV stores.....	6.6	6.5	3.3	3.7	2.8	3.2
Automotive group.....	5.2	3.3	15.2	15.8	14.5	16.0
Gasoline service stations.....	1.4	0.6	3.8	3.6	6.0	5.2
Lumber, building materials, hardware, farm equipment dealers..	2.9	2.8	3.7	4.7	5.9	7.1
Hardware stores.....	0.3	0.3	(D)	(D)	(D)	1.6
Other.....	2.6	2.5	(D)	(D)	(D)	5.5
Drug stores, proprietary stores.....	3.8	3.8	3.3	2.9	3.1	2.8
Other retail stores ²	12.3	11.1	18.6	17.2	17.1	17.0
Liquor stores.....	1.7	1.8	3.5	3.2	3.4	3.1
Jewelry stores.....	2.5	2.7	1.0	1.3	0.7	1.0
Book, stationery stores.....	1.5	1.2	(D)	(D)	(D)	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



Pasadena, California



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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-58—Pasadena, Calif.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Pasadena, California

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PASADENA, CALIFORNIA CENTRAL BUSINESS DISTRICT LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

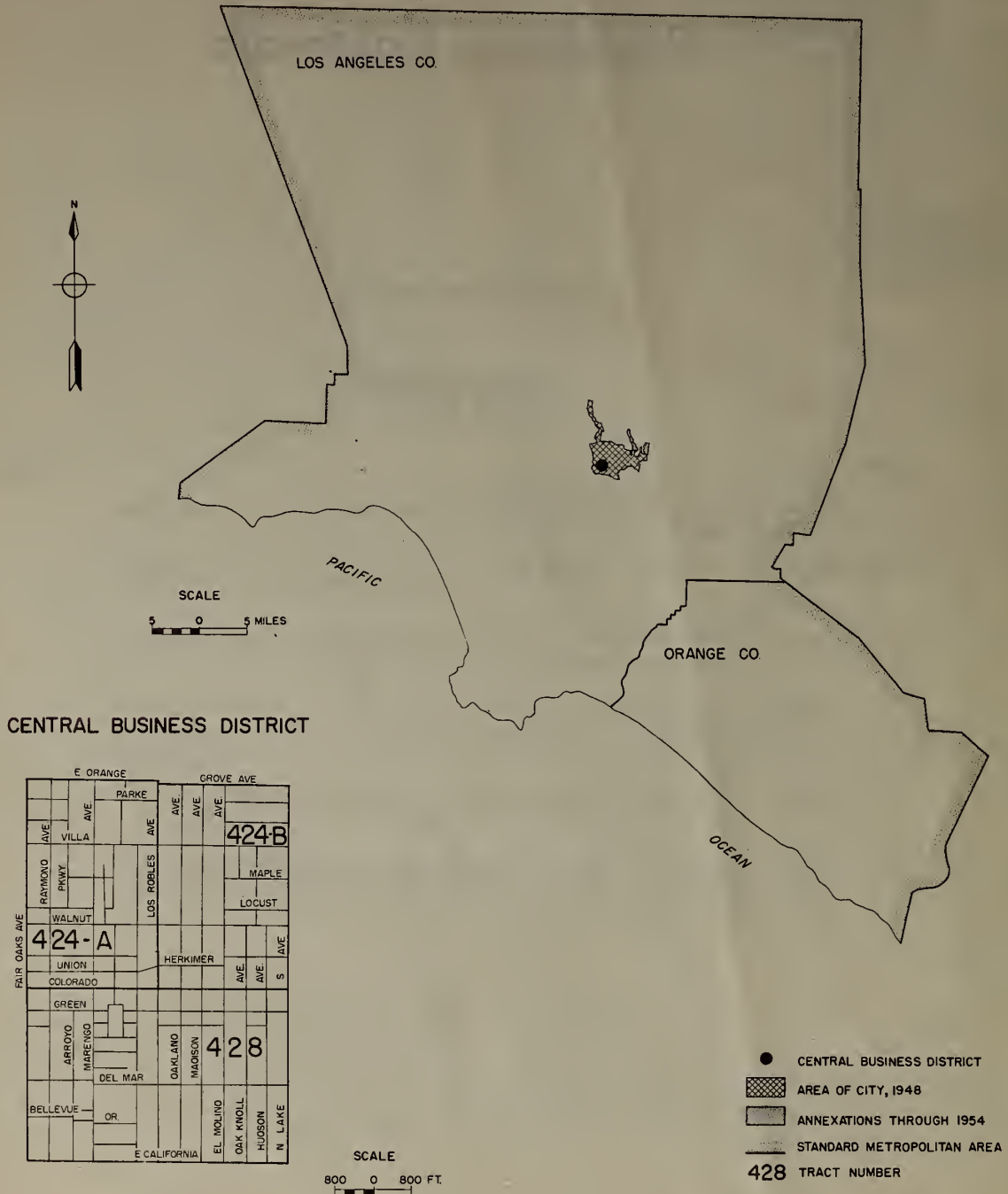


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PASADENA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	404	112,962	17,551	466	97,867	14,863
Food stores.....	31	12,286	1,255	40	10,321	940
Eating, drinking places.....	56	3,685	965	63	4,092	1,206
Eating places.....	51	3,411	920	55	3,631	1,074
Drinking places.....	5	274	45	8	461	132
General merchandise group.....	20	50,707	8,727	23	44,470	7,236
Variety stores.....	5	2,278	445	5	2,015	348
General merchandise stores (except variety).....	15	48,429	8,282	18	42,455	6,888
Apparel, accessories stores.....	91	13,394	1,919	98	12,305	1,722
Shoe stores.....	25	3,113	449	25	2,736	355
Men's, boys' clothing and furnishings stores ³	10	1,610	227	13	1,948	231
Family clothing stores ³	3	625	87	4	(D)	(D)
Women's clothing, specialty stores.....	41	7,744	1,132	47	6,709	1,007
Ready-to-wear stores ³	28	7,061	1,011	34	6,112	879
All other apparel stores.....	7	219	24	8	297	(D)
Furniture, home furnishings, appliance dealers.....	40	6,703	1,079	45	5,547	812
Furniture, home furnishings stores, antique stores ³	25	3,755	777	27	3,225	539
Household appliance, radio, TV stores.....	15	2,948	302	18	2,322	273
Automotive group.....	10	9,157	1,131	14	5,158	547
Gasoline service stations.....	35	3,107	352	40	2,125	282
Lumber, building materials, hardware, farm equip. dealers	18	3,134	404	14	3,794	381
Drug stores, proprietary stores.....	12	3,458	605	13	3,642	653
Other retail stores ⁴	91	7,331	1,114	116	6,413	1,084
Liquor stores.....	9	448	11	6	259	11
Jewelry stores.....	12	1,283	312	14	1,521	343
Book, stationery stores.....	4	1,343	193	7	942	205
SELECTED SERVICE TRADES						
Hotels.....	15	1,027	399	13	805	292
Motion picture theaters.....	5	902	191	5	949	179

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PASADENA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,348	237,946	32,248	1,421	187,162	25,458
Food stores.....	182	42,359	4,299	213	31,703	2,792
Eating, drinking places.....	219	11,754	3,032	196	10,653	2,813
Eating places.....	186	9,911	2,553	160	8,890	2,338
Drinking places.....	33	1,843	479	36	1,763	475
General merchandise group.....	37	51,897	8,922	45	45,749	7,416
Variety stores.....	15	2,723	524	18	2,575	436
General merchandise stores (except variety).....	22	49,174	8,398	27	43,174	6,980
Apparel, accessories stores.....	153	17,997	2,527	150	14,805	2,033
Shoe stores.....	51	4,418	635	30	2,876	367
Men's, boys' clothing and furnishings stores ³	14	2,629	397	20	3,070	383
Family clothing stores ³	7	993	142	5	702	100
Women's clothing, specialty stores.....	61	9,244	1,306	69	7,424	1,089
Ready-to-wear stores ³	40	8,363	1,159	48	6,739	960
All other apparel stores.....	12	515	47	23	619	94
Furniture, home furnishings, appliance dealers.....	132	16,048	2,405	136	12,119	1,754
Furniture, home furnishings stores, antique stores ³	83	10,606	1,790	92	8,215	1,256
Household appliance, radio, TV stores.....	45	5,398	615	43	3,904	498
Automotive group.....	73	50,944	5,186	88	32,708	3,672
Gasoline service stations.....	164	13,566	1,492	190	9,258	931
Lumber, building materials, hardware, farm equip. dealers	66	8,912	1,140	58	10,555	1,366
Hardware stores.....	24	(D)	(D)	14	1,229	160
Other.....	42	(D)	(D)	44	9,326	1,206
Drug stores, proprietary stores.....	38	6,477	994	40	6,390	980
Other retail stores ⁴	284	17,992	2,251	305	13,222	1,701
Liquor stores.....	38	3,481	152	46	2,944	87
Jewelry stores.....	21	1,772	346	30	1,996	380
Book, stationery stores.....	19	2,255	275	16	1,071	222
SELECTED SERVICE TRADES						
Hotels.....	⁵ 22	⁵ 2,770	⁵ 1,180	22	2,985	1,175
Motion picture theaters.....	⁵ 11	⁵ 1,815	⁵ 369	11	1,887	337

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 78 such establishments with sales of \$2,752,000.⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁵This group total includes kinds of business not included in any of the detail lines which follow.⁶Revised.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	48,461	6,903,325	817,681	46,999	4,587,689	564,383
Food stores.....	8,041	1,722,540	146,706	8,158	1,046,717	75,774
Eating, drinking places.....	10,038	561,414	140,093	9,253	401,730	100,481
Eating places.....	7,668	441,506	112,316	6,970	308,759	77,606
Drinking places.....	2,356	119,698	27,777	2,283	92,971	22,875
General merchandise group.....	1,448	728,895	105,761	1,553	(D)	(D)
Variety stores.....	667	91,584	14,758	800	70,069	10,912
General merchandise stores (except variety).....	775	637,165	91,003	753	(D)	(D)
Apparel, accessories stores.....	4,304	459,640	66,067	4,231	328,774	46,384
Shoe stores.....	900	82,196	11,126	731	53,941	6,802
Men's, boys' clothing and furnishings stores ³	592	91,272	12,610	541	59,799	7,880
Family clothing stores ³	195	62,466	8,500	164	52,434	9,091
Women's clothing, specialty stores.....	1,695	185,079	28,839	1,711	127,602	17,214
Ready-to-wear stores ³	1,113	162,616	26,331	1,027	107,890	14,913
All other apparel stores.....	706	34,133	4,992	840	30,178	5,397
Furniture, home furnishings, appliance dealers.....	3,822	459,994	57,544	3,696	307,456	38,881
Furniture, home furnishings stores, antique stores ³	2,355	313,261	40,936	2,322	206,258	27,714
Household appliance, radio, TV stores.....	1,441	146,267	16,608	1,374	101,198	11,167
Automotive group.....	2,409	1,294,704	126,727	2,355	763,596	82,578
Gasoline service stations.....	5,893	486,824	46,597	6,035	262,395	25,133
Lumber, building materials, hardware, farm equip. dealers	2,160	396,422	42,277	2,233	326,451	38,767
Hardware stores.....	678	65,439	7,770	678	49,719	5,212
Other.....	1,476	330,899	34,507	1,555	276,732	33,555
Drug stores, proprietary stores.....	1,415	233,367	32,667	1,370	175,606	24,010
Other retail stores ⁴	8,931	559,525	53,242	8,115	(D)	(D)
Liquor stores.....	2,055	191,577	10,043	2,073	120,173	5,279
Jewelry stores.....	951	62,074	9,285	805	48,640	7,847
Book, stationery stores.....	438	40,287	6,495	372	18,467	3,010
SELECTED SERVICE TRADES						
Hotels.....	927	80,239	26,469	1,113	66,132	19,819
Motion picture theaters.....	330	56,237	10,435	404	56,437	14,112

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 3,480 such establishments with sales of \$197,734,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PASADENA, THE ENTIRE CITY, AND THE LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	15.4	27.1	40.0	50.5	51.2
Food stores.....	19.0	33.6	40.6	64.6	65.0
Eating, drinking places.....	-10.0	10.3	23.0	39.7	40.3
Eating places.....	-6.1	11.5	23.6	43.0	43.6
Drinking places.....	-40.6	4.5	20.5	28.7	29.1
General merchandise group.....	14.0	13.4	-7.0	(D)	(D)
Variety stores.....	13.1	5.7	-20.5	30.7	31.2
General merchandise stores (except variety).....	14.1	13.9	3.6	(D)	(D)
Apparel, accessories stores.....	8.9	21.6	84.1	39.8	41.0
Shoe stores.....	13.8	53.6	832.1	52.4	54.4
Men's, boys' clothing and furnishings stores ³	-17.4	-14.4	-9.2	52.6	55.0
Family clothing stores ³	(D)	41.5	(D)	19.1	(D)
Women's clothing, specialty stores.....	15.4	24.5	109.8	45.0	46.7
Ready-to-wear stores ³	15.5	24.1	107.7	50.7	52.8
All other apparel stores.....	-26.3	-16.8	-8.1	13.1	13.5
Furniture, home furnishings, appliance dealers.....	20.8	32.4	42.2	49.6	50.1
Furniture, home furnishings stores, antique stores ³	16.4	29.1	37.3	55.7	52.4
Household appliance, radio, TV stores.....	27.0	38.3	54.9	44.5	44.9
Automotive group.....	77.5	55.8	51.7	69.6	69.5
Gasoline service stations.....	46.2	46.5	46.6	85.5	85.9
Lumber, building materials, hardware, farm equip. dealers...	-17.4	15.6	-14.5	21.4	21.9
Hardware stores.....	(NA)	(D)	(NA)	31.6	(NA)
Other.....	(NA)	(D)	(NA)	19.6	(NA)
Drug stores, proprietary stores.....	-5.1	1.4	9.9	32.9	33.7
Other retail stores ⁴	14.3	36.1	56.6	(D)	(D)
Liquor stores.....	73.0	18.2	13.0	59.4	59.4
Jewelry stores.....	-15.7	11.2	2.9	27.6	29.0
Book, stationery stores.....	42.6	110.6	607.0	118.2	122.2
SELECTED SERVICE TRADES					
Hotels.....	27.6	-7.2	-20.1	21.3	21.3
Motion picture theaters.....	-5.0	-3.8	-2.7	-0.4	-0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PASADENA CITY AND OF LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	47.5	52.3	1.6	2.1
Food stores.....	29.0	32.6	0.7	1.0
Eating, drinking places.....	31.4	38.4	0.7	1.0
Eating places.....	34.4	40.8	0.8	1.2
Drinking places.....	14.9	26.1	0.2	0.5
General merchandise group.....	97.7	97.2	7.0	(D)
Variety stores.....	83.7	78.3	2.5	2.9
General merchandise stores (except variety).....	98.5	98.3	7.6	(D)
Apparel, accessories stores.....	74.4	83.1	2.9	3.7
Shoe stores.....	70.5	95.1	3.8	5.1
Men's, boys' clothing and furnishings stores ²	61.2	63.5	1.8	3.3
Family clothing stores ²	62.9	(D)	1.0	(D)
Women's clothing, specialty stores.....	83.8	90.4	4.2	5.3
Ready-to-wear stores ²	84.4	90.7	4.3	5.7
All other apparel stores.....	42.5	48.0	0.6	1.0
Furniture, home furnishings, appliance dealers.....	41.8	45.8	1.5	1.8
Furniture, home furnishings stores, antique stores ²	35.4	39.3	1.2	1.6
Household appliance, radio, TV stores.....	54.6	59.5	2.0	2.3
Automotive group.....	18.0	15.8	0.7	0.7
Gasoline service stations.....	22.9	23.0	0.6	0.8
Lumber, building materials, hardware, farm equip. dealers	35.2	35.9	0.8	1.2
Drug stores, proprietary stores.....	53.4	57.0	1.5	2.1
Other retail stores ³	40.7	48.5	1.3	(D)
Liquor stores.....	12.9	8.8	0.2	0.2
Jewelry stores.....	72.4	76.2	2.1	3.1
Book, stationery stores.....	59.6	88.0	3.3	5.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PASADENA, THE ENTIRE CITY, AND THE LOS ANGELES-LONG BEACH
STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	10.9	10.5	17.8	16.9	25.0	22.8
Eating, drinking places.....	3.2	4.2	5.0	5.7	8.1	8.8
Eating places.....	3.0	3.7	4.2	4.8	6.4	6.8
Drinking places.....	0.2	0.5	0.8	0.9	1.7	2.0
General merchandise group.....	44.9	45.4	21.8	24.5	10.5	(D)
Variety stores.....	2.0	2.1	1.1	1.4	1.3	1.5
General merchandise stores (except variety).....	42.9	43.3	20.7	23.1	9.2	(D)
Apparel, accessories stores.....	11.9	12.6	7.6	7.9	6.6	7.2
Shoe stores.....	2.8	2.8	1.9	1.5	1.2	1.2
Men's, boys' clothing and furnishings stores ¹	1.4	2.0	1.1	1.6	1.3	1.3
Family clothing stores ¹	0.6	(D)	0.4	0.4	0.9	1.1
Women's clothing, specialty stores.....	6.9	6.9	3.9	4.0	2.7	2.8
Ready-to-wear stores ¹	6.3	6.2	3.5	3.6	2.4	2.4
All other apparel stores.....	0.2	0.3	0.2	0.3	0.5	0.7
Furniture, home furnishings, appliance dealers.....	5.9	5.7	6.7	6.5	6.7	6.7
Furniture, home furnishings stores, antique stores ¹	3.3	3.3	4.4	4.4	4.6	4.5
Household appliance, radio, TV stores.....	2.6	2.4	2.3	2.1	2.1	2.2
Automotive group.....	8.1	5.3	21.4	17.5	18.8	16.6
Gasoline service stations.....	2.8	2.2	5.7	4.9	7.1	5.7
Lumber, building materials, hardware, farm equipment dealers..	2.8	3.9	3.7	5.6	5.7	7.1
Hardware stores.....	(NA)	(NA)	(D)	0.7	0.9	1.1
Other.....	(NA)	(NA)	(D)	4.9	4.8	6.0
Drug stores, proprietary stores.....	3.1	3.7	2.7	3.4	3.4	3.8
Other retail stores ²	6.4	6.5	7.6	7.1	8.1	(D)
Liquor stores.....	0.4	0.3	1.5	1.6	2.8	2.6
Jewelry stores.....	1.1	1.6	0.7	1.1	0.9	1.1
Book, stationery stores.....	1.2	1.0	0.9	0.6	0.6	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



Wichita, Kansas



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-59—Wichita, Kansas
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Wichita, Kansas



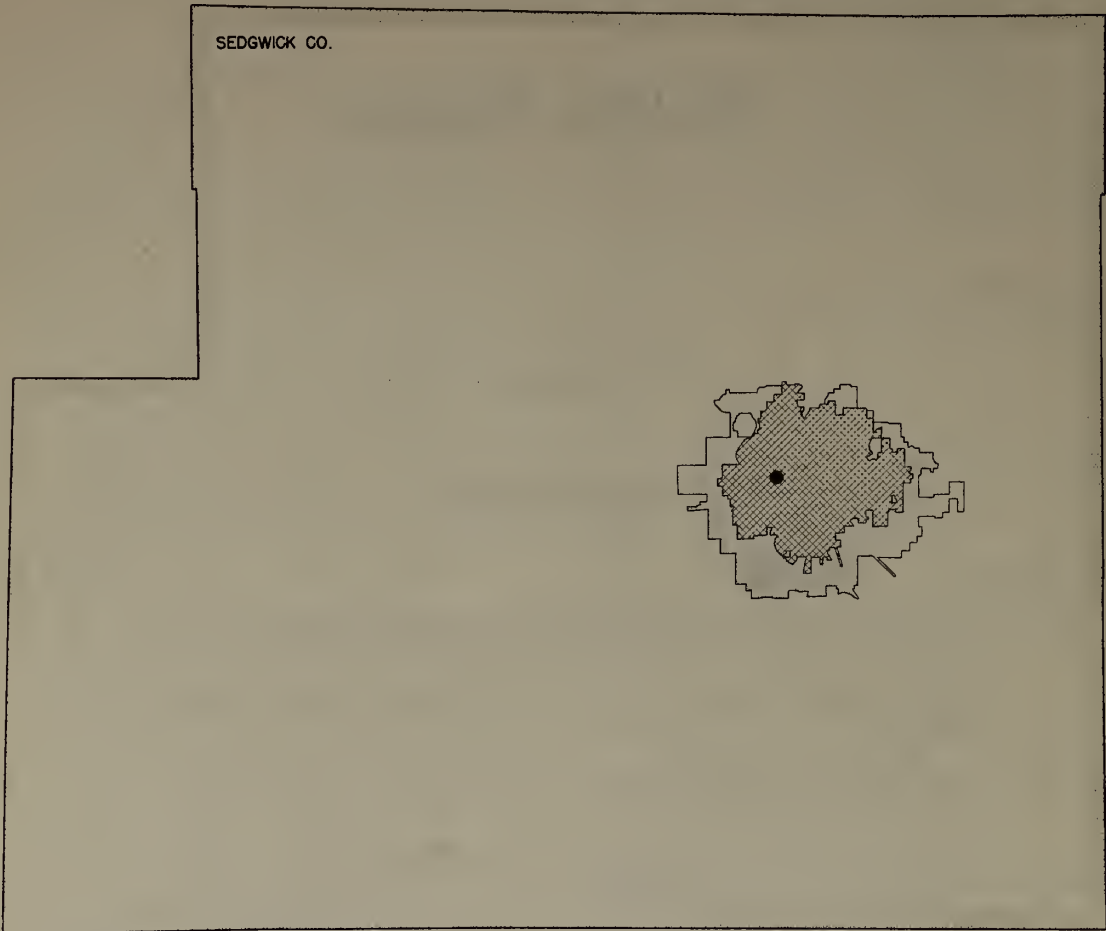
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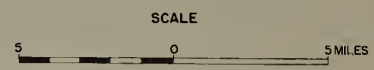
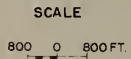
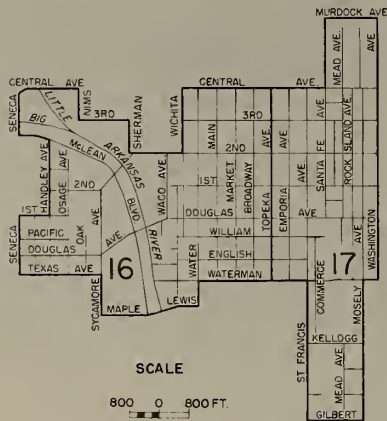
WICHITA, KANSAS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA
- 16 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF WICHITA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	576	125,322	17,852	671	105,973	14,736
Food stores.....	38	4,981	511	43	4,702	373
Eating, drinking places.....	145	6,151	1,350	192	6,160	1,219
Eating places.....	116	5,027	1,201	136	4,647	1,033
Drinking places.....	29	1,124	149	56	1,513	186
General merchandise group.....	15	28,717	4,213	17	29,377	4,565
Department stores.....	4	21,389	3,109	5	23,305	3,797
Variety stores.....	5	4,438	769	6	3,824	530
General merchandise stores, n.e.c.....	6	2,890	335	6	2,248	238
Apparel, accessories stores.....	102	20,306	3,148	84	17,044	2,382
Shoe stores.....	28	3,628	522	19	2,568	313
Men's, boys' clothing and furnishings stores ³	18	2,649	369	16	2,587	334
Family clothing stores ³	6	6,026	1,047	6	5,392	826
Women's clothing, specialty stores.....	34	7,278	1,128	26	5,774	801
Ready-to-wear stores ³	18	6,549	996	15	5,367	737
All other apparel stores.....	14	671	82	14	680	108
Furniture, home furnishings, appliance dealers.....	42	10,447	1,911	48	8,454	1,582
Furniture stores ³	15	5,986	1,039	18	4,561	741
Other home furnishings stores ³	8	722	82	9	936	147
Household appliance, radio, TV stores.....	13	3,661	790	17	2,884	694
Automotive group.....	23	23,227	2,778	35	16,037	1,656
Passenger car dealers (franchised & nonfranchised)..	9	18,382	2,109	15	12,546	1,225
Tire, battery, accessory dealers.....	13	(D)	(D)	18	(D)	(D)
Other automotive dealers.....	1	(D)	(D)	2	(D)	(D)
Gasoline service stations.....	30	2,382	268	38	1,800	198
Lumber, building materials, hardware, farm equip. dealers.	27	11,913	1,170	45	8,779	956
Hardware stores.....	7	879	78	7	772	58
Other.....	20	11,034	1,092	38	8,007	898
Drug stores, proprietary stores.....	25	3,445	535	21	3,078	379
Other retail stores ⁴	129	13,753	1,968	148	10,542	1,426
Liquor stores.....	22	1,285	92
Jewelry stores.....	25	3,770	599	30	3,205	472
Sporting goods, bicycle stores.....	4	(D)	(D)	5	799	90
Florists.....	6	410	75	5	349	63
Music stores.....	5	1,488	248	8	1,473	203
Camera, photographic supply stores.....	4	604	78	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	38	4,026	1,253	38	3,581	993
Motion picture theaters.....	10	1,929	371	12	1,549	288

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF WICHITA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,369	(D)	(D)	1,876	197,946	23,939
Food stores.....	303	71,246	5,015	343	35,857	2,230
Eating, drinking places.....	532	19,847	3,988	487	13,301	2,540
Eating places.....	386	15,523	3,484	336	10,088	2,192
Drinking places.....	146	4,324	504	151	3,213	348
General merchandise group.....	60	39,425	6,251	30	29,940	4,627
Department stores.....	5	27,197	4,321	5	23,305	3,797
Variety stores.....	32	7,649	1,403	18	(D)	(D)
General merchandise stores, n.e.c.....	23	4,579	527	7	(D)	(D)
Apparel, accessories stores.....	164	26,846	3,884	106	18,469	2,653
Shoe stores.....	46	4,729	647	23	(D)	(D)
Men's, boys' clothing and furnishings stores ³	24	3,497	467	19	3,162	403
Family clothing stores ³	19	(D)	(D)	8	(D)	(D)
Women's clothing, specialty stores.....	48	(D)	(D)	30	(D)	(D)
Ready-to-wear stores ³	29	(D)	(D)	16	(D)	(D)
All other apparel stores.....	21	(D)	(D)	22	1,075	267
Furniture, home furnishings, appliance dealers.....	139	20,993	(D)	100	11,047	1,938
Furniture stores ³	34	(D)	(D)	28	(D)	(D)
Other home furnishings stores ³	21	2,021	352	23	(D)	(D)
Household appliance, radio, TV stores.....	74	9,392	(D)	37	3,964	803
Automotive group.....	160	74,928	8,064	119	39,786	3,688
Passenger car dealers (franchised & nonfranchised)..	110	(D)	(D)	75	32,799	2,977
Tire, battery, accessory dealers.....	32	(D)	(D)	33	4,469	562
Other automotive dealers.....	18	(D)	(D)	11	2,518	149
Gasoline service stations.....	307	21,199	2,023	216	8,270	761
Lumber, building materials, hardware, farm equip. dealers.	134	28,635	2,918	138	19,426	2,520
Hardware stores.....	38	3,089	372	21	1,638	132
Other.....	96	25,546	2,546	117	17,788	2,388
Drug stores, proprietary stores.....	128	13,528	1,988	90	7,640	990
Other retail stores ⁴	442	(D)	3,148	247	14,210	1,992
Liquor stores.....	142	8,920	415
Jewelry stores.....	51	(D)	630	33	(D)	(D)
Book, stationery stores.....	6	(D)	(D)	11	1,080	153
Sporting goods, bicycle stores.....	11	(D)	(D)	15	(D)	(D)
Florists.....	33	1,385	269	22	1,015	162
Music stores.....	8	(D)	(D)	10	(D)	(D)
Camera, photographic supply stores.....	7	709	94	5	563	58
SELECTED SERVICE TRADES						
Hotels.....	51	4,204	(D)	51	3,727	1,020
Motion picture theaters.....	19	3,222	638	20	2,081	406

¹ Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.² Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.³ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 131 such establishments with sales of (D).⁴ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁵ This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
WICHITA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,637	367,731	42,454	2,302	221,427	25,597
Food stores.....	343	74,962	5,185	451	41,723	2,514
Eating, drinking places.....	586	21,584	4,301	585	15,094	2,825
Eating places.....	425	16,728	3,722	389	11,244	2,393
Drinking places.....	161	4,856	579	196	3,850	432
General merchandise group.....	68	39,729	6,267	42	30,458	4,660
Department stores.....	5	27,197	4,321	5	23,305	3,797
Variety stores.....	36	7,803	1,416	20	4,480	605
General merchandise stores, n.e.c.....	27	4,729	530	17	2,673	258
Apparel, accessories stores.....	168	26,891	3,887	109	18,533	2,654
Shoe stores.....	46	4,729	647	24	2,679	324
Men's, boys' clothing and furnishings stores ³	24	3,497	467	19	3,162	403
Family clothing stores ³	21	7,285	1,162	9	5,573	836
Women's clothing, specialty stores.....	49	10,467	1,528	31	5,995	824
Ready-to-wear stores ³	30	8,654	1,232	17	5,562	757
All other apparel stores.....	22	(D)	83	22	1,075	267
Furniture, home furnishings, appliance dealers.....	153	21,315	3,490	113	11,476	1,968
Furniture stores ³	35	9,518	1,558	30	5,480	838
Other home furnishings stores. ³	21	2,021	352	24	1,626	317
Household appliance, radio, TV stores.....	85	9,570	1,580	45	4,128	813
Automotive group.....	174	78,221	8,292	142	44,846	4,106
Passenger car dealers (franchised & nonfranchised)..	121	64,730	6,823	85	36,638	3,197
Tire, battery, accessory dealers.....	33	8,195	1,071	39	4,545	568
Other automotive dealers.....	20	5,296	398	18	3,663	341
Gasoline service stations.....	355	23,781	2,203	294	11,846	956
Lumber, building materials, hardware, farm equip. dealers.	171	34,347	3,426	180	22,534	2,712
Hardware stores.....	48	3,456	407	31	1,969	151
Other.....	123	30,891	3,019	149	20,565	2,561
Drug stores, proprietary stores.....	137	14,023	2,031	98	8,160	1,049
Other retail stores. ⁴	482	32,878	3,372	288	16,757	2,153
Liquor stores.....	153	9,477	429
Jewelry stores.....	53	4,317	630	34	3,252	472
Book, stationery stores.....	6	(D)	(D)	11	1,080	153
Sporting goods, bicycle stores.....	11	(D)	(D)	17	1,277	149
Florists.....	33	1,385	269	29	1,116	180
Music stores.....	9	1,790	284	11	1,600	219
Camera, photographic supply stores.....	7	709	94	5	563	58
SELECTED SERVICE TRADES						
Hotels.....	54	4,246	1,311	55	3,879	1,046
Motion picture theaters.....	24	3,532	707	26	2,235	433

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 132 such establishments with sales of \$7,611,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF WICHITA, THE ENTIRE CITY, AND THE WICHITA STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	18.3	(D)	(D)	66.1	110.0
Food stores.....	5.9	98.7	112.7	79.7	89.0
Eating, drinking places.....	-0.2	49.2	91.8	43.0	72.7
Eating places.....	8.2	53.9	92.9	48.8	77.4
Drinking places.....	-25.7	34.6	88.2	26.1	59.7
General merchandise group.....	-2.3	31.7	1,802.0	30.4	918.7
Department stores.....	-8.2	16.7	XXX	16.7	XXX
Variety stores.....	16.1	(D)	(D)	74.2	413.0
General merchandise stores, n.e.c.....	28.6	(D)	(D)	76.9	332.9
Apparel, accessories stores.....	19.1	45.4	358.9	45.1	342.2
Shoe stores.....	41.3	(D)	(D)	76.5	891.9
Men's, boys' clothing and furnishings stores ³	2.4	10.6	47.5	10.6	47.5
Family clothing stores ³	11.8	(D)	(D)	30.7	595.6
Women's clothing, specialty stores.....	26.0	(D)	(D)	74.6	1,343.0
Ready-to-wear stores ³	22.0	(D)	(D)	55.6	979.5
All other apparel stores.....	-1.3	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	23.6	90.0	306.7	85.7	259.6
Furniture stores ³	31.2	(D)	(D)	73.7	284.3
Other home furnishings stores ³	-22.9	(D)	(D)	24.3	88.3
Household appliance, radio, TV stores.....	26.9	136.9	430.6	131.8	375.0
Automotive group.....	44.8	88.3	117.7	74.4	90.9
Passenger car dealers (franchised and nonfranchised).....	46.5	(D)	(D)	76.7	92.4
Tire, battery, accessory dealers.....	(D)	(D)	(D)	80.3	(D)
Other automotive dealers.....	(D)	(D)	(D)	44.6	(D)
Gasoline service stations.....	32.3	156.3	190.8	100.8	113.0
Lumber, building materials, hardware, farm equip. dealers....	35.7	47.4	57.1	52.4	63.1
Hardware stores.....	13.9	88.6	155.2	75.5	115.3
Other.....	37.8	43.6	48.4	50.2	58.1
Drug stores, proprietary stores.....	11.9	77.1	121.0	71.9	108.1
Other retail stores ⁴	30.5	(D)	(D)	96.2	207.7
Liquor stores.....	XXX	XXX	XXX	XXX	XXX
Jewelry stores.....	17.6	(D)	(D)	32.7	1,063.8
Book, stationery stores.....	(NA)	(D)	(NA)	(D)	(NA)
Sporting goods, bicycle stores.....	(D)	(D)	(D)	(D)	(D)
Florists.....	17.5	36.5	46.4	24.1	27.1
Music stores.....	1.0	(D)	(D)	11.9	137.8
Camera, photographic supply stores.....	(D)	25.9	(D)	25.9	(D)
SELECTED SERVICE TRADES					
Hotels.....	12.4	12.8	1,921.2	9.5	-26.2
Motion picture theaters.....	24.5	54.8	435.9	58.0	133.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WICHITA CITY AND OF THE WICHITA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	(D)	53.5	34.1	47.9
Food stores.....	7.0	13.1	6.6	11.3
Eating, drinking places.....	31.0	46.3	28.5	40.8
Eating places.....	32.4	46.1	30.1	41.3
Drinking places.....	26.0	47.1	23.1	39.3
General merchandise group.....	72.8	98.1	72.3	96.5
Department stores.....	78.6	100.0	78.6	100.0
Variety stores.....	58.0	(D)	56.9	85.4
General merchandise stores, n.e.c.....	63.1	(D)	61.1	84.1
Apparel, accessories stores.....	75.6	92.3	75.5	92.0
Shoe stores.....	76.7	(D)	76.7	95.9
Men's, boys' clothing and furnishings stores ²	75.8	81.8	75.8	81.8
Family clothing stores ²	(D)	(D)	82.7	96.8
Women's clothing, specialty stores.....	(D)	(D)	69.5	96.3
Ready-to-wear stores ²	(D)	(D)	75.7	96.5
All other apparel stores.....	(D)	63.3	(D)	63.3
Furniture, home furnishings, appliance dealers.....	49.8	76.5	49.0	73.7
Furniture stores ²	(D)	(D)	62.9	83.2
Other home furnishings stores ²	35.7	(D)	35.7	57.6
Household appliance, radio, TV stores.....	39.0	72.8	38.3	69.9
Automotive group.....	31.0	40.3	29.7	35.8
Passenger car dealers (franchised and nonfranchised)....	(D)	38.3	28.4	34.2
Tire, battery, accessory dealers.....	(D)	(D)	(D)	(D)
Other automotive dealers.....	(D)	(D)	(D)	(D)
Gasoline service stations.....	11.2	21.8	10.0	15.2
Lumber, building materials, hardware, farm equip. dealers.	41.6	45.2	34.7	39.0
Hardware stores.....	28.5	47.1	25.4	39.2
Other.....	43.2	45.0	35.7	38.9
Drug stores, proprietary stores.....	25.5	40.3	24.6	37.7
Other retail stores ³	(D)	74.2	41.8	62.9
Liquor stores.....	14.4	...	13.6	...
Jewelry stores.....	(D)	(D)	87.3	98.6
Sporting goods, bicycle stores.....	(D)	(D)	(D)	62.6
Florists.....	29.6	34.4	29.6	31.3
Music stores.....	(D)	(D)	83.1	92.1
Camera, photographic supply stores.....	85.2	(D)	85.2	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WICHITA, THE ENTIRE CITY, AND THE WICHITA STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City ³	Standard Metropolitan Area	
	1954	1948	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0
Food stores.....	4.0	4.4	18.1	20.4	18.8
Eating, drinking places.....	4.9	5.8	6.7	5.9	6.8
Eating places.....	4.0	4.4	5.1	4.6	5.1
Drinking places.....	0.9	1.4	1.6	1.3	1.7
General merchandise group.....	23.0	27.8	15.1	10.8	13.8
Department stores.....	17.2	22.1	11.8	7.4	10.6
Variety stores.....	3.5	3.6	(D)	2.1	2.0
General merchandise stores, n.e.c.....	2.3	2.1	(D)	1.3	1.2
Apparel, accessories stores.....	16.2	16.1	9.3	7.3	8.4
Shoe stores.....	2.9	2.4	(D)	1.3	1.2
Men's, boys' clothing and furnishings stores ¹	2.1	2.4	1.6	1.0	1.4
Family clothing stores ¹	4.8	5.1	(D)	2.0	2.5
Women's clothing, specialty stores.....	5.8	5.4	(D)	2.8	2.7
Ready-to-wear stores ¹	5.2	5.1	(D)	2.4	2.5
All other apparel stores.....	0.5	0.6	0.5	(D)	0.5
Furniture, home furnishings, appliance dealers.....	8.3	8.0	5.6	5.8	5.2
Furniture stores ¹	4.8	4.4	(D)	2.7	2.5
Other home furnishings stores ¹	0.6	0.9	(D)	0.5	0.7
Household appliance, radio, TV stores.....	2.9	2.7	2.0	2.6	1.9
Automotive group.....	18.5	15.1	20.1	21.3	20.3
Passenger car dealers (franchised and nonfranchised).....	14.7	11.8	16.5	17.6	16.5
Tire, battery, accessory dealers.....	(D)	(D)	2.3	2.3	2.1
Other automotive dealers.....	(D)	(D)	1.3	1.4	1.7
Gasoline service stations.....	1.9	1.7	4.2	6.5	5.3
Lumber, building materials, hardware, farm equipment dealers... Hardware stores.....	9.5 0.7	8.3 0.7	9.8 0.8	9.3 0.9	10.2 0.9
Other.....	8.8	7.6	9.0	8.4	9.3
Drug stores, proprietary stores.....	2.7	2.9	3.9	3.8	3.7
Other retail stores ²	11.0	9.9	7.2	8.9	7.5
Liquor stores.....	1.0	2.6	...
Jewelry stores.....	3.0	3.0	(D)	1.2	1.5
Book, stationery stores.....	(NA)	(NA)	0.5	(D)	0.5
Sporting goods, bicycle stores.....	(D)	0.8	(D)	(D)	0.6
Florists.....	0.3	0.3	0.5	0.4	0.5
Music stores.....	1.2	1.4	(D)	0.5	0.7
Camera, photographic supply stores.....	0.5	(D)	0.3	0.2	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.³Data for 1954 not shown for the city to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS



Kansas City, Missouri



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-60—Kansas City, Missouri
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Kansas City, Missouri

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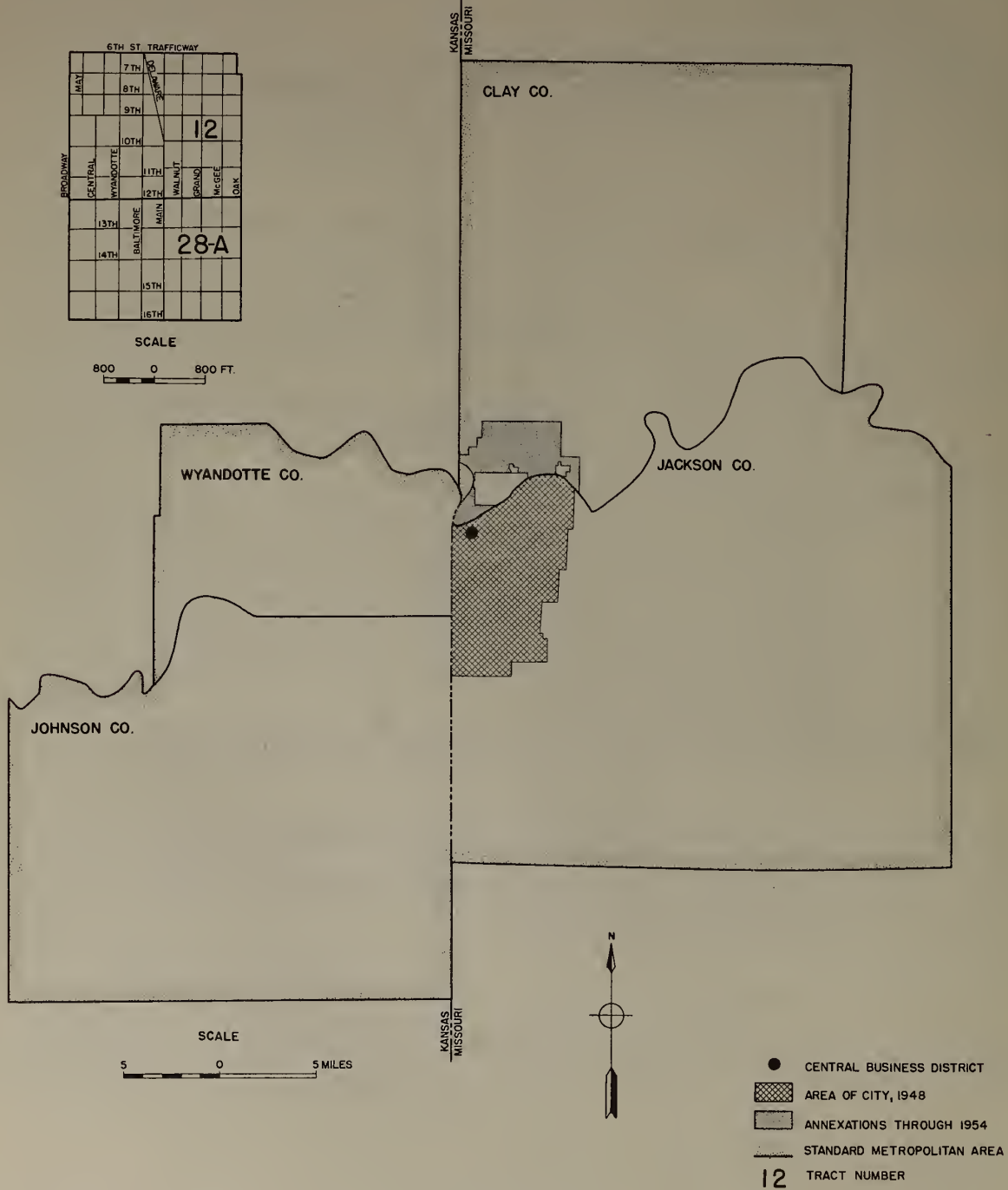
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KANSAS CITY, MISSOURI

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

CENTRAL BUSINESS DISTRICT



KANSAS CITY, MISSOURI

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF KANSAS CITY, MO.

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	625	182,089	34,311	753	175,594	29,492
Food stores.....	22	3,996	409	31	3,624	455
Eating, drinking places.....	180	14,018	3,659	228	15,841	4,180
Eating places.....	117	10,214	3,040	149	11,481	3,286
Drinking places.....	63	3,804	619	79	4,360	894
General merchandise group.....	15	62,914	11,527	18	58,758	8,795
Department stores.....	8	57,821	10,487	5	44,705	6,310
Variety stores.....	2	(D)	(D)	4	6,015	1,030
General merchandise stores, n.e.c.....	5	(D)	(D)	9	8,038	1,455
Apparel, accessories stores.....	164	44,536	8,872	169	46,523	7,579
Shoe stores.....	48	6,624	1,054	34	5,871	743
Men's, boys' clothing and furnishings stores ³	23	3,688	479	28	3,295	406
Family clothing stores ³	10	13,717	3,536	11	14,525	2,381
Women's clothing, specialty stores.....	44	17,399	3,287	51	19,694	3,250
Ready-to-wear stores ³	25	15,684	2,988	27	18,471	3,083
All other apparel stores.....	36	2,970	516	42	3,116	799
Furniture, home furnishings, appliance dealers.....	33	13,702	3,165	34	15,109	3,007
Furniture stores ³	12	9,817	2,464	12	11,496	2,440
Other home furnishings stores.....	12	2,544	406	13	2,324	340
Household appliance, radio, TV stores.....	5	1,307	295	7	1,267	227
Automotive group.....	5	7,529	820	10	6,631	939
Gasoline service stations.....	10	599	88	12	501	74
Lumber, building materials, hardware, farm equip. dealers.....	11	5,074	635	15	2,005	402
Hardware stores.....	2	(D)	(D)	5	1,483	317
Other.....	9	(D)	(D)	10	522	85
Drug stores, proprietary stores.....	25	8,194	1,190	25	7,568	1,058
Other retail stores.....	160	21,527	3,946	211	19,034	3,003
Liquor stores.....						
Jewelry stores.....	32	6,099	1,090	36	6,439	1,075
Book, stationery stores.....	12	1,617	315	15	1,109	219
Sporting goods, bicycle stores.....	2	858	143	2	(D)	(D)
Florists.....	8	709	126	9	714	139
Music stores.....	10	3,965	1,087	12	3,211	552
Camera, photographic supply stores.....	2	(D)	(D)	3	(D)	24
SELECTED SERVICE TRADES						
Hotels.....	51	11,760	4,106	57	9,966	3,034
Motion picture theaters.....	10	2,808	660	8	2,561	417

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF KANSAS CITY, MO.

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	4,679	709,763	94,746	5,033	590,100	76,526
Food stores.....	828	128,942	9,007	1,047	106,872	6,938
Eating, drinking places.....	1,153	59,990	13,535	1,277	54,040	12,456
Eating places.....	726	41,094	10,643	785	34,217	9,009
Drinking places.....	427	18,896	2,892	492	19,823	3,447
General merchandise group.....	143	(D)	17,380	143	88,065	12,733
Department stores.....	13	(D)	(D)	8	68,348	9,524
Variety stores.....	52	8,344	1,662	59	9,037	1,544
General merchandise stores, n.e.c.....	74	(D)	(D)	76	10,680	1,665
Apparel, accessories stores.....	398	(D)	11,778	393	63,420	9,748
Shoe stores.....	92	9,831	1,433	62	7,606	943
Men's, boys' clothing and furnishings stores ³	62	(D)	(D)	60	8,232	1,030
Family clothing stores ³	33	15,963	3,749	29	16,117	2,572
Women's clothing, specialty stores.....	127	27,131	4,793	142	(D)	(D)
Ready-to-wear stores ³	74	23,739	4,290	76	24,251	3,898
All other apparel stores.....	66	(D)	(D)	77	(D)	(D)
Furniture, home furnishings, appliance dealers.....	258	(D)	6,518	230	31,402	5,261
Furniture stores ³	54	18,680	3,854	54	16,242	3,177
Other home furnishings stores ³	58	5,923	1,133	60	5,763	941
Household appliance, radio, TV stores.....	90	(D)	1,531	78	8,886	1,143
Automotive group.....	290	(D)	13,400	263	99,953	9,245
Passenger car dealers (franchised & nonfranchised)..	199	124,517	(D)	193	91,484	8,087
Tire, battery, accessory dealers.....	71	11,568	2,050	55	7,232	1,052
Other automotive dealers.....	20	(D)	(D)	15	1,237	106
Gasoline service stations.....	421	25,029	2,620	424	16,689	1,759
Lumber, building materials, hardware, farm equip. dealers.	223	50,863	7,400	209	33,946	5,947
Hardware stores.....	77	4,384	568	75	3,894	562
Other.....	144	46,439	6,832	134	30,052	5,385
Drug stores, proprietary stores.....	279	42,117	5,562	287	39,940	5,016
Other retail stores ⁴	686	53,582	7,546	760	55,773	7,423
Liquor stores.....	75	7,303	499	140	10,878	821
Jewelry stores.....	89	10,202	1,629	64	7,979	1,365
Book, stationery stores.....	32	2,742	(D)	30	(D)	(D)
Sporting goods, bicycle stores.....	37	3,442	480	19	2,362	291
Florists.....	50	2,878	472	57	2,680	509
Music stores.....	31	(D)	(D)	27	(D)	(D)
Camera, photographic supply stores.....	6	(D)	(D)	7	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	195	18,943	(D)	233	17,902	5,034
Motion picture theaters.....	47	(D)	(D)	58	5,689	8,242

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 450 such establishments with sales of \$124,922,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

KANSAS CITY, MISSOURI

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Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
KANSAS CITY, MO. STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	8,282	(D)	(D)	8,506	827,056	98,913
Food stores.....	1,573	237,996	16,028	1,924	165,283	10,122
Eating, drinking places.....	1,867	82,373	17,859	2,041	71,146	15,445
Eating places.....	1,182	57,709	14,381	1,220	45,586	11,420
Drinking places.....	685	24,664	3,478	821	25,560	4,025
General merchandise group.....	289	131,723	21,045	256	106,021	15,324
Department stores.....	19	103,482	16,928	11	76,917	10,951
Variety stores.....	98	14,590	2,817	108	13,122	2,174
General merchandise stores, n.e.c.....	166	13,587	1,300	137	15,982	2,199
Apparel, accessories stores.....	599	80,276	13,599	523	72,573	10,698
Shoe stores.....	131	12,890	1,869	85	9,096	1,126
Men's, boys' clothing and furnishings stores ³	88	10,737	1,426	78	9,387	1,153
Family clothing stores ³	53	19,441	4,294	54	19,898	3,005
Women's clothing, specialty stores.....	198	32,222	5,325	179	28,797	4,384
Ready-to-wear stores ³	123	28,562	4,803	101	26,068	4,079
All other apparel stores.....	95	4,246	685	87	4,730	1,030
Furniture, home furnishings, appliance dealers.....	452	54,338	8,762	373	40,602	6,407
Furniture stores ³	99	25,263	4,886	85	20,402	3,737
Other home furnishings stores ³	89	7,887	1,435	73	6,163	997
Household appliance, radio, TV stores.....	186	19,596	2,441	170	13,279	1,673
Automotive group.....	489	230,907	21,847	432	151,854	14,150
Passenger car dealers (franchised & nonfranchised)..	335	208,420	18,822	319	138,183	12,385
Tire, battery, accessory dealers.....	113	16,324	2,636	88	10,221	1,428
Other automotive dealers.....	37	(D)	(D)	25	3,450	337
Gasoline service stations.....	955	62,245	5,445	969	35,912	3,114
Lumber, building materials, hardware, farm equip. dealers.	469	93,852	13,846	430	57,140	8,246
Hardware stores.....	166	10,991	1,264	153	6,981	815
Other.....	301	82,821	12,582	277	50,159	7,431
Drug stores, proprietary stores.....	428	62,099	8,073	438	51,670	6,346
Other retail stores ⁴	1,161	(D)	(D)	1,120	74,855	9,061
Liquor stores.....	168	11,439	695	177	12,123	868
Jewelry stores.....	158	13,539	2,013	102	10,443	1,734
Book, stationery stores.....	43	4,247	540	33	3,602	965
Sporting goods, bicycle stores.....	68	(D)	(D)	37	3,005	365
Florists.....	86	3,914	590	79	3,329	620
Music stores.....	44	5,270	1,277	39	4,099	663
Camera, photographic supply stores.....	11	1,430	167	9	1,072	113
SELECTED SERVICE TRADES						
Hotels.....	222	21,407	6,988	266	19,212	5,394
Motion picture theaters.....	89	9,272	2,018	94	7,876	2,398

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 703 such establishments with sales of (D).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF KANSAS CITY, THE ENTIRE CITY, AND THE KANSAS CITY, MO. STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	3.7	20.3	27.3	(D)	(D)
Food stores.....	10.3	20.7	21.0	44.0	44.7
Eating, drinking places.....	-11.5	11.0	20.3	15.8	23.6
Eating places.....	-11.0	20.1	35.8	26.6	39.3
Drinking places.....	-12.8	-4.7	-2.4	-3.5	-1.6
General merchandise group.....	7.1	(D)	(D)	24.2	45.6
Department stores.....	29.3	(D)	(D)	34.5	41.8
Variety stores.....	(D)	-7.7	(D)	11.2	(D)
General merchandise stores, n.e.c.....	(D)	(D)	(D)	-15.0	(D)
Apparel, accessories stores.....	-4.3	(D)	(D)	10.6	37.2
Shoe stores.....	12.8	29.3	84.8	41.7	94.3
Men's, boys' clothing and furnishings stores ³	11.9	(D)	(D)	14.4	15.7
Family clothing stores ³	-5.6	-1.0	41.1	-2.3	6.5
Women's clothing, specialty stores.....	-11.7	(D)	(D)	11.9	62.8
Ready-to-wear stores ³	-15.1	-2.1	39.4	9.6	69.5
All other apparel stores.....	-4.7	(D)	(D)	-10.2	21.0
Furniture, home furnishings, appliance dealers.....	-9.3	(D)	(D)	33.8	59.4
Furniture stores.....	-14.6	15.0	86.7	23.8	73.4
Other home furnishings stores ³	9.5	2.8	-1.8	28.0	39.2
Household appliance, radio, TV stores.....	3.2	(D)	(D)	47.6	52.3
Automotive group.....	13.5	(D)	(D)	52.1	53.8
Passenger car dealers (franchised and nonfranchised).....	(NA)	36.1	(NA)	50.8	(NA)
Tire, battery, accessory dealers.....	(NA)	60.0	(NA)	59.7	(NA)
Other automotive dealers.....	(NA)	(D)	(NA)	(D)	(NA)
Gasoline service stations.....	19.6	50.0	50.9	73.3	74.1
Lumber, building materials, hardware, farm equip. dealers....	153.1	49.8	43.4	64.2	61.0
Hardware stores.....	(D)	12.6	(D)	57.4	(D)
Other.....	(D)	54.5	(D)	65.1	(D)
Drug stores, proprietary stores.....	8.3	5.5	4.8	20.2	22.2
Other retail stores ⁴	13.1	-3.9	-12.8	(D)	(D)
Liquor stores.....	(NA)	-32.9	(NA)	-5.7	(NA)
Jewelry stores.....	-5.3	27.9	166.4	29.6	85.8
Book, stationery stores.....	45.8	(D)	(D)	17.9	5.5
Sporting goods, bicycle stores.....	(D)	45.7	(D)	(D)	(D)
Florists.....	-0.7	7.4	10.3	17.6	22.6
Music stores.....	23.5	(D)	(D)	28.6	47.0
Camera, photographic supply stores.....	(D)	(D)	(D)	33.4	(D)
SELECTED SERVICE TRADES					
Hotels.....	18.0	5.8	-9.5	11.4	4.3
Motion picture theaters.....	9.6	(D)	(D)	17.7	21.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

KANSAS CITY, MISSOURI

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Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF KANSAS CITY, MO. STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	25.7	29.8	(D)	21.2
Food stores.....	3.1	3.4	1.7	2.2
Eating, drinking places.....	23.4	29.3	17.0	22.3
Eating places.....	24.9	33.6	17.7	25.2
Drinking places.....	20.1	22.0	15.4	17.1
General merchandise group.....	(D)	66.7	47.8	55.4
Department stores.....	(D)	65.4	55.9	58.1
Variety stores.....	(D)	66.6	(D)	45.8
General merchandise stores, n.e.c.....	(D)	75.3	(D)	50.3
Apparel, accessories stores.....	(D)	73.4	55.5	64.1
Shoe stores.....	67.4	77.2	51.4	64.5
Men's, boys' clothing and furnishings stores ²	(D)	40.0	34.3	35.1
Family clothing stores ²	85.9	90.1	70.6	73.0
Women's clothing, specialty stores.....	64.1	(D)	54.0	68.4
Ready-to-wear stores ²	66.1	76.2	54.9	70.9
All other apparel stores.....	(D)	(D)	69.9	65.9
Furniture, home furnishings, appliance dealers.....	(D)	48.1	25.2	37.2
Furniture stores ²	52.6	70.8	38.9	56.3
Other home furnishings stores ²	43.0	40.3	32.3	37.7
Household appliance, radio, TV stores.....	(D)	14.3	6.7	9.5
Automotive group.....	(D)	6.6	3.3	4.4
Gasoline service stations.....	2.4	3.0	1.0	1.4
Lumber, building materials, hardware, farm equip. dealers.....	10.0	5.9	5.4	3.5
Hardware stores.....	(D)	38.1	(D)	21.2
Other.....	(D)	1.7	(D)	1.0
Drug stores, proprietary stores.....	19.5	18.9	13.2	14.6
Other retail stores ³	40.2	34.1	(D)	25.4
Liquor stores.....				
Jewelry stores.....	59.8	80.7	45.0	61.7
Book, stationery stores.....	59.0	(D)	38.1	30.8
Sporting goods, bicycle stores.....	24.9	(D)	(D)	(D)
Florists.....	24.6	26.6	18.1	21.4
Music stores.....	(D)	(D)	75.2	78.3
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF KANSAS CITY, THE ENTIRE CITY, AND THE KANSAS CITY, MO. STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area ³
	1954	1948	1954	1948	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0
Food stores.....	2.2	2.1	18.2	18.1	20.0
Eating, drinking places.....	7.7	9.0	8.5	9.2	8.6
Eating places.....	5.6	6.5	5.8	5.8	5.5
Drinking places.....	2.1	2.5	2.7	3.4	3.1
General merchandise group.....	34.6	33.5	(D)	14.9	12.8
Department stores.....	31.7	25.5	(D)	11.6	9.3
Variety stores.....	(D)	3.4	1.2	1.5	1.6
General merchandise stores, n.e.c.....	(D)	4.6	(D)	1.8	1.9
Apparel, accessories stores.....	24.5	26.5	(D)	10.7	8.8
Shoe stores.....	3.6	3.3	1.4	1.3	1.1
Men's, boys' clothing and furnishings stores ¹	2.0	1.9	(D)	1.4	1.1
Family clothing stores ¹	7.5	8.3	2.2	2.7	2.4
Women's clothing, specialty stores.....	9.6	11.2	3.8	(D)	3.5
Ready-to-wear stores ¹	8.6	10.5	3.3	4.1	3.2
All other apparel stores.....	1.6	1.8	(D)	(D)	0.6
Furniture, home furnishings, appliance dealers.....	7.5	8.6	(D)	5.3	4.9
Furniture stores ¹	5.4	6.5	2.6	2.8	2.5
Other home furnishings stores ¹	1.4	1.3	0.8	1.0	0.7
Household appliance, radio, TV stores.....	0.7	0.7	(D)	1.5	1.6
Automotive group.....	4.1	3.8	(D)	16.9	18.4
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	17.5	15.5	16.8
Tire, battery, accessory dealers.....	(NA)	(NA)	1.6	1.2	1.2
Other automotive dealers.....	(NA)	(NA)	(D)	0.2	0.4
Gasoline service stations.....	0.3	0.3	3.5	2.8	4.3
Lumber, building materials, hardware, farm equipment dealers...	2.8	1.1	7.2	5.8	6.9
Hardware stores.....	(D)	0.8	0.6	0.7	0.8
Other.....	(D)	0.3	6.6	5.1	6.1
Drug stores, proprietary stores.....	4.5	4.3	5.9	6.8	6.2
Other retail stores ²	11.8	10.8	7.5	9.5	9.1
Liquor stores.....	(NA)	(NA)	1.0	1.8	1.5
Jewelry stores.....	3.3	3.7	1.4	1.4	1.3
Book, stationery stores.....	0.9	0.6	0.4	(D)	0.4
Sporting goods, bicycle stores.....	0.5	(D)	0.5	0.4	0.4
Florists.....	0.4	0.4	0.4	0.5	0.4
Music stores.....	2.2	1.8	(D)	(D)	0.5
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.³Data for 1954 not shown for the Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Kansas City, Kansas



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-61—Kansas City, Kansas
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men’s shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment’s sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Kansas City, Kansas

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KANSAS CITY, KANSAS CENTRAL BUSINESS DISTRICT

KANSAS CITY, MISSOURI STANDARD METROPOLITAN AREA

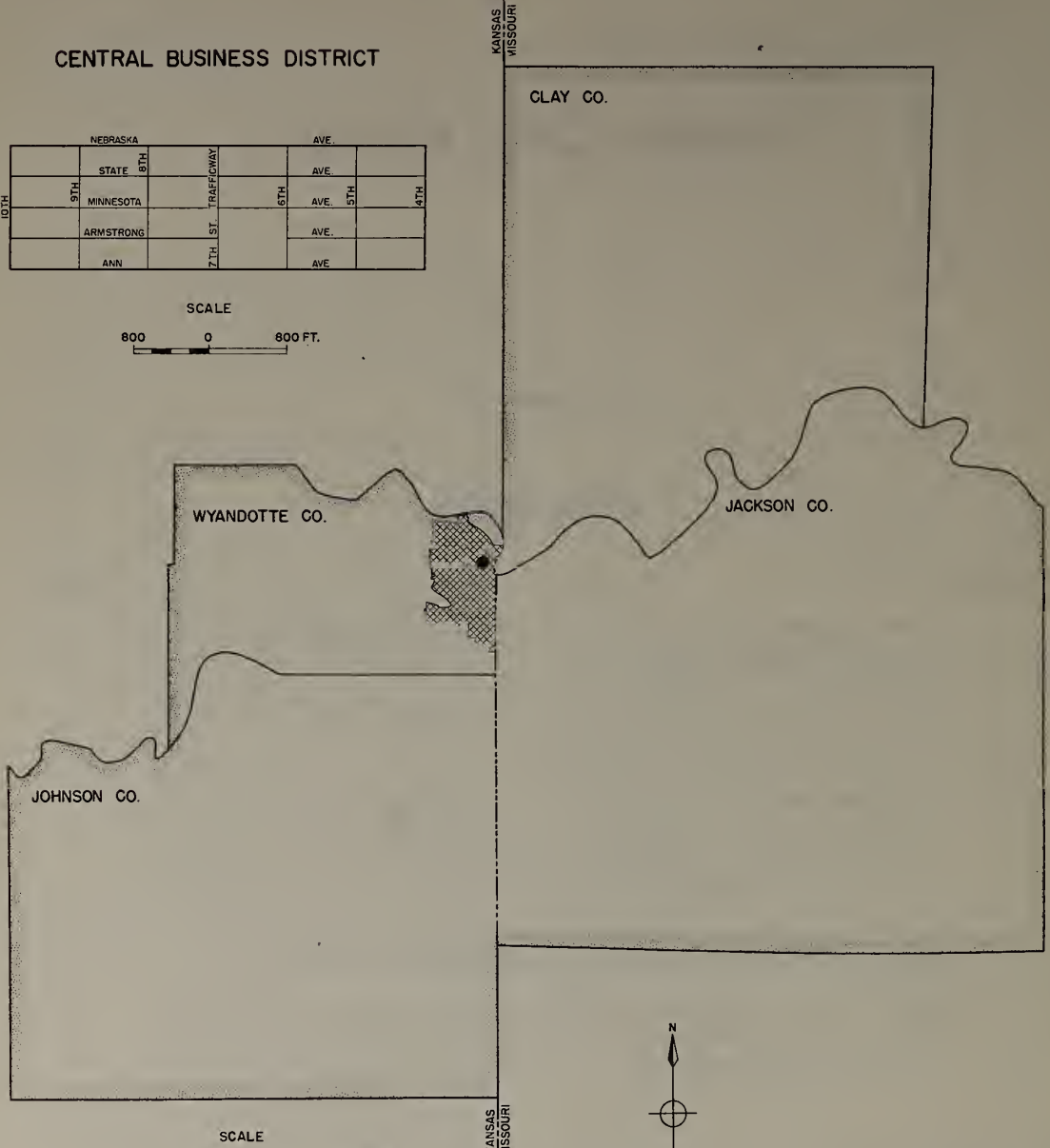
City limits in this bulletin are based upon the legal boundaries at the end of the census year.

CENTRAL BUSINESS DISTRICT

NEBRASKA		AVE.	
	STATE	8TH	
10TH	9TH	MINNESOTA	
		TRAFFICWAY	
	ARMSTRONG	6TH	5TH
	ANN	7TH ST.	4TH

SCALE

800 0 800 FT.



SCALE

5 0 5 MILES



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▭ ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

KANSAS CITY, KANSAS

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF KANSAS CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	178	50,184	6,501	189	38,874	4,916
Food stores.....	16	4,155	358	24	3,575	253
Eating, drinking places.....	22	1,139	290	34	1,218	314
Eating places.....	14	927	260	23	964	274
Drinking places.....	8	212	30	11	254	40
General merchandise group.....	11	7,438	1,068	10	9,128	1,246
Variety stores.....	4	1,935	349	5	1,923	318
General merchandise stores (except variety).....	7	5,503	719	5	7,205	928
Apparel, accessories stores.....	41	4,919	795	36	5,097	565
Shoe stores.....	11	1,094	172	7	663	77
Men's, boys' clothing and furnishings stores ³	6	929	106	4	(D)	(D)
Family clothing stores ³	5	1,531	335	5	2,219	277
Women's clothing, specialty stores.....	13	1,134	168	13	1,389	147
Ready-to-wear stores ³	9	1,100	159	10	1,191	130
All other apparel stores.....	4	163	14	3	143	(D)
Furniture, home furnishings, appliance dealers.....	22	4,690	801	22	3,152	466
Furniture, home furnishings stores, antique stores	15	3,176	553	13	2,207	292
Household appliance, radio, TV stores.....	7	1,514	248	9	945	174
Automotive group.....	9	19,137	1,862	8	9,961	1,053
Gasoline service stations.....	5	557	58	5	343	40
Lumber, building materials, hardware, farm equip. dealers	9	2,256	338	8	889	137
Drug stores, proprietary stores.....	10	2,671	406	10	2,395	325
Other retail stores ⁴	33	3,222	525	32	3,116	517
Liquor stores.....	4	163	12
Jewelry stores.....	9	1,309	208	11	1,740	267
Book, stationery stores.....	3	(D)	78	1	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	4	(D)	(D)	2	(D)	(D)
Motion picture theaters.....	3	(D)	(D)	3	222	69

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF KANSAS CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,330	149,292	(D)	1,366	107,375	11,173
Food stores.....	332	37,238	2,488	420	25,706	1,480
Eating, drinking places.....	294	8,924	1,672	326	6,188	1,021
Eating places.....	161	6,410	1,425	170	3,896	796
Drinking places.....	133	2,514	247	156	2,292	225
General merchandise group.....	40	11,751	1,927	44	12,793	1,971
Variety stores.....	13	2,605	470	19	(D)	(D)
General merchandise stores (except variety).....	25	9,134	1,457	25	(D)	(D)
Apparel, accessories stores.....	77	(D)	992	66	(D)	(D)
Shoe stores.....	15	1,502	232	13	1,010	120
Men's, boys' clothing and furnishings stores ³	9	1,141	124	6	630	56
Family clothing stores ³	11	(D)	(D)	11	2,640	305
Women's clothing, specialty stores.....	20	1,549	196	18	1,476	153
Ready-to-wear stores ³	12	1,449	187	13	1,263	136
All other apparel stores.....	10	(D)	(D)	5	(D)	(D)
Furniture, home furnishings, appliance dealers.....	60	7,714	1,158	52	5,105	659
Furniture, home furnishings stores, antique stores	37	(D)	(D)	29	3,578	432
Household appliance, radio, TV stores.....	23	(D)	(D)	23	1,527	227
Automotive group.....	68	41,023	4,088	57	23,927	2,475
Gasoline service stations.....	166	9,960	821	135	5,715	461
Lumber, building materials, hardware, farm equip. dealers	64	10,705	1,222	66	10,285	1,024
Hardware stores.....	27	(D)	(D)	28	(D)	(D)
Other.....	37	(D)	(D)	38	(D)	(D)
Drug stores, proprietary stores.....	55	6,306	848	66	5,003	603
Other retail stores ⁴	174	(D)	(D)	134	(D)	(D)
Liquor stores.....	57	(D)	(D)
Jewelry stores.....	26	(D)	224	19	(D)	(D)
Book, stationary stores.....	5	(D)	(D)	3	116	13
SELECTED SERVICE TRADES						
Hotels.....	5	(D)	(D)	5	98	11
Motion picture theaters.....	13	⁵ 957	⁵ 234	15	870	215

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 68 such establishments with sales of \$1,675,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.⁵Revised.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
KANSAS CITY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	8,282	(D)	(D)	8,506	827,056	98,913
Food stores.....	1,573	237,996	16,028	1,924	165,283	10,122
Eating, drinking places.....	1,867	82,373	17,859	2,041	71,146	15,445
Eating places.....	1,182	57,709	14,381	1,220	45,586	11,420
Drinking places.....	685	24,664	3,478	821	25,560	4,025
General merchandise group.....	289	131,723	21,045	256	106,021	15,324
Variety stores.....	98	14,590	2,817	108	13,122	2,174
General merchandise stores (except variety).....	185	117,069	18,228	148	92,899	13,150
Apparel, accessories stores.....	599	80,276	13,599	523	72,573	10,698
Shoe stores.....	131	12,890	1,869	85	9,096	1,126
Men's, boys' clothing and furnishings stores ³	88	10,737	1,426	78	9,387	1,153
Family clothing stores ³	53	19,441	4,294	54	19,898	3,005
Women's clothing, specialty stores.....	198	32,222	5,325	179	28,797	4,384
Ready-to-wear stores ³	123	28,562	4,803	101	26,068	4,079
All other apparel stores.....	95	4,246	685	87	4,730	1,030
Furniture, home furnishings, appliance dealers.....	452	54,338	8,762	373	40,602	6,407
Furniture, home furnishings stores, antique stores	264	34,702	6,321	203	27,323	4,734
Household appliance, radio, TV stores.....	186	19,596	2,441	170	13,279	1,673
Automotive group.....	489	230,907	21,847	432	151,854	14,150
Gasoline service stations.....	955	62,245	5,445	969	35,912	3,114
Lumber, building materials, hardware, farm equip. dealers	469	93,852	13,846	430	57,140	8,246
Hardware stores.....	166	10,991	1,264	153	6,981	815
Other.....	301	82,821	12,582	277	50,159	7,431
Drug stores, proprietary stores.....	428	62,099	8,073	438	51,670	6,346
Other retail stores ⁴	1,161	(D)	(D)	1,120	74,855	9,061
Liquor stores.....	168	11,439	695	177	12,123	868
Jewelry stores.....	158	13,539	2,013	102	10,443	1,734
Book, stationery stores.....	43	4,247	540	33	3,602	965
SELECTED SERVICE TRADES						
Hotels.....	222	21,407	6,988	266	19,212	5,394
Motion picture theaters.....	89	9,272	2,018	94	7,876	2,398

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 703 such establishments with sales of (D).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF KANSAS CITY, THE ENTIRE CITY, AND THE KANSAS CITY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	29.1	39.0	44.7	(D)	(D)
Food stores.....	16.2	44.9	49.5	44.0	44.6
Eating, drinking places.....	-6.5	44.2	56.6	15.8	16.2
Eating places.....	-3.8	64.5	87.0	26.6	27.3
Drinking places.....	-16.5	9.7	13.0	-3.5	-3.4
General merchandise group.....	-18.5	-8.2	17.7	24.2	28.3
Variety stores.....	0.6	(D)	(D)	11.2	13.0
General merchandise stores (except variety).....	-23.6	(D)	(D)	26.0	30.2
Apparel, accessories stores.....	-3.5	(D)	(D)	10.6	11.7
Shoe stores.....	65.0	48.7	17.6	41.7	39.9
Men's, boys' clothing and furnishings stores ³	(D)	81.1	(D)	14.4	(D)
Family clothing stores ³	-31.0	(D)	(D)	-2.3	1.3
Women's clothing, specialty stores.....	-18.4	4.9	377.0	11.9	13.4
Ready-to-wear stores ³	-7.7	14.7	384.7	9.6	10.4
All other apparel stores.....	14.0	(D)	(D)	-10.2	-11.0
Furniture, home furnishings, appliance dealers.....	48.8	51.1	54.8	33.8	32.6
Furniture, home furnishings stores, antique stores.....	43.9	(D)	(D)	30.6	25.5
Household appliance, radio, TV stores.....	60.2	(D)	(D)	47.6	46.6
Automotive group.....	92.1	71.5	56.7	52.1	49.2
Gasoline service stations.....	62.4	74.3	75.0	73.3	73.4
Lumber, building materials, hardware, farm equip. dealers...	153.8	4.1	-10.1	64.2	62.8
Hardware stores.....	(NA)	(D)	(NA)	57.4	(NA)
Other.....	(NA)	(D)	(NA)	65.1	(NA)
Drug stores, proprietary stores.....	11.5	26.0	39.4	20.2	20.6
Other retail stores ⁴	3.4	(D)	(D)	(D)	(D)
Liquor stores.....	XXX	...	(D)	-5.7	-7.0
Jewelry stores.....	-24.8	(D)	(D)	29.6	40.5
Book, stationery stores.....	(D)	(D)	(D)	17.9	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	11.4	(D)
Motion picture theaters.....	(D)	10.0	(D)	17.7	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF KANSAS CITY AND OF KANSAS CITY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	33.6	36.2	(D)	4.7
Food stores.....	11.2	13.9	1.7	2.2
Eating, drinking places.....	12.8	19.7	1.4	1.7
Eating places.....	14.5	24.7	1.6	2.1
Drinking places.....	8.4	11.1	0.9	1.0
General merchandise group.....	63.3	71.4	5.6	8.6
Variety stores.....	74.3	(D)	13.3	14.7
General merchandise stores (except variety).....	60.2	(D)	4.7	7.8
Apparel, accessories stores.....	(D)	(D)	6.1	7.0
Shoe stores.....	72.8	65.6	8.5	7.3
Men's, boys' clothing and furnishings stores ²	81.4	(D)	8.7	(D)
Family clothing stores ²	(D)	84.1	7.9	11.2
Women's clothing, specialty stores.....	73.2	94.1	3.5	4.8
Ready-to-wear stores ²	75.9	94.3	3.9	4.6
All other apparel stores.....	(D)	(D)	3.8	3.0
Furniture, home furnishings, appliance dealers.....	60.8	61.7	8.6	7.8
Furniture, home furnishings stores, antique stores	(D)	61.7	9.2	8.1
Household appliance, radio, TV stores.....	(D)	61.9	7.7	7.1
Automotive group.....	46.6	41.6	8.3	6.6
Gasoline service stations.....	5.6	6.0	0.9	1.0
Lumber, building materials, hardware, farm equip. dealers				
Hardware stores.....	21.1	8.6	2.4	1.6
Other.....				
Drug stores, proprietary stores.....	42.4	47.9	4.3	4.6
Other retail stores ³	(D)	(D)	(D)	4.2
Liquor stores.....	(D)	...	1.4	XXX
Jewelry stores.....	(D)	(D)	9.7	16.7
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF KANSAS CITY, THE ENTIRE CITY, AND THE KANSAS CITY STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area ³
	1954	1948	1954	1948	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0
Food stores.....	8.3	9.2	24.9	23.9	20.0
Eating, drinking places.....	2.3	3.1	6.0	5.8	8.6
Eating places.....	1.9	2.4	4.3	3.7	5.5
Drinking places.....	0.4	0.7	1.7	2.1	3.1
General merchandise group.....	14.9	23.4	7.9	11.9	12.8
Variety stores.....	3.9	4.9	1.8	(D)	1.6
General merchandise stores (except variety).....	11.0	18.5	6.1	(D)	11.2
Apparel, accessories stores.....	9.8	13.1	(D)	(D)	8.8
Shoe stores.....	2.2	1.7	1.0	0.9	1.1
Men's, boys' clothing and furnishings stores ¹	1.9	(D)	0.8	0.6	1.1
Family clothing stores ¹	3.1	5.7	(D)	2.5	2.4
Women's clothing, specialty stores.....	2.3	3.6	1.0	1.4	3.5
Ready-to-wear stores ¹	2.2	3.1	1.0	1.2	3.2
All other apparel stores.....	0.3	0.4	(D)	(D)	0.6
Furniture, home furnishings, appliance dealers.....	9.3	8.1	5.2	4.8	4.9
Furniture, home furnishings stores, antique stores.....	6.3	5.7	(D)	3.4	3.3
Household appliance, radio, TV stores.....	3.0	2.4	(D)	1.4	1.6
Automotive group.....	38.1	25.7	27.5	22.3	18.4
Gasoline service stations.....	1.1	0.9	6.7	5.3	4.3
Lumber, building materials, hardware, farm equipment dealers..	4.5	2.3	7.2	9.6	6.9
Hardware stores.....	(NA)	(NA)	(D)	(D)	0.8
Other.....	(NA)	(NA)	(D)	(D)	6.1
Drug stores, proprietary stores.....	5.3	6.2	4.2	4.7	6.2
Other retail stores ²	6.4	8.0	(D)	(D)	9.1
Liquor stores.....	0.3	...	(D)	...	1.5
Jewelry stores.....	2.6	4.5	(D)	(D)	1.3
Book, stationery stores.....	(D)	(D)	(D)	0.1	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.³Data for 1954 not shown for the Standard Metropolitan Area to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS



Yonkers, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-62—Yonkers, N. Y.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Yonkers, New York

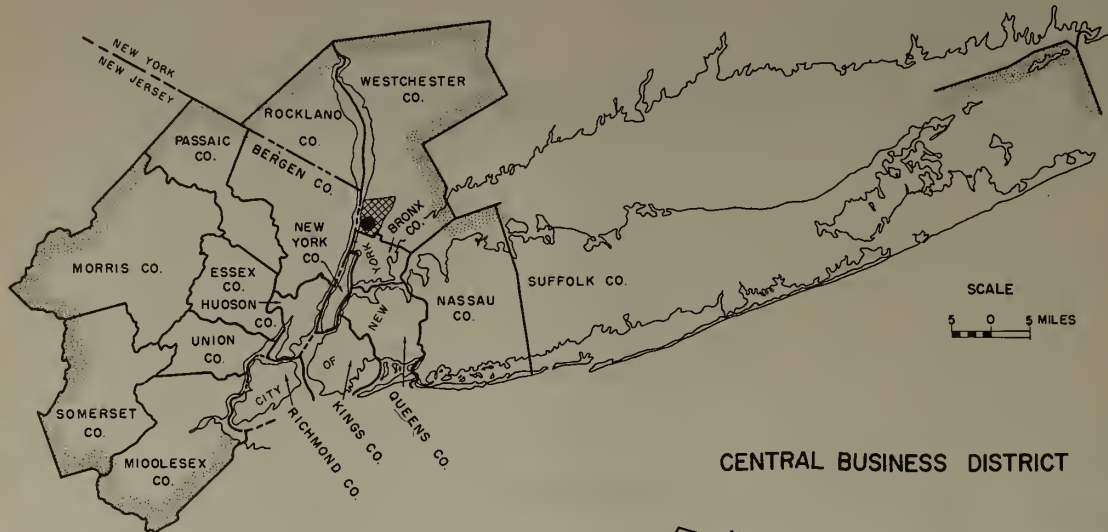


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YONKERS, NEW YORK CENTRAL BUSINESS DISTRICT

NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- STANDARD METROPOLITAN AREA
- YON-3 TRACT NUMBER

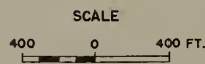


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF YONKERS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	368	34,455	4,292	423	34,773	3,818
Food stores.....	65	6,234	523	86	6,288	460
Eating, drinking places.....	65	3,085	572	59	2,668	535
Eating places.....	37	1,712	352	31	1,537	325
Drinking places.....	28	1,373	220	28	1,131	210
General merchandise group.....	10	4,629	710	10	4,892	675
Variety stores.....	4	3,021	499	3	2,807	420
General merchandise stores (except variety).....	6	1,608	211	7	2,085	255
Apparel, accessories stores.....	90	8,402	1,118	108	8,608	967
Shoe stores.....	17	1,593	214	15	1,449	149
Men's, boys' clothing and furnishings stores ³	20	2,126	274	25	1,856	212
Family clothing stores ³	1	(D)	(D)	3	(D)	(D)
Women's clothing, specialty stores.....	36	3,754	532	45	3,490	428
Ready-to-wear stores ³	18	2,901	427	23	2,585	348
All other apparel stores.....	9	(D)	(D)	12	(D)	(D)
Furniture, home furnishings, appliance dealers.....	39	5,128	589	50	4,472	413
Furniture, home furnishings stores, antique stores	24	2,851	361	35	2,673	294
Household appliance, radio, TV stores.....	15	2,277	228	15	1,799	119
Automotive group.....	4	965	132	7	1,377	107
Gasoline service stations.....	7	303	35	7	321	49
Lumber, building materials, hardware, farm equip. dealers	7	1,332	152	4	1,370	126
Drug stores, proprietary stores.....	10	793	88	10	709	82
Other retail stores ⁴	71	3,584	373	82	4,068	404
Liquor stores.....	11	592	26	11	559	21
Jewelry stores.....	11	946	138	12	948	134
Book, stationery stores.....	8	393	60	8	399	39
SELECTED SERVICE TRADES						
Hotels.....	1	(D)	(D)	1	(D)	11
Motion picture theaters.....	2	(D)	(D)	4	1,085	145

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF YONKERS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,661	161,798	15,731	1,740	116,277	10,794
Food stores.....	462	52,436	3,576	553	37,716	2,359
Eating, drinking places.....	299	14,995	2,794	294	10,569	1,912
Eating places.....	163	9,729	1,922	132	5,105	1,003
Drinking places.....	136	5,266	872	162	5,464	909
General merchandise group.....	50	6,585	936	28	5,597	748
Variety stores.....	10	3,740	629	7	(D)	(D)
General merchandise stores (except variety).....	40	2,845	307	21	(D)	(D)
Apparel, accessories stores.....	186	15,821	2,008	199	11,449	1,211
Shoe stores.....	38	3,226	421	28	1,947	185
Men's, boys' clothing and furnishings stores ³	26	2,884	370	31	2,021	232
Family clothing stores ³	5	659	59	7	1,308	129
Women's clothing, specialty stores.....	78	7,342	947	85	4,699	557
Ready-to-wear stores ³	38	5,803	768	35	3,264	453
All other apparel stores.....	27	1,438	211	31	1,106	108
Furniture, home furnishings, appliance dealers.....	104	9,535	977	107	7,149	602
Furniture, home furnishings stores, antique stores	64	5,012	618	75	4,274	438
Household appliance, radio, TV stores.....	38	4,481	359	32	2,875	164
Automotive group.....	47	28,810	2,385	52	16,556	1,489
Gasoline service stations.....	118	8,885	659	143	5,191	483
Lumber, building materials, hardware, farm equip. dealers	50	5,795	615	46	8,271	941
Hardware stores.....	18	2,051	181	16	4,600	561
Other.....	32	3,744	434	30	3,671	380
Drug stores, proprietary stores.....	73	4,343	450	60	2,988	277
Other retail stores ⁴	272	14,593	1,331	258	10,791	772
Liquor stores.....	44	3,280	248	53	2,982	125
Jewelry stores.....	23	1,106	147	19	1,217	170
Book, stationery stores.....	57	1,817	91	12	461	43
SELECTED SERVICE TRADES						
Hotels.....	4	(D)	(D)	4	121	31
Motion picture theaters.....	11	1,245	318	11	1,352	326

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 81 such establishments with sales of \$2,536,000.

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	148,693	15,433,091	1,811,256	161,695	12,308,614	1,421,163
Food stores.....	42,399	4,213,112	305,487	52,481	3,322,842	213,442
Eating, drinking places.....	29,418	1,792,099	382,180	30,780	1,534,222	317,383
Eating places.....	17,470	1,281,065	295,454	16,444	1,013,776	225,784
Drinking places.....	11,910	510,342	86,726	14,336	520,446	91,599
General merchandise group.....	5,316	1,390,732	229,381	4,815	1,270,841	212,853
Variety stores.....	1,153	249,749	44,705	1,233	198,723	32,769
General merchandise stores (except variety).....	4,085	1,139,641	184,676	3,582	1,072,118	180,084
Apparel, accessories stores.....	16,822	1,812,965	253,452	17,649	1,656,043	225,956
Shoe stores.....	2,798	256,011	34,588	2,611	223,764	27,293
Men's, boys' clothing and furnishings stores ³	2,453	388,710	57,673	2,343	319,056	44,637
Family clothing stores ³	485	234,561	28,117	530	344,514	49,009
Women's clothing, specialty stores.....	7,383	754,965	109,416	7,903	599,817	81,182
Ready-to-wear stores ³	3,196	55,201	84,792	3,067	444,398	67,410
All other apparel stores.....	2,709	156,788	23,658	2,631	141,190	23,835
Furniture, home furnishings, appliance dealers.....	8,604	984,017	121,536	8,337	778,233	87,646
Furniture, home furnishings stores, antique stores	6,079	601,120	84,840	5,539	441,707	57,774
Household appliance, radio, TV stores.....	2,453	381,529	36,696	2,798	336,526	29,872
Automotive group.....	3,679	1,866,183	164,585	3,769	1,162,689	103,195
Gasoline service stations.....	7,907	562,425	49,321	8,693	339,168	30,513
Lumber, building materials, hardware, farm equip dealers	5,332	693,106	79,978	4,903	451,549	50,639
Hardware stores.....	2,461	179,130	21,995	2,360	131,256	13,915
Other.....	2,837	513,376	57,983	2,543	320,293	36,724
Drug stores, proprietary stores.....	5,356	403,123	52,078	5,548	328,465	39,795
Other retail stores ⁴	23,860	1,715,329	173,258	24,720	1,464,562	139,741
Liquor stores.....	3,531	358,978	24,126	3,838	304,299	18,410
Jewelry stores.....	2,101	133,360	18,880	1,712	122,723	18,253
Book, stationery stores.....	2,203	123,509	13,124	1,253	73,610	9,867
SELECTED SERVICE TRADES						
Hotels.....	845	336,457	122,257	987	302,934	106,032
Motion picture theaters.....	752	163,005	37,894	931	189,342	50,726

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 9,751 such establishments with sales of \$490,195,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954,
CENTRAL BUSINESS DISTRICT OF YONKERS, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY
STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-0.9	39.1	56.2	25.4	25.5
Food stores.....	-0.9	39.0	47.0	26.8	26.8
Eating, drinking places.....	15.6	41.9	50.7	16.8	16.8
Eating places.....	11.4	90.6	124.7	26.4	26.4
Drinking places.....	21.4	-3.6	-10.2	-2.0	-2.0
General merchandise group.....	-5.4	17.7	177.4	9.4	9.5
Variety stores.....	7.6	(D)	(D)	25.7	25.9
General merchandise stores (except variety).....	-22.9	(D)	(D)	6.3	6.4
Apparel, accessories stores.....	-2.4	38.2	161.1	9.5	9.5
Shoe stores.....	9.9	65.7	227.9	14.4	14.4
Men's, boys' clothing and furnishings stores ³	14.5	42.7	359.4	21.8	21.9
Family clothing stores ³	(D)	-49.6	(D)	-31.9	(D)
Women's clothing, specialty stores.....	7.6	56.2	196.8	25.9	26.0
Ready-to-wear stores ³	12.2	77.8	327.4	24.0	24.1
All other apparel stores.....	(D)	30.0	(D)	11.0	(D)
Furniture, home furnishings, appliance dealers.....	14.7	33.4	64.6	26.4	26.5
Furniture, home furnishings stores, antique stores	6.7	17.3	35.0	36.1	36.3
Household appliance, radio, TV stores.....	26.6	55.9	104.8	13.4	13.3
Automotive group.....	-29.9	74.0	83.4	60.5	60.6
Gasoline service stations.....	-5.6	71.2	76.2	65.8	65.9
Lumber, building materials, hardware, farm equip. dealers...	-2.8	-29.9	-35.3	53.5	53.7
Hardware stores.....	(NA)	-55.4	(NA)	36.5	(NA)
Other.....	(NA)	2.0	(NA)	60.3	(NA)
Drug stores, proprietary stores.....	11.8	45.3	55.8	22.7	22.8
Other retail stores ⁴	-11.9	35.2	63.8	17.0	17.2
Liquor stores.....	5.9	10.0	10.9	18.0	18.0
Jewelry stores.....	-0.2	-9.1	-40.5	8.7	8.7
Book, stationery stores.....	-1.5	294.1	2,196.8	67.8	68.2
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	11.1	(D)
Motion picture theaters.....	(D)	-7.9	(D)	-13.9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF YONKERS CITY AND OF NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	21.3	29.9	0.2	0.3
Food stores.....	11.9	16.7	0.1	0.2
Eating, drinking places.....	20.6	25.2	0.2	0.2
Eating places.....	17.6	30.1	0.1	0.2
Drinking places.....	26.1	20.7	0.3	0.2
General merchandise group.....	70.3	87.4	0.3	0.4
Variety stores.....	80.8	(D)	1.2	1.4
General merchandise stores (except variety).....	56.5	(D)	0.1	0.2
Apparel, accessories stores.....	53.1	75.2	0.5	0.5
Shoe stores.....	49.4	74.4	0.6	0.6
Men's, boys' clothing and furnishings stores ²	73.7	91.8	0.5	0.6
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	51.1	74.3	0.5	0.6
Ready-to-wear stores ²	50.0	79.2	0.5	0.6
All other apparel stores.....	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	53.8	62.6	0.5	0.6
Furniture, home furnishings stores, antique stores	56.9	62.5	0.5	0.6
Household appliance, radio, TV stores.....	50.8	62.6	0.6	0.5
Automotive group.....	3.3	8.3	0.1	0.1
Gasoline service stations.....	3.4	6.2	0.1	0.1
Lumber, building materials, hardware, farm equip. dealers	23.0	16.6	0.2	0.3
Drug stores, proprietary stores.....	18.3	23.7	0.2	0.2
Other retail stores ³	24.6	37.7	0.2	0.3
Liquor stores.....	18.0	18.7	0.2	0.2
Jewelry stores.....	85.5	77.9	0.7	0.8
Book, stationery stores.....	21.6	86.6	0.3	0.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF YONKERS, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY
STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	18.0	18.0	32.3	32.4	27.4	27.0
Eating, drinking places.....	9.0	7.7	9.3	9.1	11.6	12.4
Eating places.....	5.0	4.4	6.0	4.4	8.3	8.2
Drinking places.....	4.0	3.3	3.3	4.7	3.3	4.2
General merchandise group.....	13.4	14.1	4.1	4.8	9.0	10.3
Variety stores.....	8.8	8.1	2.3	(D)	1.6	1.6
General merchandise stores (except variety).....	4.6	6.0	1.8	(D)	7.4	8.7
Apparel, accessories stores.....	24.4	24.8	9.8	9.8	11.7	13.5
Shoe stores.....	4.6	4.2	2.0	1.7	1.7	1.8
Men's, boys' clothing and furnishings stores ¹	6.2	5.3	1.8	1.7	2.5	2.6
Family clothing stores ¹	(D)	(D)	0.4	1.1	1.5	2.8
Women's clothing, specialty stores.....	10.9	10.0	4.5	4.0	4.9	4.9
Ready-to-wear stores ¹	8.4	7.4	3.6	2.8	3.6	3.6
All other apparel stores.....	(D)	1.8	0.9	1.0	1.0	1.1
Furniture, home furnishings, appliance dealers.....	14.9	12.9	5.9	6.2	6.4	6.3
Furniture, home furnishings stores, antique stores.....	8.3	7.7	3.1	3.7	3.9	3.6
Household appliance, radio, TV stores.....	6.6	5.2	2.8	2.5	2.5	2.7
Automotive group.....	2.8	4.0	17.8	14.2	12.1	9.4
Gasoline service stations.....	0.9	0.9	5.5	4.5	3.6	2.8
Lumber, building materials, hardware, farm equipment dealers..	3.9	3.9	3.6	7.1	4.5	3.7
Hardware stores.....	(NA)	(NA)	1.3	4.0	1.2	1.1
Other.....	(NA)	(NA)	2.3	3.1	3.3	2.6
Drug stores, proprietary stores.....	2.3	2.0	2.7	2.6	2.6	2.7
Other retail stores ²	10.4	11.7	9.0	9.3	11.1	11.9
Liquor stores.....	1.7	1.6	2.0	2.6	2.3	2.5
Jewelry stores.....	2.7	2.7	0.7	1.0	0.9	1.0
Book, stationery stores.....	1.1	1.1	1.1	0.4	0.8	0.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Charlotte, North Carolina



1954
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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-63—Charlotte, N. C.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) non-store retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census, is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

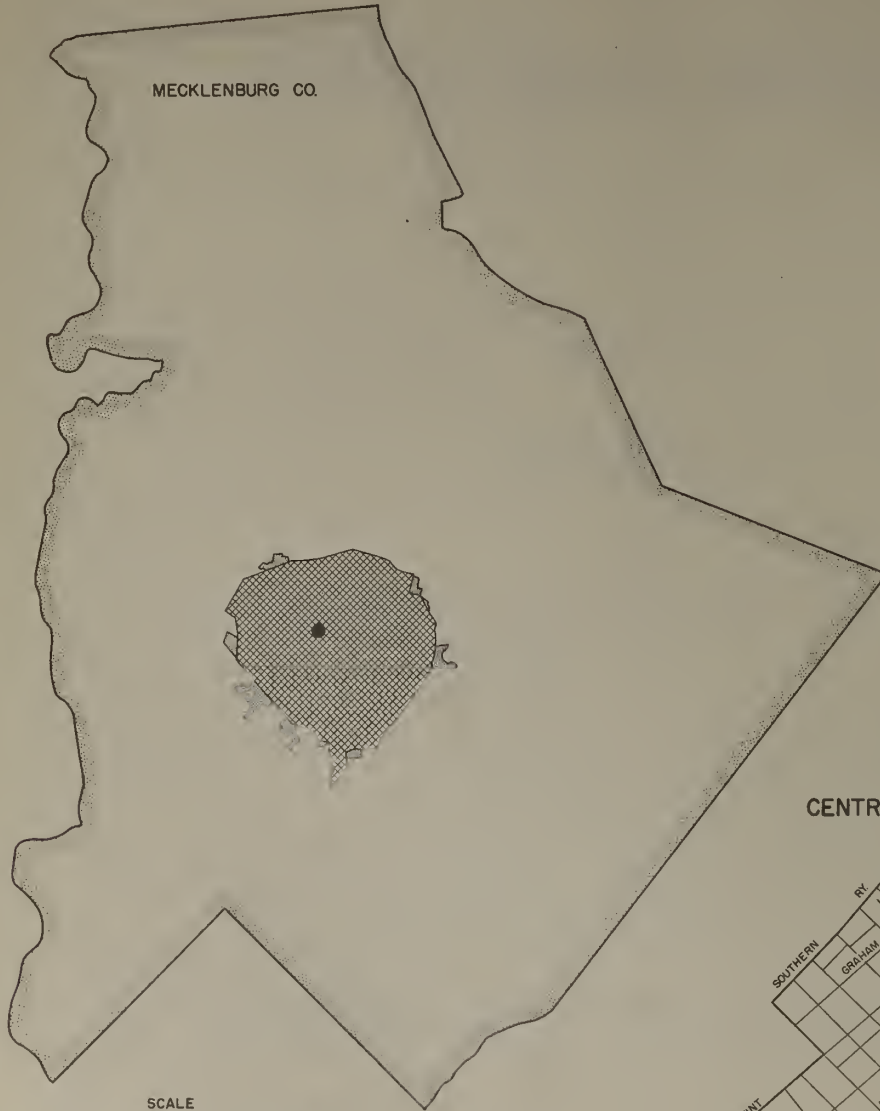
Charlotte, North Carolina

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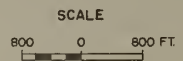
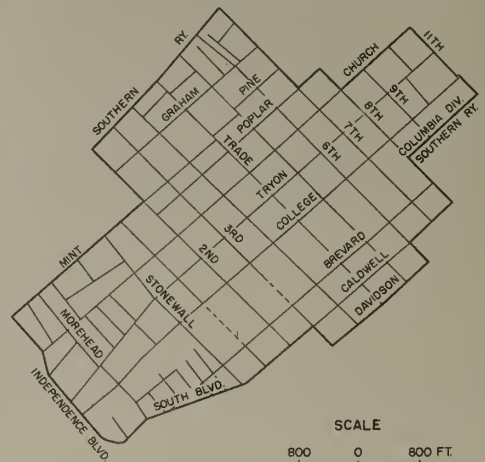
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CHARLOTTE, NORTH CAROLINA STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ▧ STANDARD METROPOLITAN AREA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CHARLOTTE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	447	127,527	18,496	444	102,448	13,322
Food stores.....	26	3,823	310	25	3,036	219
Eating, drinking places.....	89	6,209	1,555	86	5,265	1,143
Eating places.....	79	5,903	1,524	73	5,025	1,125
Drinking places.....	10	306	31	13	240	18
General merchandise group.....	12	35,339	5,496	13	27,516	3,957
Variety stores.....	5	4,553	801	5	4,044	642
General merchandise stores (except variety).....	7	30,786	4,695	8	23,472	3,315
Apparel, accessories stores.....	101	15,447	2,333	76	15,218	1,729
Shoe stores.....	34	3,297	426	16	(D)	(D)
Men's, boys' clothing and furnishings stores ³	17	3,060	497	19	2,770	315
Family clothing stores ³	6	(D)	(D)	5	(D)	(D)
Women's clothing, specialty stores.....	31	6,774	1,038	29	6,430	696
Ready-to-wear stores ³	20	6,089	910	18	6,031	629
All other apparel stores.....	8	427	(D)	7	(D)	(D)
Furniture, home furnishings, appliance dealers.....	35	6,108	1,355	36	5,627	1,020
Furniture, home furnishings stores, antique stores	29	(D)	(D)	30	4,566	809
Household appliance, radio, TV stores.....	6	(D)	(D)	6	1,061	211
Automotive group.....	30	33,929	3,824	35	22,482	2,640
Gasoline service stations.....	39	2,517	321	42	2,175	292
Lumber, building materials, hardware, farm equip. dealers	7	586	104	11	774	112
Hardware stores.....	3	186	32	4	361	58
Other.....	4	400	72	7	413	54
Drug stores, proprietary stores.....	19	3,458	613	19	3,298	540
Other retail stores ⁴	89	20,111	2,585	101	17,057	1,670
Liquor stores.....	5	5,902	142	4	6,743	106
Jewelry stores.....	13	1,862	372	16	(D)	(D)
Book, stationery stores.....	7	(D)	(D)	5	1,498	368
SELECTED SERVICE TRADES						
Hotels.....	14	(D)	(D)	13	2,308	586
Motion picture theaters.....	7	1,040	195	7	1,101	224

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CHARLOTTE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,486	231,975	(D)	1,155	163,542	18,737
Food stores.....	311	38,840	2,330	272	27,332	1,555
Eating, drinking places.....	285	15,492	3,235	257	8,799	1,640
Eating places.....	255	14,392	3,122	196	8,001	1,579
Drinking places.....	26	1,016	113	61	798	61
General merchandise group.....	42	36,705	5,682	26	28,185	4,014
Variety stores.....	17	5,200	893	15	4,507	684
General merchandise stores (except variety).....	23	31,495	4,789	11	23,678	3,330
Apparel, accessories stores.....	127	17,120	2,537	84	15,876	1,768
Shoe stores.....	39	3,591	461	17	2,902	337
Men's, boys' clothing and furnishings stores ³	20	(D)	(D)	20	(D)	(D)
Family clothing stores ³	7	2,200	381	6	3,064	370
Women's clothing, specialty stores.....	44	7,116	(D)	32	(D)	(D)
Ready-to-wear stores ³	24	(D)	(D)	20	(D)	(D)
All other apparel stores.....	13	539	60	8	346	27
Furniture, home furnishings, appliance dealers.....	94	10,305	1,978	61	7,839	1,339
Furniture, home furnishings stores, antique stores	77	(D)	(D)	49	(D)	(D)
Household appliance, radio, TV stores.....	17	(D)	(D)	12	(D)	(D)
Automotive group.....	73	41,265	4,559	57	28,491	3,181
Gasoline service stations.....	230	16,880	1,589	147	7,321	751
Lumber, building materials, hardware, farm equip. dealers	57	12,662	1,629	50	10,435	1,441
Hardware stores.....	22	3,866	509	18	(D)	(D)
Other.....	35	8,796	1,120	32	(D)	(D)
Drug stores, proprietary stores.....	53	9,981	(D)	47	5,470	864
Other retail stores ⁴	214	32,725	3,783	154	23,794	2,184
Liquor stores.....	10	10,208	248	7	(D)	(D)
Jewelry stores.....	20	1,975	373	17	1,996	345
Book, stationery stores.....	7	(D)	(D)	5	1,498	368
SELECTED SERVICE TRADES						
Hotels.....	15	2,854	874	16	2,344	596
Motion picture theaters.....	18	(D)	(D)	13	1,409	290

¹ Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

² Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 133 such establishments with sales of \$8,156,000.

⁴ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵ This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CHARLOTTE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,753	251,263	30,131	1,488	177,752	19,577
Food stores.....	386	43,601	2,561	409	32,614	1,753
Eating, drinking places.....	329	16,783	3,400	304	9,545	1,741
Eating places.....	291	15,458	3,267	229	8,590	1,675
Drinking places.....	34	1,241	133	75	955	66
General merchandise group.....	61	38,109	5,779	50	29,559	4,078
Variety stores.....	20	5,291	905	18	4,561	693
General merchandise stores (except variety).....	39	32,808	4,874	32	24,998	3,385
Apparel, accessories stores.....	134	17,261	2,543	87	15,975	1,776
Shoe stores.....	39	3,591	461	18	(D)	(D)
Men's, boys' clothing and furnishings stores ³	21	3,666	581	21	3,119	339
Family clothing stores ³	7	2,200	381	6	3,064	370
Women's clothing, specialty stores.....	48	7,173	1,060	33	(D)	(D)
Ready-to-wear stores ³	25	6,252	922	21	6,103	634
All other apparel stores.....	13	539	60	8	346	27
Furniture, home furnishings, appliance dealers.....	106	11,606	2,210	76	9,204	1,505
Furniture, home furnishings stores, antique stores	88	9,707	1,890	62	7,140	1,174
Household appliance, radio, TV stores.....	18	1,899	320	14	2,064	331
Automotive group.....	83	43,790	4,712	67	29,523	3,236
Gasoline service stations.....	282	20,182	1,739	213	9,009	824
Lumber, building materials, hardware, farm equip dealers	71	15,684	1,911	59	11,930	1,502
Hardware stores.....	30	4,263	529	23	1,682	198
Other.....	41	11,421	1,382	36	10,248	1,304
Drug stores, proprietary stores.....	59	10,191	1,320	54	5,688	896
Other retail stores ⁴	242	34,056	3,956	169	24,705	(D)
Liquor stores.....	10	10,208	248	7	(D)	(D)
Jewelry stores.....	20	1,975	373	17	1,996	345
Book, stationery stores.....	7	(D)	(D)	5	1,498	368
SELECTED SERVICE TRADES						
Hotels.....	15	2,854	874	16	2,344	596
Motion picture theaters.....	20	2,008	395	20	1,564	688

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 139 such establishments with sales of \$8,291,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF CHARLOTTE, THE ENTIRE CITY, AND THE CHARLOTTE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	24.5	30.8	71.0	41.4	64.3
Food stores.....	25.9	42.1	44.1	33.7	34.5
Eating, drinking places.....	17.9	76.1	162.7	75.8	147.1
Eating places.....	17.5	79.9	185.2	80.0	168.0
Drinking places.....	27.5	27.3	27.2	29.9	30.8
General merchandise group.....	28.4	30.2	104.2	28.9	35.6
Variety stores.....	12.6	5.4	39.7	16.0	42.7
General merchandise stores (except variety).....	31.2	33.0	244.2	31.2	32.5
Apparel, accessories stores.....	1.5	7.8	154.3	8.1	139.6
Shoe stores.....	(D)	23.7	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores ³	10.5	(D)	(D)	17.5	73.6
Family clothing stores ³	(D)	-28.2	(D)	-28.2	(D)
Women's clothing, specialty stores.....	5.3	(D)	(D)	(D)	(D)
Ready-to-wear stores ³	1.0	(D)	(D)	2.4	126.4
All other apparel stores.....	(D)	55.8	(D)	55.8	(D)
Furniture, home furnishings, appliance dealers.....	8.5	31.5	89.7	26.1	53.7
Furniture, home furnishings stores, antique stores	(D)	(D)	(D)	36.0	(D)
Household appliance, radio, TV stores.....	(D)	(D)	(D)	-8.0	(D)
Automotive group.....	50.9	44.8	22.1	48.3	40.1
Gasoline service stations.....	15.7	130.6	179.1	124.0	158.5
Lumber, building materials, hardware, farm equip. dealers...	-24.3	21.3	25.0	31.5	35.3
Hardware stores.....	-48.5	(D)	(D)	153.4	208.6
Other.....	-3.2	(D)	(D)	11.4	12.1
Drug stores, proprietary stores.....	4.9	82.5	200.3	79.2	181.7
Other retail stores ⁴	17.9	37.5	87.2	37.9	82.3
Liquor stores.....	-12.5	(D)	(D)	(D)	(D)
Jewelry stores.....	(D)	-1.1	(D)	-1.1	(D)
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	21.8	(D)	21.8	(D)
Motion picture theaters.....	-5.6	(D)	(D)	28.4	109.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CHARLOTTE, NORTH CAROLINA

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CHARLOTTE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	55.0	62.6	50.8	57.6
Food stores.....	9.8	11.1	8.8	9.3
Eating, drinking places.....	40.1	59.8	37.0	55.2
Eating places.....	41.0	62.8	38.2	58.5
Drinking places.....	30.1	30.1	24.7	25.1
General merchandise group.....	96.3	97.6	92.7	93.1
Variety stores.....	87.6	89.7	86.1	88.7
General merchandise stores (except variety).....	97.7	99.1	93.8	93.9
Apparel, accessories stores.....	90.2	95.9	89.5	95.3
Shoe stores.....	91.8	(D)	91.8	(D)
Men's, boys' clothing and furnishings stores ²	(D)	(D)	83.5	88.8
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	95.2	(D)	94.4	(D)
Ready-to-wear stores ²	(D)	(D)	97.4	98.8
All other apparel stores.....	79.2	(D)	79.2	(D)
Furniture, home furnishings, appliance dealers.....	59.3	71.8	52.6	61.1
Furniture, home furnishings stores, antique stores	(D)	(D)	(D)	63.9
Household appliance, radio, TV stores.....	(D)	(D)	(D)	51.4
Automotive group.....	82.2	78.9	77.5	76.2
Gasoline service stations.....	14.9	29.7	12.5	24.1
Lumber, building materials, hardware, farm equip. dealers	4.6	7.4	3.7	6.5
Hardware stores.....	4.8	(D)	4.4	21.5
Other.....	4.5	(D)	3.5	4.0
Drug stores, proprietary stores.....	34.6	60.3	33.9	58.0
Other retail stores ³	61.5	71.7	59.1	69.0
Liquor stores.....	57.8	(D)	57.8	(D)
Jewelry stores.....	94.3	(D)	94.3	(D)
Book, stationery stores.....	(D)	100.0	(D)	100.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CHARLOTTE, THE ENTIRE CITY, AND THE CHARLOTTE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.0	3.0	16.7	16.7	17.3	18.3
Eating, drinking places.....	4.9	5.1	6.7	5.4	6.7	5.4
Eating places.....	4.7	4.9	6.2	4.9	6.2	4.8
Drinking places.....	0.2	0.2	0.5	0.5	0.5	0.6
General merchandise group.....	27.7	26.9	15.8	17.3	15.2	16.6
Variety stores.....	3.6	3.9	2.2	2.8	2.1	2.6
General merchandise stores (except variety).....	24.1	23.0	13.6	14.5	13.1	14.0
Apparel, accessories stores.....	12.0	14.9	7.4	9.7	6.9	9.0
Shoe stores.....	2.6	(D)	1.5	1.8	1.4	(D)
Men's, boys' clothing and furnishings stores ¹	2.4	2.7	(D)	(D)	1.5	1.8
Family clothing stores ¹	(D)	(D)	0.9	1.9	0.9	1.7
Women's clothing, specialty stores.....	5.3	6.4	3.1	(D)	2.9	(D)
Ready-to-wear stores ¹	4.8	5.9	(D)	(D)	2.5	3.4
All other apparel stores.....	0.3	(D)	0.2	0.2	0.2	0.2
Furniture, home furnishings, appliance dealers.....	4.8	5.5	4.4	4.8	4.6	5.2
Furniture, home furnishings stores, antique stores.....	(D)	4.5	(D)	(D)	3.9	4.0
Household appliance, radio, TV stores.....	(D)	1.0	(D)	(D)	0.7	1.2
Automotive group.....	26.6	21.9	17.8	17.4	17.4	16.6
Gasoline service stations.....	2.0	2.1	7.3	4.5	8.0	5.1
Lumber, building materials, hardware, farm equipment dealers..	0.5	0.8	5.5	6.4	6.2	6.7
Hardware stores.....	0.1	0.4	1.7	(D)	1.7	0.9
Other.....	0.4	0.4	3.8	(D)	4.5	5.8
Drug stores, proprietary stores.....	2.7	3.2	4.3	3.3	4.1	3.2
Other retail stores ²	15.8	16.6	14.1	14.5	13.6	13.9
Liquor stores.....	4.6	6.6	4.4	(D)	4.1	(D)
Jewelry stores.....	1.5	(D)	0.9	1.2	0.8	1.1
Book, stationery stores.....	(D)	1.5	(D)	0.9	(D)	0.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS



Mobile, Alabama



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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-64—Mobile, Ala.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

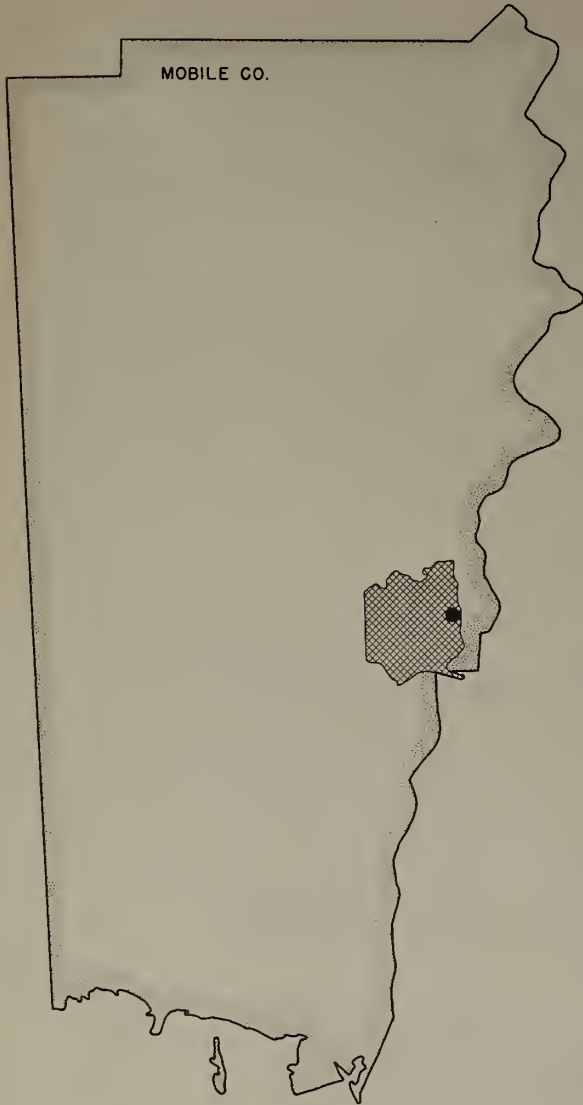
Mobile, Alabama

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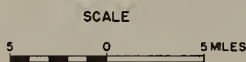
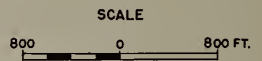
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MOBILE, ALABAMA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN AREA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MOBILE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	258	70,879	9,626	288	57,052	7,493
Food stores.....	12	790	62	14	845	53
Eating, drinking places.....	51	4,870	1,118	70	4,948	963
Eating places.....	35	4,100	1,032	53	3,826	777
Drinking places.....	16	770	86	17	1,122	186
General merchandise group.....	12	22,449	3,519	15	18,736	2,704
Variety stores.....	4	5,281	777	5	4,977	680
General merchandise stores (except variety).....	8	17,168	2,742	10	13,759	2,024
Apparel, accessories stores.....	81	13,961	1,786	77	14,057	1,451
Shoe stores.....	22	3,093	398	15	2,811	297
Men's, boys' clothing and furnishings stores ³	15	2,953	(D)	22	3,493	376
Family clothing stores ³	15	3,179	422	12	2,535	310
Women's clothing, specialty stores.....	25	4,519	545	21	5,061	450
Ready-to-wear stores ³	15	4,009	463	17	4,958	435
All other apparel stores.....	2	(D)	(D)	6	133	18
Furniture, home furnishings, appliance dealers.....	11	3,801	579	13	3,100	440
Furniture, home furnishings stores, antique stores	6	2,846	462	6	2,268	329
Household appliance, radio, TV stores.....	5	955	117	7	832	111
Automotive group.....	10	11,876	1,057	11	2,863	364
Gasoline service stations.....	9	549	79	9	544	72
Lumber, building materials, hardware, farm equip. dealers	6	1,301	141	8	1,032	130
Drug stores, proprietary stores.....	10	3,790	440	11	3,311	465
Other retail stores ⁴	56	7,492	845	60	7,616	851
Liquor stores.....	1	(D)	(D)	1	(D)	(D)
Jewelry stores.....	18	2,819	464	18	(D)	(D)
Book, stationery stores.....	7	(D)	(D)	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	8	2,109	713	8	(D)	(D)
Motion picture theaters.....	3	860	142	5	868	196

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF MOBILE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,319	181,350	19,625	1,290	136,845	14,712
Food stores.....	319	39,939	2,192	411	28,569	1,645
Eating, drinking places.....	276	11,251	2,075	263	9,444	1,593
Eating places.....	166	8,055	1,733	170	6,607	1,218
Drinking places.....	110	3,196	342	93	2,837	375
General merchandise group.....	34	23,575	3,582	36	19,708	2,799
Variety stores.....	8	5,608	798	11	5,122	694
General merchandise stores (except variety).....	24	17,899	2,784	25	14,586	2,105
Apparel, accessories stores.....	124	15,906	1,949	106	15,046	1,536
Shoe stores.....	26	3,196	(D)	19	(D)	(D)
Men's, boys' clothing and furnishings stores ³	23	3,405	383	25	3,721	395
Family clothing stores ³	20	3,806	481	20	2,836	344
Women's clothing, specialty stores.....	45	5,213	604	30	(D)	(D)
Ready-to-wear stores ³	26	4,487	504	23	(D)	(D)
All other apparel stores.....	4	(D)	(D)	8	(D)	(D)
Furniture, home furnishings, appliance dealers.....	86	11,178	1,641	64	7,271	1,070
Furniture, home furnishings stores, antique stores	52	6,768	1,028	44	(D)	(D)
Household appliance, radio, TV stores.....	34	4,410	613	20	(D)	(D)
Automotive group.....	70	37,154	3,499	55	24,935	2,444
Gasoline service stations.....	125	8,111	764	112	5,148	482
Lumber, building materials, hardware, farm equip. dealers	47	9,941	1,201	41	6,331	905
Hardware stores.....	21	(D)	(D)	16	1,517	163
Other.....	26	(D)	(D)	25	4,814	742
Drug stores, proprietary stores.....	66	8,867	1,103	61	6,971	913
Other retail stores ⁴	172	15,428	1,619	141	13,422	1,325
Liquor stores.....	10	(D)	(D)	8	(D)	(D)
Jewelry stores.....	22	3,053	493	19	2,114	396
Book, stationery stores.....	9	827	157	7	493	81
SELECTED SERVICE TRADES						
Hotels.....	11	(D)	(D)	9	2,149	609
Motion picture theaters.....	13	1,306	259	15	1,348	329

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind₂ of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 62 such establishments with sales of \$1,344,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MOBILE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,939	233,273	23,603	2,024	168,347	16,698
Food stores.....	556	60,282	3,089	724	43,149	2,226
Eating, drinking places.....	354	13,923	2,511	401	11,723	1,839
Eating places.....	219	9,949	2,095	243	7,914	1,392
Drinking places.....	135	3,974	416	158	3,809	447
General merchandise group.....	86	28,290	4,055	86	22,303	2,919
Variety stores.....	11	6,483	913	16	5,203	705
General merchandise stores (except variety).....	73	21,739	3,142	70	17,100	2,214
Apparel, accessories stores.....	141	17,557	2,089	123	15,937	1,591
Shoe stores.....	29	3,565	(D)	20	2,955	310
Men's, boys' clothing and furnishings stores ³	23	3,405	383	29	3,867	409
Family clothing stores ³	27	4,600	547	27	3,300	377
Women's clothing, specialty stores.....	50	5,695	643	33	(D)	(D)
Ready-to-wear stores ³	31	4,969	543	24	5,249	454
All other apparel stores.....	6	(D)	(D)	8	(D)	(D)
Furniture, home furnishings, appliance dealers.....	111	12,959	1,884	86	8,389	1,207
Furniture, home furnishings stores, antique stores	67	8,159	1,223	59	5,485	786
Household appliance, radio, TV stores.....	44	4,800	661	27	2,904	421
Automotive group.....	89	44,760	4,081	73	26,762	2,606
Gasoline service stations.....	231	13,757	1,130	218	8,596	731
Lumber, building materials, hardware, farm equip dealers	73	12,984	1,504	65	8,283	1,053
Hardware stores.....	31	2,877	285	24	2,022	193
Other.....	42	10,107	1,219	41	6,261	860
Drug stores, proprietary stores.....	92	10,871	1,352	82	8,284	1,083
Other retail stores ⁴	206	17,890	1,908	166	14,921	1,443
Liquor stores.....	12	6,034	198	10	5,867	164
Jewelry stores.....	29	3,753	605	22	2,273	448
Book, stationery stores.....	9	834	160	7	493	81
SELECTED SERVICE TRADES						
Hotels.....	12	2,129	714	11	(D)	(D)
Motion picture theaters.....	19	1,937	392	24	1,650	419

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 81 such establishments with sales of \$1,809,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MOBILE, THE ENTIRE CITY, AND THE MOBILE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	24.2	32.5	38.4	38.6	45.9
Food stores.....	-6.5	39.8	41.2	39.7	40.6
Eating, drinking places.....	-1.6	19.1	41.9	18.8	33.6
Eating places.....	7.2	21.9	42.2	25.7	43.1
Drinking places.....	-31.4	12.7	41.5	4.3	19.2
General merchandise group.....	19.8	19.6	15.8	26.8	63.8
Variety stores.....	6.1	9.5	125.5	24.6	431.9
General merchandise stores (except variety).....	24.8	22.7	-11.6	27.1	36.8
Apparel, accessories stores.....	-0.7	5.7	96.7	10.2	91.3
Shoe stores.....	10.0	(D)	(D)	20.6	227.8
Men's, boys' clothing and furnishings stores ³	-15.5	-8.5	98.2	-12.0	20.9
Family clothing stores ³	25.4	34.2	108.3	39.4	85.8
Women's clothing, specialty stores.....	-10.7	(D)	(D)	(D)	(D)
Ready-to-wear stores ³	-19.2	(D)	(D)	-5.3	229.9
All other apparel stores.....	(D)	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	22.6	53.7	76.9	54.5	73.2
Furniture, home furnishings stores, antique stores.....	25.5	(D)	(D)	48.8	65.2
Household appliance, radio, TV stores.....	14.8	(D)	(D)	65.3	85.6
Automotive group.....	314.8	49.0	14.5	67.3	37.6
Gasoline service stations.....	0.9	57.6	64.2	60.0	64.0
Lumber, building materials, hardware, farm equip. dealers...	26.1	57.0	63.0	56.8	61.1
Hardware stores.....	(NA)	(D)	(NA)	42.3	(NA)
Other.....	(NA)	(D)	(NA)	61.4	(NA)
Drug stores, proprietary stores.....	14.5	27.2	38.7	31.2	42.4
Other retail stores ⁴	-1.6	14.9	36.7	19.9	42.3
Liquor stores.....	(D)	(D)	(D)	2.8	(D)
Jewelry stores.....	(D)	44.4	(D)	65.1	(D)
Book, stationery stores.....	(D)	67.7	(D)	69.2	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	(D)	(D)
Motion picture theaters.....	-0.9	-3.1	-7.1	17.4	37.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MOBILE CITY AND OF MOBILE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	39.1	41.7	30.4	33.9
Food stores.....	2.0	3.0	1.3	2.0
Eating, drinking places.....	43.3	52.4	35.0	42.2
Eating places.....	50.9	57.9	41.2	48.3
Drinking places.....	24.1	39.5	19.4	29.5
General merchandise group.....	95.2	95.1	79.4	84.0
Variety stores.....	94.2	97.2	81.5	95.7
General merchandise stores (except variety).....	95.9	94.3	79.0	80.5
Apparel, accessories stores.....	87.8	93.4	79.5	88.2
Shoe stores.....	96.8	(D)	86.8	95.1
Men's, boys' clothing and furnishings stores ²	86.7	93.9	86.7	90.3
Family clothing stores ²	83.5	89.4	69.1	76.8
Women's clothing, specialty stores.....	86.7	(D)	79.4	(D)
Ready-to-wear stores ²	89.3	(D)	80.7	94.5
All other apparel stores.....	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	34.0	42.6	29.3	37.0
Furniture, home furnishings stores, antique stores	42.1	(D)	34.9	41.3
Household appliance, radio, TV stores.....	21.7	(D)	19.9	28.7
Automotive group.....	32.0	11.5	26.5	10.7
Gasoline service stations.....	6.8	10.6	4.0	6.3
Lumber, building materials, hardware, farm equip. dealers	13.1	16.3	10.0	12.5
Drug stores, proprietary stores.....	42.7	47.5	34.9	40.0
Other retail stores ³	48.6	56.7	41.9	51.0
Liquor stores.....	(D)	(D)	(D)	(D)
Jewelry stores.....	92.3	(D)	75.1	(D)
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MOBILE, THE ENTIRE CITY, AND THE MOBILE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	1.1	1.5	22.0	20.9	25.8	25.6
Eating, drinking places.....	6.9	8.7	6.2	6.9	6.0	7.0
Eating places.....	5.8	6.7	4.4	4.8	4.3	4.7
Drinking places.....	1.1	2.0	1.8	2.1	1.7	2.3
General merchandise group.....	31.7	32.8	13.0	14.4	12.1	13.2
Variety stores.....	7.5	8.7	3.1	3.7	2.8	3.1
General merchandise stores (except variety).....	24.2	24.1	9.9	10.7	9.3	10.1
Apparel, accessories stores.....	19.7	24.6	8.8	11.0	7.5	9.5
Shoe stores.....	4.4	4.9	1.7	(D)	1.5	1.8
Men's, boys' clothing and furnishings stores ¹	4.2	6.1	1.8	2.7	1.5	2.3
Family clothing stores ¹	4.5	4.4	2.1	2.1	1.9	2.0
Women's clothing, specialty stores.....	6.4	8.9	2.9	(D)	2.4	(D)
Ready-to-wear stores ¹	5.7	8.7	2.5	(D)	2.1	3.1
All other apparel stores.....	(D)	0.2	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	5.3	5.5	6.1	5.3	5.6	5.0
Furniture, home furnishings stores, antique stores	4.0	4.0	3.7	(D)	3.5	3.3
Household appliance, radio, TV stores.....	1.3	1.5	2.4	(D)	2.1	1.7
Automotive group.....	16.8	5.0	20.5	18.2	19.2	15.9
Gasoline service stations.....	0.8	1.0	4.5	3.8	5.9	5.1
Lumber, building materials, hardware, farm equipment dealers..	1.8	1.8	5.5	4.6	5.6	4.9
Hardware stores.....	(NA)	(NA)	(D)	1.1	1.2	1.2
Other.....	(NA)	(NA)	(D)	3.5	4.4	3.7
Drug stores, proprietary stores.....	5.3	5.8	4.9	5.1	4.7	4.9
Other retail stores ²	10.6	13.3	8.5	9.8	7.6	8.9
Liquor stores.....	(D)	(D)	(D)	(D)	2.6	3.5
Jewelry stores.....	4.0	(D)	1.7	1.5	1.6	1.4
Book, stationery stores.....	(D)	(D)	0.5	0.4	0.4	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Montgomery, Alabama



1954
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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-65—Montgomery, Ala.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Montgomery, Alabama

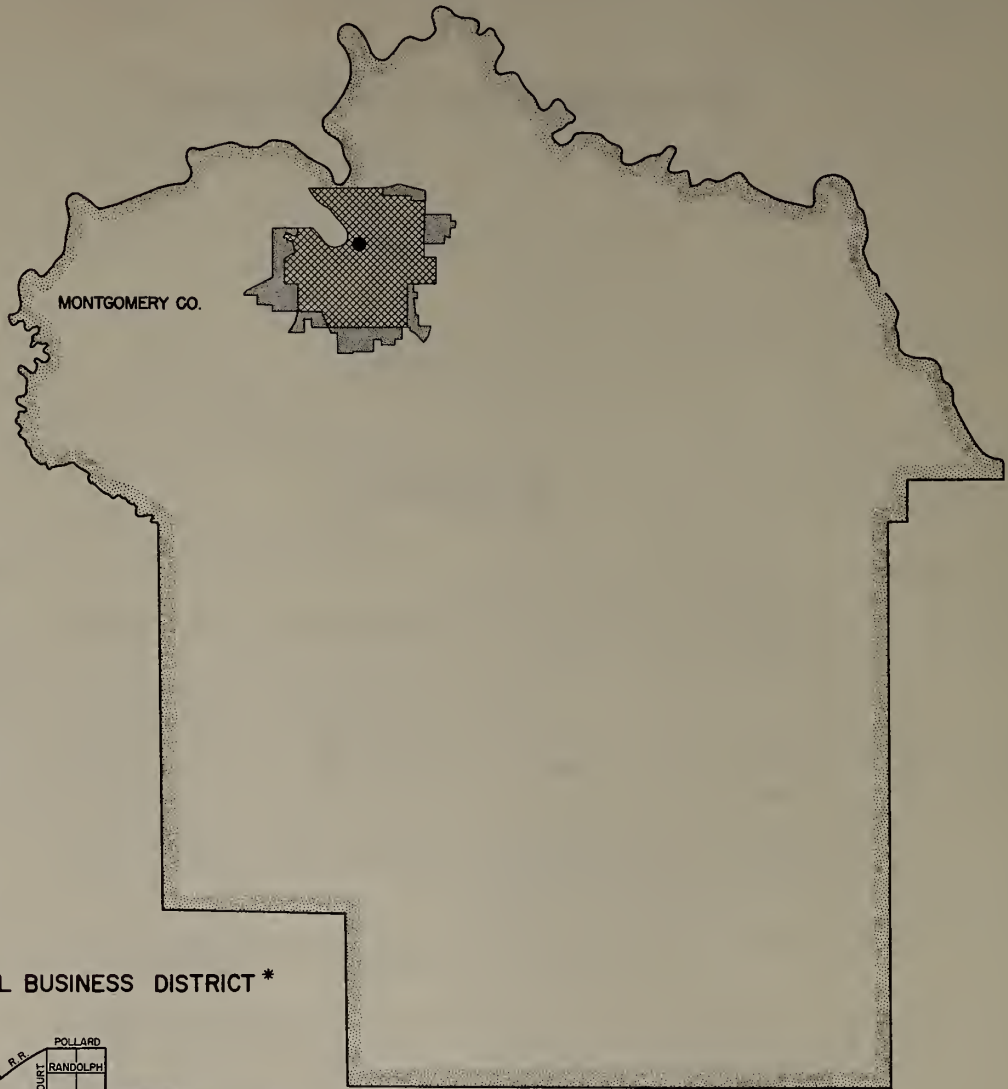
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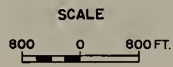
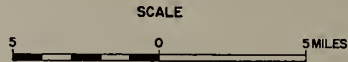
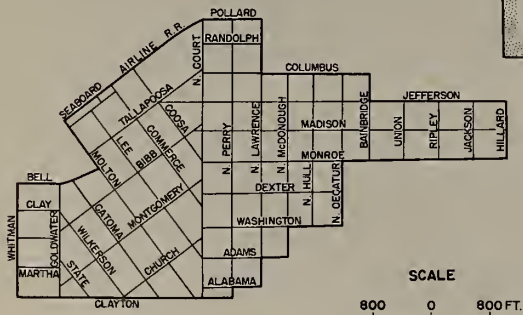
MONTGOMERY, ALABAMA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▨ ANNEXATIONS THROUGH 1954
- ▨ STANDARD METROPOLITAN AREA

* CONSISTS OF TRACT I

MONTGOMERY, ALABAMA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF MONTGOMERY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	365	88,239	11,051	356	71,016	7,820
Food stores.....	23	6,538	480	27	4,827	274
Eating, drinking places.....	60	4,320	807	78	4,803	833
Eating places.....	50	3,933	753	67	4,096	716
Drinking places.....	10	387	54	11	707	117
General merchandise group.....	11	17,162	2,354	9	14,621	1,763
Variety stores.....	5	3,412	611	3	3,835	467
General merchandise stores (except variety).....	6	13,750	1,743	6	10,786	1,296
Apparel, accessories stores.....	88	11,435	1,601	67	10,924	1,154
Shoe stores.....	22	2,198	283	16	(D)	(D)
Men's, boys' clothing and furnishings stores ³	16	(D)	(D)	15	(D)	(D)
Family clothing stores ³	13	(D)	(D)	10	(D)	(D)
Women's clothing, specialty stores.....	29	4,488	724	20	4,960	597
Ready-to-wear stores ³	17	4,103	667	16	(D)	(D)
All other apparel stores.....	8	673	73	5	(D)	(D)
Furniture, home furnishings, appliance dealers.....	31	6,450	1,024	33	5,353	858
Furniture, home furnishings stores, antique stores	23	4,714	718	27	4,624	755
Household appliance, radio, TV stores.....	8	1,736	306	6	729	103
Automotive group.....	34	23,821	2,493	26	14,110	1,268
Gasoline service stations.....	29	1,868	222	29	1,887	219
Lumber, building materials, hardware, farm equip. dealers	7	3,082	274	9	2,139	265
Drug stores, proprietary stores.....	18	2,355	344	16	1,983	257
Other retail stores ⁴	64	11,208	1,452	62	10,369	929
Liquor stores.....	3	4,061	116	3	4,671	87
Jewelry stores.....	13	2,456	548	15	2,006	347
Book, stationery stores.....	3	(D)	46	4	382	88
SELECTED SERVICE TRADES						
Hotels.....	11	(D)	(D)	6	(D)	(D)
Motion picture theaters.....	7	1,021	207	6	745	155

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF MONTGOMERY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,048	146,600	(D)	908	102,409	10,404
Food stores.....	293	28,406	1,718	298	19,682	955
Eating, drinking places.....	159	8,012	1,398	204	7,415	1,187
Eating places.....	131	7,169	(D)	151	6,150	1,017
Drinking places.....	28	843	(D)	53	1,265	170
General merchandise group.....	28	19,466	2,670	9	14,621	1,763
Variety stores.....	13	3,859	655	3	3,835	467
General merchandise stores (except variety).....	15	15,607	2,015	6	10,786	1,296
Apparel, accessories stores.....	115	(D)	(D)	75	(D)	(D)
Shoe stores.....	30	2,563	339	17	1,529	160
Men's, boys' clothing and furnishings stores ³	17	2,562	362	16	2,751	270
Family clothing stores ³	15	1,709	198	11	1,376	101
Women's clothing, specialty stores.....	38	(D)	(D)	23	(D)	(D)
Ready-to-wear stores ³	24	(D)	(D)	17	(D)	(D)
All other apparel stores.....	13	867	93	7	434	40
Furniture, home furnishings, appliance dealers.....	64	8,251	1,181	51	(D)	(D)
Furniture, home furnishings stores, antique stores	40	5,375	775	40	(D)	(D)
Household appliance, radio, TV stores.....	24	2,876	406	11	(D)	(D)
Automotive group.....	69	(D)	(D)	36	(D)	(D)
Gasoline service stations.....	107	8,936	839	78	4,814	516
Lumber, building materials, hardware, farm equip. dealers	31	(D)	(D)	32	(D)	(D)
Hardware stores.....	6	559	59	5	470	48
Other.....	25	(D)	(D)	27	(D)	(D)
Drug stores, proprietary stores.....	49	(D)	(D)	41	3,156	399
Other retail stores ⁴	133	16,323	1,941	84	(D)	(D)
Liquor stores.....	8	(D)	(D)	3	4,671	87
Jewelry stores.....	13	2,456	548	15	2,006	347
Book, stationery stores.....	6	248	48	4	382	88
SELECTED SERVICE TRADES						
Hotels.....	13	1,583	531	8	1,645	485
Motion picture theaters.....	13	(D)	(D)	10	(D)	(D)

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.²Group totals may include data for establishments without payroll which could not be classified by detailed kind₂ of business.³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 53 such establishments with sales of \$1,650,000.⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁵This group total includes kinds of business not included in any of the detail lines which follow.

MONTGOMERY, ALABAMA

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
MONTGOMERY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,148	150,368	16,066	1,135	107,575	10,681
Food stores.....	332	29,663	1,737	431	22,109	998
Eating, drinking places.....	175	8,750	1,503	251	8,327	1,278
Eating places.....	141	7,687	1,390	176	6,783	1,096
Drinking places.....	34	1,063	113	75	1,544	182
General merchandise group.....	46	19,902	2,680	21	15,087	1,775
Variety stores.....	13	3,859	655	3	3,835	467
General merchandise stores (except variety).....	33	16,043	2,025	18	11,252	1,308
Apparel, accessories stores.....	116	12,610	1,750	76	11,154	1,172
Shoe stores.....	30	2,563	339	17	1,529	160
Men's, boys' clothing and furnishings stores ³	17	2,562	362	16	2,751	270
Family clothing stores ³	15	1,709	198	11	1,376	101
Women's clothing, specialty stores.....	39	4,875	758	24	5,061	601
Ready-to-wear stores ³	25	4,238	674	18	4,941	583
All other apparel stores.....	13	867	93	7	434	40
Furniture, home furnishings, appliance dealers.....	64	8,251	1,181	53	6,316	1,007
Furniture, home furnishings stores, antique stores	40	5,375	775	41	5,197	863
Household appliance, radio, TV stores.....	24	2,876	406	12	1,119	144
Automotive group.....	71	32,774	3,065	38	19,145	1,783
Gasoline service stations.....	122	9,684	891	106	5,554	548
Lumber, building materials, hardware, farm equip dealers	32	7,979	729	33	5,318	640
Hardware stores.....	6	559	59	5	470	48
Other.....	26	7,420	670	28	4,848	592
Drug stores, proprietary stores.....	50	4,352	584	41	3,156	399
Other retail stores ⁴	140	16,403	1,946	85	11,409	1,081
Liquor stores.....	9	5,066	163	3	4,671	87
Jewelry stores.....	13	2,456	548	15	2,006	347
Book, stationery stores.....	6	248	48	4	382	88
SELECTED SERVICE TRADES						
Hotels.....	13	1,583	531	8	1,645	485
Motion picture theaters.....	14	1,548	310	11	1,026	208

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 58 such establishments with sales of \$1,684,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF MONTGOMERY, THE ENTIRE CITY, AND THE MONTGOMERY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	24.3	43.2	85.9	39.8	69.9
Food stores.....	35.4	44.3	47.2	34.2	33.8
Eating, drinking places.....	-10.1	8.1	41.3	5.1	25.7
Eating places.....	-4.0	16.6	57.5	13.3	39.7
Drinking places.....	-45.3	-33.4	-18.3	-31.2	-19.2
General merchandise group.....	17.4	33.1	XXX	31.9	488.0
Variety stores.....	-11.0	0.6	XXX	0.6	XXX
General merchandise stores (except variety).....	27.5	44.7	XXX	42.6	392.1
Apparel, accessories stores.....	4.7	(D)	(D)	13.1	410.9
Shoe stores.....	(D)	67.6	(D)	67.6	(D)
Men's, boys' clothing and furnishings stores ³	(D)	-6.9	(D)	-6.9	(D)
Family clothing stores ³	(D)	24.2	(D)	24.2	(D)
Women's clothing, specialty stores.....	-9.5	(D)	(D)	-3.7	283.2
Ready-to-wear stores ³	(D)	(D)	(D)	14.2	(D)
All other apparel stores.....	(D)	99.8	(D)	99.8	(D)
Furniture, home furnishings, appliance dealers.....	20.5	(D)	(D)	30.6	87.0
Furniture, home furnishings stores, antique stores	1.9	(D)	(D)	3.4	15.4
Household appliance, radio, TV stores.....	138.1	(D)	(D)	157.0	192.3
Automotive group.....	68.8	(D)	(D)	71.2	77.8
Gasoline service stations.....	-1.0	85.6	141.5	74.4	113.1
Lumber, building materials, hardware, farm equip. dealers...	44.1	(D)	(D)	50.0	54.0
Hardware stores.....	(NA)	18.9	(NA)	18.9	(NA)
Other.....	(NA)	(D)	(NA)	53.1	(NA)
Drug stores, proprietary stores.....	18.8	(D)	(D)	37.9	70.2
Other retail stores ⁴	8.1	(D)	(D)	43.8	399.5
Liquor stores.....	-13.1	(D)	(D)	8.5	XXX
Jewelry stores.....	22.4	22.4	XXX	22.4	XXX
Book, stationery stores.....	(D)	-35.1	(D)	-35.1	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	-3.8	(D)	-3.8	(D)
Motion picture theaters.....	37.0	(D)	(D)	50.9	87.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

MONTGOMERY, ALABAMA

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF MONTGOMERY CITY AND OF MONTGOMERY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	60.2	69.3	58.7	66.0
Food stores.....	23.0	24.5	22.0	21.8
Eating, drinking places.....	53.9	64.8	49.4	57.7
Eating places.....	54.9	66.6	51.2	60.4
Drinking places.....	45.9	55.9	36.4	45.8
General merchandise group.....	88.2	100.0	86.2	96.9
Variety stores.....	88.4	100.0	88.4	100.0
General merchandise stores (except variety).....	88.1	100.0	85.7	95.9
Apparel, accessories stores.....	(D)	(D)	90.7	97.9
Shoe stores.....	85.8	(D)	85.8	(D)
Men's, boys' clothing and furnishings stores ²	(D)	(D)	(D)	(D)
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	(D)	(D)	92.1	98.0
Ready-to-wear stores ²	(D)	(D)	96.8	(D)
All other apparel stores.....	77.6	(D)	77.6	(D)
Furniture, home furnishings, appliance dealers.....	78.2	(D)	78.2	84.8
Furniture, home furnishings stores, antique stores	87.7	(D)	87.7	89.0
Household appliance, radio, TV stores.....	60.4	(D)	60.4	65.1
Automotive group.....	(D)	(D)	72.7	73.7
Gasoline service stations.....	20.9	39.2	19.3	34.0
Lumber, building materials, hardware, farm equip. dealers	(D)	(D)	38.6	40.2
Drug stores, proprietary stores.....	(D)	62.8	54.1	62.8
Other retail stores ³	68.7	(D)	68.3	90.9
Liquor stores.....	(D)	100.0	80.2	100.0
Jewelry stores.....	100.0	100.0	100.0	100.0
Book, stationery stores.....	(D)	100.0	(D)	100.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. .. Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF MONTGOMERY, THE ENTIRE CITY, AND THE MONTGOMERY STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	7.4	6.8	19.4	19.2	19.7	20.6
Eating, drinking places.....	4.9	6.8	5.5	7.2	5.8	7.7
Eating places.....	4.5	5.8	4.9	6.0	5.1	6.3
Drinking places.....	0.4	1.0	0.6	1.2	0.7	1.4
General merchandise group.....	19.4	20.6	13.3	14.3	13.2	14.0
Variety stores.....	3.9	5.4	2.7	3.8	2.6	3.6
General merchandise stores (except variety).....	15.5	15.2	10.6	10.5	10.6	10.4
Apparel, accessories stores.....	13.0	15.3	(D)	(D)	8.5	10.4
Shoe stores.....	2.5	(D)	1.7	1.5	1.7	1.4
Men's, boys' clothing and furnishings stores ¹	(D)	(D)	1.7	2.7	1.7	2.6
Family clothing stores ¹	(D)	(D)	1.2	1.3	1.1	1.3
Women's clothing, specialty stores.....	5.1	7.0	(D)	(D)	3.2	4.7
Ready-to-wear stores ¹	4.6	(D)	(D)	(D)	2.8	4.6
All other apparel stores.....	0.8	(D)	0.6	0.4	0.6	0.4
Furniture, home furnishings, appliance dealers.....	7.3	7.5	5.6	(D)	5.5	5.9
Furniture, home furnishings stores, antique stores.....	5.3	6.5	3.6	(D)	3.6	4.9
Household appliance, radio, TV stores.....	2.0	1.0	2.0	(D)	1.9	1.0
Automotive group.....	27.0	19.9	(D)	(D)	21.8	17.8
Gasoline service stations.....	2.1	2.7	6.1	4.7	6.4	5.2
Lumber, building materials, hardware, farm equipment dealers..	3.5	3.0	(D)	(D)	5.3	4.9
Hardware stores.....	(NA)	(NA)	0.4	0.5	0.4	0.4
Other.....	(NA)	(NA)	(D)	(D)	4.9	4.5
Drug stores, proprietary stores.....	2.7	2.8	(D)	3.1	2.9	2.9
Other retail stores ²	12.7	14.6	11.1	(D)	10.9	10.6
Liquor stores.....	4.6	6.6	(D)	4.6	3.4	4.3
Jewelry stores.....	2.8	2.8	1.7	2.0	1.6	1.9
Book, stationery stores.....	(D)	0.5	0.2	0.4	0.2	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Nashville, Tennessee



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-66—Nashville, Tenn.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multi-units" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places" (except refreshment stands) in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Nashville, Tennessee

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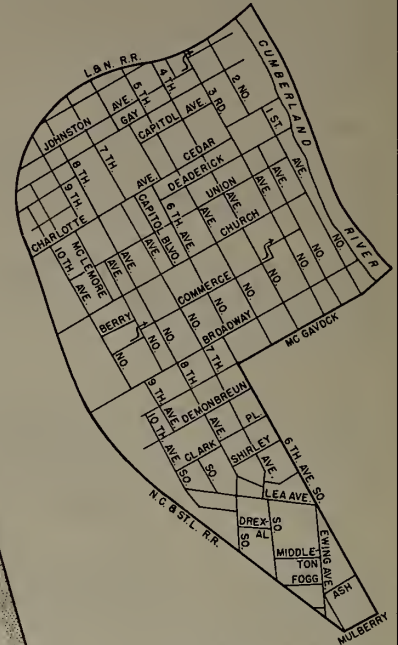
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NASHVILLE, TENNESSEE

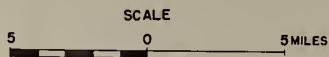
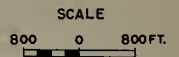
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

CENTRAL BUSINESS DISTRICT*



* CONSISTS OF TRACT 8



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▨ ANNEXATIONS THROUGH 1954
- ▨ STANDARD METROPOLITAN AREA

NASHVILLE, TENNESSEE

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF NASHVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	573	124,553	17,610	633	122,761	13,957
Food stores.....	33	5,577	427	42	4,339	296
Eating, drinking places.....	128	6,191	1,245	158	6,223	1,141
Eating places.....	96	5,057	1,058	129	5,595	1,035
Drinking places.....	32	1,134	187	29	628	106
General merchandise group.....	22	40,842	6,658	27	37,398	4,788
Department stores.....	5	34,056	5,596	6	(D)	(D)
Variety stores.....	6	4,784	732	8	4,570	641
General merchandise stores, n.e.c.....	11	2,002	330	13	(D)	(D)
Apparel, accessories stores.....	108	24,292	3,644	112	22,467	2,843
Shoe stores.....	39	4,761	667	33	3,610	454
Men's, boys' clothing and furnishings stores ³	18	4,569	770	25	(D)	(D)
Family clothing stores ³	9	3,393	539	10	2,446	267
Women's clothing, specialty stores.....	31	10,796	1,587	29	10,178	1,269
Ready-to-wear stores ³	18	10,059	1,464	20	9,871	1,237
All other apparel stores.....	9	643	81	13	(D)	(D)
Furniture, home furnishings, appliance dealers.....	40	11,743	1,717	46	10,796	1,409
Furniture stores ³	27	10,304	1,490	26	8,646	1,152
Other home furnishings stores ³	3	176	26	3	114	29
Household appliance, radio, TV stores.....	10	1,263	201	14	1,992	228
Automotive group.....	21	10,488	908	28	18,954	998
Passenger car dealers (franchised & nonfranchised)..	12	8,468	637	23	17,962	886
Tire, battery, accessory dealers.....	7	(D)	(D)	4	(D)	(D)
Other automotive dealers.....	2	(D)	(D)	1	(D)	(D)
Gasoline service stations.....	15	777	69	15	858	98
Lumber, building materials, hardware, farm equip. dealers.	16	6,350	899	19	6,657	818
Hardware stores.....	6	1,738	229	6	1,593	172
Other.....	10	4,612	670	13	5,064	646
Drug stores, proprietary stores.....	14	2,098	311	15	2,185	309
Other retail stores ⁴	176	16,195	1,732	171	12,884	1,257
Liquor stores.....	45	4,060	166	47	4,147	129
Jewelry stores.....	24	2,474	456	22	2,814	457
Book, stationery stores.....	9	672	90	8	571	76
Sporting goods, bicycle stores.....	7	604	85	5	401	50
Florists.....	7	617	78	8	539	114
Music stores.....	12	1,842	281	14	1,118	133
Camera, photographic supply stores.....	3	165	22	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	18	4,328	1,403	20	4,057	1,245
Motion picture theaters.....	5	848	202	6	1,244	236

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NASHVILLE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,135	300,132	33,640	2,148	234,037	23,724
Food stores.....	472	56,159	3,758	539	40,000	2,403
Eating, drinking places.....	452	17,713	3,238	532	13,039	2,229
Eating places.....	327	14,113	2,806	371	10,718	1,910
Drinking places.....	123	3,586	432	161	2,321	319
General merchandise group.....	80	44,010	6,973	69	39,170	4,956
Department stores.....	5	34,056	5,596	7	31,683	4,003
Variety stores.....	29	5,931	871	27	5,314	717
General merchandise stores, n.e.c.....	46	4,023	506	35	2,173	236
Apparel, accessories stores.....	162	28,211	4,075	147	24,683	3,095
Shoe stores.....	50	5,102	709	40	3,803	465
Men's, boys' clothing and furnishings stores ³	23	(D)	(D)	25	(D)	(D)
Family clothing stores ³	21	4,459	623	16	(D)	(D)
Women's clothing, specialty stores.....	53	12,775	1,843	41	(D)	(D)
Ready-to-wear stores ³	28	11,074	1,568	29	11,150	1,396
All other apparel stores.....	13	(D)	(D)	19	(D)	(D)
Furniture, home furnishings, appliance dealers.....	109	15,223	2,129	95	14,177	1,857
Furniture stores ³	44	12,484	1,742	39	9,437	1,240
Other home furnishings stores ³	16	612	(D)	15	1,120	(D)
Household appliance, radio, TV stores.....	31	1,915	(D)	28	(D)	(D)
Automotive group.....	102	65,347	6,154	90	47,553	3,957
Passenger car dealers (franchised & nonfranchised)..	74	59,209	5,246	66	43,261	3,419
Tire, battery, accessory dealers.....	25	5,443	870	18	(D)	(D)
Other automotive dealers.....	3	695	38	6	(D)	(D)
Gasoline service stations.....	205	17,137	1,622	160	8,411	815
Lumber, building materials, hardware, farm equip. dealers.	80	18,568	2,126	69	13,165	1,446
Hardware stores.....	34	6,009	(D)	28	2,339	226
Other.....	44	(D)	(D)	41	10,826	1,220
Drug stores, proprietary stores.....	107	7,564	935	105	7,007	843
Other retail stores ⁴	366	30,200	2,630	342	26,832	2,123
Liquor stores.....	99	(D)	(D)	123	11,928	365
Jewelry stores.....	30	2,584	(D)	25	2,900	473
Book, stationery stores.....	15	(D)	(D)	11	588	76
Sporting goods, bicycle stores.....	13	762	97	8	542	57
Florists.....	26	1,997	377	17	1,335	282
Music stores.....	15	1,915	284	17	(D)	(D)
Camera, photographic supply stores.....	4	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	34	(D)	(D)	26	4,205	1,275
Motion picture theaters.....	14	1,898	442	14	1,762	354

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 162 such establishments with sales of \$8,986,000.³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NASHVILLE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,803	361,850	38,524	2,916	272,128	26,778
Food stores.....	638	82,554	5,396	807	55,539	3,248
Eating, drinking places.....	569	21,698	3,827	690	16,438	2,788
Eating places.....	420	17,405	3,328	488	13,525	2,401
Drinking places.....	147	4,279	499	202	2,913	387
General merchandise group.....	115	46,252	7,149	97	40,555	5,113
Department stores.....	5	34,056	5,596	7	31,683	4,003
Variety stores.....	43	6,587	927	34	5,515	732
General merchandise stores, n.e.c.....	67	5,609	626	56	3,357	378
Apparel, accessories stores.....	187	30,328	4,315	162	25,211	3,153
Shoe stores.....	57	5,291	717	43	3,830	465
Men's, boys' clothing and furnishings stores ³	25	5,063	(D)	26	5,558	779
Family clothing stores ³	27	5,763	798	18	2,922	314
Women's clothing, specialty stores.....	62	13,188	1,881	48	11,787	1,464
Ready-to-wear stores ³	37	11,487	1,606	35	11,387	1,418
All other apparel stores.....	14	(D)	(D)	21	1,033	131
Furniture, home furnishings, appliance dealers.....	135	16,356	2,271	114	15,197	1,984
Furniture stores ³	50	13,120	1,837	46	10,130	1,345
Other home furnishings stores ³	22	773	139	19	1,252	241
Household appliance, radio, TV stores.....	39	2,211	295	33	3,613	398
Automotive group.....	130	72,644	6,617	115	51,676	4,157
Passenger car dealers (franchised & nonfranchised)..	92	65,092	5,616	86	46,634	3,618
Tire, battery, accessory dealers.....	30	5,647	893	20	3,507	507
Other automotive dealers.....	8	1,905	108	9	1,535	32
Gasoline service stations.....	339	26,656	2,392	303	13,892	1,255
Lumber, building materials, hardware, farm equip. dealers.	122	22,608	2,462	108	16,548	1,671
Hardware stores.....	56	7,242	707	49	3,194	274
Other.....	64	14,756	1,755	59	13,354	1,397
Drug stores, proprietary stores.....	138	10,160	1,251	133	8,655	1,026
Other retail stores ⁴	430	32,594	2,844	387	28,417	2,383
Liquor stores.....	100	12,017	428	123	11,928	365
Jewelry stores.....	33	2,678	473	29	2,941	479
Book, stationery stores.....	17	(D)	(D)	11	588	76
Sporting goods, bicycle stores.....	18	(D)	(D)	8	542	57
Florists.....	42	2,443	452	22	1,482	299
Music stores.....	15	1,915	284	19	1,229	144
Camera, photographic supply stores.....	6	330	37	4	167	34
SELECTED SERVICE TRADES						
Hotels.....	36	4,758	1,529	27	(D)	(D)
Motion picture theaters.....	29	2,909	689	25	2,591	724

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 184 such establishments with sales of \$9,924,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF NASHVILLE, THE ENTIRE CITY, AND THE NASHVILLE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	1.5	28.2	57.8	33.0	58.9
Food stores.....	28.5	40.4	41.8	48.6	50.3
Eating, drinking places.....	-0.5	35.8	69.0	32.0	51.8
Eating places.....	-9.6	31.7	76.8	28.7	55.7
Drinking places.....	80.6	54.5	44.8	46.9	37.6
General merchandise group.....	9.2	12.4	78.8	14.0	71.4
Department stores.....	(D)	7.5	XXX	7.5	(D)
Variety stores.....	4.7	11.6	54.2	19.4	90.8
General merchandise stores, n.e.c.....	(D)	85.1	185.0	67.1	(D)
Apparel, accessories stores.....	8.1	14.3	76.9	20.3	120.0
Shoe stores.....	31.9	34.2	76.7	38.1	140.9
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	-8.9	(D)
Family clothing stores ³	38.7	(D)	(D)	97.2	397.9
Women's clothing, specialty stores.....	6.1	(D)	(D)	11.9	48.7
Ready-to-wear stores ³	1.9	-0.7	-20.7	0.9	-5.8
All other apparel stores.....	(D)	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	8.8	7.4	2.9	7.6	4.8
Furniture stores ³	19.2	32.3	175.6	29.5	89.8
Other home furnishings stores ³	54.4	-45.4	-56.7	-38.3	-47.5
Household appliance, radio, TV stores.....	-36.6	(D)	(D)	-38.8	-41.5
Automotive group.....	-44.7	37.4	91.8	40.6	90.0
Passenger car dealers (franchised and nonfranchised).....	-52.9	36.9	100.6	39.6	97.5
Tire, battery, accessory dealers.....	(D)	(D)	(D)	61.0	(D)
Other automotive dealers.....	(D)	(D)	(D)	24.1	(D)
Gasoline service stations.....	-9.5	103.7	116.6	91.9	98.5
Lumber, building materials, hardware, farm equip. dealers....	-4.6	41.0	87.7	36.6	64.4
Hardware stores.....	9.1	156.9	472.5	26.7	243.8
Other.....	-8.9	(D)	(D)	10.5	22.4
Drug stores, proprietary stores.....	-4.0	7.9	13.4	17.4	24.6
Other retail stores ⁴	25.7	12.6	0.4	14.7	5.6
Liquor stores.....	-2.1	(D)	(D)	0.7	2.3
Jewelry stores.....	-12.1	-10.9	27.9	-9.0	60.6
Book, stationery stores.....	17.7	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	50.6	40.6	12.1	(D)	(D)
Florists.....	14.5	49.6	73.4	64.8	93.6
Music stores.....	64.8	(D)	(D)	55.8	-34.2
Camera, photographic supply stores.....	(D)	(D)	(D)	97.6	(D)
SELECTED SERVICE TRADES					
Hotels.....	6.7	(D)	(D)	(D)	(D)
Motion picture theaters.....	-31.8	7.7	102.7	12.3	53.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NASHVILLE CITY AND OF NASHVILLE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	41.5	52.5	34.4	45.1
Food stores.....	9.9	10.8	6.8	7.8
Eating, drinking places.....	35.0	47.7	28.5	37.9
Eating places.....	35.8	52.2	29.1	41.4
Drinking places.....	31.6	27.1	26.5	21.6
General merchandise group.....	92.8	95.5	88.3	92.2
Department stores.....	100.0	(D)	100.0	(D)
Variety stores.....	80.7	86.0	72.6	82.9
General merchandise stores, n.e.c.....	49.8	(D)	35.7	(D)
Apparel, accessories stores.....	86.1	91.0	80.1	89.1
Shoe stores.....	93.3	94.9	90.0	94.3
Men's, boys' clothing and furnishings stores ²	(D)	(D)	90.2	(D)
Family clothing stores ²	76.1	(D)	58.9	83.7
Women's clothing, specialty stores.....	84.5	(D)	81.9	86.3
Ready-to-wear stores ²	90.8	88.5	87.6	86.7
All other apparel stores.....	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	77.1	76.2	71.8	71.0
Furniture stores ²	82.5	91.6	78.5	85.4
Other home furnishings stores ²	28.8	10.2	22.8	9.1
Household appliance, radio, TV stores.....	66.0	(D)	57.1	55.1
Automotive group.....	16.0	39.9	14.4	36.7
Passenger car dealers (franchised and nonfranchised)....	14.3	41.5	13.0	38.5
Tire, battery, accessory dealers.....	(D)	(D)	(D)	(D)
Other automotive dealers.....	(D)	(D)	(D)	(D)
Gasoline service stations.....	4.5	10.2	2.9	6.2
Lumber, building materials, hardware, farm equip. dealers.	34.2	50.6	28.1	40.2
Hardware stores.....	28.9	68.1	24.0	49.9
Other.....	(D)	46.8	31.3	37.9
Drug stores, proprietary stores.....	27.7	31.2	20.6	25.2
Other retail stores ³	53.6	48.0	49.7	45.3
Liquor stores.....	(D)	34.8	33.8	34.8
Jewelry stores.....	95.7	97.0	92.4	95.7
Book, stationery stores.....	(D)	97.1	(D)	97.1
Sporting goods, bicycle stores.....	79.3	74.0	(D)	74.0
Florists.....	30.9	40.4	25.3	36.4
Music stores.....	96.2	(D)	96.2	91.0
Camera, photographic supply stores.....	(D)	(D)	50.0	(D)

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NASHVILLE, THE ENTIRE CITY, AND THE NASHVILLE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	4.5	3.5	18.7	17.1	22.8	20.4
Eating, drinking places.....	5.0	5.1	5.9	5.6	6.0	6.0
Eating places.....	4.1	4.6	4.7	4.6	4.8	5.0
Drinking places.....	0.9	0.5	1.2	1.0	1.2	1.0
General merchandise group.....	32.8	30.5	14.7	16.7	12.8	14.9
Department stores.....	27.4	(D)	11.4	13.4	9.4	11.7
Variety stores.....	3.8	3.7	2.0	2.3	1.8	2.0
General merchandise stores, n.e.c.....	1.6	(D)	1.3	1.0	1.6	1.2
Apparel, accessories stores.....	19.5	18.3	9.4	10.5	8.4	9.3
Shoe stores.....	3.8	2.9	1.7	1.6	1.5	1.4
Men's, boys' clothing and furnishings stores ¹	3.7	(D)	(D)	(D)	1.4	2.0
Family clothing stores ¹	2.7	2.0	1.5	(D)	1.6	1.1
Women's clothing, specialty stores.....	8.7	8.3	4.3	(D)	3.6	4.3
Ready-to-wear stores ¹	8.1	8.0	3.7	4.8	3.2	4.2
All other apparel stores.....	0.5	(D)	(D)	(D)	(D)	0.4
Furniture, home furnishings, appliance dealers.....	9.4	8.8	5.0	6.1	4.5	5.6
Furniture stores ¹	8.3	7.0	4.2	4.0	3.6	3.7
Other home furnishings stores ¹	0.1	0.1	0.2	0.5	0.2	0.5
Household appliance, radio, TV stores.....	1.0	1.7	0.6	(D)	0.6	1.3
Automotive group.....	8.4	15.4	21.8	20.3	20.1	19.0
Passenger car dealers (franchised and nonfranchised).....	6.8	14.6	19.8	18.5	18.0	17.1
Tire, battery, accessory dealers.....	(D)	(D)	1.8	(D)	1.6	1.3
Other automotive dealers.....	(D)	(D)	0.2	(D)	0.5	0.6
Gasoline service stations.....	0.6	0.7	5.7	3.6	7.4	5.1
Lumber, building materials, hardware, farm equipment dealers...	5.1	5.4	6.2	5.6	6.2	6.1
Hardware stores.....	1.4	1.3	2.0	1.0	2.0	1.2
Other.....	3.7	4.1	(D)	4.6	4.1	4.9
Drug stores, proprietary stores.....	1.7	1.8	2.5	3.0	2.8	3.2
Other retail stores ²	13.0	10.5	10.1	11.5	9.0	10.4
Liquor stores.....	3.3	3.4	(D)	5.1	3.3	4.4
Jewelry stores.....	2.0	2.3	0.9	1.2	0.7	1.1
Book, stationery stores.....	0.5	0.5	(D)	0.3	(D)	0.2
Sporting goods, bicycle stores.....	0.5	0.3	0.3	0.2	(D)	0.2
Florists.....	0.5	0.4	0.7	0.6	0.7	0.5
Music stores.....	1.5	0.9	0.6	(D)	0.5	0.5
Camera, photographic supply stores.....	0.1	(D)	(D)	(D)	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS



Utica, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-67—Utica, New York
Washington, D. C., 1953

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Utica, New York



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UTICA, NEW YORK

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

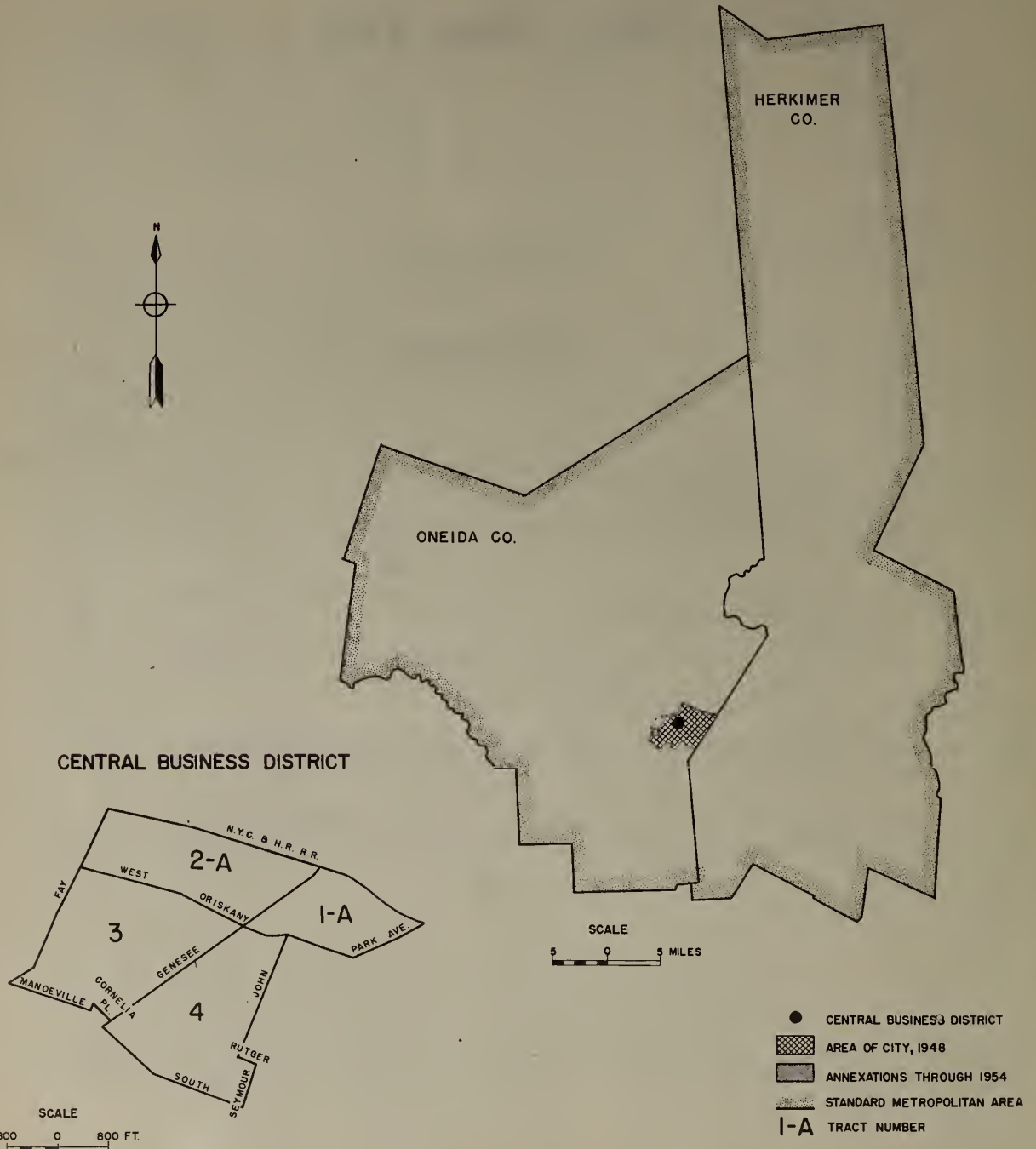


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF UTICA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	508	72,549	9,861	539	65,738	7,868
Food stores.....	50	9,537	899	58	7,313	549
Eating, drinking places.....	93	4,018	860	90	4,341	980
Eating places.....	50	2,615	621	44	2,447	651
Drinking places.....	43	1,403	239	46	1,894	329
General merchandise group.....	21	12,782	1,897	16	13,113	1,577
Variety stores.....	12	4,290	706	8	4,384	647
General merchandise stores (except variety).....	9	8,492	1,191	8	8,729	930
Apparel, accessories stores.....	134	12,138	1,774	142	12,691	1,571
Shoe stores.....	27	2,021	247	24	1,911	196
Men's, boys' clothing and furnishings stores ³	24	3,002	472	31	(D)	(D)
Family clothing stores ³	1	(D)	(D)	2	(D)	(D)
Women's clothing, specialty stores.....	61	6,020	911	63	6,150	743
Ready-to-wear stores ³	35	5,265	826	38	5,247	654
All other apparel stores.....	17	1,003	(D)	17	1,034	171
Furniture, home furnishings, appliance dealers.....	32	5,107	887	39	4,112	623
Furniture, home furnishings stores, antique stores	19	2,861	546	26	2,578	460
Household appliance, radio, TV stores.....	13	2,246	341	13	1,534	163
Automotive group.....	25	14,677	1,723	33	10,220	1,095
Gasoline service stations.....	17	935	62	23	898	56
Lumber, building materials, hardware, farm equip. dealers	12	3,009	446	13	2,641	361
Hardware stores.....	4	2,438	348	4	2,043	269
Other.....	8	571	98	9	598	92
Drug stores, proprietary stores.....	12	1,845	288	11	1,292	178
Other retail stores ⁴	112	8,501	1,025	114	9,117	878
Liquor stores.....	10	592	39	13	558	34
Jewelry stores.....	26	1,587	236	25	1,454	208
Book, stationery stores.....	7	353	73	5	300	35
SELECTED SERVICE TRADES						
Hotels.....	11	2,154	929	14	2,077	809
Motion picture theaters.....	4	843	183	5	1,156	189

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF UTICA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,332	130,630	14,654	1,477	117,470	12,120
Food stores.....	336	32,662	2,003	418	27,428	1,533
Eating, drinking places.....	253	8,906	1,594	288	9,530	1,732
Eating places.....	135	5,348	1,084	104	3,957	914
Drinking places.....	118	3,558	510	184	5,573	818
General merchandise group.....	45	13,224	1,928	31	13,363	1,589
Variety stores.....	15	4,475	734	13	4,509	657
General merchandise stores (except variety).....	30	8,749	1,194	18	8,854	932
Apparel, accessories stores.....	188	13,871	1,908	190	14,167	1,664
Shoe stores.....	37	2,391	282	32	2,087	215
Men's, boys' clothing and furnishings stores ³	28	3,302	497	33	3,416	417
Family clothing stores ³	6	315	35	6	514	78
Women's clothing, specialty stores.....	77	6,507	949	78	6,768	781
Ready-to-wear stores ³	42	5,656	862	45	5,641	685
All other apparel stores.....	32	1,188	145	28	1,145	143
Furniture, home furnishings, appliance dealers.....	67	7,719	1,281	74	6,347	841
Furniture, home furnishings stores, antique stores	42	5,050	888	51	4,460	651
Household appliance, radio, TV stores.....	25	2,669	393	23	1,887	190
Automotive group.....	44	21,125	2,355	53	18,015	1,752
Gasoline service stations.....	94	6,652	466	112	4,367	351
Lumber, building materials, hardware, farm equip. dealers	42	8,590	1,292	39	4,994	844
Hardware stores.....	16	(D)	(D)	19	2,395	293
Other.....	26	(D)	(D)	20	2,599	551
Drug stores, proprietary stores.....	41	3,582	445	41	2,957	299
Other retail stores ⁴	222	14,299	1,382	231	16,302	1,515
Liquor stores.....	29	1,450	83	33	1,572	80
Jewelry stores.....	30	1,706	244	28	1,540	221
Book, stationery stores.....	8	399	75	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	12	(D)	(D)	19	2,230	828
Motion picture theaters.....	7	1,032	235	9	1,343	250

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 92 such establishments with sales of \$3,488,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
UTICA-ROME STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,578	301,887	29,533	3,820	249,529	22,850
Food stores.....	796	77,980	4,591	991	62,170	3,344
Eating, drinking places.....	773	24,540	3,989	841	22,639	3,463
Eating places.....	413	14,739	2,670	280	8,530	1,716
Drinking places.....	358	9,761	1,319	561	14,109	1,747
General merchandise group.....	135	24,293	3,379	88	22,440	2,780
Variety stores.....	41	7,574	1,192	33	7,370	1,042
General merchandise stores (except variety).....	92	16,679	2,187	55	15,070	1,738
Apparel, accessories stores.....	323	21,430	2,711	334	20,346	2,149
Shoe stores.....	74	4,005	439	64	3,351	343
Men's, boys' clothing and furnishings stores ³	53	4,867	658	60	5,038	544
Family clothing stores ³	16	1,674	241	12	965	129
Women's clothing, specialty stores.....	114	8,724	1,171	125	8,900	957
Ready-to-wear stores ³	62	7,218	1,020	64	7,172	818
All other apparel stores.....	46	1,754	202	43	1,559	176
Furniture, home furnishings, appliance dealers.....	189	15,699	2,106	185	12,696	1,463
Furniture, home furnishings stores, antique stores	91	8,660	1,314	103	7,901	1,015
Household appliance, radio, TV stores.....	98	7,039	792	82	4,795	448
Automotive group.....	162	49,713	4,580	166	34,277	3,078
Gasoline service stations.....	380	19,314	1,084	379	13,066	827
Lumber, building materials, hardware, farm equip. dealers	171	23,626	3,110	170	16,863	2,167
Hardware stores.....	53	6,295	785	54	4,081	402
Other.....	116	17,249	2,325	116	12,782	1,765
Drug stores, proprietary stores.....	89	7,837	880	93	5,771	532
Other retail stores ⁴	560	37,455	3,103	573	39,261	3,047
Liquor stores.....	67	3,353	155	79	3,206	147
Jewelry stores.....	54	2,547	340	55	2,573	371
Book, stationery stores.....	12	362	53	8	650	114
SELECTED SERVICE TRADES						
Hotels.....	82	4,646	1,456	78	4,153	1,237
Motion picture theaters.....	22	1,988	468	23	2,424	493

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 164 such establishments with sales of \$5,039,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF UTICA, THE ENTIRE CITY, AND THE UTICA-ROME STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	10.4	11.0	12.3	20.9	24.8
Food stores.....	30.4	19.1	15.0	25.4	24.8
Eating, drinking places.....	-7.5	-6.6	-5.8	8.4	12.2
Eating places.....	6.9	35.2	81.0	72.8	99.3
Drinking places.....	-25.9	-36.2	-41.4	-30.8	-31.6
General merchandise group.....	-2.5	-1.1	76.8	8.3	23.4
Variety stores.....	-2.2	0.8	48.0	2.8	10.0
General merchandise stores (except variety).....	-2.7	-1.2	105.6	10.7	29.1
Apparel, accessories stores.....	-4.4	-3.6	17.4	4.2	21.4
Shoe stores.....	5.8	14.6	110.2	19.5	37.8
Men's, boys' clothing and furnishings stores ³	-10.9	-9.3	512.2	-7.5	11.6
Family clothing stores ³	(D)	-38.7	(D)	73.5	(D)
Women's clothing, specialty stores.....	-2.1	-3.9	-21.2	-2.0	-1.7
Ready-to-wear stores ³	0.3	0.3	-0.8	0.6	1.5
All other apparel stores.....	-3.0	3.8	66.7	12.5	43.0
Furniture, home furnishings, appliance dealers.....	24.2	21.6	16.9	23.7	23.4
Furniture, home furnishings stores, antique stores.....	11.0	13.2	16.3	9.6	8.9
Household appliance, radio, TV stores.....	46.4	41.4	19.8	46.8	47.0
Automotive group.....	43.6	17.3	-17.3	45.0	45.6
Gasoline service stations.....	4.1	52.3	64.8	47.8	51.0
Lumber, building materials, hardware, farm equip. dealers...	13.9	72.0	137.2	40.1	45.0
Hardware stores.....	19.3	(D)	(D)	54.3	89.3
Other.....	-4.5	(D)	(D)	34.9	36.9
Drug stores, proprietary stores.....	42.8	21.1	4.3	35.8	33.8
Other retail stores ⁴	-6.8	-12.3	-19.3	-4.6	-4.0
Liquor stores.....	6.1	-7.8	-15.4	-4.6	4.3
Jewelry stores.....	9.1	10.8	38.4	-1.0	-14.2
Book, stationery stores.....	17.7	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	3.7	(D)	(D)	11.9	20.0
Motion picture theaters.....	-27.1	-23.2	1.1	-18.0	-9.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF UTICA CITY AND OF UTICA-ROME STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	55.5	56.0	24.0	26.3
Food stores.....	29.2	26.7	12.2	11.8
Eating, drinking places.....	45.1	45.6	16.4	19.2
Eating places.....	48.9	61.8	17.7	28.7
Drinking places.....	39.4	34.0	14.4	13.4
General merchandise group.....	96.7	98.1	52.6	58.4
Variety stores.....	95.9	97.2	56.6	59.5
General merchandise stores (except variety).....	97.1	98.6	50.9	57.9
Apparel, accessories stores.....	87.5	89.6	56.6	62.4
Shoe stores.....	84.5	91.6	50.5	57.0
Men's, boys' clothing and furnishings stores ²	90.9	98.6	61.7	66.8
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	92.5	90.9	69.0	69.1
Ready-to-wear stores ²	93.1	93.0	72.9	73.2
All other apparel stores.....	84.4	90.3	57.2	66.3
Furniture, home furnishings, appliance dealers.....	66.2	64.8	32.5	32.4
Furniture, home furnishings stores, antique stores	56.7	57.8	33.0	32.6
Household appliance, radio, TV stores.....	84.2	81.3	31.9	32.0
Automotive group.....	69.5	56.7	29.5	29.8
Gasoline service stations.....	14.1	20.6	4.8	6.9
Lumber, building materials, hardware, farm equip. dealers	35.0	52.9	12.7	15.7
Hardware stores.....	(D)	85.3	38.7	50.1
Other.....	(D)	23.0	3.3	4.7
Drug stores, proprietary stores.....	51.5	43.7	23.5	22.4
Other retail stores ³	59.5	55.9	22.7	23.2
Liquor stores.....	40.8	35.5	17.7	17.4
Jewelry stores.....	93.0	94.4	62.3	56.5
Book, stationery stores.....	88.5	(D)	(D)	46.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF UTICA, THE ENTIRE CITY, AND THE UTICA-ROME STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	13.1	11.1	25.0	23.3	25.8	24.9
Eating, drinking places.....	5.5	6.6	6.8	8.1	8.1	9.1
Eating places.....	3.6	3.7	4.1	3.4	4.8	3.4
Drinking places.....	1.9	2.9	2.7	4.7	3.3	5.7
General merchandise group.....	17.6	19.9	10.1	11.4	8.0	9.0
Variety stores.....	5.9	6.7	3.4	3.8	2.5	3.0
General merchandise stores (except variety).....	11.7	13.2	6.7	7.6	5.5	6.0
Apparel, accessories stores.....	16.7	19.3	10.6	12.1	7.1	8.2
Shoe stores.....	2.8	2.9	1.8	1.8	1.3	1.3
Men's, boys' clothing and furnishings stores ¹	4.1	5.1	2.5	2.9	1.6	2.0
Family clothing stores ¹	(D)	(D)	0.2	0.4	0.6	0.4
Women's clothing, specialty stores.....	8.3	9.4	5.0	5.8	2.9	3.6
Ready-to-wear stores ¹	7.3	8.0	4.3	4.8	2.4	2.9
All other apparel stores.....	1.3	1.5	0.9	1.0	0.6	0.6
Furniture, home furnishings, appliance dealers.....	7.0	6.3	5.9	5.4	5.2	5.1
Furniture, home furnishings stores, antique stores.....	3.9	4.0	3.9	3.8	2.9	3.2
Household appliance, radio, TV stores.....	3.1	2.3	2.0	1.6	2.3	1.9
Automotive group.....	20.3	15.5	16.2	15.3	16.5	13.7
Gasoline service stations.....	1.3	1.4	5.1	3.7	6.4	5.2
Lumber, building materials, hardware, farm equipment dealers..	4.2	4.0	6.6	4.3	7.8	6.8
Hardware stores.....	3.4	3.1	(D)	2.0	2.1	1.6
Other.....	0.8	0.9	(D)	2.3	5.7	5.2
Drug stores, proprietary stores.....	2.5	2.0	2.7	2.5	2.6	2.3
Other retail stores ²	11.8	13.9	11.0	13.9	12.5	15.7
Liquor stores.....	0.8	0.8	1.1	1.3	1.1	1.3
Jewelry stores.....	2.2	2.2	1.3	1.3	0.8	1.0
Book, stationery stores.....	0.5	0.5	0.3	(D)	(D)	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Fort Wayne, Indiana



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-68—Fort Wayne, Ind.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Fort Wayne, Indiana

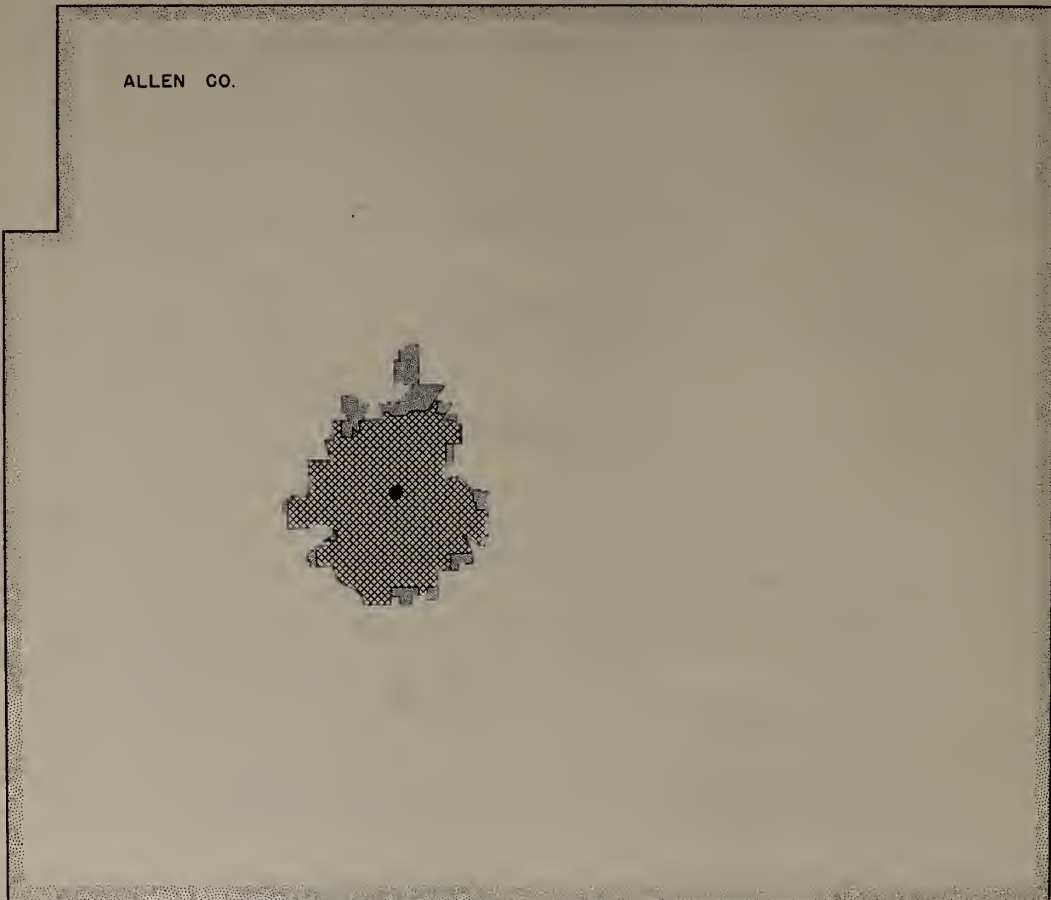
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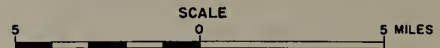
FORT WAYNE, INDIANA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▨ ANNEXATIONS THROUGH 1954
- ▨ STANDARD METROPOLITAN AREA
- 12 TRACT NUMBER

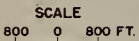


Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF FORT WAYNE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	449	104,068	15,032	503	98,684	13,740
Food stores.....	38	7,057	585	53	6,823	572
Eating, drinking places.....	99	6,149	1,453	110	6,320	1,399
Eating places.....	58	4,036	1,107	68	4,170	1,036
Drinking places.....	41	2,113	346	42	2,150	363
General merchandise group.....	9	26,384	4,608	11	32,512	4,860
Variety stores.....	5	5,814	997	4	4,763	689
General merchandise stores (except variety).....	4	20,570	3,611	7	27,749	4,171
Apparel, accessories stores.....	89	14,572	2,482	81	13,622	1,927
Shoe stores.....	34	3,305	479	22	2,392	317
Men's, boys' clothing and furnishings stores ³	18	4,177	728	18	(D)	(D)
Family clothing stores ³	3	(D)	(D)	4	463	52
Women's clothing, specialty stores.....	28	6,463	1,162	28	6,351	909
Ready-to-wear stores ³	15	6,034	1,087	19	(D)	(D)
All other apparel stores.....	4	(D)	(D)	8	445	51
Furniture, home furnishings, appliance dealers.....	36	6,516	1,141	38	5,765	933
Furniture, home furnishings stores, antique stores	23	3,856	675	25	3,666	643
Household appliance, radio, TV stores.....	13	2,660	466	13	2,099	290
Automotive group.....	27	28,012	2,330	30	17,979	1,761
Gasoline service stations.....	27	2,183	242	35	2,352	240
Lumber, building materials, hardware, farm equip. dealers	15	2,308	389	22	1,983	262
Drug stores, proprietary stores.....	14	2,611	463	14	2,783	404
Other retail stores ⁴	95	8,276	1,339	109	8,545	1,382
Liquor stores.....	9	954	93	9	873	79
Jewelry stores.....	16	1,726	357	13	(D)	(D)
Book, stationery stores.....	6	(D)	(D)	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	13	2,430	847	15	(D)	(D)
Motion picture theaters.....	6	1,131	257	7	1,320	267

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF FORT WAYNE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,349	203,733	26,082	1,353	165,381	20,029
Food stores.....	235	34,182	2,439	304	31,271	2,015
Eating, drinking places.....	298	17,067	3,520	299	13,818	2,596
Eating places.....	174	9,585	2,443	158	6,811	1,596
Drinking places.....	124	7,482	1,077	141	7,007	1,000
General merchandise group.....	32	37,579	6,269	29	33,187	4,968
Variety stores.....	20	(D)	(D)	19	5,318	789
General merchandise stores (except variety).....	10	(D)	(D)	10	27,869	4,179
Apparel, accessories stores.....	111	15,641	2,669	90	14,360	1,974
Shoe stores.....	41	3,768	(D)	25	2,487	324
Men's, boys' clothing and furnishings stores ³	18	4,177	728	19	(D)	(D)
Family clothing stores ³	4	344	55	4	463	52
Women's clothing, specialty stores.....	32	(D)	(D)	30	(D)	(D)
Ready-to-wear stores ³	19	(D)	(D)	20	6,018	857
All other apparel stores.....	12	688	(D)	10	(D)	(D)
Furniture, home furnishings, appliance dealers.....	81	11,509	1,847	69	9,073	1,337
Furniture, home furnishings stores, antique stores	40	5,581	919	44	5,712	885
Household appliance, radio, TV stores.....	41	5,928	928	25	3,361	452
Automotive group.....	83	44,527	3,874	85	28,221	2,596
Gasoline service stations.....	156	11,558	1,080	151	7,550	679
Lumber, building materials, hardware, farm equip. dealers	65	10,219	1,380	63	7,266	1,112
Hardware stores.....	22	1,258	116	19	891	78
Other.....	43	8,961	1,264	44	6,375	1,034
Drug stores, proprietary stores.....	63	6,537	946	72	6,093	720
Other retail stores ⁴	225	14,914	2,058	191	14,542	2,032
Liquor stores.....	21	1,696	(D)	18	1,257	88
Jewelry stores.....	25	(D)	(D)	14	(D)	(D)
Book, stationery stores.....	6	(D)	(D)	5	378	48
SELECTED SERVICE TRADES						
Hotels.....	16	(D)	(D)	17	2,635	739
Motion picture theaters.....	17	(D)	(D)	15	1,639	441

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 78 such establishments with sales of \$6,503,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
FORT WAYNE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,648	232,323	28,482	1,709	186,823	21,447
Food stores.....	285	39,998	2,755	384	36,299	2,230
Eating, drinking places.....	354	19,220	3,925	368	16,078	2,922
Eating places.....	212	11,098	2,777	204	8,105	1,839
Drinking places.....	142	8,122	1,148	164	7,973	1,083
General merchandise group.....	49	39,694	6,442	46	34,289	5,020
Variety stores.....	22	6,580	1,083	23	5,405	800
General merchandise stores (except variety).....	25	33,106	5,359	23	28,884	4,220
Apparel, accessories stores.....	115	15,844	2,690	93	14,530	2,011
Shoe stores.....	41	3,768	(D)	25	2,487	324
Men's, boys' clothing and furnishings stores ³	18	4,177	728	20	4,551	644
Family clothing stores ³	4	344	55	4	463	52
Women's clothing, specialty stores.....	34	6,681	1,188	31	6,415	911
Ready-to-wear stores ³	20	6,218	1,105	20	6,018	857
All other apparel stores.....	14	(D)	(D)	11	530	80
Furniture, home furnishings, appliance dealers.....	94	12,680	1,996	78	9,337	1,355
Furniture, home furnishings stores, antique stores	49	5,958	950	47	5,804	896
Household appliance, radio, TV stores.....	45	6,722	1,046	31	3,533	459
Automotive group.....	99	47,970	4,098	113	30,867	2,749
Gasoline service stations.....	210	15,401	1,347	236	10,719	851
Lumber, building materials, hardware, farm equip. dealers	111	14,871	1,842	93	10,306	1,337
Hardware stores.....	37	2,049	178	29	1,611	121
Other.....	74	12,822	1,664	64	8,695	1,216
Drug stores, proprietary stores.....	69	7,244	1,011	77	6,354	742
Other retail stores ⁴	262	19,401	2,376	221	18,044	2,230
Liquor stores.....	24	1,836	140	18	1,257	88
Jewelry stores.....	27	1,938	378	15	1,875	344
Book, stationery stores.....	6	(D)	(D)	5	378	48
SELECTED SERVICE TRADES						
Hotels.....	17	2,741	951	18	(D)	(D)
Motion picture theaters.....	20	2,245	525	18	1,831	481

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 91 such establishments with sales of \$7,348,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF FORT WAYNE, THE ENTIRE CITY, AND THE FORT WAYNE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	5.5	23.2	49.4	24.4	45.5
Food stores.....	3.4	9.3	10.9	10.2	11.8
Eating, drinking places.....	-2.7	23.5	45.6	19.5	34.0
Eating places.....	-3.2	40.7	110.1	36.9	79.5
Drinking places.....	-1.7	6.8	10.5	1.9	3.2
General merchandise group.....	-18.9	13.2	1,558.5	15.8	649.0
Variety stores.....	22.1	(D)	(D)	21.7	19.3
General merchandise stores (except variety).....	-25.9	(D)	(D)	14.6	1,004.5
Apparel, accessories stores.....	7.0	8.9	44.9	9.0	40.1
Shoe stores.....	38.2	51.5	387.4	51.5	387.4
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	-8.2	(D)
Family clothing stores ³	(D)	-25.7	(D)	-25.7	(D)
Women's clothing, specialty stores.....	1.8	(D)	(D)	4.1	240.6
Ready-to-wear stores ³	(D)	(D)	(D)	3.3	(D)
All other apparel stores.....	(D)	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	13.0	26.8	50.9	35.8	72.6
Furniture, home furnishings stores, antique stores.....	5.2	-2.3	-15.7	-1.3	-1.7
Household appliance, radio, TV stores.....	26.7	76.4	159.0	90.3	183.3
Automotive group.....	55.8	57.8	61.2	55.4	54.9
Gasoline service stations.....	-7.2	53.1	80.4	43.7	58.0
Lumber, building materials, hardware, farm equip. dealers...	16.4	40.6	49.7	44.3	50.9
Hardware stores.....	(NA)	41.2	(NA)	27.2	(NA)
Other.....	(NA)	40.6	(NA)	47.5	(NA)
Drug stores, proprietary stores.....	-6.2	7.3	18.6	14.0	29.7
Other retail stores ⁴	-3.2	2.6	10.7	7.5	17.1
Liquor stores.....	9.3	34.9	93.2	46.1	129.7
Jewelry stores.....	(D)	(D)	(D)	3.4	(D)
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	(D)	(D)
Motion picture theaters.....	-14.3	(D)	(D)	22.6	118.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

FORT WAYNE, INDIANA

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF FORT WAYNE CITY AND OF FORT WAYNE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	51.1	59.7	44.8	52.8
Food stores.....	20.6	21.8	17.6	18.8
Eating, drinking places.....	36.0	45.7	32.0	39.3
Eating places.....	42.1	61.2	36.4	51.4
Drinking places.....	28.2	30.7	26.0	27.0
General merchandise group.....	70.2	98.0	66.5	94.8
Variety stores.....	(D)	89.6	88.4	88.1
General merchandise stores (except variety).....	(D)	99.6	62.1	96.1
Apparel, accessories stores.....	93.2	94.9	92.0	93.8
Shoe stores.....	87.7	96.2	87.7	96.2
Men's, boys' clothing and furnishings stores ²	100.0	(D)	100.0	86.4
Family clothing stores ²	(D)	100.0	(D)	100.0
Women's clothing, specialty stores.....	(D)	(D)	96.7	99.0
Ready-to-wear stores ²	(D)	(D)	97.0	(D)
All other apparel stores.....	(D)	(D)	(D)	84.0
Furniture, home furnishings, appliance dealers.....	56.6	63.5	51.4	61.7
Furniture, home furnishings stores, antique stores	69.1	64.2	64.7	63.2
Household appliance, radio, TV stores.....	44.9	62.5	39.6	59.4
Automotive group.....	62.9	63.7	58.4	58.2
Gasoline service stations.....	18.9	31.2	14.2	21.9
Lumber, building materials, hardware, farm equip. dealers	22.6	27.3	15.5	19.2
Drug stores, proprietary stores.....	39.9	45.7	36.0	43.8
Other retail stores ³	55.5	58.8	42.7	47.4
Liquor stores.....	56.3	69.5	52.0	69.5
Jewelry stores.....	(D)	(D)	89.1	(D)
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

² Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF FORT WAYNE, THE ENTIRE CITY, AND THE FORT WAYNE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	6.8	6.9	16.8	18.8	17.2	19.4
Eating, drinking places.....	5.9	6.4	8.4	8.4	8.3	8.6
Eating places.....	3.9	4.2	4.7	4.1	4.8	4.3
Drinking places.....	2.0	2.2	3.7	4.3	3.5	4.3
General merchandise group.....	25.4	32.9	18.4	20.1	17.1	18.4
Variety stores.....	5.6	4.8	(D)	3.2	2.8	2.9
General merchandise stores (except variety).....	19.8	28.1	(D)	16.9	14.2	15.5
Apparel, accessories stores.....	14.0	13.9	7.7	8.7	6.8	7.8
Shoe stores.....	3.2	2.4	1.8	1.5	1.6	1.3
Men's, boys' clothing and furnishings stores ¹	4.0	4.0	2.1	(D)	1.8	2.4
Family clothing stores ¹	(D)	0.5	0.2	0.3	0.1	0.2
Women's clothing, specialty stores.....	6.2	6.4	(D)	(D)	2.9	3.4
Ready-to-wear stores ¹	5.8	(D)	(D)	3.6	2.7	3.2
All other apparel stores.....	(D)	0.5	0.3	(D)	(D)	0.3
Furniture, home furnishings, appliance dealers.....	6.3	5.8	5.6	5.5	5.5	5.0
Furniture, home furnishings stores, antique stores.....	3.7	3.7	2.7	3.5	2.6	3.1
Household appliance, radio, TV stores.....	2.6	2.1	2.9	2.0	2.9	1.9
Automotive group.....	26.8	18.2	21.9	17.1	20.6	16.5
Gasoline service stations.....	2.1	2.4	5.7	4.6	6.6	5.7
Lumber, building materials, hardware, farm equipment dealers..	2.2	2.0	5.0	4.4	6.4	5.5
Hardware stores.....	(NA)	(NA)	0.6	0.5	0.9	0.9
Other.....	(NA)	(NA)	4.4	3.9	5.5	4.6
Drug stores, proprietary stores.....	2.5	2.8	3.2	3.7	3.1	3.4
Other retail stores ²	8.0	8.7	7.3	8.7	8.4	9.7
Liquor stores.....	0.9	0.9	0.8	0.8	0.8	0.7
Jewelry stores.....	1.7	(D)	(D)	(D)	0.8	1.0
Book, stationery stores.....	(D)	(D)	(D)	0.2	(D)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Camden, New Jersey



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-69—Camden, N. J.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

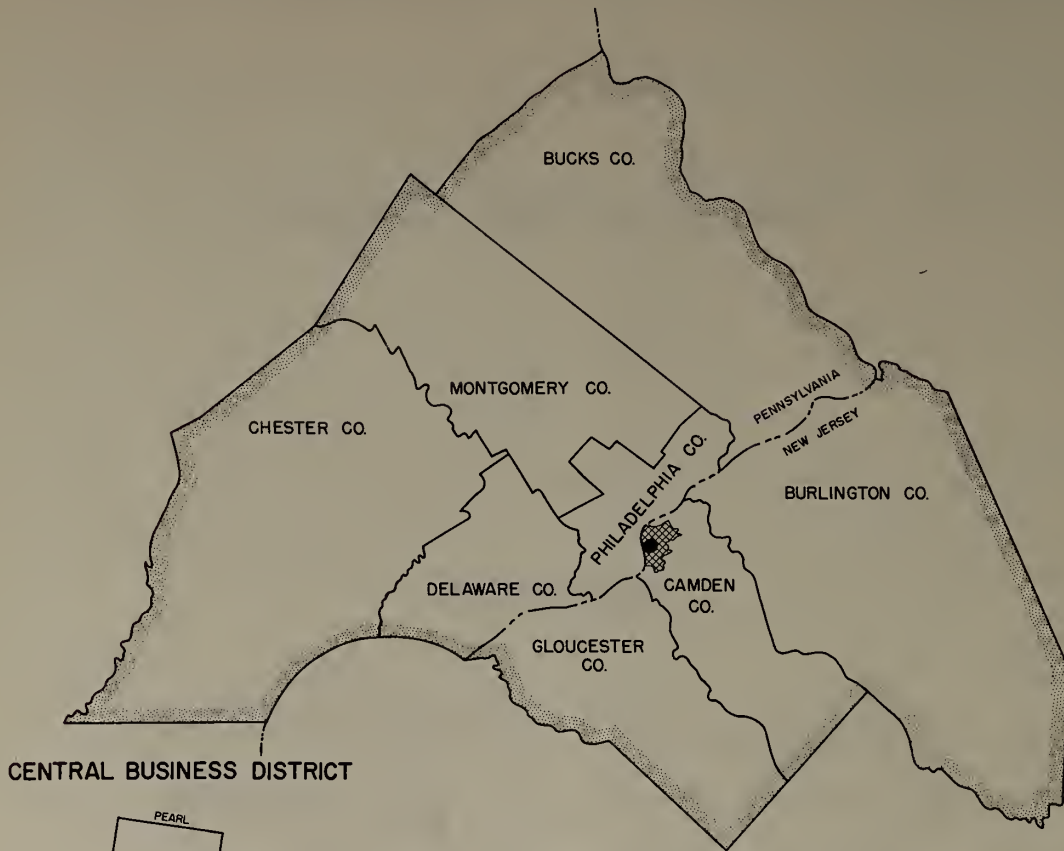
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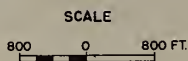
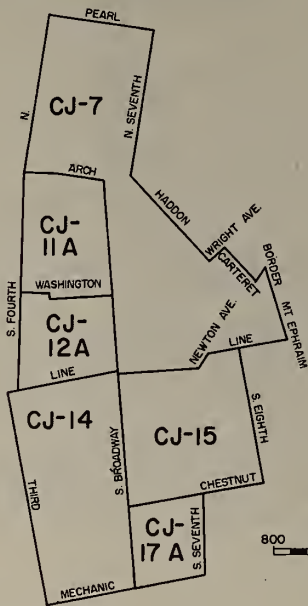
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CAMDEN, NEW JERSEY CENTRAL BUSINESS DISTRICT PHILADELPHIA, PENNSYLVANIA STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN AREA
- CJ-7 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF CAMDEN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	521	51,931	6,355	567	43,791	5,444
Food stores.....	110	9,505	714	115	6,857	461
Eating, drinking places.....	95	5,294	1,128	89	4,617	938
Eating places.....	49	3,433	868	47	3,058	710
Drinking places.....	46	1,861	260	42	1,559	228
General merchandise group.....	16	6,692	904	16	5,890	757
Variety stores.....	8	3,473	563	9	3,059	479
General merchandise stores (except variety).....	8	3,219	341	7	2,831	278
Apparel, accessories stores ¹	125	9,160	1,103	146	9,154	987
Shoe stores.....	30	2,225	271	27	2,332	243
Men's, boys' clothing and furnishings stores ³	15	1,522	190	20	1,632	157
Family clothing stores ³	5	(D)	(D)	5	(D)	(D)
Women's clothing, specialty stores.....	46	3,391	407	58	3,170	347
Ready-to-wear stores ³	21	1,994	245	28	2,267	286
All other apparel stores.....	17	851	89	25	858	83
Furniture, home furnishings, appliance dealers.....	38	6,139	862	41	6,720	1,041
Furniture, home furnishings stores, antique stores	26	4,155	592	30	5,281	880
Household appliance, radio, TV stores.....	12	1,984	270	11	1,439	161
Automotive group.....	6	2,825	282	4	467	45
Gasoline service stations.....	18	992	92	18	602	83
Lumber, building materials, hardware, farm equip. dealers	20	3,939	409	18	2,505	265
Hardware stores.....	5	228	20	4	166	7
Other.....	15	3,711	389	14	2,339	258
Drug stores, proprietary stores.....	16	1,600	202	18	1,556	234
Other retail stores ⁴	77	5,785	659	102	5,423	633
Liquor stores.....	10	1,530	131	12	1,447	119
Jewelry stores.....	13	876	170	16	1,047	183
Book, stationery stores.....	3	189	40	3	230	52
SELECTED SERVICE TRADES						
Hotels.....	3	(D)	(D)	3	1,044	367
Motion picture theaters.....	5	1,044	194	8	1,565	323

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF CAMDEN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,626	162,996	17,453	1,811	135,818	14,582
Food stores.....	462	36,973	2,366	582	34,267	2,111
Eating, drinking places.....	346	15,053	2,527	346	12,070	1,904
Eating places.....	182	7,704	1,524	165	5,953	1,084
Drinking places.....	162	7,291	1,003	181	6,117	820
General merchandise group.....	65	20,075	2,589	42	15,361	2,062
Variety stores.....	20	4,388	(D)	19	3,706	557
General merchandise stores (except variety).....	45	15,687	(D)	23	11,655	1,505
Apparel, accessories stores.....	197	12,249	1,342	211	11,827	1,198
Shoe stores.....	44	2,693	314	38	2,794	284
Men's, boys' clothing and furnishings stores ³	25	2,274	261	27	2,114	206
Family clothing stores ³	7	1,548	194	6	1,431	204
Women's clothing, specialty stores.....	75	4,067	457	90	4,243	417
Ready-to-wear stores ³	31	2,319	277	42	3,063	349
All other apparel stores.....	24	1,255	116	29	927	87
Furniture, home furnishings, appliance dealers.....	89	15,484	2,320	84	13,125	1,997
Furniture, home furnishings stores, antique stores	62	10,862	1,782	58	10,452	1,715
Household appliance, radio, TV stores.....	27	4,622	538	26	2,673	282
Automotive group.....	42	27,787	2,734	54	21,239	2,211
Gasoline service stations.....	97	8,155	595	103	3,337	322
Lumber, building materials, hardware, farm equip. dealers	62	10,808	1,403	65	9,319	1,188
Hardware stores.....	27	2,344	249	24	1,066	75
Other.....	35	8,464	1,154	41	8,253	1,113
Drug stores, proprietary stores.....	49	3,246	333	55	3,092	372
Other retail stores ⁴	217	13,166	1,244	269	12,181	1,217
Liquor stores.....	40	4,558	323	37	3,166	235
Jewelry stores.....	24	1,066	173	32	1,266	202
Book, stationery stores.....	4	(D)	(D)	7	263	54
SELECTED SERVICE TRADES						
Hotels.....	5	(D)	(D)	6	(D)	(D)
Motion picture theaters.....	9	1,212	230	15	1,997	405

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 60 such establishments with sales of \$5,772,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PHILADELPHIA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	41,033	4,060,541	438,817	42,410	3,109,188	336,911
Food stores.....	11,360	998,952	65,631	13,026	741,183	44,242
Eating, drinking places.....	8,285	396,723	77,332	8,585	319,427	56,556
Eating places.....	4,582	242,306	52,794	4,454	178,790	35,269
Drinking places.....	3,681	153,969	24,538	4,131	140,637	21,287
General merchandise group.....	1,440	471,887	71,580	1,076	427,013	69,852
Variety stores.....	432	66,604	10,875	375	53,845	8,061
General merchandise stores (except variety).....	988	404,819	60,705	701	373,168	61,791
Apparel, accessories stores.....	4,281	335,903	42,923	4,320	294,675	35,574
Shoe stores.....	799	57,086	7,022	713	48,256	5,420
Men's, boys' clothing and furnishings stores ³	588	69,570	10,136	512	61,011	7,835
Family clothing stores ³	160	17,301	2,016	146	18,197	2,110
Women's clothing, specialty stores.....	1,699	148,778	19,149	1,799	126,637	15,254
Ready-to-wear stores ³	713	106,029	14,391	670	100,225	13,477
All other apparel stores.....	685	35,670	4,600	724	32,227	4,955
Furniture, home furnishings, appliance dealers.....	2,381	222,717	27,543	2,130	179,043	20,582
Furniture, home furnishings stores, antique stores	1,624	145,794	19,007	1,310	108,358	13,859
Household appliance, radio, TV stores.....	757	76,923	8,536	820	70,685	6,723
Automotive group.....	1,265	672,046	62,359	1,194	405,411	38,674
Gasoline service stations.....	2,797	190,410	15,228	2,954	103,290	8,935
Lumber, building materials, hardware, farm equip. dealers	1,616	212,083	24,362	1,525	159,557	17,914
Hardware stores.....	711	45,645	4,555	737	42,224	4,247
Other.....	893	166,146	19,807	788	117,333	13,667
Drug stores, proprietary stores.....	1,852	125,381	12,696	1,971	93,381	9,012
Other retail stores ⁴	5,756	434,439	39,163	5,629	386,208	35,570
Liquor stores.....	385	111,379	5,170	614	100,412	3,696
Jewelry stores.....	474	28,972	4,493	473	25,105	3,866
Book, stationery stores.....	222	13,403	1,787	188	13,589	2,193
SELECTED SERVICE TRADES						
Hotels.....	231	36,233	12,180	256	34,919	11,956
Motion picture theaters.....	239	31,599	6,189	335	38,014	9,093

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 2580 such establishments with sales of \$254,357,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF CAMDEN, THE ENTIRE CITY, AND THE PHILADELPHIA STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	18.6	20.0	20.7	30.6	30.8
Food stores.....	38.6	7.9	0.2	34.8	34.7
Eating, drinking places.....	14.7	24.7	30.9	24.2	24.3
Eating places.....	12.3	29.4	47.5	35.5	35.9
Drinking places.....	19.4	19.2	19.1	9.5	9.4
General merchandise group.....	13.6	30.7	41.3	10.5	10.5
Variety stores.....	13.5	18.4	41.4	23.7	24.3
General merchandise stores (except variety).....	13.7	34.6	41.3	8.5	8.4
Apparel, accessories stores.....	0.1	3.6	15.6	14.0	14.4
Shoe stores.....	-4.6	-3.6	1.3	18.3	19.5
Men's, boys' clothing and furnishings stores ³	-6.8	7.6	56.0	14.0	14.6
Family clothing stores ³	(D)	8.2	(D)	-4.9	(D)
Women's clothing, specialty stores.....	7.0	-4.2	-37.0	17.5	17.8
Ready-to-wear stores ³	-12.1	-24.3	-59.2	5.8	6.2
All other apparel stores.....	-0.8	35.4	485.5	10.7	11.0
Furniture, home furnishings, appliance dealers.....	-8.7	18.0	45.9	24.4	25.7
Furniture, home furnishings stores, antique stores.....	-21.3	3.9	29.7	34.5	37.4
Household appliance, radio, TV stores.....	37.9	72.9	113.8	8.8	8.2
Automotive group.....	504.9	30.8	20.2	65.8	65.3
Gasoline service stations.....	64.8	144.4	161.9	84.3	84.5
Lumber, building materials, hardware, farm equip. dealers...	57.2	16.0	0.8	32.9	32.5
Hardware stores.....	37.3	119.9	135.1	8.1	8.0
Other.....	58.7	2.6	-19.6	41.6	41.3
Drug stores, proprietary stores.....	2.8	5.0	7.2	34.3	34.8
Other retail stores ⁴	6.7	8.1	9.2	12.5	12.6
Liquor stores.....	5.7	44.0	76.1	10.9	11.0
Jewelry stores.....	-16.3	-15.8	-13.3	15.4	16.8
Book, stationery stores.....	-17.8	(D)	(D)	-1.4	-1.1
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	3.8	(D)
Motion picture theaters.....	-33.3	-39.3	-61.1	-16.9	-16.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF CAMDEN CITY AND OF PHILADELPHIA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	31.9	32.2	1.3	1.4
Food stores.....	25.7	20.0	1.0	0.9
Eating, drinking places.....	35.2	38.3	1.3	1.4
Eating places.....	44.6	51.4	1.4	1.7
Drinking places.....	25.5	25.5	1.2	1.1
General merchandise group.....	33.3	38.3	1.4	1.4
Variety stores.....	79.1	82.5	5.2	5.7
General merchandise stores (except variety).....	20.5	24.3	0.8	0.8
Apparel, accessories stores.....	74.8	77.4	2.7	3.1
Shoe stores.....	82.6	83.5	3.9	4.8
Men's, boys' clothing and furnishings stores ²	66.9	77.2	2.2	2.7
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	83.4	74.7	2.3	2.5
Ready-to-wear stores ²	86.0	74.0	1.9	2.3
All other apparel stores.....	67.8	92.6	2.4	2.7
Furniture, home furnishings, appliance dealers.....	39.6	51.2	2.8	3.8
Furniture, home furnishings stores, antique stores	38.3	50.5	2.8	4.9
Household appliance, radio, TV stores.....	42.9	53.8	2.6	2.0
Automotive group.....	10.2	2.2	0.4	0.1
Gasoline service stations.....	12.2	18.0	0.5	0.6
Lumber, building materials, hardware, farm equip. dealers	36.4	26.9	1.9	1.6
Hardware stores.....	9.7	15.6	0.5	0.4
Other.....	43.8	28.3	2.2	2.0
Drug stores, proprietary stores.....	49.3	50.3	1.3	1.7
Other retail stores ³	43.9	44.5	1.3	1.4
Liquor stores.....	33.6	45.7	1.4	1.4
Jewelry stores.....	82.2	82.7	3.0	4.2
Book, stationery stores.....	(D)	87.5	1.4	1.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF CAMDEN, THE ENTIRE CITY, AND THE PHILADELPHIA STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	18.3	15.7	22.7	25.1	24.6	23.8
Eating, drinking places.....	10.2	10.5	9.2	8.9	9.8	10.3
Eating places.....	6.6	7.0	4.7	4.4	6.0	5.8
Drinking places.....	3.6	3.5	4.5	4.5	3.8	4.5
General merchandise group.....	12.9	13.4	12.3	11.3	11.6	13.7
Variety stores.....	6.7	7.0	2.7	2.7	1.6	1.7
General merchandise stores (except variety).....	6.2	6.4	9.6	8.6	10.0	12.0
Apparel, accessories stores.....	17.6	20.9	7.5	8.7	8.3	9.5
Shoe stores.....	4.3	5.3	1.9	2.1	1.4	1.6
Men's, boys' clothing and furnishings stores ¹	2.9	3.7	1.4	1.6	1.9	2.0
Family clothing stores ¹	(D)	(D)	0.9	1.1	0.4	0.6
Women's clothing, specialty stores.....	6.5	7.2	2.5	3.1	3.7	4.3
Ready-to-wear stores ¹	3.8	5.2	1.4	2.3	2.6	3.2
All other apparel stores.....	1.6	2.0	0.8	0.7	0.9	1.0
Furniture, home furnishings, appliance dealers.....	11.8	15.3	9.5	9.7	5.5	5.8
Furniture, home furnishings stores, antique stores.....	8.0	12.1	6.7	7.7	3.6	3.5
Household appliance, radio, TV stores.....	3.8	3.2	2.8	2.0	1.9	2.3
Automotive group.....	5.4	1.1	17.0	15.6	16.6	13.0
Gasoline service stations.....	1.9	1.4	5.0	2.5	4.7	3.3
Lumber, building materials, hardware, farm equipment dealers..	7.6	5.7	6.6	6.9	5.2	5.2
Hardware stores.....	0.4	0.4	1.4	0.8	1.1	1.4
Other.....	7.2	5.3	5.2	6.1	4.1	3.8
Drug stores, proprietary stores.....	3.1	3.6	2.0	2.3	3.1	3.0
Other retail stores ²	11.2	12.4	8.2	9.0	10.6	12.4
Liquor stores.....	2.9	3.3	2.8	2.3	2.7	3.2
Jewelry stores.....	1.7	2.4	0.7	0.9	0.7	0.8
Book, stationery stores.....	0.4	0.5	(D)	0.2	0.3	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Des Moines, Iowa



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-70—Des Moines, Iowa
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Des Moines, Iowa

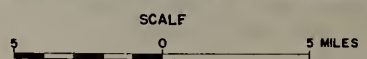
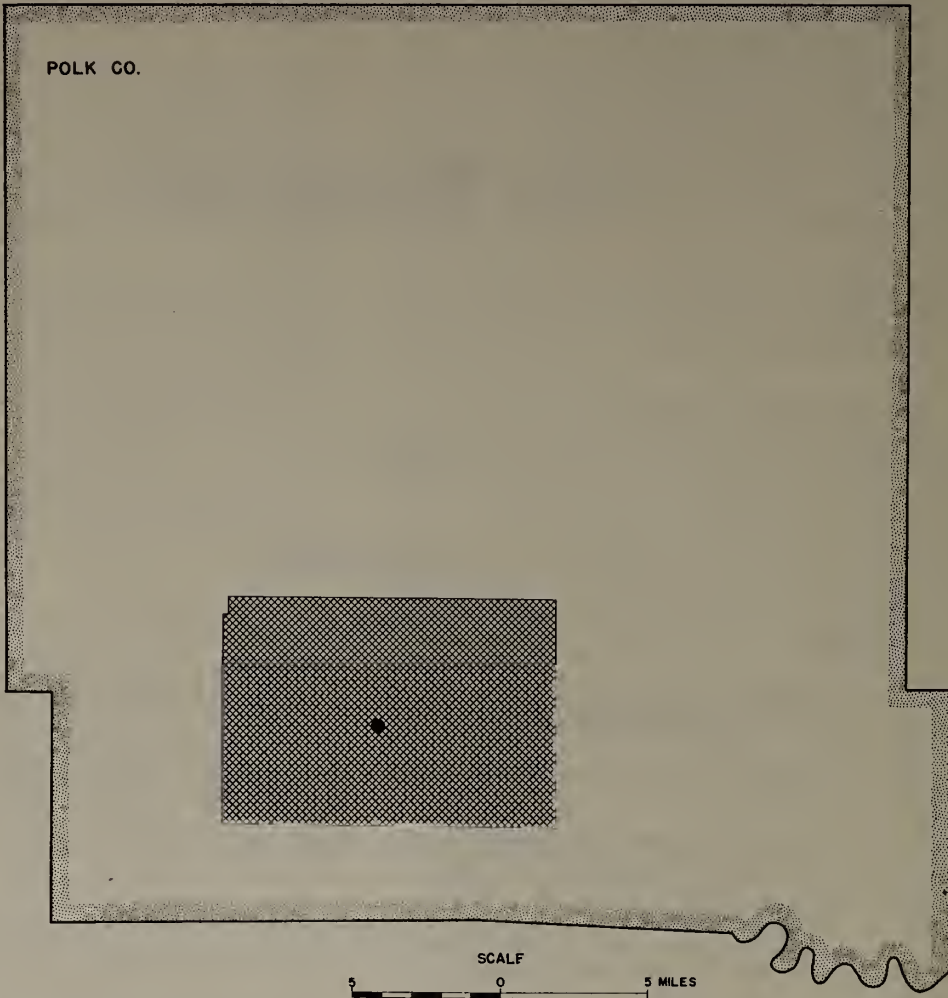


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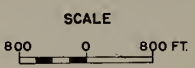
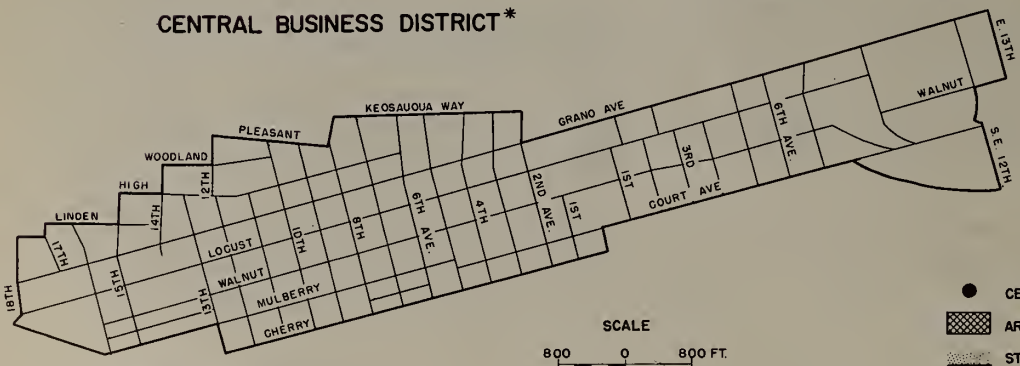
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DES MOINES, IOWA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 34

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF DES MOINES

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	590	150,373	20,388	635	147,048	18,786
Food stores.....	46	4,466	433	51	5,472	382
Eating, drinking places.....	160	7,199	1,456	179	8,132	1,627
Eating places.....	106	5,505	1,229	105	5,325	1,168
Drinking places.....	54	1,694	227	74	2,807	459
General merchandise group.....	16	39,465	6,158	14	42,406	6,665
Department stores.....	6	34,838	5,398	6	37,859	6,011
Variety stores.....	5	3,814	670	5	(D)	(D)
General merchandise stores, n.e.c.....	5	813	90	3	(D)	(D)
Apparel, accessories stores.....	95	17,089	2,569	87	18,543	1,918
Shoe stores.....	31	3,612	518	20	2,631	319
Men's, boys' clothing and furnishings stores ³	21	3,258	513	19	(D)	(D)
Family clothing stores ³	6	(D)	(D)	7	(D)	(D)
Women's clothing, specialty stores.....	25	7,206	1,025	25	7,032	600
Ready-to-wear stores ³	17	6,623	926	17	(D)	(D)
All other apparel stores.....	7	390	(D)	10	428	76
Furniture, home furnishings, appliance dealers.....	32	9,152	1,904	34	10,360	1,527
Furniture stores ³	13	7,059	1,593	13	7,720	1,191
Other home furnishings stores ³	7	583	82	8	646	88
Household appliance, radio, TV stores.....	12	1,510	229	13	1,994	248
Automotive group.....	45	48,480	4,451	45	35,042	3,381
Passenger car dealers (franchised & nonfranchised)..	28	45,184	4,007	30	32,567	3,028
Tire, battery, accessory dealers.....	17	3,296	444	15	2,475	353
Other automotive dealers.....
Gasoline service stations.....	25	1,311	155	25	1,214	156
Lumber, building materials, hardware, farm equip.dealers.	22	4,442	727	28	4,223	713
Hardware stores.....	5	979	129	8	1,029	148
Other.....	17	3,463	598	20	3,194	565
Drug stores, proprietary stores.....	19	3,804	616	20	4,059	581
Other retail stores ⁴	130	14,965	1,919	152	17,597	1,836
Liquor stores.....	3	(D)	(D)	3	(D)	(D)
Jewelry stores.....	20	2,738	490	24	2,903	433
Book, stationery stores.....	9	1,143	217	9	1,012	223
Sporting goods, bicycle stores.....	3	(D)	(D)	5	729	84
Florists.....	7	529	96	7	575	91
Music stores.....	9	952	140	12	967	121
Camera, photographic supply stores.....	2	(D)	(D)	1	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	26	5,148	1,831	29	(D)	(D)
Motion picture theaters.....	7	1,366	260	8	1,419	269

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF DES MOINES

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,075	278,434	(D)	1,932	239,233	26,967
Food stores.....	422	55,543	3,769	487	40,681	2,289
Eating, drinking places.....	475	19,155	3,669	467	15,764	2,943
Eating places.....	329	14,768	3,145	303	10,579	2,207
Drinking places.....	146	4,387	524	164	5,185	736
General merchandise group.....	43	41,453	6,329	34	43,171	6,740
Department stores.....	6	34,838	5,398	6	37,859	6,011
Variety stores.....	20	(D)	(D)	19	4,154	615
General merchandise stores, n.e.c.....	17	(D)	(D)	9	1,158	114
Apparel, accessories stores.....	138	(D)	(D)	105	(D)	(D)
Shoe stores.....	34	3,770	541	23	2,670	323
Men's, boys' clothing and furnishings stores ³	27	3,718	549	19	(D)	(D)
Family clothing stores ³	8	2,657	467	8	5,069	467
Women's clothing, specialty stores.....	38	(D)	(D)	29	(D)	(D)
Ready-to-wear stores ³	24	(D)	(D)	19	6,872	579
All other apparel stores.....	23	1,302	249	19	1,280	344
Furniture, home furnishings, appliance dealers.....	135	14,524	2,480	78	12,359	1,751
Furniture stores ³	23	8,131	1,687	22	8,503	1,299
Other home furnishings stores ³	20	(D)	(D)	16	945	(D)
Household appliance, radio, TV stores.....	82	4,607	(D)	36	(D)	(D)
Automotive group.....	123	60,535	5,208	105	48,775	4,165
Passenger car dealers (franchised & nonfranchised)..	70	54,093	4,562	69	44,116	3,708
Tire, battery, accessory dealers.....	35	4,118	543	22	2,725	384
Other automotive dealers.....	18	2,324	103	14	1,934	73
Gasoline service stations.....	254	18,885	1,768	216	10,441	735
Lumber, building materials, hardware, farm equip. dealers.	109	16,343	2,234	94	14,678	2,351
Hardware stores.....	30	2,418	265	37	2,902	367
Other.....	79	13,925	1,969	57	11,776	1,984
Drug stores, proprietary stores.....	100	10,067	1,311	95	7,852	933
Other retail stores ⁴	276	(D)	2,990	251	(D)	(D)
Liquor stores.....	4	(D)	(D)	3	(D)	(D)
Jewelry stores.....	24	(D)	(D)	26	(D)	(D)
Book, stationery stores.....	12	1,303	228	13	1,659	369
Sporting goods, bicycle stores.....	10	657	88	8	(D)	(D)
Florists.....	30	116	(D)	12	(D)	(D)
Music stores.....	18	(D)	(D)	16	1,679	207
Camera, photographic supply stores.....	5	371	41	5	295	17
SELECTED SERVICE TRADES						
Hotels.....	35	6,269	2,236	31	4,782	1,588
Motion picture theaters.....	17	1,863	316	21	2,068	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 188 such establishments with sales of \$5,791,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
DES MOINES STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,364	303,944	34,479	2,255	256,636	28,202
Food stores.....	471	61,545	4,094	567	45,111	2,472
Eating, drinking places.....	534	20,756	3,880	539	17,698	3,205
Eating places.....	371	15,924	3,326	347	11,818	2,384
Drinking places.....	163	4,832	554	192	5,880	821
General merchandise group.....	53	41,882	6,358	43	43,486	6,768
Department stores.....	6	34,838	5,398	6	37,859	6,011
Variety stores.....	22	4,416	722	22	4,246	621
General merchandise stores, n.e.c.....	25	2,628	238	15	1,381	136
Apparel, accessories stores.....	140	19,418	2,863	106	19,708	2,210
Shoe stores.....	34	3,770	541	23	2,670	323
Men's, boys' clothing and furnishings stores ³	27	3,718	549	20	3,314	(D)
Family clothing stores ³	8	2,657	467	8	5,069	467
Women's clothing, specialty stores.....	40	7,789	1,057	29	(D)	(D)
Ready-to-wear stores ³	26	7,147	957	19	6,872	579
All other apparel stores.....	15	1,033	249	19	1,280	344
Furniture, home furnishings, appliance dealers.....	148	15,512	2,570	85	12,532	1,758
Furniture stores ³	26	8,667	1,743	22	8,503	1,299
Other home furnishings stores ³	21	1,565	268	16	945	(D)
Household appliance, radio, TV stores.....	91	5,048	559	40	2,946	(D)
Automotive group.....	134	66,858	5,551	131	52,031	4,436
Passenger car dealers (franchised & nonfranchised)..	80	58,552	4,833	88	46,516	3,860
Tire, battery, accessory dealers.....	35	4,118	543	25	2,791	396
Other automotive dealers.....	19	4,188	175	18	2,724	180
Gasoline service stations.....	309	21,446	1,967	272	12,042	810
Lumber, building materials, hardware, farm equip. dealers.	150	20,490	2,667	135	18,694	2,666
Hardware stores.....	45	3,012	308	52	3,551	407
Other.....	105	17,478	2,359	83	15,143	2,259
Drug stores, proprietary stores.....	118	10,893	1,394	104	8,216	955
Other retail stores ⁴	307	25,144	3,135	273	27,118	2,922
Liquor stores.....	5	5,022	202	4	4,558	135
Jewelry stores.....	25	2,793	491	28	2,940	441
Book, stationery stores.....	12	1,303	228	13	1,659	369
Sporting goods, bicycle stores.....	13	715	90	9	803	88
Florists.....	33	1,185	251	14	897	158
Music stores.....	20	1,606	235	16	1,679	207
Camera, photographic supply stores.....	5	371	41	5	295	17
SELECTED SERVICE TRADES						
Hotels.....	35	6,269	2,268	31	4,782	1,588
Motion picture theaters.....	22	2,163	370	26	2,202	725

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 203 such establishments with sales of \$6,010,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF DES MOINES, THE ENTIRE CITY, AND THE DES MOINES STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	2.3	16.4	38.9	18.4	40.1
Food stores.....	-18.4	36.5	45.1	36.4	44.0
Eating, drinking places.....	-11.5	21.5	56.7	17.3	41.7
Eating places.....	3.4	39.6	76.3	34.7	67.4
Drinking places.....	-39.7	-15.4	13.2	-17.8	2.1
General merchandise group.....	-6.9	-4.0	159.9	-3.7	123.8
Department stores.....	-8.0	-8.0	...	-8.0	...
Variety stores.....	(D)	(D)	(D)	4.0	(D)
General merchandise stores, n.e.c.....	(D)	(D)	(D)	90.3	(D)
Apparel, accessories stores.....	-7.9	(D)	(D)	-1.5	99.9
Shoe stores.....	37.3	41.2	305.1	41.2	305.1
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	12.2	(D)
Family clothing stores ³	(D)	-47.6	(D)	-47.6	(D)
Women's clothing, specialty stores.....	2.5	(D)	(D)	(D)	(D)
Ready-to-wear stores ³	(D)	(D)	(D)	4.0	(D)
All other apparel stores.....	-8.9	1.7	7.0	1.7	7.0
Furniture, home furnishings, appliance dealers.....	-11.7	17.5	168.7	23.8	192.8
Furniture stores ³	-8.6	-4.4	36.8	1.9	105.4
Other home furnishings stores ³	-9.8	(D)	(D)	65.6	228.4
Household appliance, radio, TV stores.....	-24.3	(D)	(D)	71.4	271.6
Automotive group.....	38.3	24.1	-12.2	28.5	8.2
Passenger car dealers (franchised and nonfranchised).....	38.7	22.6	-22.9	25.9	-4.2
Tire, battery, accessory dealers.....	33.2	51.1	228.8	47.5	160.1
Other automotive dealers.....	...	20.2	20.2	53.7	53.7
Gasoline service stations.....	8.0	80.9	90.5	78.1	86.0
Lumber, building materials, hardware, farm equip. dealers....	5.2	11.3	13.8	9.6	10.9
Hardware stores.....	-4.9	-16.7	-23.2	-15.2	-19.4
Other.....	8.4	18.2	21.9	15.4	17.3
Drug stores, proprietary stores.....	-6.3	28.2	65.1	32.6	70.5
Other retail stores ⁴	-15.0	(D)	(D)	-7.3	6.9
Liquor stores.....	(D)	(D)	(D)	10.2	(D)
Jewelry stores.....	-5.7	(D)	(D)	-5.0	48.6
Book, stationery stores.....	12.9	-74.6	-75.3	-21.5	-75.3
Sporting goods, bicycle stores.....	(D)	(D)	(D)	-11.0	(D)
Florists.....	-8.0	(D)	(D)	32.1	103.7
Music stores.....	-1.6	(D)	(D)	-4.4	-8.2
Camera, photographic supply stores.....	(D)	25.8	(D)	25.8	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	31.1	(D)	31.1	(D)
Motion picture theaters.....	-3.7	-9.9	2.8	-1.8	23.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF DES MOINES CITY AND OF DES MOINES STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	54.0	61.5	49.5	57.3
Food stores.....	8.0	13.5	7.3	12.1
Eating, drinking places.....	37.6	51.6	34.7	45.9
Eating places.....	37.3	50.3	31.7	45.1
Drinking places.....	38.6	54.1	35.1	47.7
General merchandise group.....	95.2	98.2	94.2	97.5
Department stores.....	100.0	100.0	100.0	100.0
Variety stores.....	(D)	(D)	86.4	(D)
General merchandise stores, n.e.c.....	(D)	(D)	30.9	(D)
Apparel, accessories stores.....	(D)	(D)	88.0	94.1
Shoe stores.....	95.8	98.5	95.8	(D)
Men's, boys' clothing and furnishings stores ²	87.6	(D)	87.6	98.3
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	(D)	(D)	92.5	(D)
Ready-to-wear stores ²	(D)	(D)	92.7	(D)
All other apparel stores.....	30.0	33.4	30.0	33.4
Furniture, home furnishings, appliance dealers.....	63.0	83.8	59.0	82.7
Furniture stores ²	86.8	90.8	81.4	90.8
Other home furnishings stores ²	(D)	68.4	37.3	68.4
Household appliance, radio, TV stores.....	32.8	(D)	29.9	67.7
Automotive group.....	80.1	71.8	72.5	67.3
Passenger car dealers (franchised and nonfranchised)...	83.5	73.8	77.2	70.0
Tire, battery, accessory dealers.....	80.0	90.8	80.0	88.7
Other automotive dealers.....	XXX	XXX	XXX	XXX
Gasoline service stations.....	6.9	11.6	6.1	10.1
Lumber, building materials, hardware, farm equip. dealers.	27.2	28.8	21.7	22.6
Hardware stores.....	40.5	35.5	32.5	29.0
Other.....	24.9	27.1	19.8	21.1
Drug stores, proprietary stores.....	37.8	51.7	34.9	49.4
Other retail stores ³	(D)	(D)	59.5	64.9
Liquor stores.....	(D)	(D)	(D)	(D)
Jewelry stores.....	(D)	(D)	98.0	98.7
Book, stationery stores.....	87.7	61.0	87.7	61.0
Sporting goods, bicycle stores.....	(D)	(D)	(D)	90.8
Florists.....	45.6	(D)	44.6	64.1
Music stores.....	(D)	57.6	59.3	57.6
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

² Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³ This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF DES MOINES, THE ENTIRE CITY, AND THE DES MOINES STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.0	3.7	19.9	17.0	20.2	17.5
Eating, drinking places.....	4.8	5.5	6.9	6.6	6.8	6.9
Eating places.....	3.7	3.6	5.3	4.4	5.2	4.6
Drinking places.....	1.1	1.9	1.6	2.2	1.6	2.3
General merchandise group.....	26.2	28.8	14.9	18.0	13.8	16.9
Department stores.....	23.2	25.7	12.5	15.8	11.5	14.7
Variety stores.....	2.5	(D)	(D)	1.7	1.5	1.7
General merchandise stores, n.e.c.....	0.5	(D)	(D)	0.5	0.8	0.5
Apparel, accessories stores.....	11.3	12.6	(D)	(D)	6.4	7.7
Shoe stores.....	2.4	1.8	1.4	1.1	1.2	1.0
Men's, boys' clothing and furnishings stores ¹	2.2	(D)	1.3	(D)	1.6	1.3
Family clothing stores ¹	(D)	(D)	1.0	2.1	0.5	2.0
Women's clothing, specialty stores.....	4.8	4.8	(D)	(D)	2.6	(D)
Ready-to-wear stores ¹	4.4	(D)	(D)	2.9	2.4	2.7
All other apparel stores.....	0.3	0.3	0.5	0.5	0.4	0.5
Furniture, home furnishings, appliance dealers.....	6.1	7.0	5.2	5.2	5.1	4.9
Furniture stores ¹	4.7	5.2	2.9	3.6	2.9	3.4
Other home furnishings stores ¹	0.4	0.4	(D)	0.4	0.5	0.4
Household appliance, radio, TV stores.....	1.0	1.4	1.7	(D)	1.7	1.1
Automotive group.....	32.2	23.8	21.7	20.4	22.0	20.3
Passenger car dealers (franchised and nonfranchised).....	30.0	22.1	19.4	18.5	19.3	18.1
Tire, battery, accessory dealers.....	2.2	1.7	1.5	1.1	1.4	1.1
Other automotive dealers.....	0.8	0.8	1.3	1.1
Gasoline service stations.....	0.9	0.8	6.8	4.4	7.1	4.7
Lumber, building materials, hardware, farm equipment dealers...	3.0	2.9	5.9	6.1	6.7	7.3
Hardware stores.....	0.7	0.7	0.9	1.2	1.0	1.4
Other.....	2.3	2.2	5.0	4.9	5.7	5.9
Drug stores, proprietary stores.....	2.5	2.8	3.6	3.3	3.6	3.2
Other retail stores ²	10.0	12.1	(D)	(D)	8.3	10.6
Liquor stores.....	(D)	(D)	(D)	(D)	1.7	1.8
Jewelry stores.....	1.8	2.0	(D)	(D)	0.9	1.1
Book, stationery stores.....	0.8	0.7	0.5	0.7	0.4	0.6
Sporting goods, bicycle stores.....	(D)	0.5	0.2	(D)	0.2	0.3
Florists.....	0.4	0.4	0.4	(D)	0.4	0.3
Music stores.....	0.6	0.7	(D)	0.7	0.5	0.7
Camera, photographic supply stores.....	(D)	(D)	0.1	0.1	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Rockford, Illinois



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD -71—Rockford, Illinois
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Rockford, Illinois



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ROCKFORD, ILLINOIS

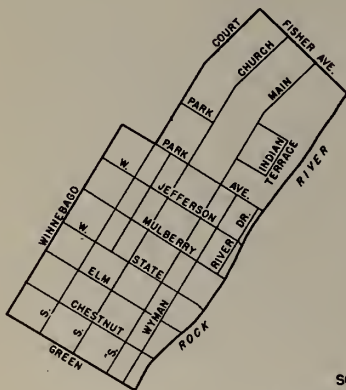
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

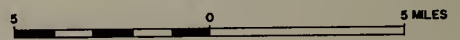
WINNEBAGO CO.



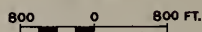
CENTRAL BUSINESS DISTRICT*



SCALE



SCALE



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ▧ STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 29

ROCKFORD, ILLINOIS

9

 Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
 CENTRAL BUSINESS DISTRICT OF ROCKFORD

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	278	56,757	8,685	244	51,201	6,938
Food stores.....	23	2,052	283	22	2,764	252
Eating, drinking places.....	44	3,038	828	48	3,224	759
Eating places.....	32	2,408	724	35	2,494	632
Drinking places.....	12	630	104	13	730	127
General merchandise group.....	15	16,269	2,673	11	16,799	2,379
Variety stores.....	4	2,202	350	4	2,253	357
General merchandise stores (except variety).....	11	14,067	2,323	7	14,546	2,022
Apparel, accessories stores.....	81	10,155	1,589	52	9,193	1,207
Shoe stores.....	19	2,121	292	12	1,293	147
Men's, boys' clothing and furnishings stores ³	14	2,847	526	9	2,664	454
Family clothing stores ³	4	674	81	2	(D)	(D)
Women's clothing, specialty stores.....	37	4,084	636	19	4,486	535
Ready-to-wear stores ³	14	3,270	510	12	4,215	501
All other apparel stores.....	7	429	54	7	426	(D)
Furniture, home furnishings, appliance dealers.....	18	3,478	694	13	2,716	422
Furniture, home furnishings stores, antique stores	6	2,378	486	7	1,958	312
Household appliance, radio, TV stores.....	12	1,100	208	6	758	110
Automotive group.....	13	12,895	1,246	21	9,149	1,031
Gasoline service stations.....	4	235	18	5	270	39
Lumber, building materials, hardware, farm equip. dealers	6	1,184	183	6	1,027	119
Drug stores, proprietary stores.....	10	2,668	402	10	2,254	279
Other retail stores ⁴	64	4,783	769	56	3,805	451
Liquor stores.....	2	(D)	(D)	4	287	39
Jewelry stores.....	21	1,732	292	17	1,422	159
Book, stationery stores.....	5	365	85	3	213	45
SELECTED SERVICE TRADES						
Hotels.....	7	768	291	6	766	233
Motion picture theaters.....	3	792	170	4	1,134	221

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ROCKFORD

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,268	172,191	20,254	1,184	134,914	15,413
Food stores.....	285	35,640	2,435	321	28,254	1,733
Eating, drinking places.....	273	14,595	2,612	240	10,781	2,009
Eating places.....	157	7,882	1,836	142	6,041	1,381
Drinking places.....	116	6,713	776	98	4,740	628
General merchandise group.....	34	19,748	3,149	21	19,616	2,798
Variety stores.....	14	(D)	(D)	9	2,721	441
General merchandise stores (except variety).....	20	(D)	(D)	12	16,895	2,357
Apparel, accessories stores.....	135	12,625	1,857	87	10,689	1,366
Shoe stores.....	31	(D)	(D)	20	1,605	186
Men's, boys' clothing and furnishings stores ³	23	3,384	615	20	3,250	536
Family clothing stores ³	7	(D)	(D)	4	390	40
Women's clothing, specialty stores.....	57	4,777	690	27	4,739	551
Ready-to-wear stores ³	20	3,666	554	15	4,375	510
All other apparel stores.....	11	(D)	(D)	11	508	53
Furniture, home furnishings, appliance dealers.....	77	13,347	2,189	51	8,543	1,395
Furniture, home furnishings stores, antique stores	35	7,650	1,479	27	5,680	1,014
Household appliance, radio, TV stores.....	42	5,697	710	24	2,863	381
Automotive group.....	78	34,208	3,039	67	21,686	2,149
Gasoline service stations.....	125	9,310	638	116	5,485	456
Lumber, building materials, hardware, farm equip. dealers	70	15,791	1,978	63	13,140	1,640
Hardware stores.....	29	3,895	463	14	1,507	163
Other.....	41	11,896	1,515	49	11,633	1,477
Drug stores, proprietary stores.....	46	5,909	(D)	47	4,543	514
Other retail stores ⁴	145	11,018	(D)	171	12,177	1,353
Liquor stores.....	14	1,948	(D)	24	1,873	167
Jewelry stores.....	25	(D)	(D)	23	(D)	(D)
Book, stationery stores.....	8	549	124	6	448	105
SELECTED SERVICE TRADES						
Hotels.....	20	2,056	685	18	1,919	573
Motion picture theaters.....	7	1,352	275	10	1,614	315

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 71 such establishments with sales of \$4,056,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ROCKFORD STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,625	199,324	22,795	1,626	160,309	17,262
Food stores.....	352	41,975	2,758	445	35,718	1,993
Eating, drinking places.....	356	19,144	3,527	350	15,083	2,647
Eating places.....	206	10,541	2,569	204	7,982	1,733
Drinking places.....	150	8,603	958	146	7,101	914
General merchandise group.....	41	20,477	3,230	32	20,010	2,818
Variety stores.....	16	3,135	483	14	2,806	446
General merchandise stores (except variety).....	25	17,342	2,747	18	17,204	2,372
Apparel, accessories stores.....	138	12,764	1,868	96	10,784	1,366
Shoe stores.....	32	2,802	729	25	1,665	186
Men's, boys' clothing and furnishings stores ³	23	3,384	615	20	3,250	536
Family clothing stores ³	9	970	(D)	4	390	40
Women's clothing, specialty stores.....	57	4,777	690	27	4,739	551
Ready-to-wear stores ³	20	3,666	554	15	4,375	510
All other apparel stores.....	11	(D)	(D)	11	508	53
Furniture, home furnishings, appliance dealers.....	102	14,223	2,266	69	9,712	1,630
Furniture, home furnishings stores, antique stores	44	7,978	1,513	37	6,642	1,230
Household appliance, radio, TV stores.....	58	6,245	753	32	3,070	400
Automotive group.....	97	36,003	3,113	84	23,711	2,204
Gasoline service stations.....	172	12,217	819	186	8,100	574
Lumber, building materials, hardware, farm equip. dealers	105	21,549	2,543	102	17,399	1,979
Hardware stores.....	37	4,394	510	28	2,035	206
Other.....	68	17,155	2,033	74	15,364	1,773
Drug stores, proprietary stores.....	50	6,265	885	52	4,736	533
Other retail stores ⁴	212	14,707	1,786	210	15,056	1,518
Liquor stores.....	18	2,328	124	31	2,391	207
Jewelry stores.....	26	2,085	326	24	1,821	184
Book, stationery stores.....	8	549	124	6	448	105
SELECTED SERVICE TRADES						
Hotels.....	20	2,056	685	19	(D)	(D)
Motion picture theaters.....	11	1,668	366	13	1,747	333

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 104 such establishments with sales of \$4,817,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ROCKFORD, THE ENTIRE CITY, AND THE ROCKFORD STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	10.9	27.6	37.9	24.3	30.7
Food stores.....	-25.8	26.1	31.8	17.5	21.1
Eating, drinking places.....	-5.8	35.4	52.9	26.9	35.8
Eating places.....	-3.5	30.5	54.3	32.1	48.2
Drinking places.....	-13.7	41.6	51.7	21.2	25.1
General merchandise group.....	-3.2	0.7	23.5	2.3	31.0
Variety stores.....	-2.3	(D)	(D)	11.7	68.7
General merchandise stores (except variety).....	-3.3	(D)	(D)	0.8	23.2
Apparel, accessories stores.....	10.5	18.1	65.1	18.4	64.0
Shoe stores.....	64.0	(D)	(D)	68.3	83.1
Men's, boys' clothing and furnishings stores ³	6.9	4.1	-8.4	4.1	-8.4
Family clothing stores ³	(D)	(D)	(D)	148.7	(D)
Women's clothing, specialty stores.....	-9.0	0.8	173.9	0.8	173.9
Ready-to-wear stores ³	-22.4	-16.2	147.5	-16.2	147.5
All other apparel stores.....	0.7	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	28.1	56.2	69.4	46.4	53.6
Furniture, home furnishings stores, antique stores.....	21.5	34.7	41.6	20.1	19.6
Household appliance, radio, TV stores.....	45.1	99.0	118.4	103.4	122.5
Automotive group.....	40.9	57.7	70.0	51.8	58.7
Gasoline service stations.....	-13.0	69.7	74.0	50.8	53.0
Lumber, building materials, hardware, farm equip. dealers...	15.3	20.2	20.6	23.9	24.4
Hardware stores.....	(NA)	158.5	(NA)	115.9	(NA)
Other.....	(NA)	2.3	(NA)	11.7	(NA)
Drug stores, proprietary stores.....	18.4	30.1	41.6	32.3	44.9
Other retail stores ⁴	25.7	-9.5	-25.5	-2.3	-11.8
Liquor stores.....	(D)	4.0	(D)	-2.6	(D)
Jewelry stores.....	21.8	(D)	(D)	14.5	-11.5
Book, stationery stores.....	71.4	22.5	-21.7	22.5	-21.7
SELECTED SERVICE TRADES					
Hotels.....	0.3	7.1	11.7	(D)	(D)
Motion picture theaters.....	-30.2	-16.2	16.7	-22.6	42.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Minus sign (-) denotes decrease.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ROCKFORD CITY AND OF ROCKFORD STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	33.0	38.0	28.5	31.9
Food stores.....	5.8	9.8	4.9	7.7
Eating, drinking places.....	20.8	29.9	15.9	21.4
Eating places.....	30.6	41.3	22.8	31.2
Drinking places.....	9.4	15.4	7.3	10.3
General merchandise group.....	82.4	85.6	79.5	84.0
Variety stores.....	(D)	82.8	70.2	80.3
General merchandise stores (except variety).....	(D)	86.1	81.1	84.6
Apparel, accessories stores.....	80.4	86.0	79.6	85.2
Shoe stores.....	(D)	80.6	75.7	77.7
Men's, boys' clothing and furnishings stores ²	84.1	82.0	84.1	82.0
Family clothing stores ²	(D)	(D)	69.5	(D)
Women's clothing, specialty stores.....	85.5	94.7	85.5	94.7
Ready-to-wear stores ²	89.2	96.3	89.2	96.3
All other apparel stores.....	(D)	83.9	(D)	83.9
Furniture, home furnishings, appliance dealers.....	26.1	31.8	24.5	28.0
Furniture, home furnishings stores, antique stores	31.1	34.5	29.8	29.5
Household appliance, radio, TV stores.....	19.3	26.5	17.6	24.7
Automotive group.....	37.7	42.2	35.8	38.6
Gasoline service stations.....	2.5	4.9	1.9	3.3
Lumber, building materials, hardware, farm equip. dealers	7.5	7.8	5.5	5.9
Drug stores, proprietary stores.....	45.2	49.6	42.6	47.6
Other retail stores ³	43.4	31.2	32.5	25.3
Liquor stores.....	(D)	15.3	(D)	12.0
Jewelry stores.....	(D)	(D)	83.1	78.1
Book, stationery stores.....	66.5	47.5	66.5	47.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ROCKFORD, THE ENTIRE CITY, AND THE ROCKFORD STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.6	5.4	20.7	20.9	21.2	22.3
Eating, drinking places.....	5.4	6.3	8.5	8.0	9.6	9.4
Eating places.....	4.3	4.9	4.6	4.5	5.3	5.0
Drinking places.....	1.1	1.4	3.9	3.5	4.3	4.4
General merchandise group.....	28.7	32.8	11.5	14.5	10.3	12.5
Variety stores.....	3.9	4.4	(D)	2.0	1.6	1.8
General merchandise stores (except variety).....	24.8	28.4	(D)	12.5	8.7	10.7
Apparel, accessories stores.....	17.9	18.0	7.3	7.9	6.3	6.6
Shoe stores.....	3.7	2.5	(D)	1.2	1.4	1.0
Men's, boys' clothing and furnishings stores ¹	5.0	5.2	2.0	2.4	1.7	2.0
Family clothing stores ¹	1.2	(D)	(D)	0.3	0.5	0.2
Women's clothing, specialty stores.....	7.2	8.8	2.8	3.5	2.4	3.0
Ready-to-wear stores ¹	5.8	8.2	2.1	3.2	1.8	2.7
All other apparel stores.....	0.8	0.8	(D)	0.4	(D)	0.3
Furniture, home furnishings, appliance dealers.....	6.1	5.3	7.8	6.3	7.1	6.1
Furniture, home furnishings stores, antique stores.....	4.2	3.8	4.5	4.2	4.0	4.1
Household appliance, radio, TV stores.....	1.9	1.5	3.3	2.1	3.1	2.0
Automotive group.....	22.7	17.9	19.9	16.1	18.1	14.7
Gasoline service stations.....	0.4	0.5	5.4	4.1	6.1	5.1
Lumber, building materials, hardware, farm equipment dealers..	2.1	2.0	9.2	9.7	10.8	10.9
Hardware stores.....	(NA)	(NA)	2.3	1.1	2.2	1.3
Other.....	(NA)	(NA)	6.9	8.6	8.6	9.6
Drug stores, proprietary stores.....	4.7	4.4	3.4	3.5	3.1	3.0
Other retail stores ²	8.4	7.4	6.3	9.0	7.4	9.4
Liquor stores.....	(D)	0.6	1.1	1.4	1.2	1.5
Jewelry stores.....	3.1	2.8	(D)	(D)	1.0	1.1
Book, stationery stores.....	0.6	0.4	0.3	0.3	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Fresno, California



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-72—Fresno, California
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and china ware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Fresno, California



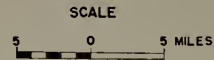
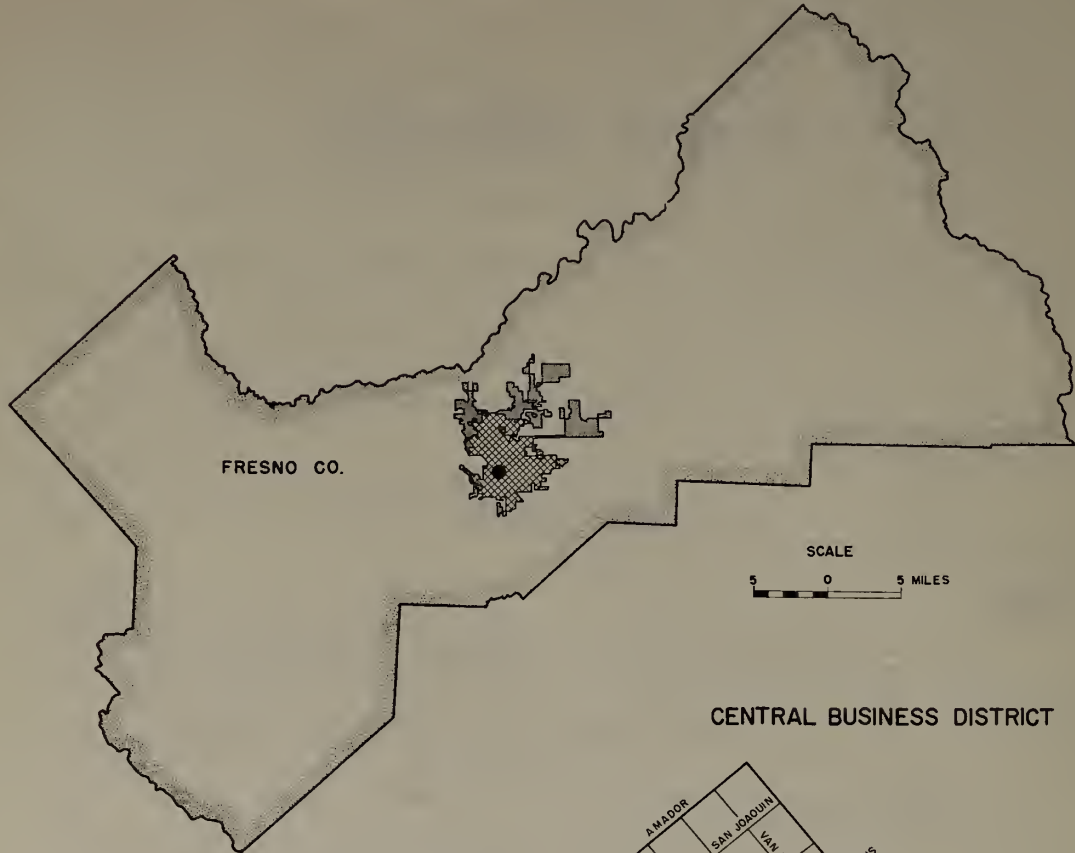
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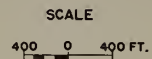
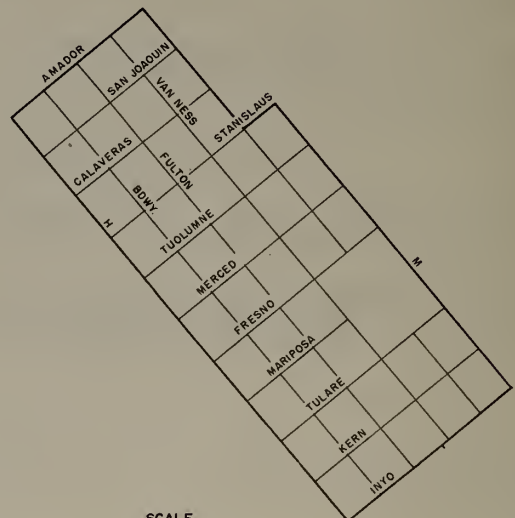
FRESNO, CALIFORNIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- ▧ STANDARD METROPOLITAN AREA

FRESNO, CALIFORNIA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF FRESNO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	422	84,152	12,720	418	79,051	10,362
Food stores.....	20	2,057	198	15	2,870	297
Eating, drinking places.....	73	4,555	1,096	90	4,733	1,295
Eating places.....	49	2,688	775	57	2,909	794
Drinking places.....	24	1,867	321	33	1,824	501
General merchandise group.....	19	19,536	3,169	17	20,318	2,657
Variety stores.....	6	3,874	673	4	3,069	326
General merchandise stores (except variety).....	13	15,662	2,496	13	17,249	2,331
Apparel, accessories stores.....	108	16,659	2,367	81	16,025	2,029
Shoe stores.....	26	3,275	462	16	2,747	333
Men's, boys' clothing and furnishings stores ³	11	2,510	407	14	(D)	(D)
Family clothing stores ³	5	3,336	480	3	3,287	479
Women's clothing, specialty stores.....	49	6,436	883	35	6,684	893
Ready-to-wear stores ³	22	5,399	762	26	6,236	837
All other apparel stores.....	13	994	135	12	728	(D)
Furniture, home furnishings, appliance dealers.....	44	13,290	2,265	42	7,185	829
Furniture, home furnishings stores, antique stores	34	7,158	1,264	32	6,142	669
Household appliance, radio, TV stores.....	10	6,132	1,001	10	1,043	160
Automotive group.....	15	11,369	1,354	24	11,209	1,108
Gasoline service stations.....	17	1,090	124	18	937	87
Lumber, building materials, hardware, farm equip. dealers	7	2,053	329	15	5,063	746
Drug stores, proprietary stores.....	14	4,153	432	16	3,780	519
Other retail stores ⁴	105	9,390	1,386	100	6,931	795
Liquor stores.....	6	165	11	9	359	15
Jewelry stores.....	23	2,539	341	24	2,290	217
Book, stationery stores.....	5	877	141	5	771	100
SELECTED SERVICE TRADES						
Hotels.....	26	2,020	832	34	2,504	892
Motion picture theaters.....	7	1,397	292	7	1,777	296

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF FRESNO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,957	243,234	28,442	1,523	183,151	20,452
Food stores.....	384	57,548	3,969	297	30,997	2,013
Eating, drinking places.....	353	17,255	3,953	308	12,562	2,988
Eating places.....	240	11,804	2,995	200	7,835	1,916
Drinking places.....	113	5,451	958	108	4,727	1,072
General merchandise group.....	62	22,555	3,445	49	22,656	2,947
Variety stores.....	29	5,453	847	30	4,855	564
General merchandise stores (except variety).....	33	17,102	2,598	19	17,801	2,383
Apparel, accessories stores.....	163	19,512	2,626	127	17,674	2,167
Shoe stores.....	32	3,640	496	23	3,041	361
Men's, boys' clothing and furnishings stores ³	15	2,779	433	15	2,588	230
Family clothing stores ³	14	4,162	596	8	3,769	520
Women's clothing, specialty stores.....	67	7,246	949	54	(D)	(D)
Ready-to-wear stores ³	35	6,119	822	37	6,459	876
All other apparel stores.....	21	1,275	152	23	(D)	(D)
Furniture, home furnishings, appliance dealers.....	167	22,462	3,333	108	10,962	1,366
Furniture, home furnishings stores, antique stores	85	12,814	2,046	68	8,773	1,108
Household appliance, radio, TV stores.....	82	9,648	1,287	40	2,189	258
Automotive group.....	101	33,570	3,629	86	31,383	3,010
Gasoline service stations.....	257	15,220	1,318	184	8,006	691
Lumber, building materials, hardware, farm equip. dealers	75	19,081	2,572	78	24,626	3,009
Hardware stores.....	18	2,603	399	17	4,813	729
Other.....	57	16,478	2,173	61	19,813	2,280
Drug stores, proprietary stores.....	59	9,330	1,078	47	6,609	832
Other retail stores ⁴	336	26,701	2,519	239	17,676	1,429
Liquor stores.....	51	3,210	164	48	2,544	109
Jewelry stores.....	33	2,728	354	32	2,427	220
Book, stationery stores.....	11	1,184	175	8	869	105
SELECTED SERVICE TRADES						
Hotels.....	45	2,692	1,059	57	2,878	966
Motion picture theaters.....	12	1,823	411	12	2,198	392

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 95 such establishments with sales of \$4,284,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
FRESNO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,621	365,007	38,375	3,121	282,589	27,713
Food stores.....	781	96,392	5,891	759	65,052	3,365
Eating, drinking places.....	727	26,729	5,416	657	20,858	4,258
Eating places.....	475	17,389	3,908	378	11,277	2,485
Drinking places.....	250	9,334	1,508	279	9,581	1,773
General merchandise group.....	136	28,890	3,990	114	27,345	3,322
Variety stores.....	62	7,111	1,050	61	6,166	707
General merchandise stores (except variety).....	72	21,637	2,940	53	21,179	2,615
Apparel, accessories stores.....	239	22,895	2,877	187	20,023	2,268
Shoe stores.....	47	4,243	525	38	3,591	381
Men's, boys' clothing and furnishings stores ³	30	3,605	489	24	3,122	258
Family clothing stores ³	28	5,050	677	11	4,029	533
Women's clothing, specialty stores.....	91	8,077	1,016	72	7,845	(D)
Ready-to-wear stores ³	51	6,723	874	51	7,109	912
All other apparel stores.....	27	1,492	170	29	(D)	(D)
Furniture, home furnishings, appliance dealers.....	246	27,041	3,767	179	14,916	1,696
Furniture, home furnishings stores, antique stores	123	15,149	2,312	96	10,721	1,269
Household appliance, radio, TV stores.....	121	11,876	1,455	83	4,195	427
Automotive group.....	205	50,046	5,304	180	45,988	4,550
Gasoline service stations.....	464	25,313	1,979	387	15,428	1,194
Lumber, building materials, hardware, farm equip. dealers	204	35,373	4,479	190	37,827	4,274
Hardware stores.....	64	4,935	558	48	6,661	867
Other.....	140	30,438	3,921	142	31,166	3,407
Drug stores, proprietary stores.....	92	12,482	1,384	77	8,442	970
Other retail stores ⁴	527	39,846	3,288	391	26,710	1,816
Liquor stores.....	85	5,154	226	68	3,509	148
Jewelry stores.....	46	3,320	418	54	2,937	273
Book, stationery stores.....	19	(D)	(D)	11	964	108
SELECTED SERVICE TRADES						
Hotels.....	67	2,951	1,073	82	3,796	1,228
Motion picture theaters.....	33	3,027	698	32	3,201	564

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 140 such establishments with sales of \$4,856,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF FRESNO, THE ENTIRE CITY, AND THE FRESNO STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	6.5	32.8	52.8	29.2	38.0
Food stores.....	-28.3	85.7	97.3	48.2	51.7
Eating, drinking places.....	-3.8	37.4	62.2	28.1	37.5
Eating places.....	-7.6	50.7	85.1	54.2	75.7
Drinking places.....	2.4	15.3	23.5	-2.6	-3.7
General merchandise group.....	-3.9	-0.5	29.1	5.7	33.1
Variety stores.....	26.2	12.3	-11.6	15.3	4.5
General merchandise stores (except variety).....	-9.2	-3.9	160.9	2.2	52.0
Apparel, accessories stores.....	4.0	10.4	73.0	14.3	56.0
Shoe stores.....	19.2	19.7	24.1	18.2	14.7
Men's, boys' clothing and furnishings stores ³	(D)	8.2	(D)	15.5	(D)
Family clothing stores ³	1.5	10.4	71.4	25.3	131.0
Women's clothing, specialty stores.....	-3.7	(D)	(D)	3.0	41.3
Ready-to-wear stores ³	-13.4	-5.3	222.9	-5.4	51.7
All other apparel stores.....	36.5	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	85.0	104.9	142.8	81.3	77.9
Furniture, home furnishings stores, antique stores.....	16.5	46.1	115.0	41.3	74.5
Household appliance, radio, TV stores.....	487.9	340.7	206.8	183.1	82.2
Automotive group.....	1.4	7.0	10.0	8.8	11.2
Gasoline service stations.....	16.3	90.1	99.9	64.1	67.2
Lumber, building materials, hardware, farm equip. dealers...	-59.5	-22.5	-13.0	-6.5	1.7
Hardware stores.....	(NA)	-45.9	(NA)	-25.9	(NA)
Other.....	(NA)	-16.8	(NA)	-2.3	(NA)
Drug stores, proprietary stores.....	9.9	41.2	83.0	47.9	78.7
Other retail stores ⁴	35.5	51.1	61.1	49.2	54.0
Liquor stores.....	-54.0	26.2	39.4	46.9	58.4
Jewelry stores.....	10.9	12.4	38.0	13.0	20.7
Book, stationery stores.....	13.7	36.2	213.3	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	-19.3	-6.4	79.7	-22.3	-28.0
Motion picture theaters.....	-21.4	-17.1	1.2	-5.4	14.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

FRESNO, CALIFORNIA

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF FRESNO CITY AND OF FRESNO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	34.6	43.2	23.1	28.0
Food stores.....	3.6	9.3	2.1	4.4
Eating, drinking places.....	26.4	37.7	17.0	22.7
Eating places.....	22.8	37.1	15.5	25.8
Drinking places.....	34.3	38.6	20.0	19.0
General merchandise group.....	86.6	89.7	67.6	74.3
Variety stores.....	71.0	63.2	54.5	49.8
General merchandise stores (except variety).....	91.6	96.9	72.4	81.4
Apparel, accessories stores.....	85.4	90.7	72.8	80.0
Shoe stores.....	90.0	90.3	77.2	76.5
Men's, boys' clothing and furnishings stores ²	89.7	(D)	69.6	(D)
Family clothing stores ²	80.2	87.2	66.1	81.6
Women's clothing, specialty stores.....	88.8	(D)	79.7	85.2
Ready-to-wear stores ²	88.2	96.5	80.3	87.7
All other apparel stores.....	78.0	(D)	66.6	(D)
Furniture, home furnishings, appliance dealers.....	59.2	65.5	49.1	48.2
Furniture, home furnishings stores, antique stores ...	55.9	70.0	47.3	57.3
Household appliance, radio, TV stores.....	63.6	47.6	51.6	24.9
Automotive group.....	33.9	35.7	22.7	24.4
Gasoline service stations.....	7.2	11.7	4.3	6.1
Lumber, building materials, hardware, farm equip. dealers	10.8	20.6	5.8	13.4
Drug stores, proprietary stores.....	44.5	57.2	33.3	44.8
Other retail stores ³	35.2	39.2	23.6	25.9
Liquor stores.....	5.1	14.1	3.2	10.2
Jewelry stores.....	93.1	94.4	76.5	78.2
Book, stationery stores.....	74.1	88.7	(D)	80.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF FRESNO, THE ENTIRE CITY, AND THE FRESNO STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	2.4	3.6	23.7	16.9	26.4	23.0
Eating, drinking places.....	5.4	6.0	7.1	6.9	7.4	7.4
Eating places.....	3.2	3.7	4.9	4.3	4.8	4.0
Drinking places.....	2.2	2.3	2.2	2.6	2.6	3.4
General merchandise group.....	23.2	25.7	9.3	12.4	7.9	9.7
Variety stores.....	4.6	3.9	2.2	2.7	1.9	2.2
General merchandise stores (except variety).....	18.6	21.8	7.1	9.7	6.0	7.5
Apparel, accessories stores.....	19.9	20.2	8.0	9.6	6.3	7.0
Shoe stores.....	3.9	3.5	1.5	1.7	1.2	1.3
Men's, boys' clothing and furnishings stores ¹	3.0	(D)	1.2	1.4	1.0	1.1
Family clothing stores ¹	4.0	4.2	1.7	2.1	1.4	1.4
Women's clothing, specialty stores.....	7.6	8.5	3.0	(D)	2.2	2.8
Ready-to-wear stores ¹	6.4	7.9	2.5	3.5	1.8	2.5
All other apparel stores.....	1.2	0.9	0.5	(D)	0.4	(D)
Furniture, home furnishings, appliance dealers.....	15.8	9.1	9.2	6.0	7.4	5.3
Furniture, home furnishings stores, antique stores.....	8.5	7.8	5.2	4.8	4.1	3.8
Household appliance, radio, TV stores.....	7.3	1.3	4.0	1.2	3.3	1.5
Automotive group.....	13.5	14.2	13.8	17.1	13.7	16.2
Gasoline service stations.....	1.3	1.2	6.3	4.4	6.9	5.5
Lumber, building materials, hardware, farm equipment dealers..	2.4	6.4	7.8	13.4	9.7	13.4
Hardware stores.....	(NA)	(NA)	1.1	2.6	1.4	2.4
Other.....	(NA)	(NA)	6.7	10.8	8.3	11.0
Drug stores, proprietary stores.....	4.9	4.8	3.8	3.6	3.4	3.0
Other retail stores ²	11.2	8.8	11.0	9.7	10.9	9.5
Liquor stores.....	0.2	0.5	1.3	1.4	1.4	1.2
Jewelry stores.....	3.0	2.9	1.1	1.3	0.9	1.0
Book, stationery stores.....	1.0	1.0	0.5	0.5	(D)	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



Little Rock, Arkansas



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-73—Little Rock, Ark.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Little Rock, Arkansas

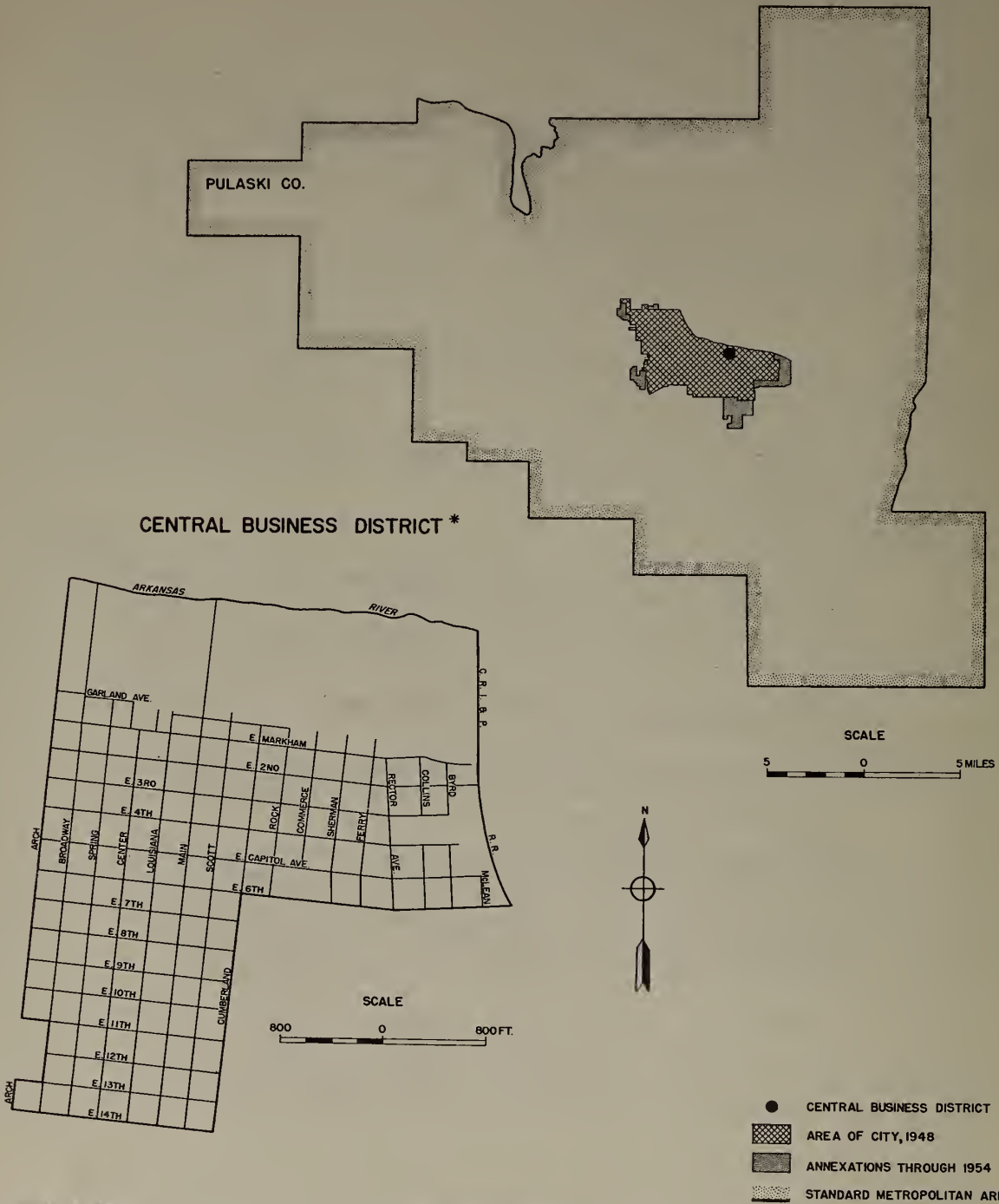
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LITTLE ROCK, ARKANSAS CENTRAL BUSINESS DISTRICT

LITTLE ROCK-NORTH LITTLE ROCK STANDARD METROPOLITAN AREA

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



* CONSISTS OF TRACT 7

LITTLE ROCK, ARKANSAS

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF LITTLE ROCK

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	385	89,627	12,695	453	83,446	10,645
Food stores.....	25	2,605	174	34	3,855	257
Eating, drinking places.....	72	3,685	749	106	4,100	830
Eating places.....	64	3,447	712	93	3,808	786
Drinking places.....	8	238	37	13	292	44
General merchandise group.....	17	32,736	5,478	14	30,666	4,669
Variety stores.....	3	2,335	378	3	1,855	277
General merchandise stores (except variety).....	14	30,401	5,100	11	28,811	4,392
Apparel, accessories stores.....	75	8,976	1,360	62	9,070	1,063
Shoe stores.....	22	3,130	528	14	(D)	(D)
Men's, boys' clothing and furnishings stores ³	13	(D)	(D)	13	(D)	(D)
Family clothing stores ³	7	(D)	(D)	5	617	77
Women's clothing, specialty stores.....	27	2,838	368	18	(D)	(D)
Ready-to-wear stores ³	12	2,096	247	13	(D)	(D)
All other apparel stores.....	6	516	64	11	606	76
Furniture, home furnishings, appliance dealers.....	24	4,052	631	29	3,179	425
Furniture, home furnishings stores, antique stores	16	2,689	410	18	1,977	249
Household appliance, radio, TV stores.....	8	1,363	221	11	1,202	176
Automotive group.....	27	22,778	2,237	40	17,798	1,665
Gasoline service stations.....	29	2,348	298	35	2,147	269
Lumber, building materials, hardware, farm equip. dealers	15	2,968	336	13	1,718	178
Hardware stores.....	3	315	34	3	297	38
Other.....	12	2,653	302	10	1,421	140
Drug stores, proprietary stores.....	15	2,616	429	13	2,541	411
Other retail stores ⁴	86	6,863	1,003	107	8,372	878
Liquor stores.....	21	1,239	54	34	1,789	58
Jewelry stores.....	14	(D)	(D)	15	2,027	287
Book, stationery stores.....	4	(D)	(D)	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	14	3,258	1,035	17	3,205	1,055
Motion picture theaters.....	7	658	143	7	795	142

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF LITTLE ROCK

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,317	160,529	18,652	1,239	127,746	14,486
Food stores.....	356	33,721	1,831	346	21,317	1,189
Eating, drinking places.....	214	8,432	1,582	247	7,496	1,381
Eating places.....	184	7,761	1,501	197	6,527	1,262
Drinking places.....	30	671	81	50	969	119
General merchandise group.....	50	33,689	5,534	34	31,158	4,696
Variety stores.....	19	(D)	(D)	19	2,217	302
General merchandise stores (except variety).....	31	(D)	(D)	15	28,941	4,394
Apparel, accessories stores.....	94	10,411	1,546	68	9,156	1,073
Shoe stores.....	26	3,289	541	15	1,734	195
Men's, boys' clothing and furnishings stores ³	14	1,818	301	13	(D)	(D)
Family clothing stores ³	8	900	127	5	617	77
Women's clothing, specialty stores.....	32	3,681	499	20	(D)	(D)
Ready-to-wear stores ³	16	(D)	355	13	(D)	(D)
All other apparel stores.....	12	(D)	(D)	14	(D)	(D)
Furniture, home furnishings, appliance dealers.....	60	7,574	1,149	58	6,004	896
Furniture, home furnishings stores, antique stores	43	(D)	(D)	41	(D)	(D)
Household appliance, radio, TV stores.....	17	(D)	(D)	17	(D)	(D)
Automotive group.....	54	31,266	2,877	60	22,314	1,988
Gasoline service stations.....	146	8,253	792	128	6,107	653
Lumber, building materials, hardware, farm equip. dealers	53	8,727	1,048	41	5,754	661
Hardware stores.....	13	(D)	(D)	12	743	75
Other.....	38	(D)	(D)	29	5,011	586
Drug stores, proprietary stores.....	68	5,942	788	56	4,863	646
Other retail stores ⁴	222	12,514	1,505	201	13,577	1,303
Liquor stores.....	67	3,746	203	75	4,389	147
Jewelry stores.....	16	2,072	(D)	16	(D)	(D)
Book, stationery stores.....	10	(D)	(D)	5	326	41
SELECTED SERVICE TRADES						
Hotels.....	21	(D)	(D)	23	3,491	1,115
Motion picture theaters.....	15	1,302	289	15	1,287	243

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 86 such establishments with sales of \$3,000,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

LITTLE ROCK, ARKANSAS

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
LITTLE ROCK-NORTH LITTLE ROCK STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,046	216,373	23,118	2,110	172,882	17,648
Food stores.....	563	47,082	2,487	680	32,622	1,577
Eating, drinking places.....	335	11,657	2,106	392	10,042	1,768
Eating places.....	281	10,430	1,989	284	8,495	1,610
Drinking places.....	52	1,209	117	108	1,547	158
General merchandise group.....	81	36,062	5,776	84	33,692	4,882
Variety stores.....	28	3,337	516	32	2,723	362
General merchandise stores (except variety).....	51	32,687	5,260	52	30,969	4,520
Apparel, accessories stores.....	118	11,830	1,738	87	10,114	1,173
Shoe stores.....	31	3,655	599	18	1,774	197
Men's, boys' clothing and furnishings stores ³	18	1,998	322	15	2,167	273
Family clothing stores ³	13	1,130	145	12	1,025	113
Women's clothing, specialty stores.....	40	4,100	540	23	4,257	466
Ready-to-wear stores ³	22	3,239	396	15	4,021	437
All other apparel stores.....	14	907	132	15	838	124
Furniture, home furnishings, appliance dealers.....	106	10,497	1,484	92	7,828	1,066
Furniture, home furnishings stores, antique stores	74	7,311	1,053	69	5,150	695
Household appliance, radio, TV stores.....	32	3,186	431	23	2,678	371
Automotive group.....	106	47,571	4,039	100	35,079	2,789
Gasoline service stations.....	241	13,829	1,194	234	9,654	902
Lumber, building materials, hardware, farm equip. dealers	95	13,283	1,558	77	10,817	1,236
Hardware stores.....	26	1,171	88	22	1,383	100
Other.....	67	12,100	1,470	55	9,434	1,136
Drug stores, proprietary stores.....	88	7,348	941	79	5,955	751
Other retail stores ⁴	313	17,214	1,795	285	17,079	1,504
Liquor stores.....	107	6,062	320	120	6,602	220
Jewelry stores.....	19	2,141	378	18	2,215	326
Book, stationery stores.....	11	514	(D)	5	326	41
SELECTED SERVICE TRADES						
Hotels.....	27	(D)	(D)	27	3,509	1,118
Motion picture theaters.....	25	1,716	399	24	1,658	349

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 112 such establishments with sales of \$3,929,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF LITTLE ROCK, THE ENTIRE CITY, AND THE LITTLE ROCK-NORTH LITTLE ROCK STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	7.4	25.7	60.0	25.2	41.7
Food stores.....	-32.4	58.2	78.2	44.3	54.6
Eating, drinking places.....	-10.1	12.5	39.8	16.1	34.2
Eating places.....	-9.5	18.9	58.7	22.8	49.0
Drinking places.....	-18.5	-30.8	-36.1	-21.9	-22.6
General merchandise group.....	6.8	8.1	93.7	7.0	9.9
Variety stores.....	25.9	(D)	(D)	22.5	15.4
General merchandise stores (except variety).....	5.5	(D)	(D)	5.5	5.9
Apparel, accessories stores.....	-1.0	13.7	1,568.6	17.0	173.4
Shoe stores.....	(D)	89.7	(D)	106.0	(D)
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	-7.8	(D)
Family clothing stores ³	(D)	45.9	(D)	10.2	(D)
Women's clothing, specialty stores.....	(D)	(D)	(D)	-3.7	(D)
Ready-to-wear stores ³	(D)	(D)	(D)	-19.5	(D)
All other apparel stores.....	-14.9	(D)	(D)	8.2	68.5
Furniture, home furnishings, appliance dealers.....	27.5	26.1	24.7	34.1	38.6
Furniture, home furnishings stores, antique stores	36.0	(D)	(D)	42.0	45.7
Household appliance, radio, TV stores.....	13.4	(D)	(D)	19.0	23.5
Automotive group.....	28.0	40.1	88.0	35.6	43.5
Gasoline service stations.....	9.4	35.1	49.1	43.2	52.9
Lumber, building materials, hardware, farm equip. dealers...	72.8	51.7	42.7	22.8	13.4
Hardware stores.....	6.1	(D)	(D)	-15.3	-21.2
Other.....	86.7	(D)	(D)	28.3	17.9
Drug stores, proprietary stores.....	3.0	22.2	43.2	23.4	38.6
Other retail stores ⁴	-18.0	-7.8	8.6	0.8	18.9
Liquor stores.....	-30.8	-14.7	-3.6	-8.2	0.2
Jewelry stores.....	(D)	(D)	(D)	-3.4	(D)
Book, stationery stores.....	(D)	(D)	(D)	57.7	(D)
SELECTED SERVICE TRADES					
Hotels.....	1.7	(D)	(D)	(D)	(D)
Motion picture theaters.....	-17.2	1.2	30.9	3.5	22.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

LITTLE ROCK, ARKANSAS

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF LITTLE ROCK CITY AND OF LITTLE ROCK-NORTH LITTLE ROCK STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	55.8	65.3	41.4	48.3
Food stores.....	7.7	18.1	5.5	11.8
Eating, drinking places.....	43.7	54.7	31.6	40.8
Eating places.....	44.4	58.3	33.0	44.8
Drinking places.....	35.5	30.1	19.7	18.9
General merchandise group.....	97.2	98.4	90.8	91.0
Variety stores.....	(D)	83.7	70.0	68.1
General merchandise stores (except variety).....	(D)	99.6	93.0	93.0
Apparel, accessories stores.....	86.2	99.1	75.9	89.7
Shoe stores.....	95.2	(D)	85.6	(D)
Men's, boys' clothing and furnishings stores ²	(D)	(D)	(D)	(D)
Family clothing stores ²	(D)	100.0	(D)	60.2
Women's clothing, specialty stores.....	77.1	(D)	69.2	(D)
Ready-to-wear stores ²	(D)	(D)	64.7	(D)
All other apparel stores.....	(D)	(D)	56.9	72.3
Furniture, home furnishings, appliance dealers.....	53.5	52.9	38.6	40.6
Furniture, home furnishings stores, antique stores ...	(D)	(D)	36.8	38.4
Household appliance, radio, TV stores.....	(D)	(D)	42.8	55.1
Automotive group.....	72.9	79.8	47.9	50.7
Gasoline service stations.....	28.5	35.2	17.0	22.2
Lumber, building materials, hardware, farm equip. dealers	34.0	29.9	22.3	15.9
Hardware stores.....	(D)	40.0	26.9	21.5
Other.....	(D)	28.4	21.9	15.1
Drug stores, proprietary stores.....	44.0	52.3	35.6	42.7
Other retail stores ³	54.8	61.7	39.9	49.0
Liquor stores.....	33.1	40.8	20.4	27.1
Jewelry stores.....	(D)	(D)	(D)	91.5
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF LITTLE ROCK, THE ENTIRE CITY, AND THE LITTLE ROCK-NORTH LITTLE ROCK
STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	2.9	4.6	21.0	16.7	21.8	18.9
Eating, drinking places.....	4.1	4.9	5.3	5.9	5.4	5.8
Eating places.....	3.8	4.6	4.8	5.1	4.8	4.9
Drinking places.....	0.3	0.3	0.5	0.8	0.6	0.9
General merchandise group.....	36.5	36.7	21.0	24.4	16.6	19.5
Variety stores.....	2.6	2.2	(D)	1.7	1.5	1.6
General merchandise stores (except variety).....	33.9	34.5	(D)	22.7	15.1	17.9
Apparel, accessories stores.....	10.0	10.9	6.5	7.2	5.5	5.9
Shoe stores.....	3.5	(D)	2.0	1.4	1.7	1.0
Men's, boys' clothing and furnishings stores ¹	(D)	(D)	1.1	(D)	0.9	1.3
Family clothing stores ¹	(D)	0.7	0.6	0.5	0.5	0.6
Women's clothing, specialty stores.....	3.2	(D)	2.3	(D)	1.9	2.5
Ready-to-wear stores ¹	2.3	(D)	(D)	(D)	1.5	2.3
All other apparel stores.....	0.6	0.7	(D)	(D)	0.4	0.5
Furniture, home furnishings, appliance dealers.....	4.5	3.8	4.7	4.7	4.9	4.5
Furniture, home furnishings stores, antique stores.....	3.0	2.4	(D)	(D)	3.4	3.0
Household appliance, radio, TV stores.....	1.5	1.4	(D)	(D)	1.5	1.5
Automotive group.....	25.4	21.3	19.5	17.5	22.0	20.3
Gasoline service stations.....	2.6	2.6	5.1	4.8	6.4	5.6
Lumber, building materials, hardware, farm equipment dealers..	3.4	2.1	5.4	4.5	6.1	6.3
Hardware stores.....	0.4	0.4	(D)	0.6	0.5	0.8
Other.....	3.0	1.7	(D)	3.9	5.6	5.5
Drug stores, proprietary stores.....	2.9	3.0	3.7	3.8	3.4	3.4
Other retail stores ²	7.7	10.1	7.8	10.5	7.9	9.8
Liquor stores.....	1.4	2.1	2.3	3.4	2.8	3.8
Jewelry stores.....	(D)	2.4	1.3	(D)	1.0	1.3
Book, stationery stores.....	(D)	(D)	(D)	0.3	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

U. S DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



Columbus, Ohio



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-74—Columbus, Ohio
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Columbus, Ohio

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COLUMBUS, OHIO

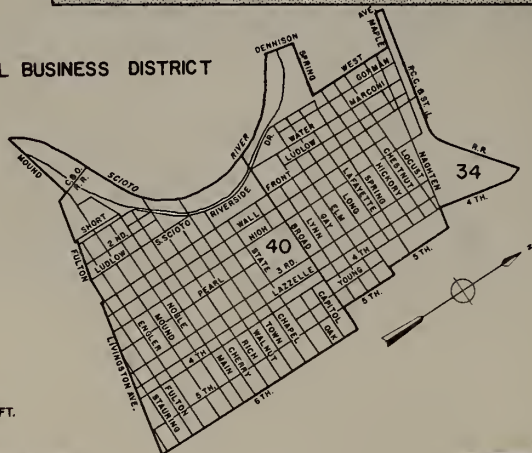
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)

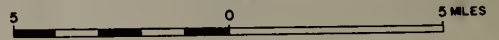
FRANKLIN CO.



CENTRAL BUSINESS DISTRICT



SCALE



SCALE



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ▧ STANDARD METROPOLITAN AREA
- 34 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF COLUMBUS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	743	201,102	34,129	808	183,657	28,866
Food stores.....	86	8,094	657	140	9,339	646
Eating, drinking places.....	175	13,323	3,393	160	12,889	3,361
Eating places.....	120	10,128	2,726	108	9,907	2,687
Drinking places.....	55	3,195	667	52	2,982	674
General merchandise group.....	27	93,968	16,328	23	84,582	13,819
Department stores.....	6	(D)	(D)	6	(D)	(D)
Variety stores.....	12	6,225	1,215	12	6,545	1,087
General merchandise stores, n.e.c.....	9	(D)	(D)	5	(D)	(D)
Apparel, accessories stores.....	162	30,769	5,426	147	28,330	4,224
Shoe stores.....	50	6,829	1,092	36	5,202	649
Men's, boys' clothing and furnishings stores ³	26	5,073	845	30	5,241	662
Family clothing stores ³	13	7,960	1,398	7	7,467	1,195
Women's clothing, specialty stores.....	48	8,827	1,736	44	8,569	1,373
Ready-to-wear stores ³	21	6,240	1,285	24	7,734	1,275
All other apparel stores.....	23	2,008	355	27	1,792	345
Furniture, home furnishings, appliance dealers.....	58	13,239	2,593	53	12,019	2,309
Furniture stores ³	26	7,964	1,523	25	7,849	1,422
Other home furnishings stores ³	15	1,953	441	11	1,416	379
Household appliance, radio, TV stores.....	16	3,313	629	16	2,749	508
Automotive group.....	17	14,353	1,747	17	9,467	1,076
Passenger car dealers (franchised & nonfranchised)..	7	10,554	1,115	6	7,387	750
Tire, battery, accessory dealers.....	10	3,799	632	11	2,080	326
Other automotive dealers.....
Gasoline service stations.....	14	1,429	190	18	1,110	145
Lumber, building materials, hardware, farm equip. dealers.	21	3,945	531	31	3,798	507
Hardware stores.....	6	1,006	133	6	1,066	127
Other.....	15	2,939	398	25	2,732	380
Drug stores, proprietary stores.....	17	3,275	570	17	3,161	464
Other retail stores ⁴	166	18,707	2,694	202	18,962	2,315
Liquor stores.....	4	2,444	59	5	(D)	(D)
Jewelry stores.....	36	6,212	1,136	30	5,869	905
Book, stationery stores.....	5	810	125	7	660	96
Sporting goods, bicycle stores.....	7	1,290	103	7	1,247	93
Florists.....	10	780	164	8	564	102
Music stores.....	12	1,289	191	13	1,390	216
Camera, photographic supply stores.....	5	869	100	7	828	89
SELECTED SERVICE TRADES						
Hotels.....	15	8,717	3,213	15	8,699	2,742
Motion picture theaters.....	6	1,890	370	9	2,212	365

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF COLUMBUS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	4,102	613,914	80,319	3,813	447,018	56,599
Food stores.....	948	135,468	10,280	1,082	88,617	5,525
Eating, drinking places.....	932	52,413	11,196	800	40,029	8,694
Eating places.....	555	33,555	7,872	411	22,410	5,455
Drinking places.....	377	18,858	3,324	389	17,619	3,239
General merchandise group.....	107	104,649	17,771	93	89,679	14,629
Department stores.....	8	90,923	15,425	8	75,985	12,534
Variety stores.....	61	10,087	1,836	60	8,538	1,403
General merchandise stores, n.e.c.....	36	3,639	510	25	5,156	692
Apparel, accessories stores.....	306	45,828	7,958	224	33,539	4,747
Shoe stores.....	84	9,981	1,585	54	(D)	(D)
Men's, boys' clothing and furnishings stores ³	44	6,598	1,038	45	(D)	(D)
Family clothing stores ³	34	15,212	2,804	22	8,816	1,326
Women's clothing, specialty stores.....	101	11,107	2,063	60	(D)	(D)
Ready-to-wear stores ³	51	8,070	1,552	32	8,091	1,315
All other apparel stores.....	37	2,754	468	37	(D)	(D)
Furniture, home furnishings, appliance dealers.....	244	30,704	4,943	169	22,324	3,814
Furniture stores ³	70	15,065	2,647	56	12,855	2,097
Other home furnishings stores ³	52	4,712	842	37	3,345	888
Household appliance, radio, TV stores.....	88	10,313	1,454	64	5,797	829
Automotive group.....	219	111,253	11,830	202	75,045	7,712
Passenger car dealers (franchised & nonfranchised)..	139	100,461	10,342	127	67,444	6,844
Tire, battery, accessory dealers.....	72	9,006	1,363	61	5,709	811
Other automotive dealers.....	8	1,786	125	14	1,892	57
Gasoline service stations.....	387	34,856	3,489	329	18,217	1,879
Lumber, building materials, hardware, farm equip. dealers.	197	36,377	5,191	177	25,488	3,841
Hardware stores.....	75	8,176	907	65	5,988	589
Other.....	122	28,201	4,284	112	19,500	3,252
Drug stores, proprietary stores.....	175	21,417	2,850	173	14,632	1,759
Other retail stores ⁴	587	40,949	4,811	564	39,448	3,999
Liquor stores.....	98	10,982	338	103	8,828	259
Jewelry stores.....	61	6,965	1,215	53	(D)	(D)
Book, stationery stores.....	14	1,533	217	14	(D)	(D)
Sporting goods, bicycle stores.....	19	1,796	143	22	1,588	117
Florists.....	44	1,853	383	40	1,451	243
Music stores.....	29	(D)	(D)	21	(D)	(D)
Camera, photographic supply stores.....	8	(D)	(D)	12	1,190	111
SELECTED SERVICE TRADES						
Hotels.....	37	10,115	3,641	35	10,217	3,123
Motion picture theaters.....	43	3,985	826	54	4,562	919

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 295 such establishments with sales of \$12,715,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
COLUMBUS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	4,904	706,294	89,692	4,504	492,457	60,413
Food stores.....	1,114	161,203	11,854	1,283	101,846	6,190
Eating, drinking places.....	1,082	60,363	12,723	933	44,674	9,498
Eating places.....	661	39,183	9,090	494	25,243	5,972
Drinking places.....	421	21,180	3,633	439	19,431	3,526
General merchandise group.....	133	110,264	18,499	113	90,536	14,697
Department stores.....	11	93,939	15,772	8	75,985	12,534
Variety stores.....	73	11,368	2,077	69	8,963	1,450
General merchandise stores, n.e.c.....	47	4,945	650	36	5,588	713
Apparel, accessories stores.....	350	49,559	8,586	239	34,035	4,778
Shoe stores.....	94	10,501	1,668	54	6,376	779
Men's, boys' clothing and furnishings stores ³	49	7,042	1,096	47	6,991	828
Family clothing stores ³	38	16,913	3,190	22	8,816	1,326
Women's clothing, specialty stores.....	114	11,472	2,103	67	9,291	1,443
Ready-to-wear stores ³	57	8,325	1,589	37	8,287	1,331
All other apparel stores.....	47	3,405	529	41	2,366	402
Furniture, home furnishings, appliance dealers.....	285	34,399	5,348	199	23,744	3,990
Furniture stores ³	81	17,453	2,902	61	13,377	2,197
Other home furnishings stores ³	63	5,181	894	43	3,500	900
Household appliance, radio, TV stores.....	103	11,061	1,552	77	6,469	893
Automotive group.....	259	119,415	12,419	231	78,174	7,944
Passenger car dealers (franchised & nonfranchised)..	162	107,226	10,856	144	69,928	7,029
Tire, battery, accessory dealers.....	82	9,350	1,382	67	5,964	843
Other automotive dealers.....	15	2,839	181	20	2,282	72
Gasoline service stations.....	519	44,884	4,420	451	22,806	2,252
Lumber, building materials, hardware, farm equip. dealers.	260	49,010	6,687	234	34,577	4,710
Hardware stores.....	102	10,797	1,244	83	7,521	711
Other.....	158	38,213	5,443	151	27,056	3,999
Drug stores, proprietary stores.....	207	24,946	3,372	195	16,198	1,924
Other retail stores ⁴	695	52,251	5,784	626	45,867	4,430
Liquor stores.....	106	13,104	391	112	9,878	283
Jewelry stores.....	76	7,510	1,268	55	6,435	984
Book, stationery stores.....	18	1,635	225	15	1,768	299
Sporting goods, bicycle stores.....	26	2,445	220	26	2,033	163
Florists.....	56	2,172	408	47	1,546	255
Music stores.....	30	1,999	269	22	1,546	230
Camera, photographic supply stores.....	9	1,042	109	12	1,190	111
SELECTED SERVICE TRADES						
Hotels.....	37	10,115	3,641	35	10,217	3,123
Motion picture theaters.....	52	4,356	920	61	4,794	1,072

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 369 such establishments with sales of \$14,775,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF COLUMBUS, THE ENTIRE CITY, AND THE COLUMBUS STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	9.5	37.3	56.7	43.4	63.6
Food stores.....	-13.3	52.9	60.7	58.3	65.5
Eating, drinking places.....	3.4	30.9	44.0	35.1	48.0
Eating places.....	2.2	49.7	87.4	55.2	89.5
Drinking places.....	7.1	7.0	7.0	9.0	9.3
General merchandise group.....	11.1	16.7	109.6	21.8	173.7
Department stores.....	(D)	19.7	(D)	23.6	(D)
Variety stores.....	-4.9	18.1	93.8	26.8	112.7
General merchandise stores, n.e.c.....	(D)	-29.4	(D)	-11.5	(D)
Apparel, accessories stores.....	8.6	36.6	189.1	45.6	229.4
Shoe stores.....	31.3	(D)	(D)	64.7	212.8
Men's, boys' clothing and furnishings stores ³	-3.2	(D)	(D)	0.7	12.5
Family clothing stores ³	6.6	72.5	437.6	91.8	563.7
Women's clothing, specialty stores.....	3.0	(D)	(D)	23.5	266.3
Ready-to-wear stores ³	-19.3	-0.3	412.6	0.5	277.0
All other apparel stores.....	12.1	(D)	(D)	43.9	143.4
Furniture, home furnishings, appliance dealers.....	10.2	37.5	69.5	44.9	80.5
Furniture stores.....	1.5	17.2	41.8	30.5	71.7
Other home furnishings stores ²	37.9	40.9	43.0	48.0	54.9
Household appliance, radio, TV stores.....	20.5	77.9	129.7	71.0	108.3
Automotive group.....	51.6	48.2	47.8	52.8	52.9
Passenger car dealers (franchised and nonfranchised).....	42.9	49.0	49.7	53.3	54.6
Tire, battery, accessory dealers.....	82.6	57.8	43.5	56.8	42.9
Other automotive dealers.....	...	-5.6	-5.6	24.4	24.4
Gasoline service stations.....	28.7	91.3	95.4	96.8	100.3
Lumber, building materials, hardware, farm equip. dealers....	3.9	42.7	49.5	41.7	46.4
Hardware stores.....	-5.6	36.5	45.7	43.6	51.7
Other.....	7.6	44.6	50.7	41.2	45.0
Drug stores, proprietary stores.....	3.6	46.4	58.2	54.0	66.2
Other retail stores ⁴	-1.3	3.8	8.6	13.9	24.7
Liquor stores.....	(D)	24.4	(D)	32.7	(D)
Jewelry stores.....	5.8	(D)	(D)	16.7	129.3
Book, stationery stores.....	22.7	(D)	(D)	-7.5	-25.6
Sporting goods, bicycle stores.....	3.4	13.1	48.4	20.3	46.9
Florists.....	38.3	27.7	21.0	40.5	41.8
Music stores.....	-7.3	(D)	(D)	29.3	355.1
Camera, photographic supply stores.....	5.0	(D)	(D)	-12.4	-52.2
SELECTED SERVICE TRADES					
Hotels.....	0.2	-1.0	-7.9	-1.0	-7.9
Motion picture theaters.....	-14.6	-12.7	-10.9	-9.1	-4.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF COLUMBUS CITY AND OF COLUMBUS STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	32.8	41.1	28.5	37.3
Food stores.....	6.0	10.5	5.0	9.2
Eating, drinking places.....	25.4	32.2	22.1	28.9
Eating places.....	30.2	44.2	25.8	39.2
Drinking places.....	16.9	16.9	15.1	15.3
General merchandise group.....	89.8	94.3	85.2	93.4
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	61.7	76.7	54.8	73.0
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	67.1	84.5	62.1	83.2
Shoe stores.....	68.4	(D)	65.0	81.6
Men's, boys' clothing and furnishings stores ²	76.9	(D)	72.0	75.0
Family clothing stores ²	52.3	84.7	47.1	84.7
Women's clothing, specialty stores.....	79.5	(D)	76.9	92.2
Ready-to-wear stores ²	77.3	95.6	75.0	93.3
All other apparel stores.....	72.9	(D)	59.0	75.7
Furniture, home furnishings, appliance dealers.....	43.1	53.8	38.5	50.6
Furniture stores ²	52.9	61.1	45.6	58.7
Other home furnishings stores ²	41.4	42.3	37.7	40.5
Household appliance, radio, TV stores.....	32.1	47.4	30.0	42.5
Automotive group.....	12.9	12.6	12.0	12.1
Passenger car dealers (franchised and nonfranchised)....	10.5	11.0	9.8	10.6
Tire, battery, accessory dealers.....	42.2	36.4	40.6	34.9
Other automotive dealers.....	XXX	XXX	XXX	XXX
Gasoline service stations.....	4.1	6.1	3.2	4.9
Lumber, building materials, hardware, farm equip. dealers.	10.8	14.9	8.0	11.0
Hardware stores.....	12.3	17.8	9.3	14.2
Other.....	10.4	14.0	7.7	10.1
Drug stores, proprietary stores.....	15.3	21.6	13.1	19.5
Other retail stores ³	45.7	48.1	35.8	41.3
Liquor stores.....	22.3	(D)	18.7	(D)
Jewelry stores.....	89.2	(D)	82.7	91.2
Book, stationery stores.....	52.8	(D)	49.5	37.3
Sporting goods, bicycle stores.....	71.8	78.5	52.8	61.3
Florists.....	42.1	38.9	35.9	36.5
Music stores.....	(D)	(D)	64.5	89.9
Camera, photographic supply stores.....	(D)	69.6	83.4	69.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF COLUMBUS, THE ENTIRE CITY, AND THE COLUMBUS STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	4.0	5.1	22.1	19.8	22.9	20.7
Eating, drinking places.....	6.6	7.0	8.5	8.9	8.5	9.0
Eating places.....	5.0	5.4	5.4	5.0	5.5	5.1
Drinking places.....	1.6	1.6	3.1	3.9	3.0	3.9
General merchandise group.....	46.7	46.1	17.0	20.1	15.6	18.4
Department stores.....	(D)	(D)	14.8	17.0	13.3	15.4
Variety stores.....	3.1	3.6	1.6	1.9	1.6	1.9
General merchandise stores, n.e.c.....	(D)	(D)	0.6	1.2	0.7	1.1
Apparel, accessories stores.....	15.3	15.4	7.5	7.5	7.0	6.9
Shoe stores.....	3.4	2.8	1.6	(D)	1.5	1.3
Men's, boys' clothing and furnishings stores ¹	2.5	2.9	1.1	(D)	1.0	1.4
Family clothing stores ¹	4.0	4.1	2.5	2.0	2.4	1.8
Women's clothing, specialty stores.....	4.4	4.7	1.8	(D)	1.6	1.9
Ready-to-wear stores ¹	3.1	4.2	1.3	1.8	1.2	1.7
All other apparel stores.....	1.0	0.9	0.4	(D)	0.5	0.5
Furniture, home furnishings, appliance dealers.....	6.6	6.5	5.0	5.0	4.9	4.8
Furniture stores ¹	4.0	4.2	2.5	2.9	2.5	2.7
Other home furnishings stores ¹	1.0	0.8	0.8	0.8	0.7	0.8
Household appliance, radio, TV stores.....	1.6	1.5	1.7	1.3	1.6	1.3
Automotive group.....	7.1	5.2	18.1	16.8	16.9	15.9
Passenger car dealers (franchised and nonfranchised).....	5.2	4.1	16.3	15.1	15.2	14.2
Tire, battery, accessory dealers.....	1.9	1.1	1.5	1.3	1.3	1.2
Other automotive dealers.....	0.3	0.4	0.4	0.5
Gasoline service stations.....	0.7	0.6	5.7	4.1	6.4	4.6
Lumber, building materials, hardware, farm equipment dealers...	2.0	2.1	5.9	5.7	6.9	7.0
Hardware stores.....	0.5	0.6	1.3	1.3	1.5	1.5
Other.....	1.5	1.5	4.6	4.4	5.4	5.5
Drug stores, proprietary stores.....	1.6	1.7	3.5	3.3	3.5	3.3
Other retail stores ²	9.4	10.3	6.7	8.8	7.4	9.4
Liquor stores.....	1.2	(D)	1.8	2.0	1.9	2.0
Jewelry stores.....	3.1	3.2	1.1	(D)	1.1	1.3
Book, stationery stores.....	0.4	0.4	0.2	(D)	0.2	0.4
Sporting goods, bicycle stores.....	0.6	0.7	0.3	0.4	0.3	0.4
Florists.....	0.4	0.3	0.3	0.3	0.3	0.3
Music stores.....	0.6	0.8	(D)	(D)	0.3	0.3
Camera, photographic supply stores.....	0.4	0.5	(D)	0.3	0.1	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiple organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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Special Projects—Ralph C. Janoschka, *Chief*

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men’s shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment’s sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Omaha, Nebraska

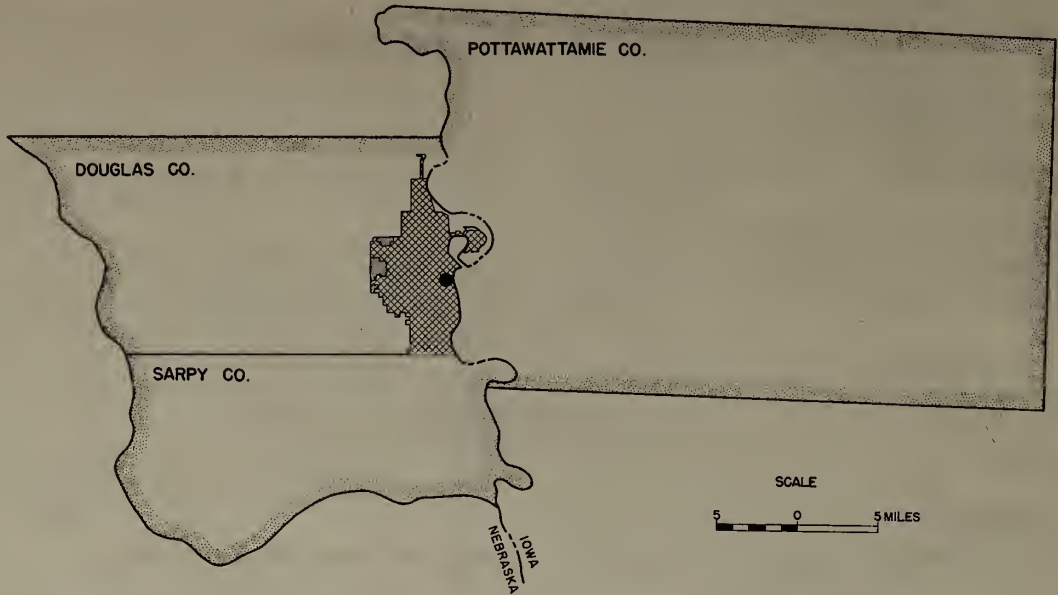
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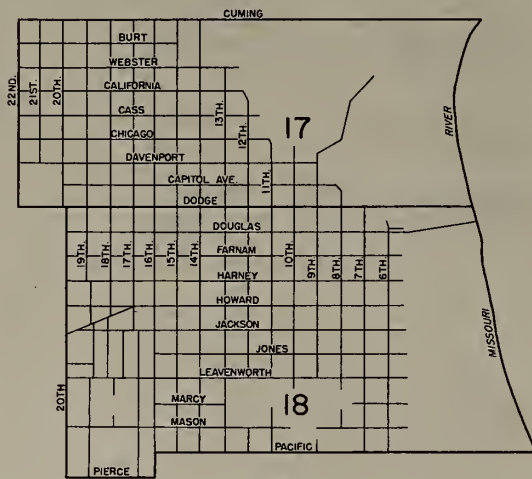
OMAHA, NEBRASKA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ▧ STANDARD METROPOLITAN AREA
- 17 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF OMAHA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	534	135,739	21,927	556	119,280	17,014
Food stores.....	30	5,861	481	47	4,831	337
Eating, drinking places.....	161	11,786	2,571	167	10,676	2,310
Eating places.....	83	7,253	1,912	84	6,326	1,615
Drinking places.....	78	4,533	659	83	4,350	695
General merchandise group.....	15	41,309	7,159	15	33,558	4,490
Department stores.....	3	35,917	6,289	3	(D)	(D)
Variety stores.....	7	(D)	746	8	3,786	619
General merchandise stores, n.e.c.....	5	(D)	124	4	(D)	(D)
Apparel, accessories stores.....	97	22,044	3,414	82	22,018	2,873
Shoe stores.....	24	3,088	385	17	2,811	332
Men's, boys' clothing and furnishings stores ³	22	2,948	362	21	3,174	398
Family clothing stores ³	6	5,285	1,063	8	6,244	947
Women's clothing, specialty stores.....	29	9,962	1,496	17	9,209	1,131
Ready-to-wear stores ³	17	9,349	1,404	13	8,866	1,102
All other apparel stores.....	10	695	108	12	449	65
Furniture, home furnishings, appliance dealers.....	25	12,936	2,602	24	11,507	2,156
Furniture stores ³	10	10,993	2,284	7	9,729	1,844
Other home furnishings stores ³	4	509	119	6	537	137
Household appliance, radio, TV stores.....	9	1,408	199	9	1,225	175
Automotive group.....	15	18,314	2,250	16	14,729	1,700
Passenger car dealers (franchised & nonfranchised)..	9	16,467	2,004	7	13,255	1,450
Tire, battery, accessory dealers.....	6	1,847	246	9	1,474	250
Other automotive dealers.....
Gasoline service stations.....	20	2,054	269	29	1,844	288
Lumber, building materials, hardware, farm equip. dealers.	16	5,889	929	14	4,174	594
Hardware stores.....	9	2,434	333	8	3,103	367
Other.....	7	3,455	596	6	1,071	227
Drug stores, proprietary stores.....	20	3,945	542	21	3,936	587
Other retail stores ⁴	135	11,601	1,710	141	12,007	1,679
Liquor stores.....	13	943	57	9	419	30
Jewelry stores.....	22	2,963	451	28	3,173	525
Book, stationery stores.....	7	1,151	225	8	937	140
Sporting goods, bicycle stores.....	7	793	78	5	886	145
Florists.....	6	299	57	6	253	30
Music stores.....	5	1,502	221	7	1,520	267
Camera, photographic supply stores.....	2	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	44	6,750	2,175	49	6,519	2,135
Motion picture theaters.....	5	1,480	297	5	1,550	316

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF OMAHA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,489	384,469	(D)	2,361	301,545	33,556
Food stores.....	532	76,391	4,793	558	55,679	3,353
Eating, drinking places.....	619	39,936	11,778	613	28,171	5,003
Eating places.....	295	22,146	9,496	281	13,562	3,139
Drinking places.....	324	17,790	2,282	332	14,609	1,864
General merchandise group.....	54	53,022	(D)	53	(D)	(D)
Department stores.....	5	(D)	(D)	4	(D)	(D)
Variety stores.....	21	6,074	(D)	29	(D)	(D)
General merchandise stores, n.e.c.....	28	(D)	(D)	20	(D)	(D)
Apparel, accessories stores.....	170	(D)	(D)	135	25,538	3,234
Shoe stores.....	40	(D)	(D)	28	3,408	421
Men's, boys' clothing and furnishings stores ³	36	4,555	523	28	4,082	472
Family clothing stores ³	9	5,454	1,077	13	7,054	1,012
Women's clothing, specialty stores.....	53	13,524	1,979	32	(D)	(D)
Ready-to-wear stores ³	36	(D)	(D)	20	(D)	(D)
All other apparel stores.....	20	1,483	(D)	23	(D)	(D)
Furniture, home furnishings, appliance dealers.....	117	22,838	2,899	108	19,817	3,200
Furniture stores ³	29	(D)	(D)	32	12,521	2,080
Other home furnishings stores ³	22	(D)	(D)	22	(D)	(D)
Household appliance, radio, TV stores.....	50	(D)	(D)	43	4,192	(D)
Automotive group.....	113	77,192	7,480	129	62,025	5,357
Passenger car dealers (franchised & nonfranchised)..	75	(D)	(D)	89	(D)	(D)
Tire, battery, accessory dealers.....	27	(D)	707	33	(D)	(D)
Other automotive dealers.....	11	(D)	(D)	7	(D)	(D)
Gasoline service stations.....	271	18,996	1,499	234	9,846	916
Lumber, building materials, hardware, farm equip. dealers.	122	25,043	3,109	99	19,881	2,457
Hardware stores.....	55	5,135	(D)	47	5,893	647
Other.....	67	19,908	(D)	52	13,988	1,810
Drug stores, proprietary stores.....	126	13,489	1,535	119	11,256	1,398
Other retail stores ⁴	365	(D)	3,310	313	(D)	(D)
Liquor stores.....	57	4,796	(D)	48	(D)	(D)
Jewelry stores.....	36	3,432	(D)	39	3,479	559
Book, stationery stores.....	11	1,255	242	11	(D)	(D)
Sporting goods, bicycle stores.....	15	1,010	93	12	1,004	155
Florists.....	35	1,191	168	21	637	74
Music stores.....	13	1,967	239	9	(D)	(D)
Camera, photographic supply stores.....	2	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	64	(D)	(D)	70	8,431	2,569
Motion picture theaters.....	24	(D)	(D)	26	3,056	624

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 152 such establishments with sales of \$5,978,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
OMAHA STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,473	477,484	58,136	3,399	373,843	39,722
Food stores.....	694	97,560	5,888	769	71,401	4,100
Eating, drinking places.....	868	49,467	13,296	863	34,347	5,817
Eating places.....	430	28,380	10,730	398	16,480	3,624
Drinking places.....	438	21,087	2,566	465	17,867	2,193
General merchandise group.....	84	56,971	9,570	78	47,514	6,273
Department stores.....	6	44,835	7,813	5	35,137	4,803
Variety stores.....	32	7,429	1,263	42	7,370	1,113
General merchandise stores, n.e.c.....	46	4,707	494	31	5,007	357
Apparel, accessories stores.....	210	33,197	4,766	168	29,968	3,618
Shoe stores.....	50	4,820	550	34	3,769	456
Men's, boys' clothing and furnishings stores ³	42	6,072	712	35	4,733	531
Family clothing stores ³	16	6,344	1,187	19	9,907	1,262
Women's clothing, specialty stores.....	65	14,189	2,046	35	10,238	1,212
Ready-to-wear stores ³	43	13,337	1,932	22	9,582	1,169
All other apparel stores.....	23	1,564	271	25	948	157
Furniture, home furnishings, appliance dealers.....	170	26,334	3,358	148	22,645	3,543
Furniture stores ³	40	14,720	1,738	40	13,816	2,261
Other home furnishings stores ³	24	2,325	546	24	3,026	659
Household appliance, radio, TV stores.....	82	8,997	1,074	70	5,609	623
Automotive group.....	166	93,433	8,860	192	72,235	6,287
Passenger car dealers (franchised & nonfranchised).....	107	84,815	7,792	130	66,006	5,507
Tire, battery, accessory dealers.....	43	6,224	870	52	5,201	713
Other automotive dealers.....	16	2,394	198	10	1,028	67
Gasoline service stations.....	429	28,287	2,115	391	15,536	1,256
Lumber, building materials, hardware, farm equip. dealers.....	225	41,597	4,635	229	33,842	3,674
Hardware stores.....	81	8,943	917	80	8,511	898
Other.....	144	32,654	3,718	149	25,331	2,776
Drug stores, proprietary stores.....	166	16,661	1,897	157	13,471	1,639
Other retail stores ⁴	461	33,977	3,751	404	32,884	3,515
Liquor stores.....	62	5,500	394	52	3,394	224
Jewelry stores.....	47	3,880	537	49	3,893	607
Book, stationery stores.....	12	(D)	(D)	13	1,697	261
Sporting goods, bicycle stores.....	20	(D)	(D)	17	1,092	158
Florists.....	42	1,409	190	25	743	87
Music stores.....	13	1,967	239	11	1,905	313
Camera, photographic supply stores.....	2	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	74	9,239	2,944	81	8,870	2,686
Motion picture theaters.....	37	3,347	703	40	5,479	5,694

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 189 such establishments with sales of \$7,266,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion pictures only; there was one drive-in theatre in this Standard Metropolitan Area in 1948.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF OMAHA, THE ENTIRE CITY, AND THE OMAHA STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	13.8	27.5	36.5	27.7	34.2
Food stores.....	21.3	37.2	38.7	36.6	37.7
Eating, drinking places.....	10.4	41.8	60.9	44.0	59.2
Eating places.....	14.7	63.3	105.8	72.2	108.1
Drinking places.....	4.2	21.8	29.2	18.0	22.5
General merchandise group.....	23.1	(D)	(D)	19.9	12.2
Department stores.....	(D)	(D)	(D)	27.6	(D)
Variety stores.....	(D)	(D)	(D)	0.8	(D)
General merchandise stores, n.e.c.....	(D)	(D)	(D)	-6.0	(D)
Apparel, accessories stores.....	0.1	(D)	(D)	10.8	40.3
Shoe stores.....	9.9	(D)	(D)	27.9	80.8
Men's, boys' clothing and furnishings stores ³	-7.1	11.6	77.0	28.3	100.4
Family clothing stores ³	-15.4	-22.7	-79.1	-36.0	-71.1
Women's clothing, specialty stores.....	8.2	(D)	(D)	38.6	310.8
Ready-to-wear stores ³	5.4	(D)	(D)	39.2	457.0
All other apparel stores.....	54.8	(D)	(D)	65.0	74.1
Furniture, home furnishings, appliance dealers.....	12.4	15.2	19.2	16.3	20.3
Furniture stores.....	13.0	(D)	(D)	6.5	-8.8
Other home furnishings stores ³	-5.2	(D)	(D)	-23.2	-27.0
Household appliance, radio, TV stores.....	14.9	(D)	(D)	60.4	73.1
Automotive group.....	24.3	24.5	24.5	29.3	30.6
Passenger car dealers (franchised and nonfranchised).....	24.2	(D)	(D)	28.5	29.6
Tire, battery, accessory dealers.....	25.3	(D)	(D)	19.7	17.4
Other automotive dealers.....	...	(D)	(D)	32.9	132.9
Gasoline service stations.....	11.4	92.9	111.7	82.1	91.6
Lumber, building materials, hardware, farm equip. dealers....	41.1	26.0	21.9	22.9	20.4
Hardware stores.....	-21.6	-12.9	-3.2	5.1	20.4
Other.....	222.6	42.3	27.4	29.0	20.4
Drug stores, proprietary stores.....	0.2	19.8	29.0	23.7	33.4
Other retail stores ⁴	-3.4	(D)	(D)	3.3	7.2
Liquor stores.....	125.1	(D)	(D)	62.1	53.2
Jewelry stores.....	-6.6	-1.4	53.3	-0.3	27.4
Book, stationery stores.....	22.8	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	-10.5	0.6	83.9	(D)	(D)
Florists.....	18.2	87.0	132.3	89.6	126.5
Music stores.....	-1.2	(D)	(D)	3.3	20.8
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	3.5	(D)	(D)	4.2	-37.6
Motion picture theaters.....	-4.5	(D)	(D)	⁵ -3.8	⁵ -3.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion pictures only; there was one drive-in theatre in this Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OMAHA CITY AND OF OMAHA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	35.3	39.6	28.4	31.9
Food stores.....	7.7	8.7	6.0	6.8
Eating, drinking places.....	29.5	37.9	23.8	31.1
Eating places.....	32.8	46.6	25.6	38.4
Drinking places.....	25.5	29.8	21.5	24.3
General merchandise group.....	77.9	(D)	72.5	70.6
Department stores.....	(D)	(D)	80.1	(D)
Variety stores.....	(D)	(D)	(D)	51.4
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	(D)	86.2	66.4	73.5
Shoe stores.....	(D)	82.5	64.1	74.6
Men's, boys' clothing and furnishings stores ²	64.7	77.8	48.6	67.1
Family clothing stores ²	96.9	88.5	83.3	63.0
Women's clothing, specialty stores.....	73.7	(D)	70.2	89.9
Ready-to-wear stores ²	(D)	(D)	70.1	92.5
All other apparel stores.....	46.9	(D)	44.4	47.4
Furniture, home furnishings, appliance dealers.....	56.6	58.1	49.1	50.8
Furniture stores ²	(D)	77.7	74.7	70.4
Other home furnishings stores ²	(D)	(D)	21.9	17.7
Household appliance, radio, TV stores.....	(D)	29.2	15.6	21.8
Automotive group.....	23.7	23.7	19.6	20.4
Passenger car dealers (franchised and nonfranchised)....	(D)	(D)	19.4	20.1
Tire, battery, accessory dealers.....	(D)	(D)	29.7	28.3
Other automotive dealers.....	(D)	(D)	XXX	XXX
Gasoline service stations.....	10.8	18.7	7.3	11.9
Lumber, building materials, hardware, farm equip. dealers.	23.5	21.0	14.2	12.3
Hardware stores.....	47.4	52.7	27.2	36.5
Other.....	17.4	7.7	10.6	4.2
Drug stores, proprietary stores.....	29.2	35.0	23.7	29.2
Other retail stores ³	(D)	(D)	34.1	36.5
Liquor stores.....	19.7	(D)	17.1	12.3
Jewelry stores.....	86.3	91.2	76.4	81.5
Book, stationery stores.....	91.7	(D)	(D)	55.2
Sporting goods, bicycle stores.....	78.5	88.2	(D)	81.1
Florists.....	25.1	39.7	21.2	34.1
Music stores.....	76.4	(D)	76.4	79.8
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF OMAHA, THE ENTIRE CITY, AND THE OMAHA STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	4.3	4.1	19.9	18.5	20.4	19.0
Eating, drinking places.....	8.7	9.0	10.4	9.3	10.4	9.2
Eating places.....	5.4	5.4	5.8	4.5	5.9	4.4
Drinking places.....	3.3	3.6	4.6	4.8	4.5	4.8
General merchandise group.....	30.5	28.1	13.8	(D)	11.9	12.7
Department stores.....	26.5	(D)	(D)	(D)	9.3	9.4
Variety stores.....	(D)	3.2	1.6	(D)	1.6	2.0
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)	1.0	1.3
Apparel, accessories stores.....	16.2	18.5	(D)	8.5	7.0	8.0
Shoe stores.....	2.3	2.4	(D)	1.1	1.0	1.0
Men's, boys' clothing and furnishings stores ¹	2.2	2.7	1.2	1.4	1.3	1.3
Family clothing stores ¹	3.9	5.2	1.4	2.3	1.3	2.7
Women's clothing, specialty stores.....	7.3	7.7	3.5	(D)	3.0	2.7
Ready-to-wear stores ¹	6.9	7.4	(D)	(D)	2.8	2.6
All other apparel stores.....	0.5	0.4	0.4	(D)	0.3	0.3
Furniture, home furnishings, appliance dealers.....	9.5	9.6	5.9	6.6	5.5	6.1
Furniture stores ¹	8.1	8.1	(D)	4.2	3.1	3.7
Other home furnishings stores ¹	0.4	0.5	(D)	(D)	0.5	0.8
Household appliance, radio, TV stores.....	1.0	1.0	(D)	1.4	1.9	1.5
Automotive group.....	13.5	12.3	20.1	20.6	19.6	19.3
Passenger car dealers (franchised and nonfranchised).....	12.1	11.1	(D)	(D)	17.8	17.6
Tire, battery, accessory dealers.....	1.4	1.2	(D)	(D)	1.3	1.4
Other automotive dealers.....	(D)	(D)	0.5	0.3
Gasoline service stations.....	1.5	1.5	4.9	3.3	5.9	4.2
Lumber, building materials, hardware, farm equipment dealers...	4.3	3.5	6.5	6.6	8.7	9.1
Hardware stores.....	1.8	2.6	1.3	2.0	1.9	2.3
Other.....	2.5	0.9	5.2	4.6	6.8	6.8
Drug stores, proprietary stores.....	2.9	3.3	3.5	3.7	3.5	3.6
Other retail stores ²	8.6	10.1	(D)	(D)	7.1	8.8
Liquor stores.....	0.7	0.4	1.2	(D)	1.2	0.9
Jewelry stores.....	2.2	2.7	0.9	1.2	0.8	1.0
Book, stationery stores.....	0.8	0.8	0.3	(D)	(D)	0.5
Sporting goods, bicycle stores.....	0.6	0.7	0.3	0.3	(D)	0.3
Florists.....	0.2	0.2	0.3	0.2	0.3	0.2
Music stores.....	1.1	1.3	0.5	(D)	0.4	0.5
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-76—New Bedford, Mass.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

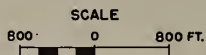
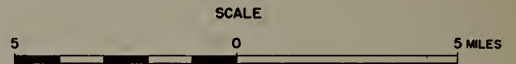
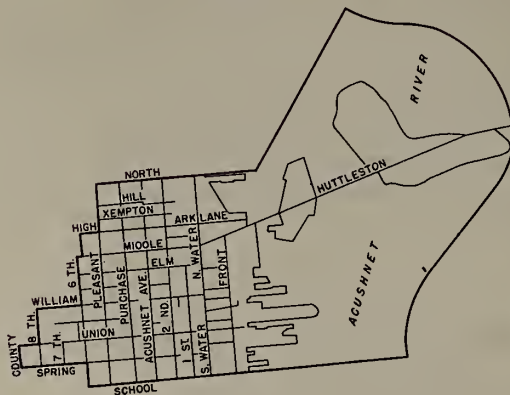
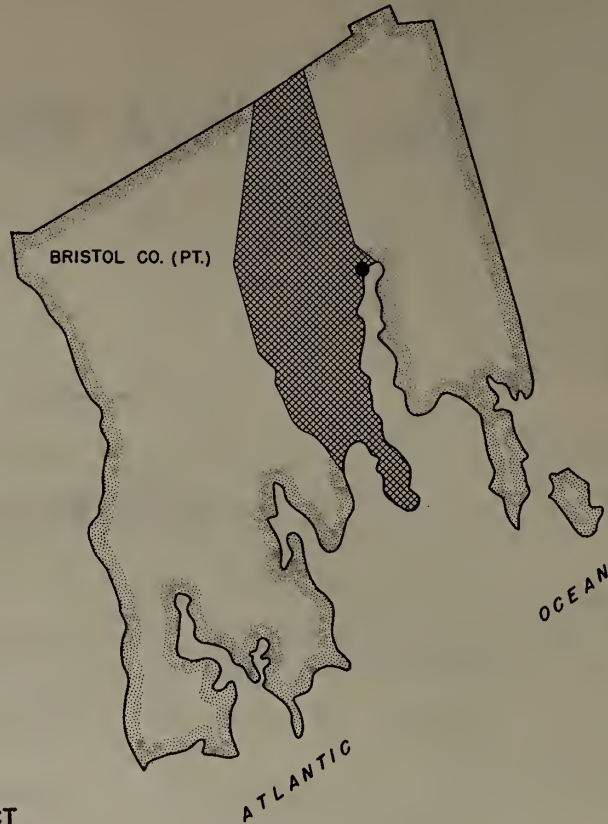
New Bedford, Massachusetts

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NEW BEDFORD, MASSACHUSETTS

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN AREA

NEW BEDFORD, MASSACHUSETTS

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF NEW BEDFORD

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	251	37,611	5,975	241	36,778	5,131
Food stores.....	20	6,186	598	26	5,493	543
Eating, drinking places.....	54	2,722	667	50	2,759	549
Eating places.....	32	1,975	491	34	2,225	405
Drinking places.....	22	747	176	16	534	144
General merchandise group.....	9	10,607	1,971	10	11,450	1,780
Variety stores.....	4	1,860	286	3	1,914	267
General merchandise stores (except variety).....	5	8,747	1,685	7	9,536	1,513
Apparel, accessories stores.....	62	8,062	1,262	53	8,090	1,024
Shoe stores.....	15	1,448	220	7	787	98
Men's, boys' clothing and furnishings stores ³	12	1,692	192	12	1,896	159
Family clothing stores ³	1	(D)	(D)	2	(D)	(D)
Women's clothing, specialty stores.....	26	4,409	789	22	4,895	712
Ready-to-wear stores ³	12	3,805	724	12	4,653	685
All other apparel stores.....	5	269	(D)	7	269	(D)
Furniture, home furnishings, appliance dealers.....	15	2,600	524	13	2,285	315
Furniture, home furnishings stores, antique stores	11	1,331	194	10	1,070	144
Household appliance, radio, TV stores.....	4	1,269	330	3	1,215	171
Automotive group.....	6	531	90	6	636	96
Gasoline service stations.....	6	388	43	9	289	32
Lumber, building materials, hardware, farm equip. dealers	10	1,187	184	14	1,262	188
Drug stores, proprietary stores.....	7	863	121	8	936	152
Other retail stores ⁴	62	4,465	515	52	3,578	452
Liquor stores.....	6	606	68	6	492	32
Jewelry stores.....	19	1,245	139	13	894	127
Book, stationery stores.....	6	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	3	(D)	(D)	5	41	10
Motion picture theaters.....	4	828	200	4	689	117

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NEW BEDFORD

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,433	120,124	13,390	1,542	104,619	10,858
Food stores.....	390	34,832	2,442	517	29,939	1,971
Eating, drinking places.....	239	7,957	1,544	240	7,777	1,408
Eating places.....	159	5,567	1,091	156	5,207	905
Drinking places.....	80	2,390	453	84	2,570	503
General merchandise group.....	49	12,262	2,204	39	(D)	(D)
Variety stores.....	14	(D)	(D)	13	(D)	(D)
General merchandise stores (except variety).....	35	(D)	(D)	26	(D)	(D)
Apparel, accessories stores.....	144	13,265	1,815	156	(D)	(D)
Shoe stores.....	36	2,617	320	23	1,511	165
Men's, boys' clothing and furnishings stores ³	29	2,809	322	27	2,981	297
Family clothing stores ³	9	717	78	16	956	71
Women's clothing, specialty stores.....	55	6,525	1,038	69	(D)	(D)
Ready-to-wear stores ³	31	5,642	954	41	6,198	803
All other apparel stores.....	9	481	57	14	(D)	(D)
Furniture, home furnishings, appliance dealers.....	86	7,505	1,156	73	(D)	(D)
Furniture, home furnishings stores, antique stores	55	(D)	(D)	60	(D)	(D)
Household appliance, radio, TV stores.....	31	(D)	(D)	13	(D)	(D)
Automotive group.....	57	16,217	1,672	67	11,657	859
Gasoline service stations.....	138	5,848	299	126	4,087	295
Lumber, building materials, hardware, farm equip. dealers	49	4,167	524	66	4,481	612
Hardware stores.....	20	626	74	31	1,342	177
Other.....	29	3,541	450	35	3,139	435
Drug stores, proprietary stores.....	63	4,262	482	67	3,885	444
Other retail stores ⁴	218	13,809	1,252	191	10,547	1,027
Liquor stores.....	25	2,190	195	24	1,803	131
Jewelry stores.....	33	1,642	164	27	1,307	166
Book, stationery stores.....	6	(D)	(D)	4	514	88
SELECTED SERVICE TRADES						
Hotels.....	5	(D)	(D)	8	(D)	(D)
Motion picture theaters.....	9	1,105	273	11	(D)	(D)

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 70 such establishments with sales of \$3,637,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

NEW BEDFORD, MASSACHUSETTS

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW BEDFORD STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,705	137,711	14,907	1,774	114,866	11,789
Food stores.....	456	40,169	2,724	582	32,399	2,069
Eating, drinking places.....	301	10,068	1,931	293	9,599	1,692
Eating places.....	202	7,091	1,366	186	6,319	1,054
Drinking places.....	99	2,977	565	107	3,280	638
General merchandise group.....	55	12,490	2,212	40	13,138	1,991
Variety stores.....	15	3,223	515	13	3,107	454
General merchandise stores (except variety).....	40	9,267	1,697	27	10,031	1,537
Apparel, accessories stores.....	146	(D)	1,815	158	12,886	1,437
Shoe stores.....	36	2,617	320	23	1,511	165
Men's, boys' clothing and furnishings stores ³	29	2,809	322	27	2,981	297
Family clothing stores ³	9	717	78	16	956	71
Women's clothing, specialty stores.....	55	6,525	1,038	73	(D)	(D)
Ready-to-wear stores ³	31	5,642	954	41	6,198	803
All other apparel stores.....	9	481	57	14	(D)	(D)
Furniture, home furnishings, appliance dealers.....	91	7,673	1,184	75	6,426	827
Furniture, home furnishings stores, antique stores	58	5,461	752	61	4,698	600
Household appliance, radio, TV stores.....	33	2,212	432	14	1,728	227
Automotive group.....	79	20,046	2,068	84	13,237	1,046
Gasoline service stations.....	171	7,103	356	158	4,845	332
Lumber, building materials, hardware, farm equip. dealers	63	5,232	627	80	5,993	800
Hardware stores.....	23	825	98	36	1,533	189
Other.....	38	4,367	529	44	4,460	611
Drug stores, proprietary stores.....	74	5,112	587	76	4,405	495
Other retail stores ⁴	269	(D)	1,403	228	11,938	1,100
Liquor stores.....	38	3,032	263	36	2,239	168
Jewelry stores.....	33	1,642	164	27	1,307	166
Book, stationery stores.....	6	(D)	(D)	4	514	88
SELECTED SERVICE TRADES						
Hotels.....	5	(D)	(D)	8	(D)	(D)
Motion picture theaters.....	12	1,243	292	12	1,328	274

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 88 such establishments with sales of \$4,106,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF NEW BEDFORD, THE ENTIRE CITY, AND THE NEW BEDFORD STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	2.3	14.8	21.6	19.9	28.2
Food stores.....	12.6	16.3	17.2	24.0	26.3
Eating, drinking places.....	-1.4	2.3	4.3	4.9	7.4
Eating places.....	-11.2	6.9	20.5	12.2	25.0
Drinking places.....	39.9	-7.0	-19.3	-9.2	-18.8
General merchandise group.....	-7.4	-6.1	2.5	-4.9	11.6
Variety stores.....	-2.8	(D)	(D)	3.7	14.2
General merchandise stores (except variety).....	-8.3	(D)	(D)	-7.6	5.1
Apparel, accessories stores.....	-0.4	(D)	(D)	(D)	(D)
Shoe stores.....	84.0	73.2	61.5	73.2	61.5
Men's, boys' clothing and furnishings stores ³	-10.8	-5.8	2.9	-5.8	2.9
Family clothing stores ³	(D)	-25.0	(D)	-25.0	(D)
Women's clothing, specialty stores.....	-9.9	(D)	(D)	(D)	(D)
Ready-to-wear stores ³	-18.2	-9.0	18.9	-9.0	18.9
All other apparel stores.....	100.0	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	13.8	(D)	(D)	19.4	22.5
Furniture, home furnishings stores, antique stores	24.4	(D)	(D)	16.2	13.8
Household appliance, radio, TV stores.....	4.4	(D)	(D)	28.0	83.8
Automotive group.....	-16.5	39.1	42.3	51.4	54.9
Gasoline service stations.....	34.3	43.1	43.8	46.6	47.4
Lumber, building materials, hardware, farm equip. dealers...	-6.0	-7.0	-7.4	-12.7	-14.5
Hardware stores.....	(NA)	-53.4	(NA)	-46.2	(NA)
Other.....	(NA)	12.8	(NA)	-2.1	(NA)
Drug stores, proprietary stores.....	-7.8	9.7	15.3	16.0	22.5
Other retail stores ⁴	24.8	30.9	34.1	(D)	(D)
Liquor stores.....	23.2	21.5	20.8	35.4	38.9
Jewelry stores.....	39.3	25.6	-3.9	25.6	-3.9
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	(D)	(D)
Motion picture theaters.....	20.2	(D)	(D)	-6.4	-35.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

NEW BEDFORD, MASSACHUSETTS

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF NEW BEDFORD CITY AND OF NEW BEDFORD STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	31.3	35.2	27.3	32.0
Food stores.....	17.8	18.3	15.4	17.0
Eating, drinking places.....	34.2	35.5	27.0	28.7
Eating places.....	35.5	42.7	27.9	35.2
Drinking places.....	31.3	20.8	25.1	16.3
General merchandise group.....	86.4	87.6	84.9	87.2
Variety stores.....	(D)	(D)	57.7	61.6
General merchandise stores (except variety).....	(D)	(D)	94.4	95.1
Apparel, accessories stores.....	60.8	(D)	(D)	62.8
Shoe stores.....	55.3	52.1	55.3	52.1
Men's, boys' clothing and furnishings stores ²	60.2	63.6	60.2	63.6
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	67.6	(D)	67.6	(D)
Ready-to-wear stores ²	67.4	75.1	67.4	75.1
All other apparel stores.....	55.9	(D)	55.9	(D)
Furniture, home furnishings, appliance dealers.....	34.6	(D)	33.9	35.6
Furniture, home furnishings stores, antique stores	(D)	(D)	24.4	22.8
Household appliance, radio, TV stores.....	(D)	(D)	57.4	70.3
Automotive group.....	3.3	5.5	2.6	4.8
Gasoline service stations.....	6.6	7.1	5.5	6.0
Lumber, building materials, hardware, farm equip. dealers	28.5	28.2	22.7	21.1
Drug stores, proprietary stores.....	20.2	24.1	16.9	21.2
Other retail stores ³	32.3	33.9	(D)	30.0
Liquor stores.....	27.7	27.3	20.0	22.0
Jewelry stores.....	75.8	68.4	75.8	68.4
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948--PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF NEW BEDFORD, THE ENTIRE CITY, AND THE NEW BEDFORD STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers--
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	16.4	14.9	29.0	28.6	29.2	28.2
Eating, drinking places.....	7.3	7.5	6.6	7.4	7.3	8.4
Eating places.....	5.3	6.0	4.6	5.0	5.1	5.5
Drinking places.....	2.0	1.5	2.0	2.4	2.2	2.9
General merchandise group.....	28.2	31.1	10.2	12.5	9.1	11.4
Variety stores.....	4.9	5.2	(D)	(D)	2.3	2.7
General merchandise stores (except variety).....	23.3	25.9	(D)	(D)	6.8	8.7
Apparel, accessories stores.....	21.4	22.1	11.0	(D)	(D)	11.2
Shoe stores.....	3.8	2.1	2.2	1.4	1.9	1.3
Men's, boys' clothing and furnishings stores ¹	4.5	5.2	2.3	2.8	2.0	2.6
Family clothing stores ¹	(D)	(D)	0.6	0.9	0.5	0.8
Women's clothing, specialty stores.....	11.7	13.3	5.4	(D)	4.7	(D)
Ready-to-wear stores ¹	10.1	12.7	4.7	5.9	4.1	5.4
All other apparel stores.....	0.7	0.7	0.4	(D)	0.3	(D)
Furniture, home furnishings, appliance dealers.....	6.9	6.2	6.2	(D)	5.6	5.6
Furniture, home furnishings stores, antique stores.....	3.5	2.9	(D)	(D)	4.0	4.1
Household appliance, radio, TV stores.....	3.4	3.3	(D)	(D)	1.6	1.5
Automotive group.....	1.4	1.7	13.5	11.1	14.6	11.5
Gasoline service stations.....	1.0	0.8	5.0	3.9	5.2	4.2
Lumber, building materials, hardware, farm equipment dealers..	3.2	3.4	3.5	4.3	3.8	5.2
Hardware stores.....	(NA)	(NA)	0.5	1.3	0.6	1.3
Other.....	(NA)	(NA)	3.0	3.0	3.2	3.9
Drug stores, proprietary stores.....	2.3	2.5	3.5	3.7	3.7	3.8
Other retail stores ²	11.9	9.8	11.5	10.1	(D)	10.5
Liquor stores.....	1.6	1.3	1.8	1.7	2.2	1.9
Jewelry stores.....	3.3	2.4	1.4	1.2	1.2	1.1
Book, stationery stores.....	(D)	(D)	(D)	0.5	(D)	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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CENTRAL BUSINESS DISTRICT STATISTICS

Erie, Pennsylvania



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-~~2~~—Erie, Pennsylvania
Washington, D. C., 1956

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INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men’s shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment’s sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Erie, Pennsylvania

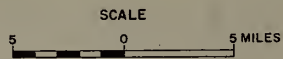
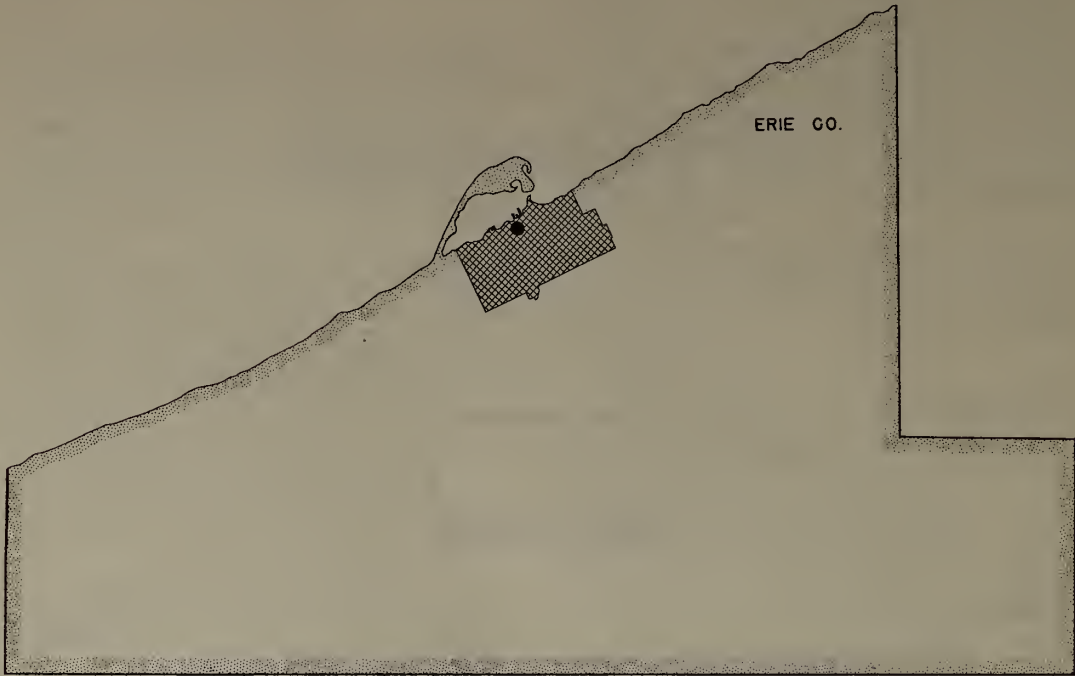


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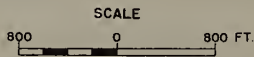
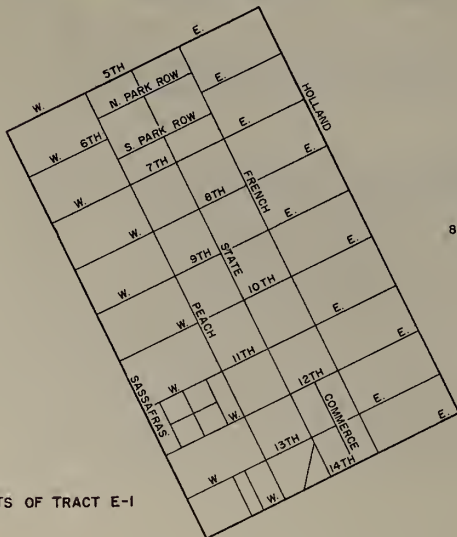
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ERIE, PENNSYLVANIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



* CONSISTS OF TRACT E-1

- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▤ STANDARD METROPOLITAN AREA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ERIE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	300	69,937	10,869	341	70,203	9,898
Food stores.....	22	4,784	475	24	4,958	525
Eating, drinking places.....	45	2,318	548	54	3,344	747
Eating places.....	30	1,584	395	36	2,214	504
Drinking places.....	15	734	153	18	1,130	243
General merchandise group.....	10	25,004	4,341	9	22,990	3,541
Variety stores.....	5	5,691	1,003	5	4,726	684
General merchandise stores (except variety).....	5	19,313	3,338	4	18,264	2,857
Apparel, accessories stores.....	91	11,034	1,725	86	13,514	1,707
Shoe stores.....	28	2,278	328	20	2,445	296
Men's, boys' clothing and furnishings stores ³	12	3,335	598	19	4,304	583
Family clothing stores ³	4	661	90	4	1,094	109
Women's clothing, specialty stores.....	37	4,387	653	35	5,084	584
Ready-to-wear stores ³	25	2,959	357	23	3,110	290
All other apparel stores.....	10	373	56	8	587	135
Furniture, home furnishings, appliance dealers.....	24	4,513	1,039	28	4,962	924
Furniture, home furnishings stores, antique stores	13	3,133	697	18	3,190	533
Household appliance, radio, TV stores.....	11	1,380	342	10	1,772	391
Automotive group.....	20	14,252	1,424	22	10,850	1,003
Gasoline service stations.....	14	622	67	14	834	81
Lumber, building materials, hardware, farm equip. dealers	10	2,662	469	20	2,913	460
Hardware stores.....	2	(D)	(D)	3	(D)	199
Other.....	8	(D)	(D)	17	(D)	261
Drug stores, proprietary stores.....	9	1,965	312	9	1,831	296
Other retail stores ⁴	55	2,783	469	75	4,007	614
Liquor stores.....
Jewelry stores.....	15	1,055	157	22	1,411	192
Book, stationery stores.....	7	305	59	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	10	1,519	602	13	1,800	508
Motion picture theaters.....	5	934	196	5	1,416	212

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ERIE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,610	183,772	21,421	1,506	154,256	17,056
Food stores.....	428	46,564	3,019	497	33,349	1,835
Eating, drinking places.....	350	12,746	2,017	283	11,225	2,092
Eating places.....	211	7,665	1,280	128	5,473	1,208
Drinking places.....	139	5,081	737	155	5,752	884
General merchandise group.....	37	27,098	4,606	25	24,031	3,624
Variety stores.....	16	7,064	1,196	11	4,956	698
General merchandise stores (except variety).....	21	20,034	3,410	14	19,075	2,926
Apparel, accessories stores.....	134	13,583	2,001	115	15,638	1,870
Shoe stores.....	35	2,790	394	23	2,813	337
Men's, boys' clothing and furnishings stores ³	16	3,548	614	23	5,066	645
Family clothing stores ³	8	1,261	159	6	(D)	(D)
Women's clothing, specialty stores.....	55	5,418	758	46	5,530	606
Ready-to-wear stores ³	28	3,129	376	26	3,458	310
All other apparel stores.....	20	566	76	16	665	(D)
Furniture, home furnishings, appliance dealers.....	79	11,384	2,178	71	10,047	1,609
Furniture, home furnishings stores, antique stores	43	6,620	1,252	41	5,732	901
Household appliance, radio, TV stores.....	36	4,764	926	30	4,315	708
Automotive group.....	68	32,077	2,882	51	22,158	2,147
Gasoline service stations.....	163	9,054	646	124	5,790	430
Lumber, building materials, hardware, farm equip. dealers	90	14,873	2,027	74	11,648	1,506
Hardware stores.....	30	1,842	(D)	20	2,233	239
Other.....	60	13,031	(D)	54	9,415	1,267
Drug stores, proprietary stores.....	50	4,873	566	35	3,506	427
Other retail stores ⁴	211	11,520	1,479	231	16,864	1,516
Liquor stores.....	17	2,350	116	26	4,438	152
Jewelry stores.....	30	1,233	192	32	1,730	216
Book, stationery stores.....	9	(D)	(D)	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	14	1,635	631	22	1,987	549
Motion picture theaters.....	15	1,379	266	13	1,657	246

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 113 such establishments with sales of \$5,903,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ERIE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,359	245,676	26,276	2,375	205,832	20,457
Food stores.....	586	60,293	3,818	708	46,276	2,430
Eating, drinking places.....	497	17,013	2,609	454	15,312	2,602
Eating places.....	302	10,458	1,719	213	7,510	1,519
Drinking places.....	195	6,555	890	241	7,802	1,083
General merchandise group.....	72	29,383	4,841	59	26,480	3,834
Variety stores.....	31	8,452	1,375	21	6,025	812
General merchandise stores (except variety).....	41	20,931	3,466	38	20,455	3,022
Apparel, accessories stores.....	183	15,814	2,148	158	17,499	2,001
Shoe stores.....	42	3,115	428	31	3,097	354
Men's, boys' clothing and furnishings stores ³	25	4,068	639	33	5,819	694
Family clothing stores ³	12	1,574	185	8	1,624	151
Women's clothing, specialty stores.....	72	5,962	804	62	6,112	658
Ready-to-wear stores ³	39	3,621	422	36	3,953	359
All other apparel stores.....	24	771	92	19	755	144
Furniture, home furnishings, appliance dealers.....	120	13,357	2,378	106	11,815	1,725
Furniture, home furnishings stores, antique stores	58	7,496	1,349	56	6,432	942
Household appliance, radio, TV stores.....	62	5,861	1,029	50	5,383	783
Automotive group.....	124	50,721	4,305	115	33,414	2,899
Gasoline service stations.....	244	14,068	955	246	9,849	649
Lumber, building materials, hardware, farm equip. dealers	148	19,629	2,578	142	16,151	1,815
Hardware stores.....	51	2,884	361	47	3,532	317
Other.....	97	16,745	2,217	95	12,619	1,498
Drug stores, proprietary stores.....	66	6,241	729	57	4,757	522
Other retail stores ⁴	319	19,157	1,915	330	24,279	1,980
Liquor stores.....	28	4,126	208	46	5,867	222
Jewelry stores.....	42	1,542	216	44	1,997	233
Book, stationery stores.....	10	687	(D)	7	556	72
SELECTED SERVICE TRADES						
Hotels.....	21	1,941	694	33	2,289	618
Motion picture theaters.....	25	1,736	341	23	2,106	339

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 144 such establishments with sales of \$7,026,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ERIE, THE ENTIRE CITY, AND THE ERIE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-0.4	19.1	35.4	19.4	29.6
Food stores.....	-3.5	39.6	47.2	30.3	34.3
Eating, drinking places.....	-30.7	13.6	32.3	11.1	22.8
Eating places.....	-28.5	40.1	86.6	39.3	67.6
Drinking places.....	-35.1	-11.7	-6.0	-16.0	-12.8
General merchandise group.....	8.8	12.8	101.2	11.0	25.5
Variety stores.....	20.4	42.5	497.0	40.3	112.5
General merchandise stores (except variety).....	5.7	5.0	-11.1	2.3	-26.2
Apparel, accessories stores.....	-18.4	-13.2	20.0	-9.6	19.9
Shoe stores.....	-6.8	-0.8	39.1	0.6	28.4
Men's, boys' clothing and furnishings stores ³	-22.5	-30.0	-72.1	-30.1	-51.6
Family clothing stores ³	-39.6	(D)	(D)	-3.1	72.3
Women's clothing, specialty stores.....	-13.7	-2.0	131.2	-2.5	53.2
Ready-to-wear stores ³	-4.9	-37.1	-51.2	-8.4	-21.5
All other apparel stores.....	-36.5	-14.9	147.4	2.1	136.9
Furniture, home furnishings, appliance dealers.....	-9.1	13.3	35.1	13.1	29.1
Furniture, home furnishings stores, antique stores.....	-1.8	15.5	37.2	16.5	34.6
Household appliance, radio, TV stores.....	-22.1	10.4	33.1	8.9	24.1
Automotive group.....	31.4	44.8	57.6	51.8	61.6
Gasoline service stations.....	-25.4	56.4	70.1	42.8	49.2
Lumber, building materials, hardware, farm equip. dealers...	-8.6	27.7	39.8	21.5	28.2
Hardware stores.....	(D)	-17.5	(D)	-18.4	(D)
Other.....	(D)	38.4	(D)	32.7	(D)
Drug stores, proprietary stores.....	7.3	39.0	73.6	31.2	46.1
Other retail stores ⁴	-30.6	-31.7	-32.1	-21.1	-19.2
Liquor stores.....	...	-47.1	-47.1	-29.7	-29.7
Jewelry stores.....	-25.2	-28.7	-44.2	-22.8	-16.9
Book, stationery stores.....	(D)	(D)	(D)	23.6	(D)
SELECTED SERVICE TRADES					
Hotels.....	-15.6	-17.7	-38.0	-15.2	-13.7
Motion picture theaters.....	-34.0	-16.8	84.6	-17.6	16.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

ERIE, PENNSYLVANIA

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ERIE CITY AND OF ERIE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	38.1	45.5	28.5	34.1
Food stores.....	10.3	14.9	7.9	10.7
Eating, drinking places.....	18.2	29.8	13.6	21.8
Eating places.....	20.7	40.5	15.1	29.5
Drinking places.....	14.4	19.6	11.2	14.5
General merchandise group.....	92.3	95.7	85.1	86.8
Variety stores.....	80.6	95.4	67.3	78.4
General merchandise stores (except variety).....	96.4	95.7	92.3	89.3
Apparel, accessories stores.....	81.2	86.4	69.8	77.2
Shoe stores.....	81.6	86.9	73.1	78.9
Men's, boys' clothing and furnishings stores ²	94.0	85.0	82.0	74.0
Family clothing stores ²	52.4	(D)	42.0	67.4
Women's clothing, specialty stores.....	81.0	91.9	73.6	83.2
Ready-to-wear stores ²	94.6	89.9	81.7	78.7
All other apparel stores.....	65.9	88.3	48.4	77.7
Furniture, home furnishings, appliance dealers.....	39.6	49.4	33.8	42.0
Furniture, home furnishings stores, antique stores	47.3	55.7	41.8	49.6
Household appliance, radio, TV stores.....	29.0	41.1	23.5	32.9
Automotive group.....	44.4	49.0	28.1	32.5
Gasoline service stations.....	6.9	14.4	4.4	8.5
Lumber, building materials, hardware, farm equip. dealers	17.9	25.0	13.6	18.0
Hardware stores.....	(D)	(D)	(D)	(D)
Other.....	(D)	(D)	(D)	(D)
Drug stores, proprietary stores.....	40.3	52.2	31.5	38.5
Other retail stores ³	24.2	23.8	14.5	16.5
Liquor stores.....	XXX	XXX	XXX	XXX
Jewelry stores.....	85.6	81.6	68.4	70.7
Book, stationery stores.....	(D)	(D)	44.4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ERIE, THE ENTIRE CITY, AND THE ERIE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	6.8	7.1	25.3	21.6	24.5	22.5
Eating, drinking places.....	3.3	4.8	6.9	7.2	7.0	7.4
Eating places.....	2.3	3.2	4.1	3.5	4.3	3.6
Drinking places.....	1.0	1.6	2.8	3.7	2.7	3.8
General merchandise group.....	35.7	32.7	14.7	15.6	12.0	12.9
Variety stores.....	8.1	6.7	3.8	3.2	3.4	2.9
General merchandise stores (except variety).....	27.6	26.0	10.9	12.4	8.6	10.0
Apparel, accessories stores.....	15.8	19.2	7.4	10.1	6.4	8.5
Shoe stores.....	3.3	3.5	1.5	1.8	1.3	1.5
Men's, boys' clothing and furnishings stores ¹	4.8	6.1	1.9	3.3	1.7	2.8
Family clothing stores ¹	0.9	1.6	0.7	(D)	0.6	0.8
Women's clothing, specialty stores.....	6.3	7.2	2.9	3.6	2.4	3.0
Ready-to-wear stores ¹	4.2	4.4	1.7	3.2	1.5	2.7
All other apparel stores.....	0.5	0.8	0.3	0.4	0.3	0.4
Furniture, home furnishings, appliance dealers.....	6.5	7.1	6.2	6.5	5.4	5.7
Furniture, home furnishings stores, antique stores.....	4.5	4.6	3.6	3.7	3.0	3.1
Household appliance, radio, TV stores.....	2.0	2.5	2.6	2.8	2.4	2.6
Automotive group.....	20.4	15.5	17.5	14.4	20.6	16.2
Gasoline service stations.....	0.9	1.2	4.9	3.8	5.7	4.8
Lumber, building materials, hardware, farm equipment dealers..	3.8	4.1	8.1	7.6	8.0	7.8
Hardware stores.....	(D)	(D)	1.0	1.4	1.2	1.7
Other.....	(D)	(D)	7.1	6.2	6.8	6.1
Drug stores, proprietary stores.....	2.8	2.6	2.7	2.3	2.5	2.3
Other retail stores ²	4.0	5.7	6.3	10.9	7.9	11.9
Liquor stores.....	1.3	2.9	1.7	2.9
Jewelry stores.....	1.5	2.0	0.7	1.1	0.6	1.0
Book, stationery stores.....	0.4	(D)	(D)	(D)	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



San Jose, California



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-78—San Jose, Calif.
Washington, D. C., 1956

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

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

San Jose, California

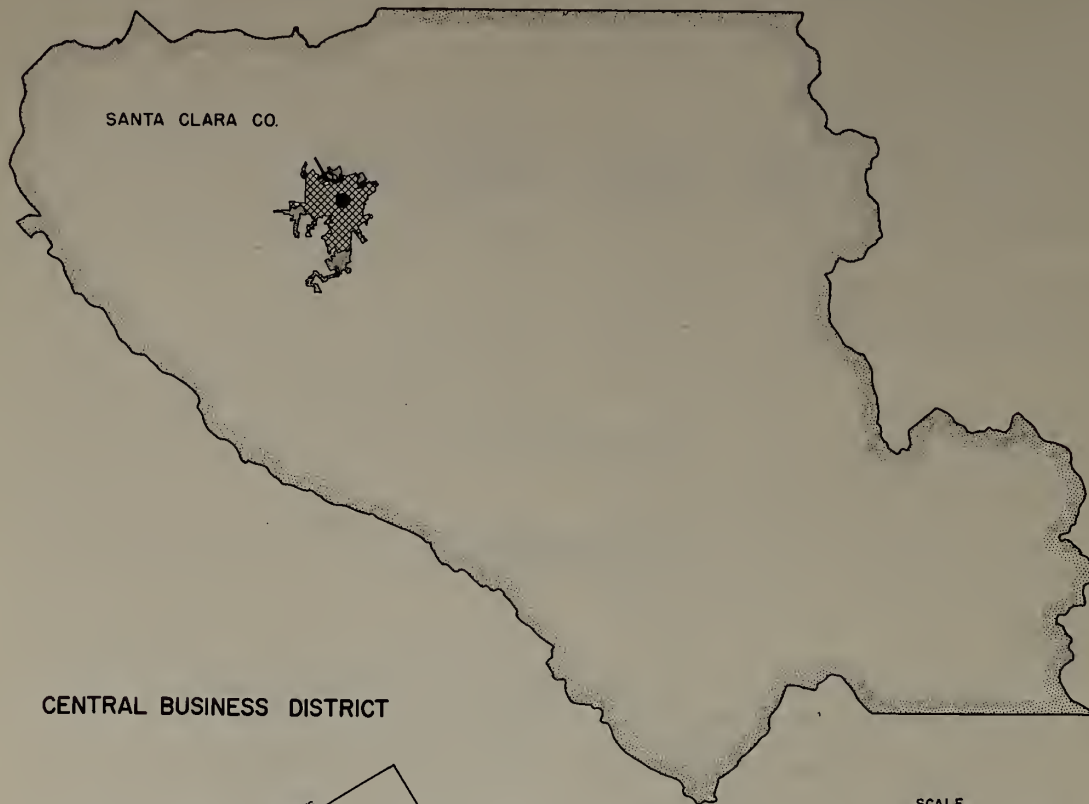
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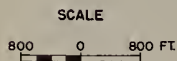
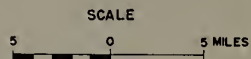
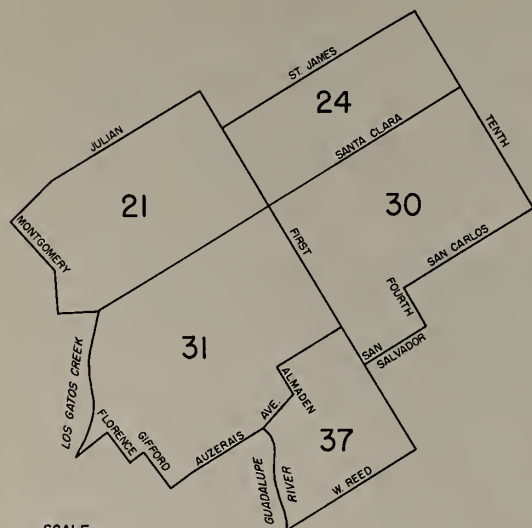
SAN JOSE, CALIFORNIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▤ ANNEXATIONS THROUGH 1954
- ▧ STANDARD METROPOLITAN AREA
- 21 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SAN JOSE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	573	114,795	16,749	591	95,923	13,251
Food stores.....	67	9,263	801	69	10,344	823
Eating, drinking places.....	115	6,196	1,570	118	6,068	1,608
Eating places.....	79	4,234	1,103	75	4,070	1,161
Drinking places.....	36	1,962	467	43	1,998	447
General merchandise group.....	24	28,689	4,593	22	22,751	3,584
Variety stores.....	11	4,051	790	9	3,625	643
General merchandise stores (except variety).....	13	24,638	3,803	13	19,126	2,941
Apparel, accessories stores ¹	114	16,892	2,600	106	15,581	1,866
Shoe stores.....	28	3,732	577	20	2,366	299
Men's, boys' clothing and furnishings stores ³	22	3,143	451	24	3,093	345
Family clothing stores ³	7	(D)	(D)	3	2,661	228
Women's clothing, specialty stores.....	46	6,771	1,077	39	6,687	911
Ready-to-wear stores ³	28	5,704	960	27	6,106	849
All other apparel stores.....	10	484	(D)	16	706	83
Furniture, home furnishings, appliance dealers.....	48	9,864	1,691	46	6,978	1,070
Furniture, home furnishings stores, antique stores	34	7,057	1,179	27	4,749	777
Household appliance, radio, TV stores.....	14	2,807	512	19	2,229	293
Automotive group.....	36	25,052	2,845	38	16,511	1,873
Gasoline service stations.....	17	1,687	246	20	1,539	228
Lumber, building materials, hardware, farm equip. dealers	14	2,221	352	16	2,969	441
Hardware stores.....	6	1,413	249	5	1,922	250
Other.....	8	808	103	11	1,047	191
Drug stores, proprietary stores.....	15	4,708	546	19	3,743	526
Other retail stores ⁴	123	10,223	1,505	137	9,439	1,232
Liquor stores.....	8	736	53	14	682	22
Jewelry stores.....	25	2,913	508	25	2,648	443
Book, stationery stores.....	5	823	196	9	738	135
SELECTED SERVICE TRADES						
Hotels.....	29	1,743	602	34	(D)	(D)
Motion picture theaters.....	8	1,738	307	8	1,924	336

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SAN JOSE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,659	224,710	27,343	1,221	146,563	17,812
Food stores.....	363	53,260	3,801	251	29,903	1,951
Eating, drinking places.....	321	15,159	3,445	228	10,510	2,584
Eating places.....	222	10,364	2,515	141	6,752	1,783
Drinking places.....	97	4,751	930	87	3,758	801
General merchandise group.....	46	30,171	4,778	34	23,217	3,619
Variety stores.....	20	4,636	878	15	3,786	650
General merchandise stores (except variety).....	26	25,535	3,900	19	19,431	2,969
Apparel, accessories stores.....	150	18,719	2,776	126	16,526	1,989
Shoe stores.....	34	4,069	615	23	2,451	307
Men's, boys' clothing and furnishings stores ³	25	3,399	466	24	3,093	345
Family clothing stores ³	8	2,962	441	3	2,661	228
Women's clothing, specialty stores.....	58	7,315	1,140	49	7,387	1,018
Ready-to-wear stores ³	36	6,156	1,008	34	6,740	956
All other apparel stores.....	19	866	114	22	820	91
Furniture, home furnishings, appliance dealers.....	127	19,461	2,725	87	9,915	1,411
Furniture, home furnishings stores, antique stores	79	11,702	1,698	55	6,979	1,074
Household appliance, radio, TV stores.....	48	7,759	1,027	32	2,936	337
Automotive group.....	97	33,876	3,612	71	22,401	2,297
Gasoline service stations.....	177	14,010	1,221	135	5,924	590
Lumber, building materials, hardware, farm equip. dealers	47	12,026	1,753	50	10,273	1,231
Hardware stores.....	21	2,934	419	15	3,363	393
Other.....	26	9,092	1,334	35	6,910	838
Drug stores, proprietary stores.....	49	7,432	852	39	5,273	696
Other retail stores ⁴	282	20,596	2,380	200	12,621	1,444
Liquor stores.....	29	2,440	135	37	1,659	33
Jewelry stores.....	30	3,141	514	25	2,648	443
Book, stationery stores.....	9	1,164	227	9	738	135
SELECTED SERVICE TRADES						
Hotels.....	33	1,787	610	35	1,905	599
Motion picture theaters.....	11	2,070	369	12	2,375	444

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 89 such establishments with sales of \$3,368,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN JOSE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,836	459,247	51,877	2,767	278,180	32,193
Food stores.....	775	123,347	9,048	570	64,806	4,401
Eating, drinking places.....	684	32,434	7,426	527	21,768	4,994
Eating places.....	474	23,236	5,792	322	14,201	3,568
Drinking places.....	208	9,154	1,634	205	7,567	1,426
General merchandise group.....	121	39,712	5,981	89	30,311	4,528
Variety stores.....	63	7,780	1,363	40	5,492	913
General merchandise stores (except variety).....	58	31,932	4,618	49	24,819	3,615
Apparel, accessories stores.....	338	32,669	4,462	231	24,869	2,977
Shoe stores.....	70	6,271	839	45	4,036	503
Men's, boys' clothing and furnishings stores ³	48	5,773	722	35	4,111	443
Family clothing stores ³	16	4,680	694	12	4,313	440
Women's clothing, specialty stores.....	134	13,454	1,982	87	10,914	1,468
Ready-to-wear stores ³	87	11,533	1,782	59	9,728	1,334
All other apparel stores.....	54	2,167	225	38	1,164	123
Furniture, home furnishings, appliance dealers.....	275	31,747	4,256	198	17,474	2,407
Furniture, home furnishings stores, antique stores	160	19,206	2,625	116	11,053	1,525
Household appliance, radio, TV stores.....	115	12,541	1,631	82	6,421	882
Automotive group.....	234	72,045	7,609	152	40,786	4,428
Gasoline service stations.....	460	34,723	3,026	346	14,921	1,307
Lumber, building materials, hardware, farm equip. dealers	188	34,950	4,075	149	28,148	3,645
Hardware stores.....	67	7,360	920	47	6,625	800
Other.....	119	27,582	3,155	102	21,523	2,845
Drug stores, proprietary stores.....	118	15,211	1,777	87	9,425	1,107
Other retail stores ⁴	643	42,409	4,217	418	25,672	2,399
Liquor stores.....	78	8,005	421	62	3,249	93
Jewelry stores.....	65	4,203	632	44	3,381	529
Book, stationery stores.....	37	2,899	407	19	1,839	241
SELECTED SERVICE TRADES						
Hotels.....	54	2,851	981	53	2,629	798
Motion picture theaters.....	35	4,306	743	24	3,713	639

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 221 such establishments with sales of \$5,522,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SAN JOSE, THE ENTIRE CITY, AND THE SAN JOSE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	19.7	53.3	117.1	65.1	89.0
Food stores.....	-10.5	78.1	124.9	90.3	109.5
Eating, drinking places.....	2.1	44.2	101.8	49.0	67.1
Eating places.....	4.0	53.5	128.6	63.6	87.6
Drinking places.....	-1.8	26.4	58.5	21.0	29.1
General merchandise group.....	26.1	30.0	218.0	31.0	45.8
Variety stores.....	11.8	22.5	263.4	41.7	99.7
General merchandise stores (except variety).....	28.8	31.4	194.1	28.7	28.1
Apparel, accessories stores.....	8.4	13.3	93.3	31.4	69.9
Shoe stores.....	57.7	66.0	296.5	55.4	52.0
Men's, boys' clothing and furnishings stores ³	1.6	9.9	XXX	40.4	158.3
Family clothing stores ³	(D)	11.3	(D)	8.5	(D)
Women's clothing, specialty stores.....	1.3	-10.0	-22.3	23.3	58.1
Ready-to-wear stores ³	-6.6	-8.7	-28.7	18.6	60.9
All other apparel stores.....	-31.5	5.6	235.1	86.2	267.5
Furniture, home furnishings, appliance dealers.....	41.4	96.3	226.8	81.7	108.5
Furniture, home furnishings stores, antique stores.....	48.6	67.7	108.3	73.8	92.7
Household appliance, radio, TV stores.....	25.9	164.3	600.4	95.3	132.2
Automotive group.....	51.7	51.2	49.8	76.6	93.6
Gasoline service stations.....	9.6	136.5	181.0	132.7	146.9
Lumber, building materials, hardware, farm equip. dealers...	-25.2	17.1	34.2	24.2	30.0
Hardware stores.....	-26.5	-12.8	5.6	11.1	26.5
Other.....	-22.8	31.6	41.3	28.2	30.8
Drug stores, proprietary stores.....	25.8	40.9	78.0	61.4	84.8
Other retail stores ⁴	8.3	63.2	226.0	65.2	98.3
Liquor stores.....	7.9	47.1	74.4	146.4	183.2
Jewelry stores.....	10.0	18.6	XXX	24.3	76.0
Book, stationery stores.....	11.5	57.7	XXX	57.6	88.6
SELECTED SERVICE TRADES					
Hotels.....	(D)	-6.2	(D)	8.4	(D)
Motion picture theaters.....	-9.7	-12.9	-26.4	16.0	43.5

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAN JOSE CITY AND OF SAN JOSE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	51.1	65.4	25.0	34.5
Food stores.....	17.4	34.6	7.5	16.0
Eating, drinking places.....	40.9	57.7	19.1	27.9
Eating places.....	40.9	60.3	18.2	28.7
Drinking places.....	41.3	53.2	21.4	26.4
General merchandise group.....	95.1	98.0	72.2	75.1
Variety stores.....	87.4	95.7	52.1	66.0
General merchandise stores (except variety).....	96.5	98.4	77.2	77.1
Apparel, accessories stores.....	90.2	94.3	51.7	62.7
Shoe stores.....	91.7	96.5	59.5	58.6
Men's, boys' clothing and furnishings stores ²	92.5	100.0	54.4	75.2
Family clothing stores ²	(D)	100.0	(D)	61.7
Women's clothing; specialty stores.....	92.6	90.5	50.3	61.3
Ready-to-wear stores ²	92.7	90.6	49.5	62.8
All other apparel stores.....	55.9	86.1	22.3	60.7
Furniture, home furnishings, appliance dealers.....	50.7	70.4	31.1	39.9
Furniture, home furnishings stores, antique stores	60.3	68.0	36.7	43.0
Household appliance, radio, TV stores.....	36.2	75.9	22.4	34.7
Automotive group.....	74.0	73.7	34.8	40.5
Gasoline service stations.....	12.0	26.0	4.9	10.3
Lumber, building materials, hardware, farm equip. dealers	18.5	28.9	6.4	10.5
Hardware stores.....	48.2	57.2	19.2	29.0
Other.....	8.9	15.2	2.9	4.9
Drug stores, proprietary stores.....	63.3	71.0	31.0	39.7
Other retail stores ³	49.6	74.8	24.1	36.8
Liquor stores.....	30.2	41.1	9.2	21.0
Jewelry stores.....	92.7	100.0	69.3	78.3
Book, stationery stores.....	70.7	100.0	28.4	40.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND-OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN JOSE, THE ENTIRE CITY, AND THE SAN JOSE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	8.1	10.8	23.7	20.4	26.9	23.3
Eating, drinking places.....	5.4	6.3	6.7	7.2	7.1	7.8
Eating places.....	3.7	4.2	4.6	4.6	5.1	5.1
Drinking places.....	1.7	2.1	2.1	2.6	2.0	2.7
General merchandise group.....	25.0	23.7	13.4	15.8	8.6	10.9
Variety stores.....	3.5	3.8	2.0	2.6	1.6	2.0
General merchandise stores (except variety).....	21.5	19.9	11.4	13.2	7.0	8.9
Apparel, accessories stores.....	14.7	16.2	8.3	11.3	7.1	8.9
Shoe stores.....	3.3	2.5	1.8	1.7	1.4	1.5
Men's, boys' clothing and furnishings stores ¹	2.7	3.2	1.5	2.1	1.3	1.5
Family clothing stores ¹	(D)	2.8	1.3	1.8	1.0	1.6
Women's clothing, specialty stores.....	5.9	7.0	3.3	5.0	2.9	3.9
Ready-to-wear stores ¹	5.0	6.4	2.7	4.6	2.5	3.5
All other apparel stores.....	0.4	0.7	0.4	0.6	0.5	0.4
Furniture, home furnishings, appliance dealers.....	8.6	7.3	8.7	6.8	6.9	6.3
Furniture, home furnishings stores, antique stores ¹	6.2	5.0	5.2	4.8	4.2	4.0
Household appliance, radio, TV stores.....	2.4	2.3	3.5	2.0	2.7	2.3
Automotive group.....	21.8	17.2	15.1	15.3	15.7	14.7
Gasoline service stations.....	1.5	1.6	6.2	4.0	7.6	5.4
Lumber, building materials, hardware, farm equipment dealers..	1.9	3.1	5.4	7.0	7.6	10.1
Hardware stores.....	1.2	2.0	1.3	2.3	1.6	2.4
Other.....	0.7	1.1	4.1	4.7	6.0	7.7
Drug stores, proprietary stores.....	4.1	3.9	3.3	3.6	3.3	3.4
Other retail stores ²	8.9	9.9	9.2	8.6	9.2	9.2
Liquor stores.....	0.6	0.7	1.1	1.1	1.7	1.2
Jewelry stores.....	2.5	2.8	1.4	1.8	0.9	1.2
Book, stationery stores.....	0.7	0.8	0.5	0.5	0.6	0.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
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CENTRAL BUSINESS DISTRICT STATISTICS



Grand Rapids, Michigan



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-79—Grand Rapids, Mich.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similarly establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Grand Rapids, Michigan

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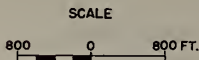
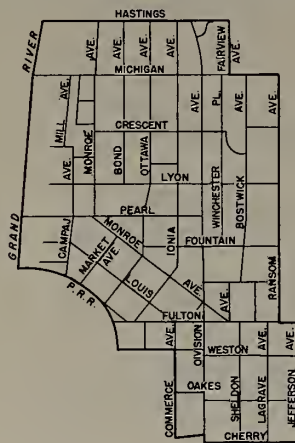
GRAND RAPIDS, MICHIGAN

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



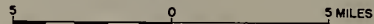
CENTRAL BUSINESS DISTRICT *



KENT CO.



SCALE



*CONSISTS OF TRACT 16

- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- ░ STANDARD METROPOLITAN AREA

GRAND RAPIDS, MICHIGAN

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Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF GRAND RAPIDS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	320	93,606	13,995	379	90,070	13,798
Food stores.....	18	1,895	222	23	3,455	276
Eating, drinking places.....	59	4,728	1,179	72	4,784	1,192
Eating places.....	42	3,529	923	53	3,205	832
Drinking places.....	17	1,199	256	19	1,579	360
General merchandise group.....	12	46,257	6,610	14	38,698	6,228
Department stores..... ³	4	41,384	5,779	5	33,830	5,465
Variety stores.....	6	(D)	(D)	7	(D)	(D)
General merchandise stores, n.e.c.....	2	(D)	(D)	2	(D)	(D)
Apparel, accessories stores.....	97	15,692	2,494	100	17,042	2,380
Shoe stores.....	21	2,790	386	20	2,161	244
Men's, boys' clothing and furnishings stores ³	18	3,303	510	23	3,834	530
Family clothing stores ³	7	1,663	289	7	2,032	360
Women's clothing, specialty stores.....	42	7,302	1,176	40	8,553	1,151
Ready-to-wear stores ³	18	5,972	972	24	7,612	1,070
All other apparel stores.....	9	634	133	9	454	95
Furniture, home furnishings, appliance dealers.....	21	4,837	676	29	5,485	913
Furniture stores ³	8	3,009	408	10	3,332	670
Other home furnishings stores ³	5	484	94	5	656	85
Household appliance, radio, TV stores.....	6	1,324	174	10	1,321	158
Automotive group.....	9	8,210	747	17	7,366	844
Passenger car dealers (franchised & nonfranchised)..	4	7,168	568	6	6,044	660
Tire, battery, accessory dealers.....	5	1,042	179	10	(D)	(D)
Other automotive dealers.....	1	(D)	(D)
Gasoline service stations.....	7	617	69	10	648	96
Lumber, building materials, hardware, farm equip. dealers.	8	1,569	238	14	1,826	255
Hardware stores.....	2	(D)	(D)	4	558	43
Other.....	6	(D)	(D)	10	1,268	212
Drug stores, proprietary stores.....	10	2,696	482	10	2,792	388
Other retail stores ⁴	79	7,105	1,278	90	7,974	1,226
Liquor stores.....
Jewelry stores.....	14	2,301	525	14	1,896	378
Book, stationery stores.....	10	671	107	8	557	115
Sporting goods, bicycle stores.....	4	518	60	6	624	69
Florists.....	4	368	69	4	369	68
Music stores.....	11	1,137	203	12	1,350	202
Camera, photographic supply stores.....	4	704	109	4	414	52
SELECTED SERVICE TRADES						
Hotels.....	15	4,410	1,743	18	4,562	1,545
Motion picture theaters.....	7	1,263	239	8	1,356	244

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF GRAND RAPIDS

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,163	308,152	34,188	1,975	229,236	26,938
Food stores.....	438	67,895	4,547	474	47,049	2,964
Eating, drinking places.....	364	18,284	3,826	324	13,439	2,861
Eating places.....	234	11,799	2,754	199	7,659	1,818
Drinking places.....	128	6,411	1,072	125	5,780	1,043
General merchandise group.....	83	50,433	7,066	57	40,647	6,437
Department stores.....	4	41,384	5,779	5	33,830	5,465
Variety stores.....	35	6,595	1,072	31	5,776	887
General merchandise stores, n.e.c.....	44	2,454	215	21	1,041	85
Apparel, accessories stores.....	181	21,997	3,268	191	24,390	3,131
Shoe stores.....	43	4,046	536	44	3,004	331
Men's, boys' clothing and furnishings stores ³	31	(D)	616	41	(D)	(D)
Family clothing stores ³	19	3,974	599	17	3,873	540
Women's clothing, specialty stores.....	67	8,610	1,344	62	(D)	(D)
Ready-to-wear stores ³	35	7,166	1,126	37	8,100	1,115
All other apparel stores.....	19	974	173	18	(D)	(D)
Furniture, home furnishings, appliance dealers.....	159	16,777	2,069	126	12,907	1,828
Furniture stores ³	42	8,047	1,072	43	6,464	1,064
Other home furnishings stores ³	25	2,045	295	16	1,423	159
Household appliance, radio, TV stores.....	80	6,485	702	52	4,655	605
Automotive group.....	120	54,311	4,865	111	33,458	3,356
Passenger car dealers (franchised & nonfranchised)..	80	48,779	4,212	72	29,881	2,966
Tire, battery, accessory dealers.....	27	3,859	577	33	2,769	349
Other automotive dealers.....	13	1,673	76	6	808	41
Gasoline service stations.....	255	19,051	1,450	229	10,573	787
Lumber, building materials, hardware, farm equip. dealers.	136	21,717	2,702	113	15,411	2,131
Hardware stores.....	54	4,355	420	48	(D)	(D)
Other.....	80	(D)	2,282	65	(D)	(D)
Drug stores, proprietary stores.....	111	15,424	1,690	90	11,142	1,071
Other retail stores ⁴	316	22,263	2,705	260	20,220	2,372
Liquor stores.....	16	(D)	(D)	19	1,432	47
Jewelry stores.....	41	2,895	581	27	2,310	419
Book, stationery stores.....	13	871	132	9	(D)	(D)
Sporting goods, bicycle stores.....	20	1,468	101	19	1,017	101
Florists.....	19	1,114	214	11	(D)	(D)
Music stores.....	25	(D)	231	22	1,527	217
Camera, photographic supply stores.....	7	(D)	(D)	8	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	19	4,606	1,801	27	4,896	1,611
Motion picture theaters.....	14	1,476	299	21	1,993	391

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 133 such establishments with sales of \$8,815,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
GRAND RAPIDS STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,905	384,296	39,938	2,851	283,022	30,663
Food stores.....	580	89,826	5,896	678	61,475	3,729
Eating, drinking places.....	482	22,481	4,480	478	17,380	3,476
Eating places.....	313	14,051	3,171	303	10,037	2,243
Drinking places.....	167	8,356	1,309	175	7,343	1,233
General merchandise group.....	117	52,363	7,197	77	41,836	6,541
Department stores.....	4	41,384	5,779	5	33,830	5,465
Variety stores.....	45	7,053	1,138	41	6,114	930
General merchandise stores, n.e.c.....	66	3,826	280	31	1,892	146
Apparel, accessories stores.....	209	23,505	3,381	217	25,309	3,182
Shoe stores.....	50	4,400	564	54	3,235	347
Men's, boys' clothing and furnishings stores ³	35	4,600	636	43	5,226	650
Family clothing stores ³	26	4,677	659	21	4,216	561
Women's clothing, specialty stores.....	71	8,694	1,348	69	11,404	1,455
Ready-to-wear stores ³	39	7,250	1,130	40	8,190	1,121
All other apparel stores.....	23	1,028	174	19	892	169
Furniture, home furnishings, appliance dealers.....	205	19,361	2,269	160	14,789	1,974
Furniture stores ³	53	9,343	1,188	51	7,568	1,156
Other home furnishings stores ³	27	(D)	(D)	19	1,548	178
Household appliance, radio, TV stores.....	107	7,648	(D)	72	5,249	640
Automotive group.....	171	70,000	6,000	183	42,329	3,931
Passenger car dealers (franchised & nonfranchised)..	116	63,296	5,309	125	37,469	3,456
Tire, battery, accessory dealers.....	37	(D)	584	44	3,058	377
Other automotive dealers.....	18	(D)	107	14	1,802	98
Gasoline service stations.....	396	26,944	1,855	395	16,964	1,052
Lumber, building materials, hardware, farm equip. dealers.	217	33,661	3,827	201	24,047	2,821
Hardware stores.....	78	6,868	646	78	4,885	392
Other.....	137	26,627	3,181	123	19,162	2,429
Drug stores, proprietary stores.....	140	18,678	1,950	118	13,481	1,262
Other retail stores ⁴	388	27,477	3,083	344	25,412	2,695
Liquor stores.....	17	2,592	87	27	1,643	52
Jewelry stores.....	50	3,135	602	39	2,546	436
Book, stationery stores.....	13	871	132	10	660	118
Sporting goods, bicycle stores.....	32	1,919	120	30	1,176	109
Florists.....	23	1,248	220	13	702	126
Music stores.....	27	1,523	231	22	1,527	217
Camera, photographic supply stores.....	11	1,048	127	10	605	64
SELECTED SERVICE TRADES						
Hotels.....	19	4,606	1,801	30	4,938	1,617
Motion picture theaters.....	23	1,876	363	30	2,174	3,422

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 158 such establishments with sales of \$9,630,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.⁵Data are for regular motion pictures only; there were two drive-in theaters in this Standard Metropolitan Area in 1948.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF GRAND RAPIDS, THE ENTIRE CITY, AND THE GRAND RAPIDS STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	3.9	34.4	54.2	35.8	50.7
Food stores.....	-45.2	44.3	51.4	46.1	51.6
Eating, drinking places.....	-1.2	36.1	56.6	29.3	40.9
Eating places.....	10.1	54.1	85.7	40.0	54.0
Drinking places.....	-24.1	10.9	24.1	13.8	24.2
General merchandise group.....	19.5	24.1	114.3	25.2	94.6
Department stores.....	22.3	22.3	...	22.3	...
Variety stores.....	(D)	14.2	(D)	15.4	(D)
General merchandise stores, n.e.c.....	(D)	135.7	(D)	102.2	(D)
Apparel, accessories stores.....	-7.9	-9.8	-14.2	-7.1	-5.5
Shoe stores.....	29.1	34.7	49.0	36.0	49.9
Men's, boys' clothing and furnishings stores ³	-13.9	(D)	(D)	-12.0	-6.8
Family clothing stores ³	-18.2	2.6	25.5	10.9	38.0
Women's clothing, specialty stores.....	-14.6	(D)	(D)	-23.8	-51.2
Ready-to-wear stores ³	-21.6	-11.5	144.7	-11.5	121.1
All other apparel stores.....	39.6	(D)	(D)	15.2	-10.1
Furniture, home furnishings, appliance dealers.....	-11.8	30.0	60.9	30.9	56.1
Furniture stores ³	-9.7	24.5	60.9	23.5	49.5
Other home furnishings stores ³	-26.2	43.7	103.5	(D)	(D)
Household appliance, radio, TV stores.....	0.2	39.3	54.8	45.7	61.0
Automotive group.....	11.5	62.3	76.7	65.4	76.7
Passenger car dealers (franchised and nonfranchised).....	18.6	63.2	74.6	68.9	78.6
Tire, battery, accessory dealers.....	(D)	39.4	(D)	(D)	(D)
Other automotive dealers.....	(D)	107.1	(D)	(D)	(D)
Gasoline service stations.....	-4.8	80.2	85.7	58.8	61.4
Lumber, building materials, hardware, farm equip. dealers....	-14.1	40.9	48.3	40.0	44.4
Hardware stores.....	(D)	(D)	(D)	40.6	(D)
Other.....	(D)	(D)	(D)	39.0	(D)
Drug stores, proprietary stores.....	-3.4	38.4	52.4	38.6	49.5
Other retail stores ⁴	-10.9	10.1	23.8	8.1	16.8
Liquor stores.....	...	(D)	(D)	57.8	57.8
Jewelry stores.....	21.4	25.3	43.5	23.1	28.3
Book, stationery stores.....	20.5	(D)	(D)	32.0	94.2
Sporting goods, bicycle stores.....	-17.0	44.3	141.7	63.2	153.8
Florists.....	-0.3	(D)	(D)	77.8	164.3
Music stores.....	-15.8	(D)	(D)	-0.3	118.1
Camera, photographic supply stores.....	70.0	(D)	(D)	73.2	80.1
SELECTED SERVICE TRADES					
Hotels.....	-3.3	-5.9	-41.3	-6.7	-47.9
Motion picture theaters.....	-6.9	-26.0	-66.6	⁵ -13.7	⁵ -25.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion pictures only; there were two drive-in theaters in this Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OAKLAND CITY AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	30.4	39.3	24.4	31.8
Food stores.....	2.8	7.3	2.1	5.6
Eating, drinking places.....	25.9	35.6	21.0	27.5
Eating places.....	29.9	41.8	25.1	31.9
Drinking places.....	18.7	27.3	14.3	21.5
General merchandise group.....	91.7	95.2	88.3	92.5
Department stores.....	100.0	100.0	100.0	100.0
Variety stores.....	(D)	(D)	(D)	(D)
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	71.3	69.9	66.8	67.3
Shoe stores.....	69.0	71.9	63.4	66.8
Men's, boys' clothing and furnishings stores ²	(D)	(D)	71.8	73.4
Family clothing stores ²	41.8	52.5	35.6	48.2
Women's clothing, specialty stores.....	84.8	(D)	84.0	75.0
Ready-to-wear stores ²	83.3	94.0	82.4	92.9
All other apparel stores.....	65.1	(D)	61.7	50.9
Furniture, home furnishings, appliance dealers.....	28.8	42.5	25.0	37.1
Furniture stores ²	37.4	51.5	32.2	44.0
Other home furnishings stores ²	23.7	46.1	(D)	42.4
Household appliance, radio, TV stores.....	20.4	28.4	17.3	25.2
Automotive group.....	15.1	22.0	11.7	17.4
Passenger car dealers (franchised and nonfranchised)....	14.7	20.2	11.3	16.1
Tire, battery, accessory dealers.....	27.0	(D)	(D)	(D)
Other automotive dealers.....	XXX	(D)	(D)	(D)
Gasoline service stations.....	3.2	6.1	2.3	3.8
Lumber, building materials, hardware, farm equip. dealers.	7.2	11.8	4.7	7.6
Hardware stores.....	(D)	(D)	(D)	11.4
Other.....	(D)	(D)	(D)	6.6
Drug stores, proprietary stores.....	17.5	25.1	14.4	20.7
Other retail stores ³	31.9	39.4	25.9	31.4
Liquor stores.....	(D)	XXX	XXX	XXX
Jewelry stores.....	79.5	82.1	73.4	74.5
Book, stationery stores.....	77.0	(D)	77.0	84.4
Sporting goods, bicycle stores.....	35.3	61.4	27.0	53.1
Florists.....	33.0	(D)	29.5	52.6
Music stores.....	(D)	88.4	74.7	88.4
Camera, photographic supply stores.....	(D)	(D)	67.2	68.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF GRAND RAPIDS, THE ENTIRE CITY, AND THE GRAND RAPIDS STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	2.0	3.8	22.0	20.5	23.4	21.7
Eating, drinking places.....	5.1	5.3	5.9	5.9	5.9	6.1
Eating places.....	3.8	3.5	3.8	3.4	3.7	3.5
Drinking places.....	1.3	1.8	2.1	2.5	2.2	2.6
General merchandise group.....	49.4	43.0	16.4	17.8	13.6	14.8
Department stores.....	44.2	37.6	13.5	14.8	10.8	12.0
Variety stores.....	(D)	(D)	2.1	2.5	1.8	2.2
General merchandise stores, n.e.c.....	(D)	(D)	0.8	0.5	1.0	0.6
Apparel, accessories stores.....	16.8	18.9	7.2	10.6	6.1	8.9
Shoe stores.....	3.0	2.4	1.3	1.3	1.1	1.1
Men's, boys' clothing and furnishings stores ¹	3.5	4.3	(D)	(D)	1.2	1.8
Family clothing stores ¹	1.8	2.3	1.3	1.7	1.2	1.5
Women's clothing, specialty stores.....	7.8	9.4	2.8	(D)	2.3	4.0
Ready-to-wear stores ¹	6.4	8.5	2.3	3.5	1.9	2.9
All other apparel stores.....	0.7	0.5	0.3	(D)	0.3	0.3
Furniture, home furnishings, appliance dealers.....	5.2	6.1	5.4	5.6	5.0	5.2
Furniture stores ¹	3.2	3.7	2.6	2.8	2.4	2.7
Other home furnishings stores ¹	0.5	0.7	0.7	0.6	(D)	0.5
Household appliance, radio, TV stores.....	1.4	1.5	2.1	2.2	2.0	1.9
Automotive group.....	8.7	8.2	17.6	14.6	18.2	15.0
Passenger car dealers (franchised and nonfranchised).....	7.6	6.7	15.8	13.0	16.5	13.2
Tire, battery, accessory dealers.....	1.1	(D)	1.3	1.2	(D)	1.1
Other automotive dealers.....	...	(D)	0.5	0.4	(D)	0.7
Gasoline service stations.....	0.6	0.7	6.2	4.6	7.0	6.0
Lumber, building materials, hardware, farm equipment dealers... Hardware stores.....	1.7 (D)	2.0 0.6	7.0 1.4	6.7 (D)	8.8 1.9	8.5 1.7
Other.....	(D)	1.4	(D)	(D)	6.9	6.8
Drug stores, proprietary stores.....	2.9	3.1	5.0	4.9	4.9	4.8
Other retail stores ²	7.6	8.9	7.3	8.8	7.1	9.0
Liquor stores.....	(D)	0.6	0.7	0.6
Jewelry stores.....	2.5	2.1	0.9	1.0	0.8	0.9
Book, stationery stores.....	0.7	0.6	0.3	(D)	0.2	0.2
Sporting goods, bicycle stores.....	0.6	0.7	0.5	0.4	0.5	0.4
Florists.....	0.4	0.4	0.4	(D)	0.3	0.2
Music stores.....	1.2	1.5	(D)	0.7	0.4	0.5
Camera, photographic supply stores.....	0.8	0.5	(D)	(D)	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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CENTRAL BUSINESS DISTRICT STATISTICS

Trenton, New Jersey



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-80—Trenton, New Jersey
Washington, D. C., 1956

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

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in **KIND-OF-BUSINESS CLASSIFICATION**, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See **COMPARISON OF 1948 AND 1954 CENSUSES**, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

CENTRAL BUSINESS DISTRICT STATISTICS

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

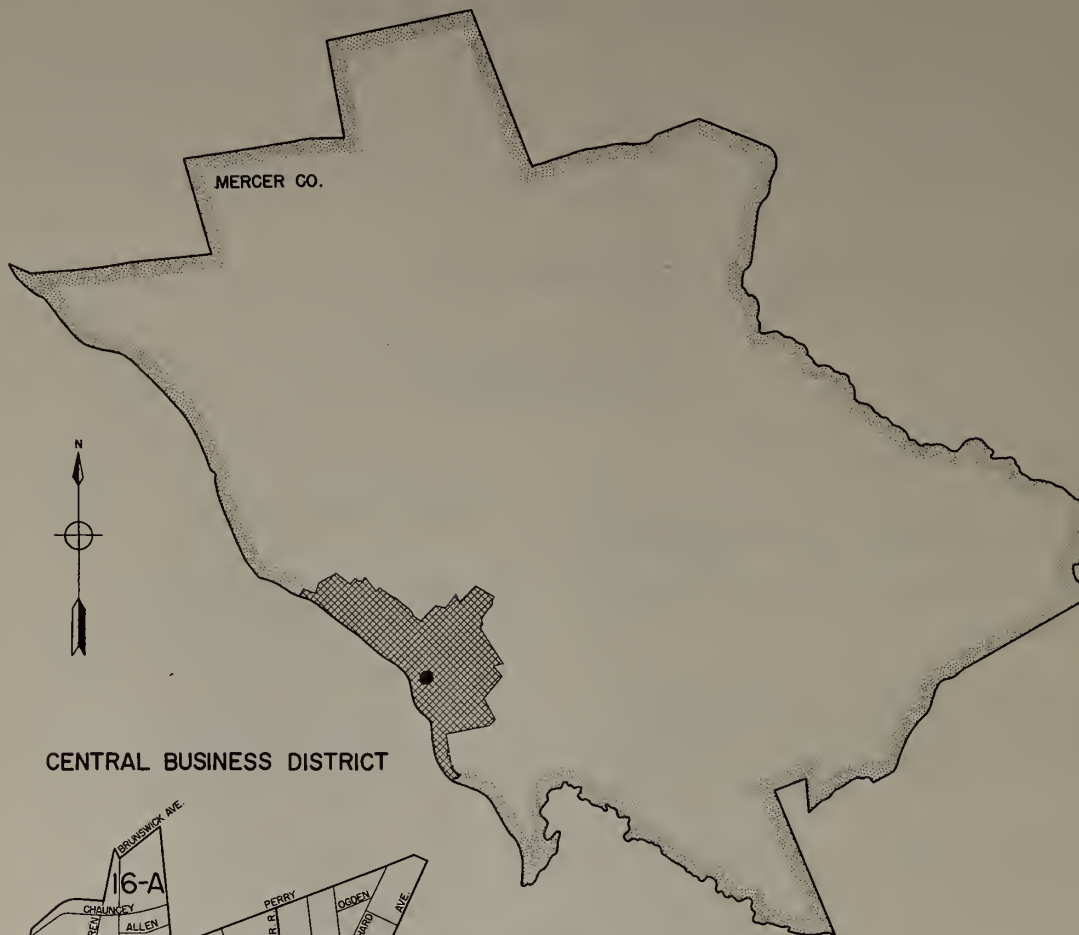
Trenton, New Jersey

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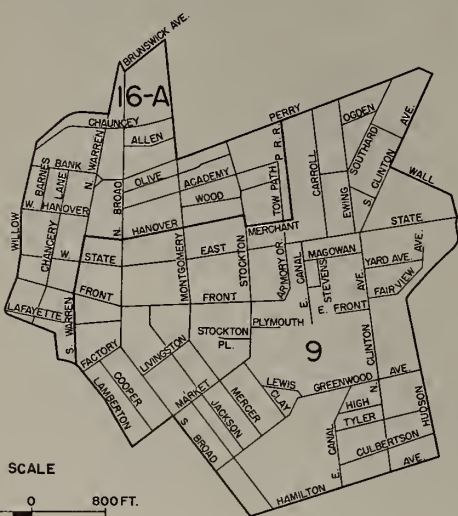
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TRENTON, NEW JERSEY

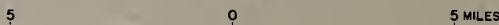
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



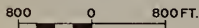
CENTRAL BUSINESS DISTRICT



SCALE



SCALE



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▤ STANDARD METROPOLITAN AREA
- 9 TRACT NUMBER

TRENTON, NEW JERSEY

9

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF TRENTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	541	76,652	11,084	573	71,764	9,832
Food stores.....	69	5,873	690	70	4,067	385
Eating, drinking places.....	100	5,686	1,129	108	5,960	1,239
Eating places.....	58	3,293	778	64	3,542	870
Drinking places.....	42	2,393	351	44	2,418	369
General merchandise group.....	22	23,194	3,004	20	22,121	3,463
Department stores.....	3	(D)	(D)	5	(D)	(D)
Variety stores.....	4	(D)	(D)	6	(D)	(D)
General merchandise stores, n.e.c.....	15	4,526	1,077	9	534	55
Apparel, accessories stores.....	157	20,098	2,867	161	19,488	2,271
Shoe stores.....	32	3,287	430	29	2,760	322
Men's, boys' clothing and furnishings stores ³	31	3,675	598	38	4,431	527
Family clothing stores ³	4	1,476	204	6	1,641	264
Women's clothing, specialty stores.....	69	10,099	1,460	63	9,012	1,004
Ready-to-wear stores ³	31	8,362	1,245	31	7,442	866
All other apparel stores.....	16	1,424	175	18	1,416	154
Furniture, home furnishings, appliance dealers.....	61	10,652	1,610	45	7,117	888
Furniture stores ³	22	5,376	899	14	3,503	443
Other home furnishings stores ²	14	1,759	260	10	699	98
Household appliance, radio, TV stores.....	21	3,410	451	17	2,865	347
Automotive group.....	7	1,021	114	12	2,590	218
Gasoline service stations.....	9	608	69	9	300	50
Lumber, building materials, hardware, farm equip. dealers.....	12	1,634	325	18	1,339	158
Hardware stores.....	4	229	23	2	(D)	(D)
Other.....	8	1,405	302	16	(D)	(D)
Drug stores, proprietary stores.....	11	1,309	207	8	878	104
Other retail stores ⁴	93	6,577	1,069	122	7,904	1,056
Liquor stores.....	6	678	59	5	539	34
Jewelry stores.....	17	1,442	279	25	1,913	328
Book, stationery stores.....	3	(D)	(D)	3	(D)	(D)
Sporting goods, bicycle stores.....	2	(D)	(D)	3	140	9
Florists.....	4	213	25	6	237	51
Music stores.....	4	410	59	8	412	39
Camera, photographic supply stores.....	2	(D)	(D)	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	10	1,936	805	10	(D)	(D)
Motion picture theaters.....	7	1,628	339	9	1,923	431

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF TRENTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,383	231,885	25,915	2,122	162,729	17,759
Food stores.....	669	56,280	3,935	652	38,227	2,463
Eating, drinking places.....	519	21,426	3,255	473	15,958	2,324
Eating places.....	257	9,629	1,926	212	6,903	1,384
Drinking places.....	262	11,797	1,329	261	9,055	940
General merchandise group.....	75	32,421	4,767	57	25,906	3,917
Department stores.....	6	(D)	(D)	7	20,436	3,243
Variety stores.....	15	(D)	(D)	18	3,988	539
General merchandise stores, n.e.c.....	54	(D)	1,180	32	1,482	135
Apparel, accessories stores.....	250	24,074	3,370	260	22,897	2,557
Shoe stores.....	47	3,849	494	45	3,238	359
Men's, boys' clothing and furnishings stores ³	38	4,126	650	43	4,820	561
Family clothing stores ³	13	(D)	(D)	10	2,024	302
Women's clothing, specialty stores.....	111	11,083	1,519	109	10,515	1,131
Ready-to-wear stores ³	42	8,927	1,299	41	8,552	993
All other apparel stores.....	29	2,099	(D)	32	1,831	204
Furniture, home furnishings, appliance dealers.....	149	17,219	2,264	96	9,598	1,108
Furniture stores ³	39	8,162	1,209	25	(D)	(D)
Other home furnishings stores ³	31	2,453	369	18	1,072	168
Household appliance, radio, TV stores.....	51	6,024	686	32	3,592	409
Automotive group.....	72	29,923	2,925	61	20,780	2,069
Passenger car dealers (franchised & nonfranchised)..	50	(D)	(D)	34	18,919	1,830
Tire, battery, accessory dealers.....	17	1,928	297	25	(D)	(D)
Other automotive dealers.....	5	(D)	(D)	2	(D)	(D)
Gasoline service stations.....	191	12,759	883	125	4,360	374
Lumber, building materials, hardware, farm equip. dealers.	79	12,071	1,660	70	5,906	753
Hardware stores.....	33	1,865	139	30	(D)	(D)
Other.....	46	10,206	1,521	40	(D)	(D)
Drug stores, proprietary stores.....	74	5,916	675	54	3,743	371
Other retail stores ⁴	305	19,796	2,181	274	15,354	1,823
Liquor stores.....	46	5,225	345	36	2,074	108
Jewelry stores.....	29	1,871	311	37	2,364	363
Book, stationery stores.....	5	283	36	4	482	64
Sporting goods, bicycle stores.....	15	437	(D)	12	282	14
Florists.....	24	762	99	29	736	125
Music stores.....	6	(D)	(D)	16	534	49
Camera, photographic supply stores.....	3	(D)	(D)	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	14	(D)	(D)	11	2,040	720
Motion picture theaters.....	13	(D)	(D)	17	2,492	616

¹ Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

² Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 126 such establishments with sales of \$12,679,000.

⁴ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵ This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
TRENTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,015	322,067	34,701	3,015	234,856	24,178
Food stores.....	782	74,084	5,298	864	53,074	3,377
Eating, drinking places.....	647	28,423	4,770	677	24,669	3,890
Eating places.....	324	13,979	3,076	305	11,622	2,440
Drinking places.....	321	14,428	1,694	372	13,047	1,450
General merchandise group.....	101	35,189	5,181	71	26,961	4,024
Department stores.....	7	23,334	3,082	7	20,436	3,243
Variety stores.....	20	4,897	848	24	4,368	588
General merchandise stores, n.e.c.....	72	6,908	1,251	40	2,157	193
Apparel, accessories stores.....	310	27,436	3,703	303	24,742	2,751
Shoe stores.....	54	4,177	529	50	3,457	375
Men's, boys' clothing and furnishings stores ³	50	4,938	746	53	5,618	669
Family clothing stores ³	14	2,701	452	14	2,285	334
Women's clothing, specialty stores.....	137	12,206	1,616	123	10,901	1,162
Ready-to-wear stores ³	58	9,715	1,389	48	8,817	1,020
All other apparel stores.....	37	2,856	360	37	1,936	211
Furniture, home furnishings, appliance dealers.....	184	20,317	2,629	127	10,950	1,298
Furniture stores ³	47	9,827	1,420	26	4,725	534
Other home furnishings stores ³	38	2,837	429	29	1,476	221
Household appliance, radio, TV stores.....	65	7,047	780	45	4,449	543
Automotive group.....	111	53,216	4,936	107	34,645	3,219
Passenger car dealers (franchised & nonfranchised)..	82	48,698	4,520	74	31,740	2,901
Tire, battery, accessory dealers.....	23	2,112	(D)	30	1,976	258
Other automotive dealers.....	6	2,406	(D)	3	929	60
Gasoline service stations.....	268	18,749	1,251	270	9,187	699
Lumber, building materials, hardware, farm equip. dealers.	116	20,544	2,476	119	12,958	1,484
Hardware stores.....	45	2,772	253	48	1,939	147
Other.....	71	17,772	2,223	71	11,019	1,337
Drug stores, proprietary stores.....	85	7,416	915	75	5,371	557
Other retail stores ⁴	411	36,693	3,542	402	32,299	2,879
Liquor stores.....	56	6,678	431	65	4,237	221
Jewelry stores.....	38	2,036	322	42	2,470	381
Book, stationery stores.....	10	867	75	9	909	96
Sporting goods, bicycle stores.....	21	542	40	17	390	18
Florists.....	35	1,181	146	43	1,074	159
Music stores.....	9	1,645	216	16	534	49
Camera, photographic supply stores.....	4	466	26	7	488	23
SELECTED SERVICE TRADES						
Hotels.....	17	3,191	1,195	14	2,904	973
Motion picture theaters.....	19	2,582	509	22	2,958	694

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 153 such establishments with sales of \$13,933,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF TRENTON, THE ENTIRE CITY, AND THE TRENTON STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	6.8	42.5	70.7	37.1	50.5
Food stores.....	44.4	47.2	47.6	39.6	39.2
Eating, drinking places.....	-4.6	34.3	57.4	15.2	21.5
Eating places.....	-7.0	39.5	88.5	20.3	32.3
Drinking places.....	-1.0	30.3	41.7	10.6	13.2
General merchandise group.....	4.9	25.1	143.8	30.5	147.8
Department stores.....	(D)	(D)	(D)	14.2	(D)
Variety stores.....	(D)	(D)	(D)	12.1	(D)
General merchandise stores, n.e.c.....	747.6	(D)	(D)	220.3	46.8
Apparel, accessories stores.....	3.1	5.1	16.6	10.9	39.7
Shoe stores.....	19.1	18.9	17.6	20.8	27.7
Men's, boys' clothing and furnishings stores ³	-17.1	-14.4	15.9	-12.1	6.4
Family clothing stores ³	-10.1	(D)	(D)	18.2	90.2
Women's clothing, specialty stores.....	12.1	5.4	-34.5	12.0	11.5
Ready-to-wear stores ³	12.4	4.4	-49.1	10.2	-1.6
All other apparel stores.....	0.6	14.6	62.7	47.5	175.4
Furniture, home furnishings, appliance dealers.....	49.7	79.4	164.7	85.5	152.2
Furniture stores.....	53.5	(D)	(D)	108.0	264.2
Other home furnishings stores.....	151.6	128.8	86.1	92.2	38.7
Household appliance, radio, TV stores.....	19.0	67.7	259.6	58.4	129.6
Automotive group.....	-60.6	44.0	58.9	53.6	62.8
Passenger car dealers (franchised and nonfranchised).....	(NA)	(D)	(NA)	53.4	(NA)
Tire, battery, accessory dealers.....	(NA)	(D)	(NA)	6.9	(NA)
Other automotive dealers.....	(NA)	(D)	(NA)	159.0	(NA)
Gasoline service stations.....	102.7	192.6	199.3	104.1	104.1
Lumber, building materials, hardware, farm equip. dealers....	22.0	104.4	128.5	58.5	62.8
Hardware stores.....	(D)	(D)	(D)	43.0	(D)
Other.....	(D)	(D)	(D)	61.3	(D)
Drug stores, proprietary stores.....	49.1	58.1	60.8	38.1	35.9
Other retail stores ⁴	-16.8	28.9	77.4	13.6	23.5
Liquor stores.....	25.8	151.9	196.2	57.6	62.2
Jewelry stores.....	-24.6	-20.9	-4.9	-17.6	6.6
Book, stationery stores.....	(D)	-41.3	(D)	-4.6	(D)
Sporting goods, bicycle stores.....	(D)	55.0	(D)	39.0	(D)
Florists.....	-10.1	3.5	10.0	10.0	15.7
Music stores.....	-0.5	(D)	(D)	208.1	912.3
Camera, photographic supply stores.....	(D)	(D)	(D)	-4.5	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	(D)	(D)	9.9	(D)
Motion picture theaters.....	-15.4	(D)	(D)	-12.7	-7.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TRENTON CITY AND OF TRENTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	33.1	44.1	23.8	30.6
Food stores.....	10.4	10.6	7.9	7.7
Eating, drinking places.....	26.5	37.3	20.0	24.2
Eating places.....	34.2	51.3	23.6	30.5
Drinking places.....	20.3	26.7	16.6	18.5
General merchandise group.....	71.5	85.4	65.9	82.0
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	(D)	(D)	(D)	(D)
General merchandise stores, n.e.c.....	(D)	36.0	65.5	24.8
Apparel, accessories stores.....	83.5	85.1	73.3	78.8
Shoe stores.....	85.4	85.2	78.7	79.8
Men's, boys' clothing and furnishings stores ²	89.1	91.9	74.4	78.9
Family clothing stores ²	(D)	81.1	54.6	71.8
Women's clothing, specialty stores.....	91.1	85.7	82.7	82.7
Ready-to-wear stores ²	93.7	87.0	86.1	84.4
All other apparel stores.....	67.8	77.3	49.9	73.1
Furniture, home furnishings, appliance dealers.....	61.9	74.2	52.4	65.0
Furniture stores ²	65.9	(D)	54.7	74.1
Other home furnishings stores ²	71.7	65.2	62.0	47.4
Household appliance, radio, TV stores.....	56.6	79.7	48.4	64.4
Automotive group.....	3.4	12.5	1.9	7.5
Gasoline service stations.....	4.8	6.9	3.2	3.3
Lumber, building materials, hardware, farm equip. dealers.	13.5	22.7	8.0	10.3
Hardware stores.....	12.3	(D)	8.3	(D)
Other.....	13.8	(D)	7.9	(D)
Drug stores, proprietary stores.....	22.1	23.5	17.7	16.3
Other retail stores ³	33.2	51.5	17.9	24.5
Liquor stores.....	13.0	26.0	10.2	12.7
Jewelry stores.....	77.1	80.9	70.8	77.4
Book, stationery stores.....	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	(D)	49.6	(D)	35.9
Florists.....	28.0	32.2	18.0	22.1
Music stores.....	(D)	77.2	24.9	77.2
Camera, photographic supply stores.....	(D)	(D)	(D)	79.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TRENTON, THE ENTIRE CITY, AND THE TRENTON STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	7.7	5.7	24.3	23.5	23.0	22.6
Eating, drinking places.....	7.4	8.3	9.2	9.8	8.8	10.5
Eating places.....	4.3	4.9	4.2	4.2	4.3	4.9
Drinking places.....	3.1	3.4	5.0	5.6	4.5	5.6
General merchandise group.....	30.3	30.8	14.0	15.9	10.9	11.5
Department stores.....	(D)	(D)	(D)	12.5	7.2	8.7
Variety stores.....	(D)	(D)	(D)	2.5	1.5	1.9
General merchandise stores, n.e.c.....	5.9	0.7	(D)	0.9	2.1	0.9
Apparel, accessories stores.....	26.2	27.2	10.4	14.1	8.5	10.5
Shoe stores.....	4.3	3.8	1.7	2.0	1.3	1.5
Men's, boys' clothing and furnishings stores ¹	4.8	6.2	1.8	3.0	1.5	2.4
Family clothing stores ¹	1.9	2.3	(D)	1.2	0.8	1.0
Women's clothing, specialty stores.....	13.2	12.6	4.8	6.5	3.8	4.6
Ready-to-wear stores ¹	10.9	10.4	3.8	5.3	3.0	3.8
All other apparel stores.....	1.9	2.0	0.9	1.1	0.9	0.8
Furniture, home furnishings, appliance dealers.....	13.9	9.9	7.4	5.9	6.3	4.7
Furniture stores ¹	7.0	4.9	3.5	(D)	3.1	2.0
Other home furnishings stores ¹	2.3	1.0	1.1	0.7	0.9	0.6
Household appliance, radio, TV stores.....	4.4	4.0	2.6	2.2	2.2	1.9
Automotive group.....	1.3	3.6	12.9	12.8	16.5	14.8
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	(D)	11.6	15.1	13.6
Tire, battery, accessory dealers.....	(NA)	(NA)	0.8	(D)	0.7	0.8
Other automotive dealers.....	(NA)	(NA)	(D)	(D)	0.7	0.4
Gasoline service stations.....	0.8	0.4	5.5	2.7	5.8	3.9
Lumber, building materials, hardware, farm equipment dealers...	2.1	1.9	5.2	3.6	6.4	5.5
Hardware stores.....	0.3	(D)	0.8	(D)	0.9	0.8
Other.....	1.8	(D)	4.4	(D)	5.5	4.7
Drug stores, proprietary stores.....	1.7	1.2	2.6	2.3	2.3	2.3
Other retail stores ²	8.6	11.0	8.5	9.4	11.5	13.7
Liquor stores.....	0.9	0.8	2.3	1.3	2.1	1.8
Jewelry stores.....	1.9	2.7	0.8	1.5	0.6	1.1
Book, stationery stores.....	(D)	(D)	0.1	0.3	0.3	0.4
Sporting goods, bicycle stores.....	(D)	0.2	0.2	0.2	0.2	0.2
Florists.....	0.3	0.3	0.3	0.5	0.4	0.5
Music stores.....	0.5	0.6	(D)	0.3	0.5	0.2
Camera, photographic supply stores.....	(D)	0.5	(D)	(D)	0.1	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Long Beach, California



1954
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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-81—Long Beach, Calif.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Long Beach, California



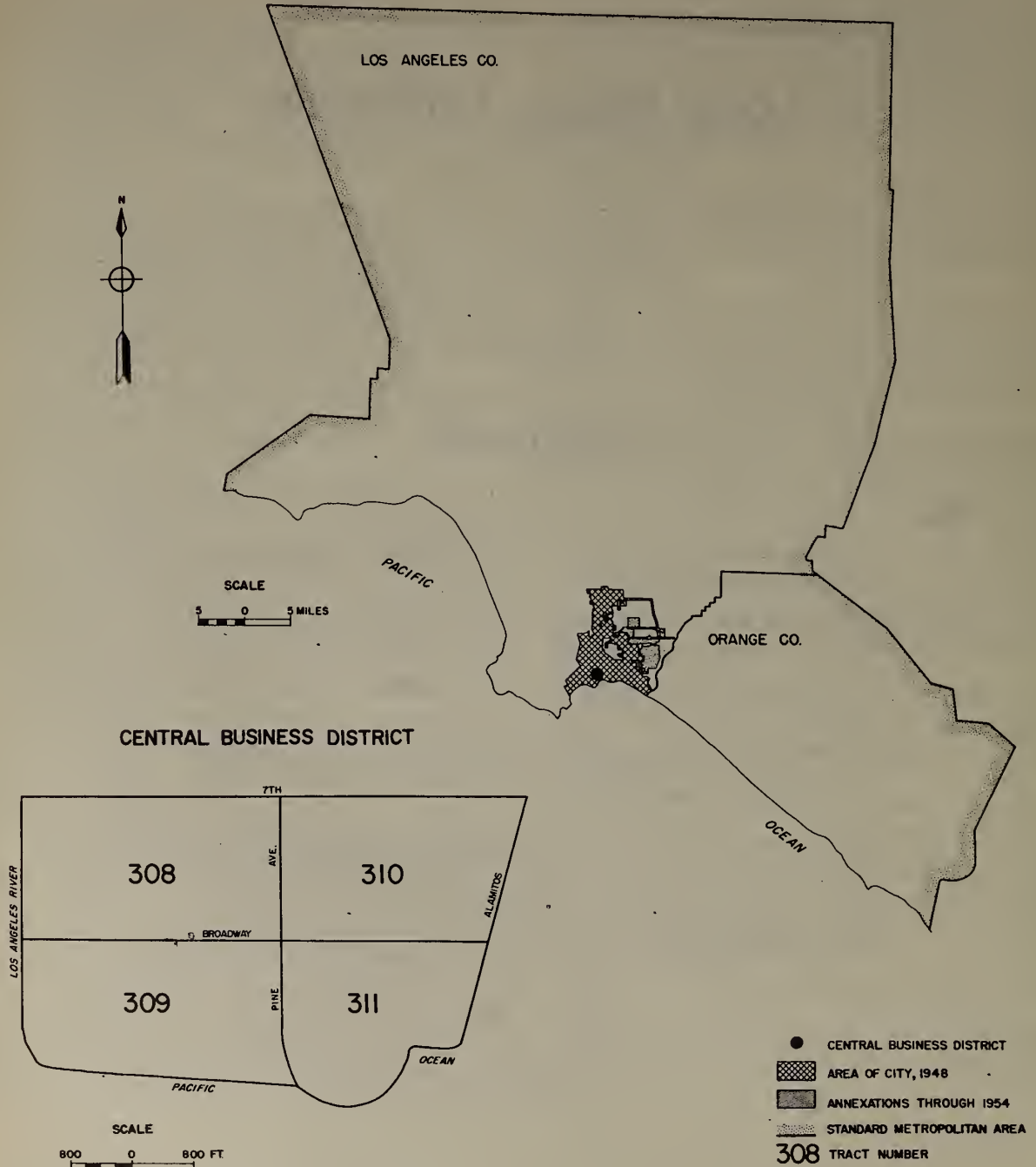
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LONG BEACH, CALIFORNIA CENTRAL BUSINESS DISTRICT

LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



LONG BEACH, CALIFORNIA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF LONG BEACH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	661	121,266	19,509	561	93,455	13,839
Food stores.....	75	7,266	634	68	7,064	564
Eating, drinking places.....	193	12,958	3,819	125	6,266	1,655
Eating places.....	122	7,954	2,456	100	4,891	1,295
Drinking places.....	71	5,004	1,363	25	1,375	360
General merchandise group.....	17	40,967	6,570	18	39,358	5,896
Department stores.....	5	(D)	(D)	7	(D)	(D)
Variety stores.....	4	3,558	653	4	3,335	510
General merchandise stores, n.e.c.....	8	(D)	(D)	7	(D)	(D)
Apparel, accessories stores.....	145	22,344	3,265	122	14,634	2,188
Shoe stores.....	33	4,569	629	24	3,087	465
Men's, boys' clothing and furnishings stores ³	25	5,637	772	21	2,677	343
Family clothing stores ³	5	2,087	413	2	(D)	(D)
Women's clothing, specialty stores.....	62	9,426	1,265	48	5,350	625
Ready-to-wear stores ³	40	8,005	1,086	29	4,048	467
All other apparel stores.....	16	551	176	24	1,294	(D)
Furniture, home furnishings, appliance dealers.....	43	8,359	1,139	38	9,103	1,121
Furniture stores ³	14	3,795	489	10	3,966	407
Other home furnishings stores ³	10	1,488	202	6	1,383	209
Household appliance, radio, TV stores.....	15	3,052	448	22	3,754	505
Automotive group.....	10	10,146	1,347	13	4,618	628
Gasoline service stations.....	23	2,183	346	24	1,015	155
Lumber, building materials, hardware, farm equip. dealers.	10	1,517	224	7	1,434	420
Drug stores, proprietary stores.....	13	4,896	602	17	3,649	491
Other retail stores ⁴	132	10,630	1,563	129	6,314	721
Liquor stores.....	14	1,292	88	17	1,011	36
Jewelry stores.....	38	4,393	634	23	1,515	193
Book, stationery stores.....	11	1,080	207	8	526	98
Sporting goods, bicycle stores.....	5	420	34	6	446	32
Florists.....	8	163	16	4	(D)	24
Music stores.....	5	621	90	4	487	73
Camera, photographic supply stores.....	3	571	83	4	351	44
SELECTED SERVICE TRADES						
Hotels.....	44	3,386	1,204	57	3,155	937
Motion picture theaters.....	9	2,403	444	13	2,439	464

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF LONG BEACH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,055	475,470	58,941	3,042	304,259	37,021
Food stores.....	483	103,582	8,794	509	65,315	4,628
Eating, drinking places.....	697	39,864	10,528	680	26,830	6,838
Eating places.....	476	28,327	7,767	499	20,244	5,274
Drinking places.....	221	11,537	2,761	181	6,586	1,564
General merchandise group.....	90	66,825	10,076	92	43,848	6,383
Department stores.....	7	56,434	8,522	8	36,415	5,388
Variety stores.....	47	7,605	1,273	59	5,388	761
General merchandise stores, n.e.c.....	34	2,746	281	25	2,045	234
Apparel, accessories stores.....	284	30,764	4,191	271	21,939	2,963
Shoe stores.....	55	6,236	864	41	3,945	528
Men's, boys' clothing and furnishings stores ³	41	(D)	819	34	3,987	478
Family clothing stores ³	11	2,720	501	4	2,321	478
Women's clothing, specialty stores.....	120	13,188	1,701	111	9,009	1,060
Ready-to-wear stores ³	82	11,350	1,488	74	7,534	894
All other apparel stores.....	39	(D)	306	64	2,284	419
Furniture, home furnishings, appliance dealers.....	245	31,261	3,891	220	24,245	2,828
Furniture stores ³	66	17,823	2,052	54	13,156	1,378
Other home furnishings stores ³	46	3,237	478	38	2,681	490
Household appliance, radio, TV stores.....	105	9,409	1,361	96	7,846	960
Automotive group.....	175	91,515	9,272	152	53,614	5,916
Passenger car dealers (franchised & nonfranchised)..	109	82,228	8,160	90	47,895	5,205
Tire, battery, accessory dealers.....	41	6,205	924	38	3,759	579
Other automotive dealers.....	21	3,028	188	24	1,960	132
Gasoline service stations.....	332	33,148	3,683	365	16,847	1,693
Lumber, building materials, hardware, farm equip. dealers.	115	31,397	3,329	112	17,889	2,449
Hardware stores.....	35	5,198	673	34	(D)	(D)
Other.....	80	26,199	2,656	78	(D)	(D)
Drug stores, proprietary stores.....	74	13,568	1,693	105	11,433	1,400
Other retail stores ⁴	560	33,546	3,484	536	22,299	1,923
Liquor stores.....	154	12,848	586	153	8,940	378
Jewelry stores.....	72	5,907	820	60	2,556	328
Book, stationery stores.....	24	2,136	389	16	756	116
Sporting goods, bicycle stores.....	25	1,523	182	34	1,094	102
Florists.....	35	805	87	32	549	62
Music stores.....	16	1,435	216	13	1,589	201
Camera, photographic supply stores.....	10	1,224	148	15	1,080	106
SELECTED SERVICE TRADES						
Hotels.....	65	4,582	1,492	87	3,934	1,124
Motion picture theaters.....	17	3,923	703	29	4,283	851

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 167 such establishments with sales of \$8,072,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

LONG BEACH, CALIFORNIA

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	48,461	6,903,325	817,681	46,999	4,587,689	564,383
Food stores.....	8,041	1,722,540	146,706	8,158	1,046,717	75,774
Eating, drinking places.....	10,038	561,414	140,093	9,253	401,730	100,481
Eating places.....	7,668	441,506	112,316	6,970	308,759	77,606
Drinking places.....	2,356	119,698	27,777	2,283	92,971	22,875
General merchandise group.....	1,448	728,895	105,761	1,553	(D)	(D)
Department stores.....	70	533,245	78,194	61	(D)	(D)
Variety stores.....	667	91,584	14,758	800	70,069	10,912
General merchandise stores, n.e.c.....	705	103,920	12,809	692	78,329	10,990
Apparel, accessories stores.....	4,304	459,640	66,067	4,231	328,774	46,384
Shoe stores.....	900	82,196	11,126	731	53,941	6,802
Men's, boys' clothing and furnishings stores ³	592	91,272	12,610	541	59,799	7,880
Family clothing stores ³	195	62,466	8,500	164	52,434	9,091
Women's clothing, specialty stores.....	1,695	185,079	28,839	1,711	127,602	17,214
Ready-to-wear stores ³	1,113	162,616	26,331	1,027	107,890	14,913
All other apparel stores.....	706	34,133	4,992	840	30,178	5,397
Furniture, home furnishings, appliance dealers.....	3,822	459,994	57,544	3,696	307,456	38,881
Furniture stores ³	1,026	223,805	28,105	883	144,458	19,683
Other home furnishings stores ³	773	75,620	12,831	698	47,848	8,031
Household appliance, radio, TV stores.....	1,441	146,267	16,608	1,374	101,198	11,167
Automotive group.....	2,409	1,294,704	126,727	2,355	763,596	82,578
Passenger car dealers (franchised & nonfranchised)..	1,431	1,199,980	115,070	1,471	693,860	74,411
Tire, battery, accessory dealers.....	687	61,225	9,322	606	46,873	6,628
Other automotive dealers.....	269	33,179	2,335	278	22,863	1,539
Gasoline service stations.....	5,893	486,824	46,597	6,035	262,395	25,133
Lumber, building materials, hardware, farm equip. dealers.	2,160	396,422	42,277	2,233	326,451	38,767
Hardware stores.....	678	65,439	7,770	678	49,719	5,212
Other.....	1,476	330,899	34,507	1,555	276,732	33,555
Drug stores, proprietary stores.....	1,415	233,367	32,667	1,370	175,606	24,010
Other retail stores ⁴	8,931	559,525	53,242	8,115	(D)	(D)
Liquor stores.....	2,055	191,577	10,043	2,073	120,172	5,279
Jewelry stores.....	951	62,074	9,285	805	48,640	7,847
Book, stationery stores.....	438	40,287	6,495	372	18,467	3,010
Sporting goods, bicycle stores.....	391	21,685	2,120	423	13,216	1,168
Florists.....	531	15,622	2,302	563	13,167	1,860
Music stores.....	298	19,340	2,636	255	16,331	2,433
Camera, photographic supply stores.....	226	22,512	2,050	247	13,576	1,361
SELECTED SERVICE TRADES						
Hotels.....	927	80,239	26,469	1,113	66,132	19,819
Motion picture theaters.....	330	56,237	10,435	404	56,437	10,439

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 3,480 such establishments with sales of \$197,734,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954.
CENTRAL BUSINESS DISTRICT OF LONG BEACH, THE ENTIRE CITY, AND THE LOS ANGELES-LONG BEACH
STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	29.8	56.3	68.0	50.5	50.9
Food stores.....	2.9	58.6	65.3	64.6	65.0
Eating, drinking places.....	106.8	48.6	30.8	39.7	38.7
Eating places.....	62.6	39.9	32.7	43.0	42.7
Drinking places.....	263.9	75.2	25.4	28.7	25.2
General merchandise group.....	4.1	52.4	475.9	(D)	(D)
Department stores.....	(D)	55.0	(D)	(D)	(D)
Variety stores.....	6.7	41.1	(D)	30.7	31.9
General merchandise stores, n.e.c.....	(D)	34.3	(D)	32.7	(D)
Apparel, accessories stores.....	52.7	40.2	15.3	39.8	39.2
Shoe stores.....	48.0	58.1	94.3	52.4	52.6
Men's, boys' clothing and furnishings stores ³	110.6	(D)	(D)	52.6	49.9
Family clothing stores ³	(D)	17.2	(D)	19.1	(D)
Women's clothing, specialty stores.....	76.2	46.4	2.8	45.0	43.7
Ready-to-wear stores ³	97.8	50.7	-4.1	50.7	48.9
All other apparel stores.....	-57.4	-27.0	12.7	13.1	16.3
Furniture, home furnishings, appliance dealers.....	-8.2	28.9	51.2	49.6	51.4
Furniture stores.....	-4.3	35.5	52.6	54.9	56.6
Other home furnishings stores ³	7.6	20.7	34.7	58.0	59.5
Household appliance, radio, TV stores.....	-18.7	19.9	55.4	44.5	47.0
Automotive group.....	119.7	70.7	66.1	69.6	69.2
Passenger car dealers (franchised and nonfranchised).....	(NA)	71.7	(NA)	72.9	(NA)
Tire, battery, accessory dealers.....	(NA)	65.1	(NA)	30.6	(NA)
Other automotive dealers.....	(NA)	54.5	(NA)	45.1	(NA)
Gasoline service stations.....	115.1	96.8	95.6	85.5	85.4
Lumber, building materials, hardware, farm equip. dealers....	5.8	46.5	81.6	21.4	21.5
Hardware stores.....	(NA)	(D)	(NA)	31.6	(NA)
Other.....	(NA)	(D)	(NA)	19.6	(NA)
Drug stores, proprietary stores.....	34.2	18.7	11.4	32.9	32.9
Other retail stores ⁴	68.4	50.4	43.4	(D)	(D)
Liquor stores.....	27.8	43.7	45.7	59.4	59.7
Jewelry stores.....	190.0	131.1	45.4	27.6	22.4
Book, stationery stores.....	105.3	182.5	359.1	118.2	118.5
Sporting goods, bicycle stores.....	-5.8	39.2	70.2	64.1	66.5
Florists.....	(D)	46.6	(D)	18.6	(D)
Music stores.....	27.5	-9.7	-26.1	18.4	18.1
Camera, photographic supply stores.....	62.7	13.3	-10.4	65.8	65.9
SELECTED SERVICE TRADES					
Hotels.....	7.3	16.5	53.5	21.3	22.0
Motion picture theaters.....	-1.5	-8.4	-17.6	-0.4	-0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

LONG BEACH, CALIFORNIA

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF LOS ANGELES-LONG BEACH STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	25.5	30.7	1.8	2.0
Food stores.....	7.0	10.8	0.4	0.7
Eating, drinking places.....	32.5	23.4	2.3	1.6
Eating places.....	28.1	24.2	1.8	1.6
Drinking places.....	43.4	20.9	4.2	1.5
General merchandise group.....	61.3	89.8	5.6	(D)
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	46.8	61.9	3.9	4.8
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	72.6	66.7	4.9	4.5
Shoe stores.....	73.3	78.3	5.6	5.7
Men's, boys' clothing and furnishings stores ²	(D)	67.1	6.2	4.5
Family clothing stores ²	76.7	(D)	3.3	(D)
Women's clothing, specialty stores.....	71.5	59.4	5.1	4.2
Ready-to-wear stores ²	70.5	53.7	4.9	3.8
All other apparel stores.....	33.1	56.7	1.6	4.3
Furniture, home furnishings, appliance dealers.....	26.7	37.5	1.8	3.0
Furniture stores ²	21.3	30.1	1.7	2.7
Other home furnishings stores ²	46.0	51.6	2.0	2.9
Household appliance, radio, TV stores.....	32.4	47.8	2.1	3.7
Automotive group.....	11.1	8.6	0.8	0.6
Gasoline service stations.....	6.6	6.0	0.4	0.4
Lumber, building materials, hardware, farm equip. dealers.....	4.8	8.0	0.4	0.4
Drug stores, proprietary stores.....	36.1	31.9	2.1	2.1
Other retail stores ³	31.7	28.3	1.9	(D)
Liquor stores.....	10.1	11.3	0.7	0.8
Jewelry stores.....	74.4	59.3	7.1	3.1
Book, stationery stores.....	50.7	69.6	2.7	2.8
Sporting goods, bicycle stores.....	27.6	40.8	1.9	3.4
Florists.....	20.2	(D)	1.0	(D)
Music stores.....	43.3	30.6	3.2	3.0
Camera, photographic supply stores.....	46.7	32.5	2.5	2.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF LONG BEACH, THE ENTIRE CITY, AND THE LOS ANGELES-LONG BEACH
STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	6.0	7.6	21.8	21.5	25.0	22.9
Eating, drinking places.....	10.7	6.7	8.4	8.8	8.1	8.8
Eating places.....	6.6	5.2	6.0	6.6	6.4	6.8
Drinking places.....	4.1	1.5	2.4	2.2	1.7	2.0
General merchandise group.....	33.7	42.1	14.0	14.4	10.6	(D)
Department stores.....	(D)	(D)	11.8	12.0	7.8	(D)
Variety stores.....	2.9	3.6	1.6	1.8	1.3	1.5
General merchandise stores, n.e.c.....	(D)	(D)	.6	0.6	1.5	1.7
Apparel, accessories stores.....	18.4	15.7	6.5	7.2	6.7	7.2
Shoe stores.....	3.8	3.3	1.3	1.3	1.2	1.2
Men's, boys' clothing and furnishings stores ¹	4.6	2.9	(D)	1.3	1.3	1.3
Family clothing stores ¹	1.7	(D)	0.6	0.8	0.9	1.1
Women's clothing, specialty stores.....	7.8	5.7	2.8	3.0	2.6	2.8
Ready-to-wear stores ¹	6.6	4.3	2.4	2.5	2.4	2.4
All other apparel stores.....	0.5	1.4	(D)	0.8	0.5	0.7
Furniture, home furnishings, appliance dealers.....	6.9	9.7	6.6	8.0	6.5	6.7
Furniture stores ¹	3.1	4.2	3.7	4.3	3.3	3.1
Other home furnishings stores ¹	1.2	1.5	0.7	0.9	1.1	1.0
Household appliance, radio, TV stores.....	2.5	4.0	2.0	2.6	2.1	2.2
Automotive group.....	8.4	4.9	19.2	17.6	18.8	16.6
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	17.3	15.8	17.4	15.1
Tire, battery, accessory dealers.....	(NA)	(NA)	1.3	1.2	0.9	1.0
Other automotive dealers.....	(NA)	(NA)	0.6	0.6	0.5	0.5
Gasoline service stations.....	1.8	1.1	7.0	5.5	7.1	5.7
Lumber, building materials, hardware, farm equipment dealers...	1.3	1.5	6.6	5.9	5.7	7.1
Hardware stores.....	(NA)	(NA)	1.1	(D)	0.9	1.1
Other.....	(NA)	(NA)	5.5	(D)	4.8	6.0
Drug stores, proprietary stores.....	4.0	3.9	2.9	3.8	3.4	3.8
Other retail stores ²	8.8	6.8	7.0	7.3	8.1	(D)
Liquor stores.....	1.1	1.1	2.7	2.9	2.8	2.6
Jewelry stores.....	3.6	1.6	1.2	0.8	0.9	1.1
Book, stationery stores.....	0.9	0.6	0.4	0.2	0.6	0.4
Sporting goods, bicycle stores.....	0.3	0.5	0.3	0.4	0.3	0.3
Florists.....	0.1	(D)	0.2	0.2	0.2	0.3
Music stores.....	0.5	0.5	0.3	0.5	0.3	0.4
Camera, photographic supply stores.....	0.5	0.4	0.3	0.4	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS

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CENTRAL BUSINESS DISTRICT STATISTICS

Shreveport, Louisiana



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-82—Shreveport, La.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Shreveport, Louisiana

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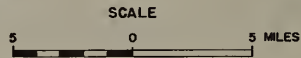
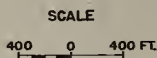
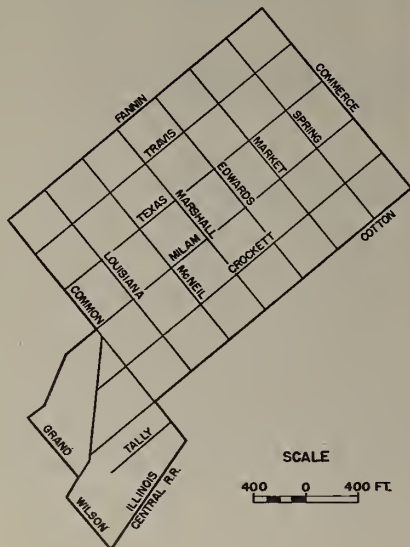
SHREVEPORT, LOUISIANA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ANNEXATIONS THROUGH 1954
- ▤ STANDARD METROPOLITAN AREA

SHREVEPORT, LOUISIANA

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Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SHREVEPORT

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	331	83,095	11,657	325	73,797	9,121
Food stores.....	14	2,354	197	23	2,085	150
Eating, drinking places.....	52	3,411	708	48	3,426	656
Eating places.....	37	2,597	620	31	2,299	469
Drinking places.....	15	814	88	17	1,127	187
General merchandise group.....	15	19,029	2,786	20	17,509	2,337
Variety stores.....	3	2,501	399	6	3,545	405
General merchandise stores (except variety).....	12	16,528	2,387	14	13,964	1,932
Apparel, accessories stores.....	91	17,246	2,637	74	14,253	1,625
Shoe stores.....	24	3,852	586	19	(D)	(D)
Men's, boys' clothing and furnishings stores ³	18	3,719	568	16	(D)	(D)
Family clothing stores ³	10	3,485	550	5	2,588	312
Women's clothing, specialty stores.....	34	5,920	900	26	4,552	478
Ready-to-wear stores ³	20	5,370	821	16	4,148	434
All other apparel stores.....	5	270	33	8	349	36
Furniture, home furnishings, appliance dealers.....	23	5,971	1,043	26	4,702	1,005
Furniture, home furnishings stores, antique stores	17	4,247	818	18	3,680	859
Household appliance, radio, TV stores.....	6	1,724	225	8	1,022	146
Automotive group.....	20	21,434	2,344	21	20,565	1,850
Gasoline service stations.....	12	954	122	11	658	94
Lumber, building materials, hardware, farm equip. dealers	9	2,646	332	14	2,510	418
Hardware stores.....	5	1,252	119	5	946	109
Other.....	4	1,394	213	9	1,564	309
Drug stores, proprietary stores.....	10	1,717	262	8	1,640	237
Other retail stores ⁴	85	8,333	1,226	80	6,449	749
Liquor stores.....	5	806	71	12	674	43
Jewelry stores.....	26	3,246	576	16	2,029	311
Book, stationery stores.....	5	(D)	(D)	2	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	16	2,368	798	19	2,347	627
Motion picture theaters.....	5	1,156	179	6	883	188

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SHREVEPORT

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,541	201,390	23,199	1,249	151,116	16,106
Food stores.....	372	44,638	3,191	348	26,587	1,584
Eating, drinking places.....	247	11,776	2,153	207	8,540	1,450
Eating places.....	157	8,184	1,792	133	5,744	1,138
Drinking places.....	90	3,592	361	74	2,796	312
General merchandise group.....	49	22,330	3,223	29	18,127	2,412
Variety stores.....	9	3,074	477	10	3,819	447
General merchandise stores (except variety).....	40	19,256	2,746	19	14,308	1,965
Apparel, accessories stores.....	153	20,521	2,957	106	(D)	(D)
Shoe stores.....	33	(D)	(D)	21	3,236	416
Men's, boys' clothing and furnishings stores ³	21	(D)	(D)	17	3,704	393
Family clothing stores ³	16	3,957	605	8	2,689	321
Women's clothing, specialty stores.....	66	(D)	(D)	38	(D)	(D)
Ready-to-wear stores ³	34	(D)	(D)	24	4,635	495
All other apparel stores.....	13	586	59	16	864	95
Furniture, home furnishings, appliance dealers.....	97	12,374	1,866	71	9,674	1,583
Furniture, home furnishings stores, antique stores	71	9,378	1,520	51	7,769	1,335
Household appliance, radio, TV stores.....	26	2,996	346	20	1,905	248
Automotive group.....	72	38,014	3,493	62	36,676	2,925
Gasoline service stations.....	170	11,530	1,163	124	4,307	419
Lumber, building materials, hardware, farm equip. dealers	54	15,229	1,795	65	12,345	1,580
Hardware stores.....	11	(D)	(D)	22	1,708	147
Other.....	43	(D)	(D)	43	10,637	1,433
Drug stores, proprietary stores.....	60	7,182	1,087	45	5,877	771
Other retail stores ⁴	267	17,796	2,271	192	(D)	(D)
Liquor stores.....	54	(D)	(D)	60	3,797	263
Jewelry stores.....	38	(D)	(D)	23	(D)	(D)
Book, stationery stores.....	7	276	15	7	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	24	(D)	(D)	28	(D)	(D)
Motion picture theaters.....	13	1,765	333	15	1,347	314

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 73 such establishments with sales of \$2,329,000.³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

SHREVEPORT, LOUISIANA

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Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SHREVEPORT STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,100	243,777	26,610	1,625	165,588	16,970
Food stores.....	565	58,074	4,032	514	31,532	1,728
Eating, drinking places.....	355	15,240	2,596	273	10,214	1,616
Eating places.....	225	10,166	2,105	167	6,421	1,219
Drinking places.....	128	5,004	491	106	3,793	397
General merchandise group.....	105	25,610	3,465	73	20,209	2,511
Variety stores.....	20	3,867	581	13	3,993	463
General merchandise stores (except variety).....	85	21,743	2,884	60	16,216	2,048
Apparel, accessories stores.....	164	21,345	3,052	108	15,778	1,772
Shoe stores.....	34	4,290	636	21	3,236	416
Men's, boys' clothing and furnishings stores ³	23	(D)	(D)	17	3,704	393
Family clothing stores ³	22	4,345	650	8	2,689	321
Women's clothing, specialty stores.....	67	7,952	1,108	39	5,161	547
Ready-to-wear stores ³	35	6,752	977	24	4,635	495
All other apparel stores.....	14	(D)	(D)	16	864	95
Furniture, home furnishings, appliance dealers.....	110	13,377	1,955	77	9,943	1,622
Furniture, home furnishings stores, antique stores	78	9,883	1,568	57	8,038	1,374
Household appliance, radio, TV stores.....	32	3,494	387	20	1,905	248
Automotive group.....	100	48,069	4,232	72	38,679	3,078
Gasoline service stations.....	245	15,678	1,466	158	4,965	466
Lumber, building materials, hardware, farm equip. dealers	73	18,082	2,108	82	14,168	1,720
Hardware stores.....	18	3,027	329	26	2,007	168
Other.....	55	15,055	1,779	56	12,161	1,552
Drug stores, proprietary stores.....	76	8,145	1,220	53	6,257	810
Other retail stores ⁴	307	20,157	2,484	215	13,843	1,647
Liquor stores.....	65	5,067	331	70	4,110	268
Jewelry stores.....	40	3,838	679	24	2,432	361
Book, stationery stores.....	7	276	15	7	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	28	2,560	854	29	2,645	705
Motion picture theaters.....	23	2,214	441	19	1,516	352

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 82 such establishments with sales of \$2,593,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SHREVEPORT, THE ENTIRE CITY, AND THE SHREVEPORT STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	12.6	33.3	53.0	47.2	75.1
Food stores.....	12.9	67.9	72.6	84.2	89.2
Eating, drinking places.....	-0.4	37.9	63.6	49.2	74.3
Eating places.....	13.0	42.5	62.2	58.3	83.6
Drinking places.....	-27.8	28.5	66.4	31.9	57.2
General merchandise group.....	8.7	23.2	434.1	26.7	143.7
Variety stores.....	-29.5	-19.5	109.1	-3.2	204.9
General merchandise stores (except variety).....	18.4	34.6	693.0	34.1	131.6
Apparel, accessories stores.....	21.0	(D)	(D)	35.3	168.8
Shoe stores.....	(D)	(D)	(D)	32.6	(D)
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	(D)	(D)
Family clothing stores ³	34.7	47.2	367.3	61.6	751.5
Women's clothing, specialty stores.....	30.1	(D)	(D)	54.1	233.7
Ready-to-wear stores ³	29.5	(D)	(D)	45.7	183.8
All other apparel stores.....	-22.6	-32.2	-38.7	(D)	(D)
Furniture, home furnishings, appliance dealers.....	27.0	27.9	28.8	34.5	41.3
Furniture, home furnishings stores, antique stores	15.4	20.4	24.9	22.7	28.8
Household appliance, radio, TV stores.....	68.7	57.3	44.1	83.4	100.5
Automotive group.....	4.2	3.6	2.9	24.3	47.0
Gasoline service stations.....	45.0	167.7	189.8	215.8	241.9
Lumber, building materials, hardware, farm equip. dealers...	5.4	23.4	27.9	27.6	32.4
Hardware stores.....	32.3	(D)	(D)	50.8	67.3
Other.....	-10.9	(D)	(D)	23.8	28.9
Drug stores, proprietary stores.....	4.7	22.2	29.0	30.2	39.2
Other retail stores ⁴	29.2	(D)	(D)	45.6	59.9
Liquor stores.....	19.6	(D)	(D)	23.3	24.0
Jewelry stores.....	60.0	(D)	(D)	57.8	46.9
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	0.9	(D)	(D)	-3.2	-35.6
Motion picture theaters.....	30.9	31.0	31.3	46.0	67.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

SHREVEPORT, LOUISIANA

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Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SHREVEPORT CITY AND OF SHREVEPORT STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metro- politan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	41.3	48.8	34.1	44.6
Food stores.....	5.3	7.8	4.1	6.6
Eating, drinking places.....	29.0	40.1	22.4	33.5
Eating places.....	31.7	40.0	25.5	35.8
Drinking places.....	22.7	40.3	16.3	29.7
General merchandise group.....	85.2	96.6	74.3	86.6
Variety stores.....	81.4	92.8	64.7	88.8
General merchandise stores (except variety).....	85.8	97.6	76.0	86.1
Apparel, accessories stores.....	84.0	(D)	80.8	90.3
Shoe stores.....	(D)	(D)	89.8	(D)
Men's, boys' clothing and furnishings stores ²	(D)	(D)	(D)	(D)
Family clothing stores ²	88.1	96.2	80.2	96.2
Women's clothing, specialty stores.....	(D)	(D)	74.4	88.2
Ready-to-wear stores ²	(D)	89.5	79.5	89.5
All other apparel stores.....	46.1	40.4	(D)	40.4
Furniture, home furnishings, appliance dealers.....	48.3	48.6	44.6	47.3
Furniture, home furnishings stores, antique stores	45.4	47.4	43.1	45.8
Household appliance, radio, TV stores.....	57.5	53.6	49.3	53.6
Automotive group.....	56.4	56.1	44.6	53.2
Gasoline service stations.....	8.3	15.3	6.1	13.3
Lumber, building materials, hardware, farm equip. dealers	17.4	20.3	14.6	17.7
Hardware stores.....	(D)	55.4	41.4	47.1
Other.....	(D)	14.7	9.3	12.9
Drug stores, proprietary stores.....	23.9	27.9	21.1	26.2
Other retail stores ³	46.8	(D)	41.3	46.6
Liquor stores.....	(D)	17.8	15.9	16.4
Jewelry stores.....	(D)	(D)	84.6	83.4
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).² Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.³ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SHREVEPORT, THE ENTIRE CITY, AND THE SHREVEPORT STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	2.8	2.8	22.2	17.6	23.8	19.0
Eating, drinking places.....	4.1	4.6	5.8	5.7	6.3	6.2
Eating places.....	3.1	3.1	4.0	3.8	4.2	3.9
Drinking places.....	1.0	1.5	1.8	1.9	2.1	2.3
General merchandise group.....	22.9	23.7	11.1	12.0	10.5	12.2
Variety stores.....	3.0	4.8	1.5	2.5	1.6	2.4
General merchandise stores (except variety).....	19.9	18.9	9.6	9.5	8.9	9.8
Apparel, accessories stores.....	20.8	19.3	10.2	(D)	8.8	9.5
Shoe stores.....	4.6	(D)	(D)	2.1	1.8	2.0
Men's, boys' clothing and furnishings stores ¹	4.5	(D)	(D)	2.5	(D)	2.2
Family clothing stores ¹	4.2	3.5	2.0	1.8	1.8	1.6
Women's clothing, specialty stores.....	7.1	6.2	(D)	(D)	3.3	3.1
Ready-to-wear stores ¹	6.5	5.6	(D)	3.1	2.8	2.8
All other apparel stores.....	0.3	0.5	0.3	0.6	(D)	0.5
Furniture, home furnishings, appliance dealers.....	7.2	6.4	6.1	6.4	5.5	6.0
Furniture, home furnishings stores, antique stores	5.1	5.0	4.6	5.1	4.1	4.8
Household appliance, radio, TV stores.....	2.1	1.4	1.5	1.3	1.4	1.2
Automotive group.....	25.8	27.9	18.9	24.3	19.7	23.4
Gasoline service stations.....	1.1	0.9	5.7	2.9	6.4	3.0
Lumber, building materials, hardware, farm equipment dealers..	3.2	3.4	7.6	8.2	7.4	8.6
Hardware stores.....	1.5	1.3	(D)	1.1	1.2	1.3
Other.....	1.7	2.1	(D)	7.1	6.2	7.3
Drug stores, proprietary stores.....	2.1	2.2	3.6	3.9	3.3	3.8
Other retail stores ²	10.0	8.8	8.8	(D)	8.3	8.3
Liquor stores.....	1.0	0.9	(D)	2.5	2.1	2.5
Jewelry stores.....	3.9	2.7	(D)	(D)	1.6	1.5
Book, stationery stores.....	(D)	(D)	0.1	(D)	0.1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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Bulletin CBD-83

CENTRAL BUSINESS DISTRICT STATISTICS



Toledo, Ohio



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-83—Toledo, Ohio
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in **KIND-OF-BUSINESS CLASSIFICATION**, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See **COMPARISON OF 1948 AND 1954 CENSUSES**, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (Information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Toledo, Ohio



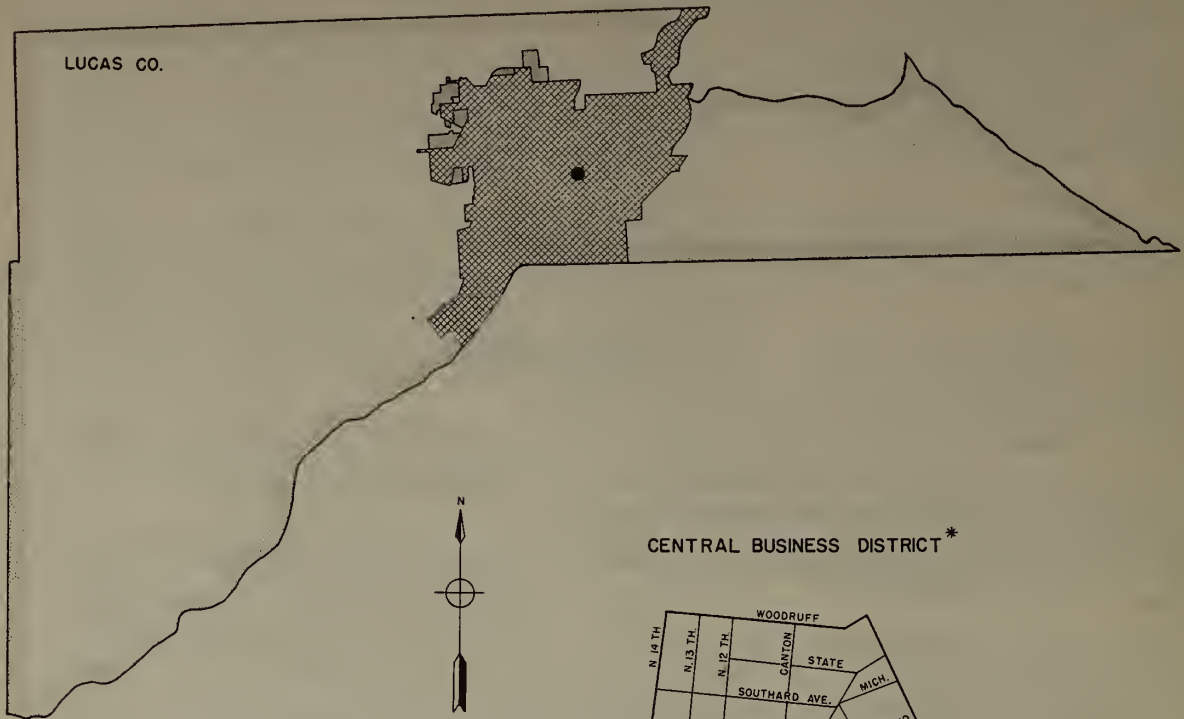
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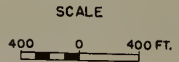
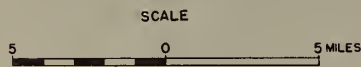
TOLEDO, OHIO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT *



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▩ ANNEXATIONS THROUGH 1954
- STANDARD METROPOLITAN AREA

* CONSISTS OF TRACT 28

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF TOLEDO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	542	140,836	25,884	583	144,403	22,825
Food stores.....	34	4,755	521	36	4,195	327
Eating, drinking places.....	126	9,104	2,751	138	10,134	2,649
Eating places.....	75	6,727	2,186	87	7,205	2,003
Drinking places.....	51	2,377	565	51	2,929	646
General merchandise group.....	19	59,152	11,699	13	64,365	10,588
Department stores.....	5	54,344	10,682	5	57,552	9,514
Variety stores.....	8	4,599	985	5	(D)	(D)
General merchandise stores, n.e.c.....	6	209	32	3	(D)	(D)
Apparel, accessories stores.....	131	18,656	3,157	137	21,268	3,166
Shoe stores.....	38	4,152	530	36	4,262	527
Men's, boys' clothing and furnishings stores ³	29	5,734	1,172	20	6,136	1,066
Family clothing stores ³	8	1,745	256	8	1,891	218
Women's clothing, specialty stores.....	35	5,814	979	46	7,528	1,145
Ready-to-wear stores ³	23	5,369	906	27	5,929	962
All other apparel stores.....	17	1,129	220	21	1,265	210
Furniture, home furnishings, appliance dealers.....	39	9,341	2,122	43	8,574	1,473
Furniture stores ³	18	6,705	1,601	14	5,322	1,038
Other home furnishings stores ³	8	631	97	12	1,421	178
Household appliance, radio, TV stores.....	9	1,953	424	16	1,820	257
Automotive group.....	20	17,631	1,908	20	15,654	1,715
Passenger car dealers (franchised & nonfranchised)..	13	16,645	1,741	14	14,630	1,570
Tire, battery, accessory dealers.....	7	986	167	6	1,024	145
Other automotive dealers.....
Gasoline service stations.....	5	315	48	8	373	24
Lumber, building materials, hardware, farm equip.dealers.	10	2,604	446	11	1,627	352
Drug stores, proprietary stores.....	19	3,643	621	20	3,857	531
Other retail stores ⁴	139	15,635	2,611	157	14,356	2,000
Liquor stores.....	4	2,719	64	7	1,623	40
Jewelry stores.....	27	5,359	1,086	31	5,861	1,032
Book, stationery stores.....	8	657	192	3	(D)	(D)
Sporting goods, bicycle stores.....	3	(D)	93	5	760	86
Florists.....	3	(D)	29	6	209	38
Music stores.....	10	1,528	280	14	2,012	329
Camera, photographic supply stores.....	2	(D)	(D)	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	20	4,571	1,542	21	4,516	1,484
Motion picture theaters.....	9	1,755	540	11	2,283	486

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF TOLEDO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,377	433,088	57,339	3,273	376,252	45,963
Food stores.....	712	93,902	7,060	834	74,739	4,281
Eating, drinking places.....	879	40,298	9,052	800	36,625	7,754
Eating places.....	459	23,796	6,037	361	19,531	4,724
Drinking places.....	420	16,502	3,015	439	17,094	3,030
General merchandise group.....	85	67,810	12,707	66	68,064	10,987
Department stores.....	8	58,732	11,190	5	57,552	9,514
Variety stores.....	40	7,134	1,355	25	6,607	1,005
General merchandise stores, n.e.c.....	37	1,944	162	36	3,905	468
Apparel, accessories stores.....	274	27,462	4,144	253	27,927	3,805
Shoe stores.....	69	(D)	(D)	56	5,110	606
Men's, boys' clothing and furnishings stores ³	50	8,439	1,494	35	(D)	(D)
Family clothing stores ³	19	(D)	341	22	(D)	(D)
Women's clothing, specialty stores.....	99	9,005	1,358	85	(D)	(D)
Ready-to-wear stores ³	53	7,238	1,144	49	7,128	1,078
All other apparel stores.....	29	(D)	(D)	38	(D)	(D)
Furniture, home furnishings, appliance dealers.....	225	25,134	4,316	170	20,261	3,291
Furniture stores ³	53	12,090	2,552	44	9,704	1,756
Other home furnishings stores ³	49	2,970	526	31	3,548	654
Household appliance, radio, TV stores.....	97	9,840	1,238	81	6,761	881
Automotive group.....	137	79,467	7,800	148	70,882	6,475
Passenger car dealers (franchised & nonfranchised)..	74	73,305	6,945	96	64,654	5,817
Tire, battery, accessory dealers.....	39	4,546	744	30	3,368	481
Other automotive dealers.....	24	1,616	111	22	2,860	177
Gasoline service stations.....	323	23,955	2,118	279	15,066	1,337
Lumber, building materials, hardware, farm equip. dealers.	146	22,006	3,336	138	16,875	2,894
Hardware stores.....	74	5,289	653	64	3,129	259
Other.....	72	16,717	2,683	74	13,746	2,635
Drug stores, proprietary stores.....	137	17,232	2,382	137	13,045	1,475
Other retail stores ⁴	459	35,822	4,424	448	32,768	3,664
Liquor stores.....	71	9,444	(D)	85	7,930	190
Jewelry stores.....	48	6,136	1,165	44	6,119	1,061
Book, stationery stores.....	14	(D)	(D)	5	148	10
Sporting goods, bicycle stores.....	10	848	124	24	1,135	102
Florists.....	34	1,709	323	31	1,048	166
Music stores.....	18	1,685	289	23	(D)	(D)
Camera, photographic supply stores.....	7	1,081	150	9	1,201	166
SELECTED SERVICE TRADES						
Hotels.....	49	6,621	2,227	47	6,753	2,189
Motion picture theaters.....	21	2,270	652	30	3,367	729

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 181 such establishments with sales of \$8,958,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
TOLEDO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,953	498,453	63,636	4,019	425,308	50,095
Food stores.....	824	118,708	8,685	1,034	89,840	5,136
Eating, drinking places.....	1,013	46,264	10,343	963	41,851	8,596
Eating places.....	537	27,773	6,982	445	22,229	5,244
Drinking places.....	476	18,491	3,361	518	19,622	3,352
General merchandise group.....	102	68,986	12,793	79	68,685	11,029
Department stores.....	8	58,732	11,190	5	57,552	9,514
Variety stores.....	45	7,575	1,396	30	6,914	1,032
General merchandise stores, n.e.c.....	49	2,679	207	44	4,219	483
Apparel, accessories stores.....	297	29,254	4,387	263	28,416	3,867
Shoe stores.....	71	5,765	695	56	5,110	606
Men's, boys' clothing and furnishings stores ³	54	8,692	1,517	36	8,968	1,372
Family clothing stores ³	23	3,281	452	23	2,847	312
Women's clothing, specialty stores.....	105	9,607	1,450	90	9,052	1,273
Ready-to-wear stores ³	59	7,840	1,236	52	7,208	1,082
All other apparel stores.....	32	1,655	273	40	1,904	304
Furniture, home furnishings, appliance dealers.....	255	28,128	4,720	202	21,751	3,375
Furniture stores ³	59	13,815	2,854	47	9,950	1,772
Other home furnishings stores ³	52	3,060	532	34	3,719	657
Household appliance, radio, TV stores.....	114	10,953	1,334	104	7,802	946
Automotive group.....	179	87,597	8,592	197	77,782	7,058
Passenger car dealers (franchised & nonfranchised)..	102	80,335	7,646	125	69,857	6,296
Tire, battery, accessory dealers.....	49	4,952	766	39	3,992	554
Other automotive dealers.....	28	2,310	180	33	3,933	208
Gasoline service stations.....	418	33,691	2,950	406	21,528	1,710
Lumber, building materials, hardware, farm equip. dealers.	203	27,495	3,921	200	24,379	3,797
Hardware stores.....	96	6,963	815	84	4,489	373
Other.....	105	20,524	3,106	116	19,890	3,424
Drug stores, proprietary stores.....	146	18,567	2,519	147	13,715	1,526
Other retail stores ⁴	516	39,763	4,726	528	37,361	4,001
Liquor stores.....	76	10,165	239	102	8,659	206
Jewelry stores.....	54	6,339	1,188	47	6,148	1,061
Book, stationery stores.....	15	(D)	(D)	5	148	10
Sporting goods, bicycle stores.....	14	917	(D)	27	1,181	110
Florists.....	37	1,779	331	41	1,271	186
Music stores.....	18	1,685	289	24	2,202	356
Camera, photographic supply stores.....	7	1,081	150	9	1,201	166
SELECTED SERVICE TRADES						
Hotels.....	49	6,621	2,227	47	6,753	2,189
Motion picture theaters.....	26	2,962	746	34	3,774	891

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 204 such establishments with sales of \$9,653,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF TOLEDO, THE ENTIRE CITY, AND THE TOLEDO STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-2.5	15.1	26.1	17.2	27.3
Food stores.....	13.3	25.6	26.4	32.1	33.1
Eating, drinking places.....	-10.2	10.0	17.8	10.5	17.2
Eating places.....	-6.6	21.8	38.5	24.9	40.1
Drinking places.....	-18.9	-3.5	-0.3	-5.8	-3.5
General merchandise group.....	-8.1	-0.4	134.1	0.4	127.6
Department stores.....	-5.6	2.1	XXX	2.1	XXX
Variety stores.....	(D)	8.0	(D)	9.6	(D)
General merchandise stores, n.e.c.....	(D)	-50.2	(D)	-36.5	(D)
Apparel, accessories stores.....	-12.3	-1.7	32.2	2.9	48.3
Shoe stores.....	-2.6	(D)	(D)	12.8	90.2
Men's, boys' clothing and furnishings stores ³	-6.6	(D)	(D)	-3.1	4.4
Family clothing stores ³	-7.7	(D)	(D)	15.2	60.7
Women's clothing, specialty stores.....	-22.8	(D)	(D)	6.1	148.9
Ready-to-wear stores ³	-9.5	1.5	55.9	8.8	93.2
All other apparel stores.....	-10.8	(D)	(D)	-13.1	-17.7
Furniture, home furnishings, appliance dealers.....	8.9	24.1	35.1	29.3	42.6
Furniture stores ³	26.0	24.6	22.9	38.8	53.6
Other home furnishings stores ³	-55.6	-16.3	10.0	-17.7	5.7
Household appliance, radio, TV stores.....	7.3	45.5	59.6	40.4	50.5
Automotive group.....	12.6	12.1	12.0	12.6	12.6
Passenger car dealers (franchised and nonfranchised).....	13.8	13.4	13.3	15.0	15.3
Tire, battery, accessory dealers.....	-3.7	35.0	51.9	24.0	33.6
Other automotive dealers.....	...	-43.5	56.5	-41.3	-41.3
Gasoline service stations.....	-15.6	59.0	60.9	56.5	57.8
Lumber, building materials, hardware, farm equip. dealers....	60.0	30.4	27.2	12.8	9.4
Hardware stores.....	(NA)	69.0	(NA)	55.1	(NA)
Other.....	(NA)	21.6	(NA)	3.2	(NA)
Drug stores, proprietary stores.....	-5.6	32.1	47.9	35.4	51.4
Other retail stores ⁴	8.9	9.3	9.6	6.4	4.9
Liquor stores.....	67.5	19.1	6.6	17.4	5.8
Jewelry stores.....	-8.6	0.3	201.2	3.1	241.5
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	(D)	-25.3	(D)	-22.4	(D)
Florists.....	(D)	63.1	(D)	40.0	(D)
Music stores.....	-24.1	(D)	(D)	-23.5	-17.4
Camera, photographic supply stores.....	(D)	-10.0	(D)	-10.0	(D)
SELECTED SERVICE TRADES					
Hotels.....	1.2	-2.0	-8.4	-2.0	-8.4
Motion picture theaters.....	-23.1	-32.6	-52.5	-21.5	-19.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF TOLEDO CITY AND OF TOLEDO STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	32.5	38.4	28.3	34.0
Food stores.....	5.1	5.6	4.0	4.7
Eating, drinking places.....	22.6	27.7	19.7	24.2
Eating places.....	28.3	36.9	24.2	32.4
Drinking places.....	14.4	17.1	12.9	14.9
General merchandise group.....	87.2	94.6	85.7	93.7
Department stores.....	92.5	100.0	92.5	100.0
Variety stores.....	64.5	(D)	60.7	(D)
General merchandise stores, n.e.c.....	10.8	(D)	7.8	(D)
Apparel, accessories stores.....	67.9	76.2	63.8	74.8
Shoe stores.....	(D)	83.4	72.0	83.4
Men's, boys' clothing and furnishings stores ²	67.9	(D)	66.0	68.4
Family clothing stores ²	(D)	(D)	53.2	66.4
Women's clothing, specialty stores.....	64.6	(D)	60.5	83.2
Ready-to-wear stores ²	74.2	83.2	68.5	82.3
All other apparel stores.....	(D)	(D)	68.2	66.4
Furniture, home furnishings, appliance dealers.....	37.2	42.3	33.2	39.4
Furniture stores ²	55.5	54.8	48.5	53.5
Other home furnishings stores ²	21.2	40.1	20.6	38.2
Household appliance, radio, TV stores.....	19.8	26.9	17.8	23.3
Automotive group.....	22.2	22.1	20.1	20.1
Passenger car dealers (franchised and nonfranchised)....	22.7	22.6	20.7	20.9
Tire, battery, accessory dealers.....	21.7	30.4	19.9	25.7
Other automotive dealers.....	XXX	XXX	XXX	XXX
Gasoline service stations.....	1.3	2.5	0.9	1.7
Lumber, building materials, hardware, farm equip. dealers.	11.8	9.6	9.5	6.7
Drug stores, proprietary stores.....	21.1	29.6	19.6	28.1
Other retail stores ³	43.6	43.8	39.3	38.4
Liquor stores.....	28.8	20.5	26.7	18.7
Jewelry stores.....	87.3	95.8	84.5	95.3
Book, stationery stores.....	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	(D)	67.0	(D)	64.4
Florists.....	(D)	19.9	(D)	16.4
Music stores.....	90.7	(D)	90.7	91.4
Camera, photographic supply stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF TOLEDO, THE ENTIRE CITY, AND THE TOLEDO STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.4	2.9	21.7	19.9	23.8	21.1
Eating, drinking places.....	6.5	7.0	9.3	9.7	9.3	9.8
Eating places.....	4.8	5.0	5.5	5.2	5.6	5.2
Drinking places.....	1.7	2.0	3.8	4.5	3.7	4.6
General merchandise group.....	42.0	44.6	15.7	18.1	13.8	16.1
Department stores.....	38.6	39.9	13.6	15.3	11.8	13.5
Variety stores.....	3.3	(D)	1.6	1.8	1.5	1.6
General merchandise stores, n.e.c.....	0.1	(D)	0.5	1.0	0.5	1.0
Apparel, accessories stores.....	13.2	14.7	6.3	7.4	5.9	6.7
Shoe stores.....	2.9	3.0	(D)	1.4	1.2	1.2
Men's, boys' clothing and furnishings stores ¹	4.1	4.2	1.9	(D)	1.7	2.1
Family clothing stores ¹	1.2	1.3	(D)	(D)	0.7	0.7
Women's clothing, specialty stores.....	4.1	5.2	2.1	(D)	1.9	2.1
Ready-to-wear stores ¹	3.8	4.1	1.7	1.9	1.6	1.7
All other apparel stores.....	0.8	0.9	(D)	(D)	0.3	0.4
Furniture, home furnishings, appliance dealers.....	6.6	6.0	5.8	5.4	5.6	5.1
Furniture stores ¹	4.8	3.7	2.8	2.6	2.8	2.3
Other home furnishings stores ¹	0.4	1.0	0.7	0.9	0.6	0.9
Household appliance, radio, TV stores.....	1.4	1.3	2.3	1.8	2.2	1.8
Automotive group.....	12.5	10.8	18.3	18.8	17.6	18.3
Passenger car dealers (franchised and nonfranchised).....	11.8	10.1	16.9	17.1	16.1	16.5
Tire, battery, accessory dealers.....	0.7	0.7	1.0	0.9	1.0	0.9
Other automotive dealers.....	0.4	0.8	0.5	0.9
Gasoline service stations.....	0.2	0.3	5.5	4.0	6.8	5.1
Lumber, building materials, hardware, farm equipment dealers... Hardware stores.....	1.8 (NA)	1.1 (NA)	5.1 1.2	4.5 0.8	5.5 1.4	5.8 1.1
Other.....	(NA)	(NA)	3.9	3.7	4.1	4.7
Drug stores, proprietary stores.....	2.6	2.7	4.0	3.5	3.7	3.2
Other retail stores ²	11.2	9.9	8.3	8.7	8.0	8.8
Liquor stores.....	1.9	1.1	2.2	2.1	2.0	2.0
Jewelry stores.....	3.8	4.1	1.4	1.6	1.3	1.4
Book, stationery stores.....	0.5	0.1	(D)	0.0	(D)	0.0
Sporting goods, bicycle stores.....	(D)	0.5	0.2	0.3	0.2	0.3
Florists.....	(D)	0.1	0.4	0.3	0.4	0.3
Music stores.....	1.1	1.4	0.4	(D)	0.3	0.5
Camera, photographic supply stores.....	(D)	(D)	0.2	0.3	0.2	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiple organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Oklahoma City, Oklahoma



1954
Census
of
Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-84—Oklahoma City, Okla.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber Yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Oklahoma City, Oklahoma

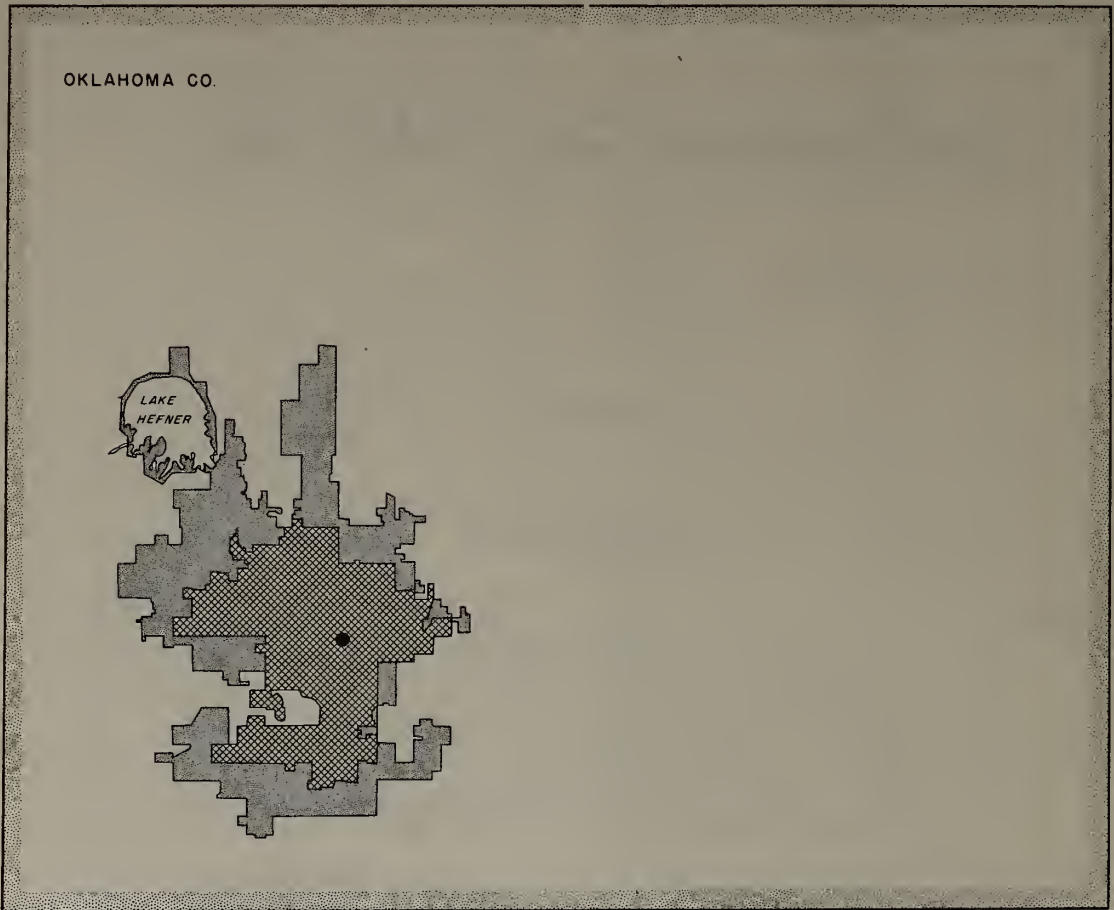
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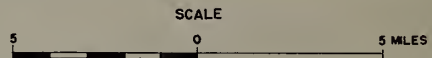
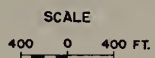
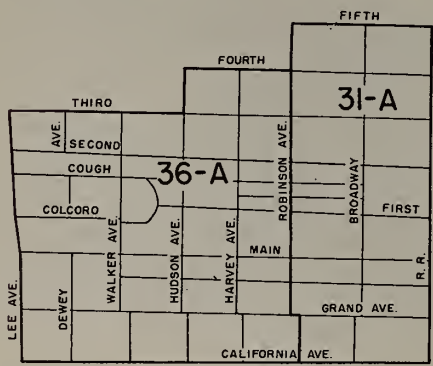
OKLAHOMA CITY, OKLAHOMA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY, 1948
- ▨ ANNEXATIONS THROUGH 1954
- ▨ STANDARD METROPOLITAN AREA
- 31-A TRACT NUMBER

OKLAHOMA CITY, OKLAHOMA

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF OKLAHOMA CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	376	95,555	13,935	423	98,854	15,585
Food stores.....	9	424	22	15	456	22
Eating, drinking places.....	110	6,156	1,480	162	6,211	1,363
Eating places.....	83	5,190	1,361	119	5,108	1,178
Drinking places.....	27	966	119	43	1,103	185
General merchandise group.....	13	34,953	4,482	13	42,134	6,828
Department stores.....	6	(D)	(D)	5	(D)	(D)
Variety stores.....	4	2,739	423	4	(D)	(D)
General merchandise stores, n.e.c.....	3	(D)	(D)	4	(D)	(D)
Apparel, accessories stores.....	101	21,823	3,486	88	21,268	2,975
Shoe stores.....	29	3,408	477	21	3,560	475
Men's, boys' clothing and furnishings stores ³	21	3,690	569	23	4,237	575
Family clothing stores ³	8	3,665	785	6	3,600	616
Women's clothing, specialty stores.....	30	9,406	1,491	25	9,123	1,215
Ready-to-wear stores ³	18	8,197	1,225	17	8,791	1,161
All other apparel stores.....	11	1,494	164	12	737	94
Furniture, home furnishings, appliance dealers.....	24	7,811	1,218	27	9,056	1,742
Furniture stores ³	13	5,844	978	15	7,382	1,462
Other home furnishings stores ³	4	790	112	6	524	83
Household appliance, radio, TV stores.....	7	1,177	128	5	1,124	197
Automotive group.....	15	8,350	746	14	5,292	450
Passenger car dealers (franchised & nonfranchised)..	6	(D)	(D)	7	4,400	330
Tire, battery, accessory dealers.....	7	1,384	199	5	(D)	(D)
Other automotive dealers.....	2	(D)	(D)	2	(D)	(D)
Gasoline service stations.....	5	324	47	5	256	35
Lumber, building materials, hardware, farm equip. dealers.	4	1,114	137	7	1,217	172
Drug stores, proprietary stores.....	13	2,654	449	12	3,033	456
Other retail stores ⁴	82	11,946	1,868	80	9,931	1,542
Liquor stores.....
Jewelry stores.....	21	5,340	873	18	4,010	700
Sporting goods, bicycle stores.....	3	975	195	4	604	82
Florists.....	2	(D)	(D)	3	160	34
Music stores.....	3	1,602	248	4	1,415	236
Camera, photographic supply stores.....	6	697	72	3	319	31
SELECTED SERVICE TRADES						
Hotels.....	30	6,021	2,253	48	5,626	2,017
Motion picture theaters.....	7	1,148	207	7	1,465	269

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF OKLAHOMA CITY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,074	396,930	43,690	2,603	280,270	33,219
Food stores.....	574	83,846	4,785	576	45,974	2,612
Eating, drinking places.....	665	28,571	5,462	674	18,152	3,838
Eating places.....	458	23,392	4,891	465	14,554	3,362
Drinking places.....	207	5,179	571	209	3,598	476
General merchandise group.....	90	59,075	7,965	69	48,753	7,674
Department stores.....	8	44,531	5,888	6	35,297	5,740
Variety stores.....	50	7,067	1,372	41	6,818	1,245
General merchandise stores, n.e.c.....	30	(D)	705	22	6,638	689
Apparel, accessories stores.....	200	30,108	4,467	140	23,905	3,197
Shoe stores.....	46	(D)	(D)	29	(D)	(D)
Men's, boys' clothing and furnishings stores ³	32	(D)	(D)	30	5,038	654
Family clothing stores ³	16	(D)	(D)	15	4,376	670
Women's clothing, specialty stores.....	72	12,151	1,831	43	9,729	1,255
Ready-to-wear stores ³	38	(D)	(D)	27	9,311	1,202
All other apparel stores.....	26	2,484	(D)	22	(D)	(D)
Furniture, home furnishings, appliance dealers.....	212	21,131	2,964	126	16,030	2,570
Furniture stores ³	68	(D)	(D)	48	10,865	1,840
Other home furnishings stores ³	36	(D)	(D)	28	1,893	343
Household appliance, radio, TV stores.....	76	5,447	725	29	(D)	387
Automotive group.....	237	80,946	6,753	214	63,388	5,027
Passenger car dealers (franchised & nonfranchised)..	148	67,930	5,101	151	56,256	4,205
Tire, battery, accessory dealers.....	70	(D)	(D)	52	5,488	736
Other automotive dealers.....	19	(D)	(D)	11	1,644	86
Gasoline service stations.....	404	24,946	2,237	288	11,831	1,168
Lumber, building materials, hardware, farm equip. dealers.	137	27,287	3,290	116	23,320	2,943
Hardware stores.....	27	1,473	177	23	1,551	225
Other.....	110	25,814	3,113	93	21,769	2,718
Drug stores, proprietary stores.....	154	15,616	2,200	125	11,992	1,685
Other retail stores ⁴	401	25,404	3,567	275	16,925	2,505
Liquor stores.....	21	615	(D)	7	173	1
Jewelry stores.....	36	5,756	937	25	4,259	770
Book, stationery stores.....	12	1,969	440	10	1,388	348
Sporting goods, bicycle stores.....	19	1,449	241	16	889	100
Florists.....	32	(D)	(D)	26	1,249	230
Music stores.....	13	2,296	376	10	1,833	265
Camera, photographic supply stores.....	11	1,015	143	6	523	54
SELECTED SERVICE TRADES						
Hotels.....	82	(D)	(D)	106	6,321	2,220
Motion picture theaters.....	34	2,604	486	41	3,398	695

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 218 such establishments with sales of \$8,658,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
OKLAHOMA CITY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,503	437,017	46,928	3,309	307,862	35,564
Food stores.....	661	96,290	5,463	779	54,294	3,010
Eating, drinking places.....	744	30,936	5,882	826	20,675	4,342
Eating places.....	525	25,267	5,243	562	16,703	3,830
Drinking places.....	219	5,669	639	264	3,972	512
General merchandise group.....	118	62,523	8,314	96	50,005	7,793
Department stores.....	8	44,531	5,888	6	35,297	5,740
Variety stores.....	55	7,851	1,541	56	7,436	1,323
General merchandise stores, n.e.c.....	51	10,077	885	34	7,272	730
Apparel, accessories stores.....	221	31,593	4,620	150	24,401	3,230
Shoe stores.....	48	5,892	804	30	(D)	(D)
Men's, boys' clothing and furnishings stores ³	34	4,787	706	30	5,038	654
Family clothing stores ³	18	5,042	894	20	4,728	691
Women's clothing, specialty stores.....	83	13,023	1,924	46	9,819	1,267
Ready-to-wear stores ³	47	10,992	1,540	30	9,401	1,213
All other apparel stores.....	30	(D)	292	23	(D)	(D)
Furniture, home furnishings, appliance dealers.....	238	22,430	3,038	151	16,770	2,636
Furniture stores ³	72	12,461	1,783	53	11,176	1,881
Other home furnishings stores ³	37	3,120	517	31	1,902	344
Household appliance, radio, TV stores.....	89	5,747	738	39	3,110	411
Automotive group.....	265	88,059	7,335	240	66,313	5,247
Passenger car dealers (franchised & nonfranchised)..	164	72,270	5,336	165	58,169	4,353
Tire, battery, accessory dealers.....	80	11,046	1,534	61	6,035	772
Other automotive dealers.....	21	4,743	465	14	2,109	122
Gasoline service stations.....	483	28,488	2,475	431	15,012	1,416
Lumber, building materials, hardware, farm equip. dealers.	163	30,920	3,584	157	28,177	3,352
Hardware stores.....	35	1,811	202	35	2,071	262
Other.....	128	29,109	3,382	122	26,106	3,090
Drug stores, proprietary stores.....	170	17,268	2,440	149	13,115	1,808
Other retail stores ⁴	440	28,510	3,777	330	19,100	2,730
Liquor stores.....	25	800	55	7	173	1
Jewelry stores.....	43	5,877	948	28	4,299	774
Book, stationery stores.....	12	1,969	440	15	1,534	355
Sporting goods, bicycle stores.....	20	(D)	(D)	21	960	101
Florists.....	33	1,681	278	33	1,336	242
Music stores.....	13	2,296	376	10	1,833	265
Camera, photographic supply stores.....	11	1,015	143	6	523	54
SELECTED SERVICE TRADES						
Hotels.....	83	6,918	2,507	107	(D)	(D)
Motion picture theaters.....	42	2,976	530	49	3,753	1,048

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 239 such establishments with sales of \$10,077,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF OKLAHOMA CITY, THE ENTIRE CITY, AND THE OKLAHOMA CITY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-3.3	41.1	66.1	42.0	63.4
Food stores.....	-7.0	82.4	83.3	77.3	78.1
Eating, drinking places.....	-0.9	57.4	87.7	49.6	71.3
Eating places.....	1.6	60.7	92.7	51.3	73.2
Drinking places.....	-12.4	43.9	68.9	42.7	63.9
General merchandise group.....	-17.1	21.2	264.4	25.0	250.3
Department stores.....	(D)	26.2	(D)	26.2	(D)
Variety stores.....	(D)	3.7	(D)	5.6	(D)
General merchandise stores, n.e.c.....	(D)	(D)	(D)	38.6	(D)
Apparel, accessories stores.....	2.6	25.9	214.2	29.5	211.8
Shoe stores.....	-4.3	(D)	(D)	(D)	(D)
Men's, boys' clothing and furnishings stores ³	-12.9	(D)	(D)	-5.0	37.0
Family clothing stores ³	1.8	(D)	(D)	6.6	22.1
Women's clothing, specialty stores.....	3.1	24.9	353.0	32.6	419.7
Ready-to-wear stores ³	-6.8	(D)	(D)	16.9	358.2
All other apparel stores.....	102.7	(D)	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	-13.8	31.8	91.0	33.8	89.5
Furniture stores ³	-20.8	(D)	(D)	11.5	74.4
Other home furnishings stores ³	50.8	(D)	(D)	64.0	69.1
Household appliance, radio, TV stores.....	4.7	(D)	(D)	84.8	130.1
Automotive group.....	57.8	27.7	25.0	32.8	30.6
Passenger car dealers (franchised and nonfranchised).....	(D)	20.8	(D)	24.2	(D)
Tire, battery, accessory dealers.....	(D)	(D)	(D)	83.0	(D)
Other automotive dealers.....	(D)	(D)	(D)	124.9	(D)
Gasoline service stations.....	26.6	110.9	112.7	89.8	90.9
Lumber, building materials, hardware, farm equip. dealers....	-8.5	17.0	18.4	9.7	10.6
Hardware stores.....	(NA)	-5.0	(NA)	-12.6	(NA)
Other.....	(NA)	18.6	(NA)	11.5	(NA)
Drug stores, proprietary stores.....	-12.5	30.2	44.7	31.7	45.0
Other retail stores ⁴	20.3	50.1	92.4	49.3	80.7
Liquor stores.....	..	255.5	255.5	362.4	362.4
Jewelry stores.....	33.2	35.1	67.1	36.7	85.8
Book, stationery stores.....	(NA)	41.9	(NA)	28.4	(NA)
Sporting goods, bicycle stores.....	61.4	63.0	66.3	(D)	(D)
Florists.....	(D)	(D)	(D)	25.8	(D)
Music stores.....	13.2	25.3	66.0	25.3	66.0
Camera, photographic supply stores.....	118.5	94.1	55.9	94.1	55.9
SELECTED SERVICE TRADES					
Hotels.....	7.0	(D)	(D)	(D)	(D)
Motion picture theaters.....	-21.6	-23.4	-24.7	-20.7	-20.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF OKLAHOMA CITY AND OF OKLAHOMA STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	24.1	35.3	21.9	32.1
Food stores.....	0.5	1.0	0.4	0.8
Eating, drinking places.....	21.5	34.2	19.9	30.0
Eating places.....	22.2	35.1	20.5	30.6
Drinking places.....	18.7	30.7	17.0	27.8
General merchandise group.....	59.2	86.4	55.9	84.3
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	38.8	(D)	34.9	(D)
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	72.5	89.0	69.1	87.2
Shoe stores.....	(D)	(D)	57.8	(D)
Men's, boys' clothing and furnishings stores ²	(D)	84.1	77.1	84.1
Family clothing stores ²	(D)	82.3	72.7	76.1
Women's clothing, specialty stores.....	77.4	93.8	72.2	92.9
Ready-to-wear stores ²	(D)	94.4	74.6	93.5
All other apparel stores.....	60.1	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	37.0	56.5	34.8	54.0
Furniture stores ²	(D)	67.9	46.9	66.1
Other home furnishings stores ²	(D)	27.7	25.3	27.5
Household appliance, radio, TV stores.....	21.6	(D)	20.5	36.1
Automotive group.....	10.3	8.3	9.5	8.0
Passenger car dealers (franchised and nonfranchised)....	(D)	7.8	(D)	7.6
Tire, battery, accessory dealers.....	(D)	(D)	12.5	(D)
Other automotive dealers.....	(D)	(D)	(D)	(D)
Gasoline service stations.....	1.3	2.2	1.1	1.7
Lumber, building materials, hardware, farm equip. dealers.	4.1	5.2	3.6	4.3
Drug stores, proprietary stores.....	17.0	25.3	15.4	23.1
Other retail stores ³	47.0	58.7	41.9	52.0
Liquor stores.....	XXX	XXX	XXX	XXX
Jewelry stores.....	92.8	94.2	90.9	93.3
Sporting goods, bicycle stores.....	67.3	67.9	(D)	62.9
Florists.....	(D)	12.8	(D)	12.0
Music stores.....	69.8	77.2	69.8	77.2
Camera, photographic supply stores.....	68.7	61.0	68.7	61.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF OKLAHOMA CITY, THE ENTIRE CITY, AND THE OKLAHOMA CITY STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	0.4	0.4	21.1	16.4	22.0	17.6
Eating, drinking places.....	6.4	6.3	7.2	6.5	7.1	6.7
Eating places.....	5.4	5.2	5.9	5.2	5.8	5.4
Drinking places.....	1.0	1.1	1.3	1.3	1.3	1.3
General merchandise group.....	36.6	42.6	14.9	17.4	14.3	16.2
Department stores.....	(D)	(D)	11.2	12.6	10.2	11.4
Variety stores.....	2.9	(D)	1.8	2.4	1.8	2.4
General merchandise stores, n.e.c.....	(D)	(D)	(D)	2.4	2.3	2.4
Apparel, accessories stores.....	22.8	21.5	7.6	8.5	7.2	7.9
Shoe stores.....	3.6	3.6	(D)	(D)	1.3	(D)
Men's, boys' clothing and furnishings stores ¹	3.9	4.3	(D)	1.8	1.1	1.6
Family clothing stores ¹	3.8	3.6	(D)	1.6	1.2	1.5
Women's clothing, specialty stores.....	9.8	9.2	3.1	3.5	3.0	3.2
Ready-to-wear stores ¹	8.6	8.9	(D)	3.3	2.5	3.1
All other apparel stores.....	1.6	0.7	0.6	(D)	(D)	(D)
Furniture, home furnishings, appliance dealers.....	8.2	9.2	5.3	5.7	5.1	5.4
Furniture stores ¹	6.2	7.5	(D)	3.9	2.9	3.6
Other home furnishings stores.....	0.8	0.5	(D)	0.7	0.7	0.6
Household appliance, radio, TV stores.....	1.2	1.1	1.4	(D)	1.3	1.0
Automotive group.....	8.7	5.4	20.4	22.6	20.2	21.5
Passenger car dealers (franchised and nonfranchised).....	(D)	4.5	17.1	20.0	16.6	18.9
Tire, battery, accessory dealers.....	1.4	(D)	(D)	2.0	2.5	1.9
Other automotive dealers.....	(D)	(D)	(D)	0.6	1.1	0.7
Gasoline service stations.....	0.3	0.3	6.3	4.2	6.5	4.9
Lumber, building materials, hardware, farm equipment dealers...	1.2	1.2	6.9	8.3	7.1	9.2
Hardware stores.....	(NA)	(NA)	0.4	0.6	0.4	0.7
Other.....	(NA)	(NA)	6.5	7.7	6.7	8.5
Drug stores, proprietary stores.....	2.8	3.1	3.9	4.3	4.0	4.3
Other retail stores ²	12.6	10.0	6.4	6.1	6.5	6.3
Liquor stores.....	0.2	0.1	0.2	0.1
Jewelry stores.....	5.6	4.1	1.5	1.5	1.3	1.4
Book, stationery stores.....	(NA)	(NA)	0.5	0.5	0.5	0.5
Sporting goods, bicycle stores.....	1.0	0.6	0.4	0.3	(D)	0.3
Florists.....	(D)	0.2	(D)	0.4	0.4	0.4
Music stores.....	1.7	1.4	0.6	0.7	0.5	0.6
Camera, photographic supply stores.....	0.7	0.3	0.3	0.2	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS



Youngstown, Ohio



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-85—Youngstown, Ohio
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and china ware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

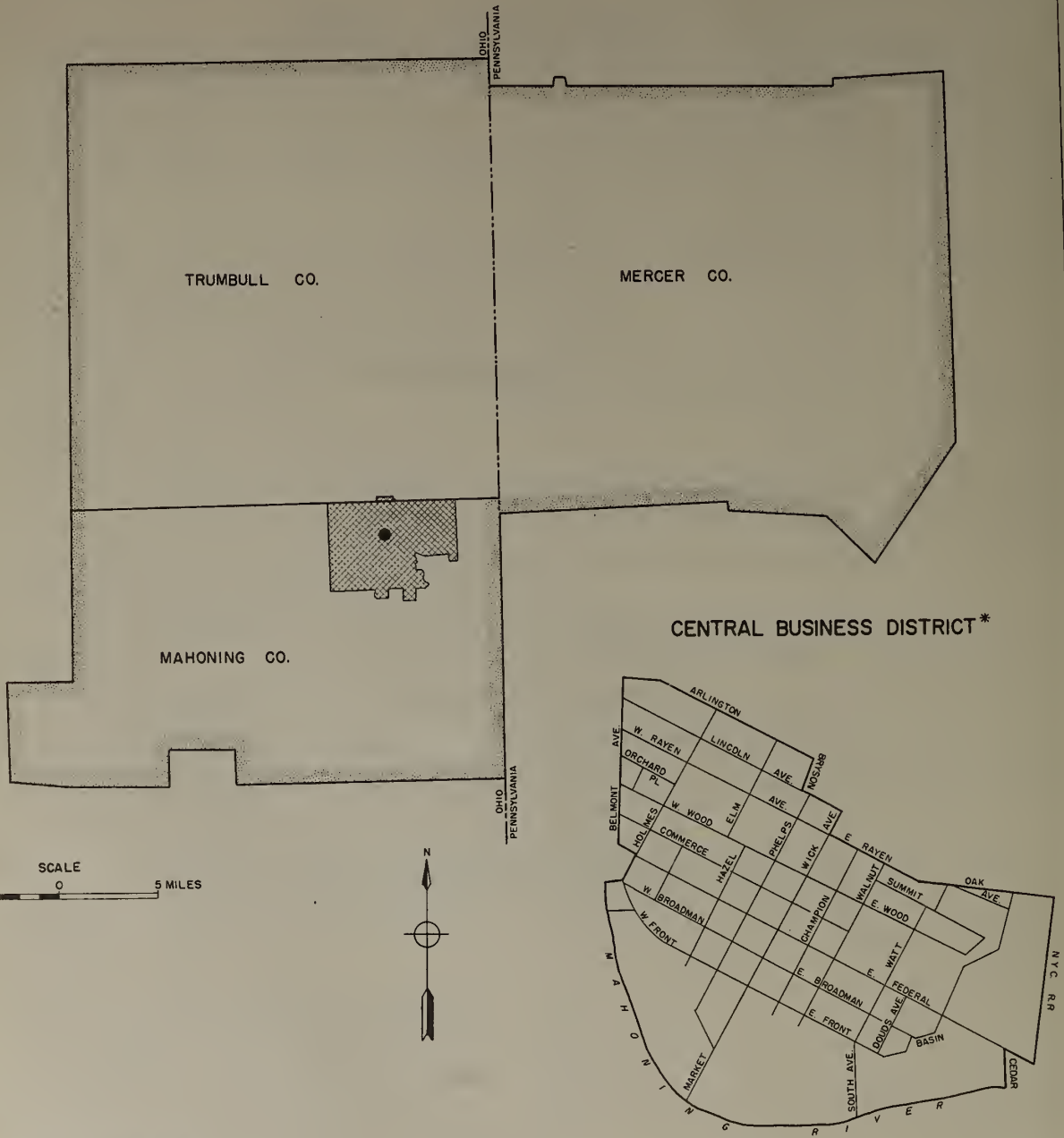
Youngstown, Ohio

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YOUNGSTOWN, OHIO

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



SCALE
5 0 5 MILES



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- STANDARD METROPOLITAN AREA

SCALE
800 0 800 FT.

*CONSISTS OF TRACT N-37

YOUNGSTOWN, OHIO

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF YOUNGSTOWN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	386	90,247	15,312	428	96,377	14,418
Food stores.....	62	8,130	745	65	10,633	871
Eating, drinking places.....	94	5,668	1,264	84	5,826	1,432
Eating places.....	42	3,058	772	34	3,025	857
Drinking places.....	52	2,610	492	50	2,801	575
General merchandise group.....	13	38,985	7,041	12	37,399	6,566
Variety stores.....	6	4,627	860	6	(D)	(D)
General merchandise stores (except variety).....	7	34,358	6,181	6	(D)	(D)
Apparel, accessories stores.....	75	12,973	2,092	94	17,250	2,126
Shoe stores.....	19	2,863	454	22	3,402	387
Men's, boys' clothing and furnishings stores ³	18	2,732	469	27	4,689	652
Family clothing stores ³	6	1,431	199	4	1,602	211
Women's clothing, specialty stores.....	21	5,030	821	21	6,445	736
Ready-to-wear stores ³	14	4,587	753	14	6,282	711
All other apparel stores.....	11	917	149	17	1,025	140
Furniture, home furnishings, appliance dealers.....	26	7,652	1,480	26	4,976	830
Furniture, home furnishings stores, antique stores	17	4,279	830	18	3,656	593
Household appliance, radio, TV stores.....	9	3,373	650	8	1,320	237
Automotive group.....	7	4,065	581	9	5,155	559
Gasoline service stations.....	12	1,068	120	15	723	79
Lumber, building materials, hardware, farm equip. dealers	12	2,454	530	24	4,257	674
Drug stores, proprietary stores.....	14	1,701	305	17	2,846	440
Other retail stores ⁴	71	7,551	1,154	82	7,312	841
Liquor stores.....	4	(D)	(D)	7	1,643	36
Jewelry stores.....	29	2,903	567	20	2,888	533
Book, stationery stores.....	2	(D)	(D)	4	275	57
SELECTED SERVICE TRADES						
Hotels.....	14	1,582	536	13	1,865	629
Motion picture theaters.....	6	1,345	312	6	1,779	300

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF YOUNGSTOWN

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,804	(D)	31,166	1,724	202,283	23,751
Food stores.....	474	59,126	4,104	538	48,647	3,158
Eating, drinking places.....	411	17,771	,3395	375	15,138	2,855
Eating places.....	169	9,068	2,092	110	5,905	1,433
Drinking places.....	242	8,703	1,303	265	9,233	1,422
General merchandise group.....	31	14,040	7,804	15	37,844	6,629
Variety stores.....	15	(D)	(D)	9	(D)	(D)
General merchandise stores (except variety).....	16	(D)	(D)	6	(D)	(D)
Apparel, accessories stores.....	129	(D)	2,451	126	18,773	2,231
Shoe stores.....	36	3,636	530	29	(D)	(D)
Men's, boys' clothing and furnishings stores ³	23	3,309	540	34	5,148	686
Family clothing stores ³	8	(D)	(D)	5	(D)	(D)
Women's clothing, specialty stores.....	39	(D)	(D)	29	6,851	765
Ready-to-wear stores ³	24	(D)	(D)	18	6,653	739
All other apparel stores.....	17	1,137	169	24	1,252	149
Furniture, home furnishings, appliance dealers.....	136	17,914	3,238	84	9,397	1,548
Furniture, home furnishings stores, antique stores	75	10,840	2,067	52	6,904	1,149
Household appliance, radio, TV stores.....	59	6,972	1,171	32	2,493	399
Automotive group.....	85	38,988	4,569	92	34,088	2,775
Gasoline service stations.....	172	12,018	948	162	7,480	575
Lumber, building materials, hardware, farm equip. dealers	79	12,647	2,039	85	10,869	1,815
Hardware stores.....	20	2,284	360	30	3,801	574
Other.....	59	10,363	1,679	55	7,068	1,241
Drug stores, proprietary stores.....	72	(D)	851	58	5,082	648
Other retail stores ⁴	215	(D)	1,767	189	14,965	1,517
Liquor stores.....	23	4,887	145	24	3,691	76
Jewelry stores.....	40	3,192	590	26	3,043	543
Book, stationery stores.....	9	(D)	87	7	604	120
SELECTED SERVICE TRADES						
Hotels.....	17	(D)	571	14	1,865	630
Motion picture theaters.....	12	1,884	436	15	2,230	436

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 90 such establishments with sales of (D).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
YOUNGSTOWN STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	5,261	579,339	65,167	5,131	453,359	46,944
Food stores.....	1,251	156,426	10,242	1,516	117,144	6,827
Eating, drinking places.....	1,093	40,797	7,108	1,035	33,832	5,605
Eating places.....	511	20,586	4,284	360	13,460	2,814
Drinking places.....	582	20,203	2,824	675	20,372	2,791
General merchandise group.....	131	72,740	12,089	102	60,309	9,584
Variety stores.....	52	16,555	2,897	38	11,848	1,675
General merchandise stores (except variety).....	77	56,153	9,192	64	48,461	7,909
Apparel, accessories stores.....	362	33,851	4,519	333	34,910	3,852
Shoe stores.....	88	7,348	982	68	6,487	710
Men's, boys' clothing and furnishings stores ³	84	8,492	1,147	80	8,986	1,002
Family clothing stores ³	24	3,262	403	21	3,583	439
Women's clothing, specialty stores.....	105	12,418	1,762	88	13,292	1,516
Ready-to-wear stores ³	70	10,912	1,560	57	12,771	1,464
All other apparel stores.....	37	1,833	225	47	1,749	185
Furniture, home furnishings, appliance dealers.....	347	35,801	5,662	234	22,133	3,116
Furniture, home furnishings stores, antique stores	168	21,231	3,511	119	15,188	2,220
Household appliance, radio, TV stores.....	177	14,468	2,151	115	6,945	896
Automotive group.....	322	100,225	10,376	310	72,863	6,611
Gasoline service stations.....	605	36,605	2,377	603	21,953	1,387
Lumber, building materials, hardware, farm equip. dealers	316	47,059	6,795	291	35,506	4,751
Hardware stores.....	85	9,048	1,263	105	9,854	1,198
Other.....	229	37,847	5,532	186	25,652	3,553
Drug stores, proprietary stores.....	172	15,769	2,036	147	11,271	1,334
Other retail stores ⁴	662	40,066	3,963	560	43,438	3,877
Liquor stores.....	61	9,756	272	58	8,901	223
Jewelry stores.....	110	6,018	967	80	6,058	958
Book, stationery stores.....	19	(D)	(D)	14	923	168
SELECTED SERVICE TRADES						
Hotels.....	50	3,295	1,024	43	3,216	991
Motion picture theaters.....	47	3,920	914	52	4,783	968

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 242 such establishments with sales of \$13,830,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF YOUNGSTOWN, THE ENTIRE CITY, AND THE YOUNGSTOWN STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-6.4	(D)	(D)	27.8	37.0
Food stores.....	-23.5	21.5	34.2	33.5	39.2
Eating, drinking places.....	-2.7	17.4	30.0	20.6	25.4
Eating places.....	1.1	53.6	108.7	52.9	68.0
Drinking places.....	-6.8	-5.8	-5.3	-0.8	0.1
General merchandise group.....	4.2	-62.9	1,036.0	20.6	47.3
Variety stores.....	(D)	(D)	(D)	39.7	(D)
General merchandise stores (except variety).....	(D)	(D)	(D)	15.9	(D)
Apparel, accessories stores.....	-24.8	(D)	(D)	-3.0	18.2
Shoe stores.....	-15.9	(D)	(D)	13.3	45.4
Men's, boys' clothing and furnishings stores ³	-41.7	-35.7	25.7	-5.5	34.0
Family clothing stores ³	-10.7	(D)	(D)	-9.0	-7.6
Women's clothing, specialty stores.....	-22.0	(D)	(D)	-6.6	7.9
Ready-to-wear stores ³	-27.0	(D)	(D)	-14.6	-2.5
All other apparel stores.....	-10.5	-9.2	-3.1	4.8	26.5
Furniture, home furnishings, appliance dealers.....	53.8	90.6	132.1	61.8	64.1
Furniture, home furnishings stores, antique stores.....	17.0	57.0	102.0	39.8	47.0
Household appliance, radio, TV stores.....	155.5	179.7	206.8	108.3	97.2
Automotive group.....	-21.2	14.4	20.7	37.6	42.0
Gasoline service stations.....	47.7	60.7	62.1	66.7	67.4
Lumber, building materials, hardware, farm equip. dealers... Hardware stores.....	-42.4 (NA)	16.4 -39.9	54.2 (NA)	32.5 -8.2	42.7 (NA)
Other.....	(NA)	46.6	(NA)	47.5	(NA)
Drug stores, proprietary stores.....	-40.2	(D)	(D)	39.9	67.0
Other retail stores ⁴	3.3	(D)	(D)	-7.8	-10.0
Liquor stores.....	(D)	35.0	(D)	9.6	(D)
Jewelry stores.....	0.5	4.9	86.5	-0.7	-1.7
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	-15.2	(D)	(D)	2.5	26.8
Motion picture theaters.....	-24.4	-15.5	19.5	-18.1	-14.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

YOUNGSTOWN, OHIO

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF YOUNGSTOWN CITY AND OF YOUNGSTOWN STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	(D)	47.6	15.6	21.3
Food stores.....	13.8	21.9	5.2	9.1
Eating, drinking places.....	31.9	38.5	13.9	17.2
Eating places.....	33.7	51.2	14.9	22.5
Drinking places.....	30.0	30.3	12.9	13.7
General merchandise group.....	88.5	98.8	53.6	62.0
Variety stores.....	(D)	(D)	27.9	(D)
General merchandise stores (except variety).....	(D)	(D)	61.2	(D)
Apparel, accessories stores.....	(D)	91.9	38.3	49.4
Shoe stores.....	78.7	(D)	39.0	52.4
Men's, boys' clothing and furnishings stores ²	82.6	91.1	32.2	52.2
Family clothing stores ²	(D)	(D)	43.9	44.7
Women's clothing, specialty stores.....	(D)	94.1	40.5	48.5
Ready-to-wear stores ²	(D)	94.4	42.0	49.2
All other apparel stores.....	80.7	81.9	50.0	58.6
Furniture, home furnishings, appliance dealers.....	42.7	53.0	21.4	22.5
Furniture, home furnishings stores, antique stores	39.5	53.0	20.2	24.1
Household appliance, radio, TV stores.....	48.4	52.9	23.3	19.0
Automotive group.....	10.4	15.1	4.1	7.1
Gasoline service stations.....	8.9	9.7	2.9	3.3
Lumber, building materials, hardware, farm equip. dealers	19.4	39.2	5.2	12.0
Drug stores, proprietary stores.....	(D)	56.0	10.8	25.3
Other retail stores ³	(D)	48.9	18.8	16.8
Liquor stores.....	(D)	45.4	(D)	18.5
Jewelry stores.....	90.9	94.9	48.2	47.7
Book, stationery stores.....	(D)	45.5	(D)	29.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

² Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF YOUNGSTOWN, THE ENTIRE CITY, AND THE YOUNGSTOWN STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City ³	Standard Metropolitan Area	
	1954	1948	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0
Food stores.....	9.0	11.0	24.0	27.0	25.8
Eating, drinking places.....	6.3	6.0	7.5	7.0	7.5
Eating places.....	3.4	3.1	2.9	3.5	3.0
Drinking places.....	2.9	2.9	4.6	3.5	4.5
General merchandise group.....	43.2	38.8	18.7	12.6	13.3
Variety stores.....	5.1	(D)	(D)	2.9	2.6
General merchandise stores (except variety).....	38.0	(D)	(D)	9.7	10.7
Apparel, accessories stores.....	14.4	17.9	9.3	5.9	7.7
Shoe stores.....	3.2	3.5	(D)	1.3	1.4
Men's, boys' clothing and furnishings stores ¹	3.0	4.9	2.5	1.5	2.0
Family clothing stores ¹	1.6	1.7	(D)	0.6	0.8
Women's clothing, specialty stores.....	5.6	6.7	3.4	2.1	2.9
Ready-to-wear stores ¹	5.1	6.5	3.3	1.9	2.8
All other apparel stores.....	1.0	1.1	0.6	0.3	0.4
Furniture, home furnishings, appliance dealers.....	8.4	5.2	4.6	6.2	4.9
Furniture, home furnishings stores, antique stores.....	4.7	3.8	3.4	3.6	3.4
Household appliance, radio, TV stores.....	3.7	1.4	1.2	2.6	1.5
Automotive group.....	4.5	5.3	16.9	17.3	16.1
Gasoline service stations.....	1.2	0.8	3.7	6.3	4.8
Lumber, building materials, hardware, farm equipment dealers..	2.7	4.4	5.4	8.1	7.8
Hardware stores.....	(NA)	(NA)	1.9	1.6	2.2
Other.....	(NA)	(NA)	3.5	6.5	5.6
Drug stores, proprietary stores.....	1.9	3.0	2.5	2.7	2.5
Other retail stores ²	8.4	7.6	7.4	6.9	9.6
Liquor stores.....	(D)	1.7	1.8	1.7	2.0
Jewelry stores.....	3.2	3.0	1.5	1.0	1.3
Book, stationery stores.....	(D)	0.3	0.3	(D)	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.³ Data for 1954 not shown for the Entire City to avoid disclosure of individual operations.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Scranton, Pennsylvania



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-86—Scranton, Pa.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in **KIND-OF-BUSINESS CLASSIFICATION**, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See **COMPARISON OF 1948 AND 1954 CENSUSES**, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

CENTRAL BUSINESS DISTRICT STATISTICS

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Scranton, Pennsylvania

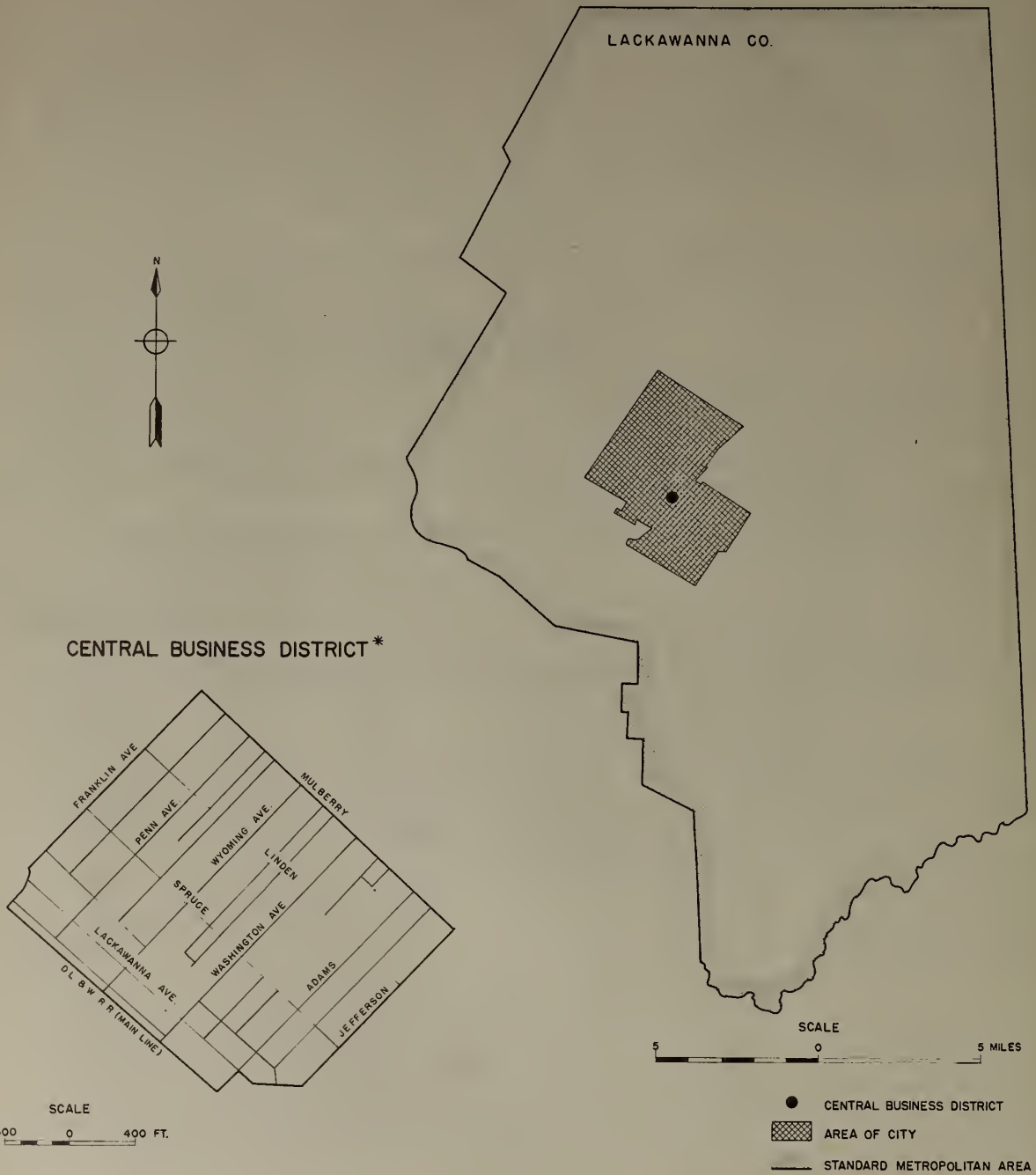


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SCRANTON, PENNSYLVANIA

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



*CONSISTS OF TRACT 1

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SCRANTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	361	61,346	10,164	404	64,408	8,828
Food stores.....	34	4,491	471	30	4,282	408
Eating, drinking places.....	73	3,832	905	82	4,113	840
Eating places.....	42	2,806	750	42	2,764	589
Drinking places.....	31	1,026	155	40	1,349	251
General merchandise group.....	20	21,647	3,902	14	21,106	3,199
Variety stores.....	6	3,171	573	7	3,448	528
General merchandise stores (except variety).....	14	18,476	3,329	7	17,658	2,671
Apparel, accessories stores.....	103	13,223	2,071	114	16,053	1,870
Shoe stores.....	22	2,891	414	21	2,500	307
Men's, boys' clothing and furnishings stores ³	10	1,271	(D)	14	1,726	202
Family clothing stores ³	3	(D)	442	4	(D)	(D)
Women's clothing, specialty stores.....	52	5,926	911	56	6,216	667
Ready-to-wear stores ³	34	5,095	786	37	5,522	610
All other apparel stores.....	12	(D)	(D)	17	1,348	(D)
Furniture, home furnishings, appliance dealers.....	31	7,329	1,400	35	7,864	1,183
Furniture, home furnishings stores, antique stores	18	5,674	1,154	23	5,607	912
Household appliance, radio, TV stores.....	13	1,655	246	12	2,257	271
Automotive group.....	7	2,653	321	9	1,528	195
Gasoline service stations.....	6	280	27	4	194	41
Lumber, building materials, hardware, farm equip. dealers	15	1,561	178	15	1,861	221
Hardware stores.....	3	250	29	3	238	27
Other.....	12	1,311	149	12	1,623	194
Drug stores, proprietary stores.....	11	1,353	224	11	1,358	211
Other retail stores ⁴	61	4,977	665	90	6,049	660
Liquor stores.....	1	(D)	(D)	2	(D)	(D)
Jewelry stores.....	14	1,002	165	16	1,326	179
Book, stationery stores.....	5	560	100	8	527	78
SELECTED SERVICE TRADES						
Hotels.....	6	2,158	701	10	1,903	607
Motion picture theaters.....	4	1,076	257	5	1,278	305

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SCRANTON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ¹ ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,603	137,874	16,703	1,669	131,912	14,145
Food stores.....	511	33,151	2,205	574	30,115	1,769
Eating, drinking places.....	332	10,541	1,640	370	10,427	1,597
Eating places.....	158	5,961	1,115	134	4,901	995
Drinking places.....	174	4,580	525	236	5,526	602
General merchandise group.....	58	22,943	4,019	40	21,914	3,281
Variety stores.....	18	3,830	665	22	4,091	598
General merchandise stores (except variety).....	40	19,113	3,354	18	17,823	2,683
Apparel, accessories stores.....	155	15,082	2,255	159	18,230	2,055
Shoe stores.....	28	3,152	441	26	2,703	332
Men's, boys' clothing and furnishings stores ³	16	1,538	246	23	2,329	243
Family clothing stores ³	5	(D)	(D)	6	4,292	535
Women's clothing, specialty stores.....	82	6,650	977	74	7,238	773
Ready-to-wear stores ³	46	5,651	824	42	6,322	714
All other apparel stores.....	18	1,252	(D)	24	1,534	172
Furniture, home furnishings, appliance dealers.....	76	11,457	1,889	68	10,163	1,455
Furniture, home furnishings stores, antique stores	38	7,006	1,307	40	7,018	1,083
Household appliance, radio, TV stores.....	38	4,451	582	28	3,145	372
Automotive group.....	51	19,916	2,131	50	15,452	1,661
Gasoline service stations.....	111	4,912	287	113	3,414	268
Lumber, building materials, hardware, farm equip. dealers	48	4,810	740	57	4,939	665
Hardware stores.....	8	(D)	(D)	11	417	37
Other.....	40	(D)	(D)	46	4,522	628
Drug stores, proprietary stores.....	63	3,258	382	59	2,792	315
Other retail stores ⁴	198	11,804	1,155	179	14,466	1,079
Liquor stores.....	17	2,352	122	8	2,558	98
Jewelry stores.....	23	1,304	195	19	1,385	183
Book, stationery stores.....	8	649	(D)	11	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	14	(D)	(D)	18	2,330	685
Motion picture theaters.....	10	(D)	(D)	12	1,710	440

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind² of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there³ were 103 such establishments with sales of \$4,542,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SCRANTON STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,276	216,778	22,227	3,499	197,970	18,306
Food stores.....	1,044	60,752	3,666	1,209	53,626	2,814
Eating, drinking places.....	789	17,562	2,184	891	18,294	2,111
Eating places.....	382	9,681	1,437	238	6,770	1,196
Drinking places.....	399	7,815	747	653	11,524	915
General merchandise group.....	103	26,954	4,410	84	24,852	3,533
Variety stores.....	31	4,904	831	40	5,920	779
General merchandise stores (except variety).....	70	22,042	3,579	44	18,932	2,754
Apparel, accessories stores.....	239	19,167	2,601	259	22,562	2,357
Shoe stores.....	42	3,715	497	38	3,172	376
Men's, boys' clothing and furnishings stores ³	32	2,602	337	42	3,510	329
Family clothing stores ³	10	2,648	476	11	4,537	550
Women's clothing, specialty stores.....	112	8,512	1,148	108	8,871	917
Ready-to-wear stores ³	66	7,360	987	64	7,378	815
All other apparel stores.....	29	1,470	143	34	1,847	185
Furniture, home furnishings, appliance dealers.....	139	14,473	2,177	114	12,520	1,672
Furniture, home furnishings stores, antique stores	57	8,308	1,455	61	8,309	1,188
Household appliance, radio, TV stores.....	82	6,165	722	53	4,211	484
Automotive group.....	108	33,309	3,074	103	21,921	2,114
Gasoline service stations.....	254	10,322	583	286	6,854	422
Lumber, building materials, hardware, farm equip. dealers	109	8,875	1,316	123	8,917	1,164
Hardware stores.....	25	1,257	213	39	1,329	110
Other.....	84	7,618	1,103	84	7,588	1,054
Drug stores, proprietary stores.....	114	5,517	579	108	4,682	463
Other retail stores ⁴	377	19,847	1,637	322	23,742	1,656
Liquor stores.....	48	4,648	250	22	4,502	194
Jewelry stores.....	39	1,644	248	34	1,931	261
Book, stationery stores.....	11	708	114	13	615	140
SELECTED SERVICE TRADES						
Hotels.....	25	2,710	804	25	2,535	725
Motion picture theaters.....	22	2,101	582	31	2,430	619

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 187 such establishments with sales of \$6,956,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SCRANTON, THE ENTIRE CITY, AND THE SCRANTON STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-4.8	4.5	13.4	9.5	16.4
Food stores.....	4.9	10.1	10.9	13.3	14.0
Eating, drinking places.....	-6.8	1.1	6.3	-4.0	-3.2
Eating places.....	1.5	21.6	47.6	43.0	71.6
Drinking places.....	-24.0	-17.1	-14.9	-32.2	-33.3
General merchandise group.....	2.6	4.7	60.4	8.5	41.7
Variety stores.....	-8.0	-6.4	2.5	-17.2	-29.9
General merchandise stores (except variety).....	4.6	7.2	286.1	16.4	179.9
Apparel, accessories stores.....	-17.6	-17.3	-14.6	-15.1	-8.7
Shoe stores.....	15.6	16.6	28.6	17.1	22.6
Men's, boys' clothing and furnishings stores ³	-26.4	-34.0	-55.7	-25.9	-25.4
Family clothing stores ³	(D)	(D)	(D)	-41.6	(D)
Women's clothing, specialty stores.....	-4.7	-8.1	-29.2	-4.1	-2.6
Ready-to-wear stores ³	-7.7	-10.6	-30.5	-0.3	22.0
All other apparel stores.....	(D)	-18.4	(D)	-20.4	(D)
Furniture, home furnishings, appliance dealers.....	-6.8	12.7	79.6	15.6	53.4
Furniture, home furnishings stores, antique stores	1.2	-0.1	-5.6	-0.0	-2.5
Household appliance, radio, TV stores.....	-26.7	41.5	214.9	46.4	130.8
Automotive group.....	73.6	28.9	24.0	52.0	50.3
Gasoline service stations.....	44.3	43.9	43.9	50.6	50.8
Lumber, building materials, hardware, farm equip. dealers...	-16.1	-2.6	5.6	-0.5	3.7
Hardware stores.....	5.0	(D)	(D)	-5.4	-7.7
Other.....	-19.2	(D)	(D)	0.4	5.7
Drug stores, proprietary stores.....	-0.4	16.7	32.8	17.8	25.3
Other retail stores ⁴	-17.7	-18.4	-18.9	-16.4	-16.0
Liquor stores.....	(D)	-8.1	(D)	3.2	(D)
Jewelry stores.....	-24.4	-5.9	411.9	-14.9	6.1
Book, stationery stores.....	6.3	(D)	(D)	15.1	68.2
SELECTED SERVICE TRADES					
Hotels.....	13.4	(D)	(D)	6.9	-12.7
Motion picture theaters.....	-15.8	(D)	(D)	-13.5	-11.0

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SCRANTON CITY AND OF SCRANTON STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	44.5	48.8	28.3	32.5
Food stores.....	13.5	14.2	7.4	8.0
Eating, drinking places.....	36.4	39.4	21.8	22.5
Eating places.....	47.1	56.4	29.0	40.8
Drinking places.....	22.4	24.4	13.1	11.7
General merchandise group.....	94.4	96.3	80.3	84.9
Variety stores.....	82.8	84.3	64.7	58.2
General merchandise stores (except variety).....	96.7	99.1	83.8	93.3
Apparel, accessories stores.....	87.7	88.1	69.0	71.2
Shoe stores.....	91.7	92.5	77.8	78.8
Men's, boys' clothing and furnishings stores ²	82.6	74.1	48.8	49.2
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	89.1	85.9	69.6	70.1
Ready-to-wear stores ²	90.2	87.3	69.2	74.8
All other apparel stores.....	(D)	87.9	(D)	73.0
Furniture, home furnishings, appliance dealers.....	64.0	77.4	50.6	62.8
Furniture, home furnishings stores, antique stores	81.0	79.9	68.3	67.5
Household appliance, radio, TV stores.....	37.2	71.8	26.8	53.6
Automotive group.....	13.3	9.9	8.0	7.0
Gasoline service stations.....	5.7	5.7	2.7	2.8
Lumber, building materials, hardware, farm equip. dealers	32.5	37.7	17.6	20.9
Hardware stores.....	(D)	57.1	19.9	17.9
Other.....	(D)	35.9	17.2	21.4
Drug stores, proprietary stores.....	41.5	48.6	24.5	29.0
Other retail stores ³	42.2	41.8	25.1	25.5
Liquor stores.....	(D)	(D)	(D)	(D)
Jewelry stores.....	76.8	95.7	60.9	68.7
Book, stationery stores.....	86.3	(D)	79.1	85.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SCRANTON, THE ENTIRE CITY, AND THE SCRANTON STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	7.3	6.6	24.0	22.8	28.0	27.1
Eating, drinking places.....	6.3	6.4	7.6	8.0	8.1	9.2
Eating places.....	4.6	4.3	4.3	3.8	4.5	3.4
Drinking places.....	1.7	2.1	3.3	4.2	3.6	5.8
General merchandise group.....	35.3	32.8	16.7	16.6	12.4	12.6
Variety stores.....	5.2	5.4	2.8	3.1	2.2	3.0
General merchandise stores (except variety).....	30.1	27.4	13.9	13.5	10.2	9.6
Apparel, accessories stores.....	21.6	24.9	10.9	13.8	8.8	11.4
Shoe stores.....	4.7	3.9	2.3	2.0	1.7	1.6
Men's, boys' clothing and furnishings stores ¹	2.1	2.7	1.1	1.8	1.2	1.8
Family clothing stores ¹	(D)	(D)	(D)	3.3	1.2	2.3
Women's clothing, specialty stores.....	9.7	9.7	4.8	5.5	3.9	4.5
Ready-to-wear stores ¹	8.3	8.6	4.1	4.8	3.4	3.7
All other apparel stores.....	(D)	2.1	0.9	1.2	0.7	0.9
Furniture, home furnishings, appliance dealers.....	11.9	12.2	8.3	7.7	6.7	6.2
Furniture, home furnishings stores, antique stores.....	9.2	8.7	5.1	5.3	3.9	4.1
Household appliance, radio, TV stores.....	2.7	3.5	3.2	2.4	2.8	2.1
Automotive group.....	4.3	2.4	14.4	11.7	15.4	11.1
Gasoline service stations.....	0.5	0.3	3.6	2.6	4.8	3.5
Lumber, building materials, hardware, farm equipment dealers..	2.5	2.9	3.5	3.7	4.1	4.5
Hardware stores.....	0.4	0.4	(D)	0.3	0.6	0.7
Other.....	2.1	2.5	(D)	3.4	3.5	3.8
Drug stores, proprietary stores.....	2.2	2.1	2.4	2.1	2.5	2.4
Other retail stores ²	8.1	9.4	8.6	11.0	9.2	12.0
Liquor stores.....	(D)	(D)	1.7	1.9	2.1	2.3
Jewelry stores.....	1.6	2.1	0.9	1.0	0.8	1.0
Book, stationery stores.....	0.9	0.8	0.5	(D)	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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CENTRAL BUSINESS DISTRICT STATISTICS



Gary, Indiana



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-87—Gary, Indiana
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Gary, Indiana

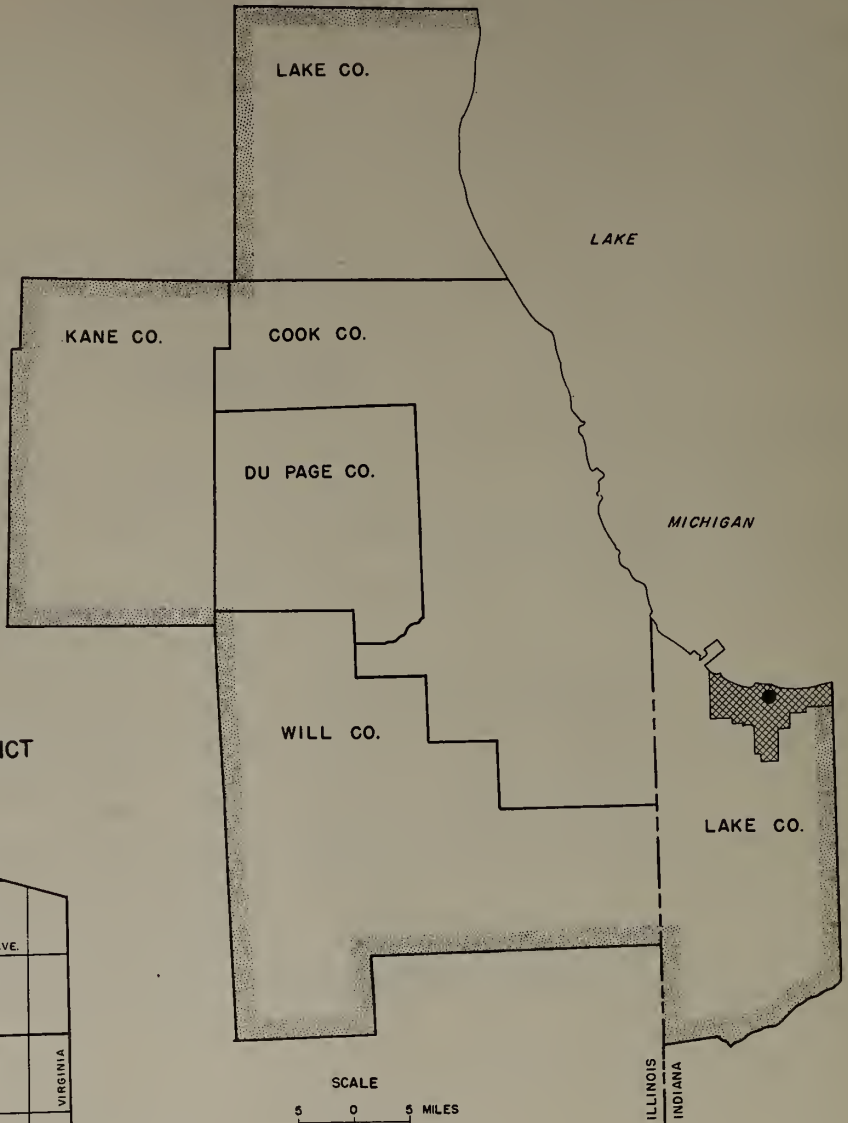
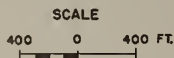
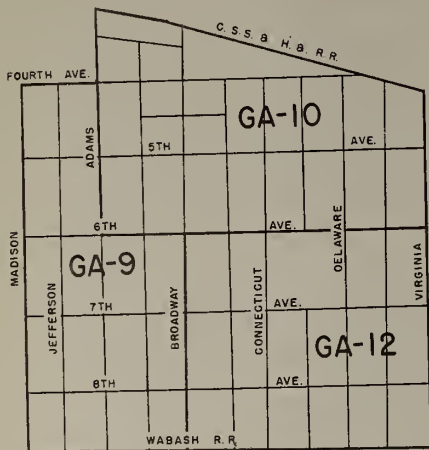
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GARY, INDIANA CENTRAL BUSINESS DISTRICT CHICAGO, ILLINOIS STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▤ STANDARD METROPOLITAN AREA
- GA-9 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF GARY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	308	70,934	10,514	303	67,983	8,731
Food stores.....	41	7,388	650	39	6,955	557
Eating, drinking places.....	56	3,180	749	65	3,589	738
Eating places.....	32	2,050	528	37	2,071	478
Drinking places.....	24	1,130	221	28	1,518	260
General merchandise group.....	10	25,090	3,972	10	24,495	3,314
Variety stores.....	5	3,139	564	5	2,469	391
General merchandise stores (except variety).....	5	21,951	3,408	5	22,026	2,923
Apparel, accessories stores.....	80	12,179	1,731	74	12,856	1,379
Shoe stores.....	23	2,432	352	15	1,945	245
Men's, boys' clothing and furnishings stores ³	14	1,698	277	11	1,494	196
Family clothing stores ³	6	2,833	350	6	3,529	328
Women's clothing, specialty stores.....	26	4,439	642	25	4,939	524
Ready-to-wear stores ³	15	3,907	586	20	4,750	503
All other apparel stores.....	11	777	110	16	919	86
Furniture, home furnishings, appliance dealers.....	30	5,736	1,028	26	5,327	764
Furniture, home furnishings stores, antique stores	14	3,392	680	14	3,740	591
Household appliance, radio, TV stores.....	16	2,344	348	12	1,587	173
Automotive group.....	15	7,726	925	18	7,249	836
Gasoline service stations.....	10	685	71	10	438	29
Lumber, building materials, hardware, farm equip. dealers	6	782	206	6	734	192
Hardware stores.....	1	(D)	(D)	1	(D)	(D)
Other.....	5	(D)	(D)	5	(D)	(D)
Drug stores, proprietary stores.....	10	2,608	413	10	2,570	387
Other retail stores ⁴	50	5,560	769	45	3,770	535
Liquor stores.....	3	(D)	(D)	5	190	8
Jewelry stores.....	16	1,999	402	11	1,675	289
Book, stationery stores.....	2	(D)	(D)	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	14	1,490	579	19	1,298	334
Motion picture theaters.....	3	713	111	6	1,073	192

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF GARY

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,484	181,620	21,342	1,456	138,004	14,938
Food stores.....	402	45,908	3,091	456	32,409	1,839
Eating, drinking places.....	346	15,439	2,822	360	13,341	2,215
Eating places.....	179	8,379	1,985	179	7,347	1,501
Drinking places.....	165	7,036	837	181	5,994	714
General merchandise group.....	29	26,615	4,147	21	25,390	3,418
Variety stores.....	12	3,766	651	8	(D)	(D)
General merchandise stores (except variety).....	17	22,849	3,496	13	(D)	(D)
Apparel, accessories stores.....	128	14,322	1,997	115	15,252	1,584
Shoe stores.....	30	2,670	386	21	2,172	263
Men's, boys' clothing and furnishings stores ³	22	(D)	305	19	2,421	265
Family clothing stores ³	15	3,582	460	13	4,295	412
Women's clothing, specialty stores.....	36	4,893	716	38	5,275	537
Ready-to-wear stores ³	24	4,360	660	27	5,008	516
All other apparel stores.....	21	(D)	130	22	1,032	107
Furniture, home furnishings, appliance dealers.....	86	10,730	1,770	61	7,515	1,127
Furniture, home furnishings stores, antique stores	48	6,696	1,248	37	5,550	931
Household appliance, radio, TV stores.....	38	4,034	522	24	1,965	196
Automotive group.....	45	27,214	2,561	47	17,004	1,707
Gasoline service stations.....	145	11,341	983	118	5,453	445
Lumber, building materials, hardware, farm equip. dealers	60	10,472	1,520	48	7,527	958
Hardware stores.....	27	1,219	158	21	(D)	(D)
Other.....	33	9,253	1,362	27	(D)	(D)
Drug stores, proprietary stores.....	46	6,070	794	40	4,389	584
Other retail stores ⁴	197	13,509	1,657	190	9,724	1,061
Liquor stores.....	51	3,682	170	67	2,390	88
Jewelry stores.....	29	2,403	475	17	1,810	305
Book, stationery stores.....	4	(D)	(D)	4	557	80
SELECTED SERVICE TRADES						
Hotels.....	28	1,846	690	40	1,653	396
Motion picture theaters.....	9	1,116	209	13	1,633	337

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 38 such establishments with sales of \$6,110,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CHICAGO STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	54,632	6,898,919	829,306	59,401	5,398,944	640,448
Food stores.....	13,260	1,654,537	124,233	16,810	1,213,425	81,607
Eating, drinking places.....	13,553	727,694	142,428	15,073	594,936	111,905
Eating places.....	6,181	445,370	112,814	5,859	326,100	77,034
Drinking places.....	7,360	282,136	29,614	9,214	268,836	34,871
General merchandise group.....	1,458	826,751	138,014	1,181	793,293	124,668
Variety stores.....	540	100,207	18,006	518	83,587	14,655
General merchandise stores (except variety).....	906	726,338	120,008	663	709,706	110,013
Apparel, accessories stores.....	5,269	597,203	86,896	5,542	569,708	76,840
Shoe stores.....	996	98,217	12,986	891	81,663	9,432
Men's, boys' clothing and furnishings stores ³	747	106,721	16,006	796	98,945	13,117
Family clothing stores ³	290	96,793	15,527	280	115,417	17,938
Women's clothing, specialty stores.....	2,093	233,923	33,916	2,291	208,350	26,023
Ready-to-wear stores ³	1,087	193,140	29,369	1,020	166,748	22,071
All other apparel stores.....	877	55,743	8,461	963	57,993	10,330
Furniture, home furnishings, appliance dealers.....	2,641	352,149	47,342	2,587	259,884	32,225
Furniture, home furnishings stores, antique stores	1,700	243,618	33,688	1,583	168,658	22,708
Household appliance, radio, TV stores.....	927	108,215	13,654	1,004	91,226	9,517
Automotive group.....	1,767	1,125,276	105,002	1,736	748,821	72,554
Gasoline service stations.....	3,870	353,389	30,790	3,771	201,914	16,603
Lumber, building materials, hardware, farm equip. dealers	2,484	376,757	49,561	2,231	266,960	34,825
Hardware stores.....	1,113	84,757	10,550	1,058	67,109	7,479
Other.....	1,369	291,980	39,011	1,173	199,851	27,346
Drug stores, proprietary stores.....	2,060	242,839	33,827	2,135	187,412	25,348
Other retail stores ⁴	8,270	642,324	71,213	8,335	562,591	63,873
Liquor stores.....	1,518	187,040	12,784	1,871	142,342	11,184
Jewelry stores.....	851	62,679	9,628	789	58,442	8,712
Book, stationery stores.....	401	32,278	6,094	367	23,191	3,636
SELECTED SERVICE TRADES						
Hotels.....	722	167,901	60,906	814	147,977	50,836
Motion picture theaters.....	299	60,029	13,184	434	69,867	16,746

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 3,246 such establishments with sales of \$640,171,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF GARY, THE ENTIRE CITY, AND THE CHICAGO STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	4.3	31.6	58.1	27.8	28.1
Food stores.....	6.2	41.7	51.3	36.4	36.5
Eating, drinking places.....	-11.4	15.7	25.7	22.3	22.5
Eating places.....	-1.0	14.0	20.0	36.6	36.8
Drinking places.....	-25.6	17.4	31.9	4.9	5.1
General merchandise group.....	2.4	4.8	70.4	4.2	4.3
Variety stores.....	27.1	(D)	(D)	19.9	19.7
General merchandise stores (except variety).....	-0.4	(D)	(D)	2.3	2.4
Apparel, accessories stores.....	-5.3	-6.1	-10.6	4.8	5.1
Shoe stores.....	25.0	22.9	4.8	20.3	20.2
Men's, boys' clothing and furnishings stores ³	13.7	(D)	(D)	7.9	7.8
Family clothing stores ³	-19.7	-16.6	-2.2	-16.1	-16.0
Women's clothing, specialty stores.....	-10.1	-7.3	35.1	12.3	12.8
Ready-to-wear stores ³	-17.8	-12.9	75.6	15.8	16.8
All other apparel stores.....	-15.5	(D)	(D)	-3.9	-3.7
Furniture, home furnishings, appliance dealers.....	7.7	42.8	128.2	35.5	36.1
Furniture, home furnishings stores, antique stores	-9.3	20.6	82.5	44.6	45.9
Household appliance, radio, TV stores.....	47.7	105.3	347.1	18.6	18.1
Automotive group.....	6.6	60.0	99.8	50.3	50.7
Gasoline service stations.....	56.4	108.0	112.5	75.0	75.1
Lumber, building materials, hardware, farm equip. dealers...	6.5	39.1	42.6	41.1	41.2
Hardware stores.....	(D)	(D)	(D)	26.3	(D)
Other.....	(D)	(D)	(D)	46.1	(D)
Drug stores, proprietary stores.....	1.5	38.3	90.3	29.6	30.0
Other retail stores ⁴	47.5	38.9	33.5	14.2	13.9
Liquor stores.....	(D)	54.1	(D)	31.4	(D)
Jewelry stores.....	19.3	32.8	199.3	7.2	6.9
Book, stationery stores.....	(D)	(D)	(D)	39.8	(D)
SELECTED SERVICE TRADES					
Hotels.....	14.8	32.5	0.3	13.5	13.5
Motion picture theaters.....	-33.6	31.7	-28.0	-14.1	-13.8

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF GARY CITY AND OF CHICAGO STANDARD METROPOLITAN AREA

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	39.1	49.3	1.0	1.3
Food stores.....	16.1	21.5	0.4	0.6
Eating, drinking places.....	20.6	26.9	0.4	0.6
Eating places.....	24.5	28.2	0.5	0.6
Drinking places.....	16.1	25.3	0.4	0.6
General merchandise group.....	94.3	96.5	3.0	3.1
Variety stores.....	83.4	(D)	3.1	3.0
General merchandise stores (except variety).....	96.1	(D)	3.0	3.1
Apparel, accessories stores.....	85.0	84.3	2.0	2.3
Shoe stores.....	91.1	89.5	2.5	2.4
Men's, boys' clothing and furnishings stores ²	(D)	61.7	1.6	1.5
Family clothing stores ²	79.1	82.2	2.9	3.1
Women's clothing, specialty stores.....	90.7	93.6	1.9	2.4
Ready-to-wear stores ²	89.6	94.8	2.0	2.8
All other apparel stores.....	(D)	89.1	1.4	1.6
Furniture, home furnishings, appliance dealers.....	53.5	70.9	1.6	2.0
Furniture, home furnishings stores, antique stores ...	50.7	67.4	1.4	2.2
Household appliance, radio, TV stores.....	58.1	80.8	2.2	1.7
Automotive group.....	28.4	42.6	0.7	1.0
Gasoline service stations.....	6.0	8.0	0.2	0.2
Lumber, building materials, hardware, farm equip. dealers	7.5	9.8	0.2	0.3
Hardware stores.....	(D)	(D)	(D)	(D)
Other.....	(D)	(D)	(D)	(D)
Drug stores, proprietary stores.....	43.0	58.6	1.1	1.4
Other retail stores ³	41.2	38.8	0.9	0.7
Liquor stores.....	(D)	7.9	(D)	0.1
Jewelry stores.....	83.2	92.5	3.2	2.9
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF GARY, THE ENTIRE CITY, AND THE CHICAGO STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	10.4	10.2	25.3	23.5	24.0	22.5
Eating, drinking places.....	4.5	5.3	8.5	9.6	10.5	11.0
Eating places.....	2.9	3.1	4.6	5.3	6.4	6.0
Drinking places.....	1.6	2.2	3.9	4.3	4.1	5.0
General merchandise group.....	35.3	36.0	14.7	18.4	12.0	14.7
Variety stores.....	4.4	3.6	2.1	(D)	1.5	1.5
General merchandise stores (except variety).....	30.9	32.4	12.6	(D)	10.5	13.2
Apparel, accessories stores.....	17.2	18.9	7.9	11.1	8.7	10.6
Shoe stores.....	3.4	2.9	1.5	1.6	1.4	1.5
Men's, boys' clothing and furnishings stores ¹	2.4	2.2	(D)	1.8	1.5	1.8
Family clothing stores ¹	4.0	5.2	2.0	3.1	1.4	2.1
Women's clothing, specialty stores.....	6.3	7.2	2.7	3.8	3.4	3.9
Ready-to-wear stores ¹	5.5	7.0	2.5	3.6	2.8	3.1
All other apparel stores.....	1.1	1.4	(D)	0.7	0.8	1.1
Furniture, home furnishings, appliance dealers.....	8.1	7.8	5.9	5.4	5.1	4.8
Furniture, home furnishings stores, antique stores.....	4.8	5.5	3.7	4.0	3.5	3.1
Household appliance, radio, TV stores.....	3.3	2.3	2.2	1.4	1.6	1.7
Automotive group.....	10.9	10.7	15.0	12.3	16.3	13.9
Gasoline service stations.....	1.0	0.6	6.2	4.0	5.1	3.7
Lumber, building materials, hardware, farm equipment dealers..	1.1	1.1	5.8	5.5	5.5	4.9
Hardware stores.....	(D)	(D)	0.7	(D)	1.2	1.2
Other.....	(D)	(D)	5.1	(D)	4.2	3.7
Drug stores, proprietary stores.....	3.7	3.8	3.3	3.2	3.5	3.5
Other retail stores ²	7.8	5.6	7.4	7.0	9.3	10.4
Liquor stores.....	(D)	0.3	2.0	1.7	2.7	2.6
Jewelry stores.....	2.8	2.5	1.3	1.3	0.9	1.1
Book, stationery stores.....	(D)	(D)	(D)	0.4	0.5	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

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Bulletin CBD-88

CENTRAL BUSINESS DISTRICT STATISTICS



Spokane, Washington



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-88—Spokane, Wash.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

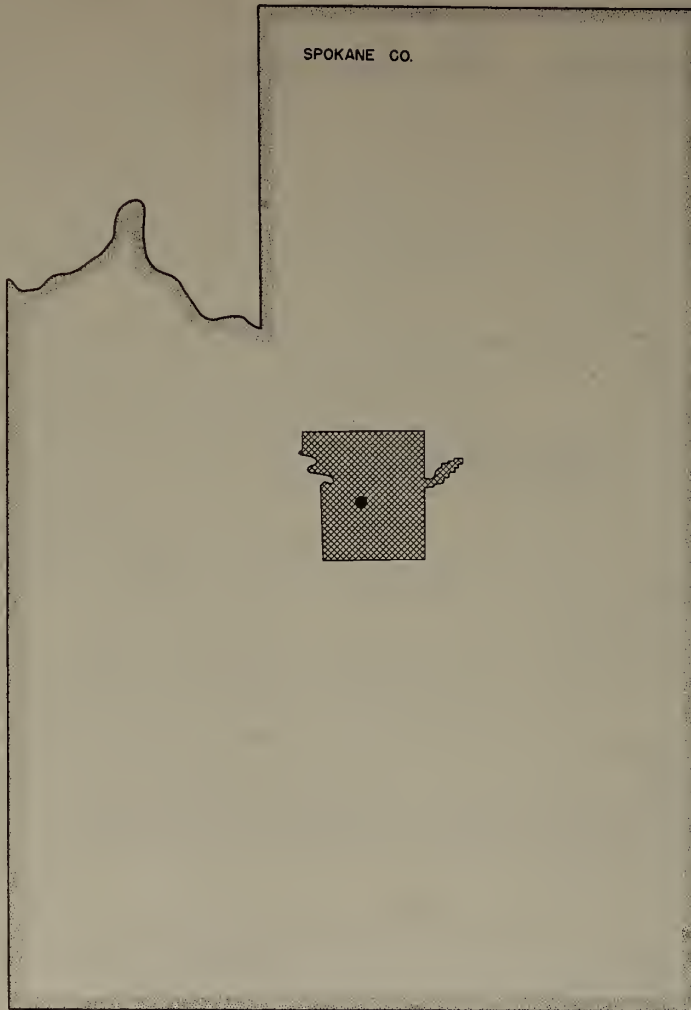
Spokane, Washington

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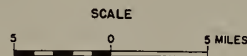
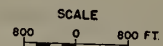
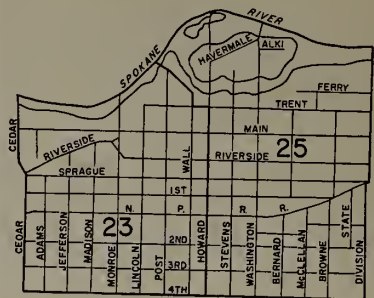
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SPOKANE, WASHINGTON

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▭ STANDARD METROPOLITAN AREA
- 25** TRACT NUMBER

SPOKANE, WASHINGTON

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SPOKANE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	638	137,233	19,735	664	120,181	17,249
Food stores.....	56	5,029	420	53	4,936	437
Eating, drinking places.....	180	10,030	2,373	178	8,258	2,114
Eating places.....	97	6,860	1,847	96	5,507	1,617
Drinking places.....	83	3,170	526	82	2,751	497
General merchandise group.....	13	42,557	6,573	20	35,643	5,861
Variety stores.....	5	5,152	906	5	2,296	381
General merchandise stores (except variety).....	8	37,405	5,667	15	33,347	5,480
Apparel, accessories stores.....	110	14,606	2,219	100	12,488	1,725
Shoe stores.....	32	3,077	416	16	(D)	(D)
Men's, boys' clothing and furnishings stores ³	24	4,090	643	21	(D)	(D)
Family clothing stores ³	2	(D)	(D)	2	(D)	(D)
Women's clothing, specialty stores.....	33	6,145	941	37	4,970	673
Ready-to-wear stores ³	17	5,006	772	22	4,273	556
All other apparel stores.....	15	771	(D)	20	958	159
Furniture, home furnishings, appliance dealers.....	44	6,711	1,012	45	5,488	741
Furniture, home furnishings stores, antique stores	28	4,642	710	30	4,237	555
Household appliance, radio, TV stores.....	16	2,069	302	15	1,251	186
Automotive group.....	36	33,875	4,104	43	33,005	3,690
Gasoline service stations.....	23	2,038	313	31	2,012	362
Lumber, building materials, hardware, farm equip. dealers	17	1,445	144	12	1,025	222
Drug stores, proprietary stores.....	22	5,178	657	26	4,485	557
Other retail stores ⁴	137	15,764	1,920	156	12,841	1,540
Liquor stores.....	3	(D)	(D)	3	(D)	(D)
Jewelry stores.....	24	3,020	429	28	2,736	415
Book, stationery stores.....	7	2,272	421	6	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	78	7,499	2,813	97	6,078	2,136
Motion picture theaters.....	8	(D)	(D)	9	1,469	286

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SPOKANE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,877	265,474	(D)	1,666	195,212	23,902
Food stores.....	369	58,966	3,732	399	35,415	1,822
Eating, drinking places.....	369	17,734	3,860	342	14,361	3,343
Eating places.....	219	12,158	3,080	198	9,471	2,563
Drinking places.....	150	5,576	780	144	4,890	780
General merchandise group.....	42	45,836	6,954	44	37,420	6,031
Variety stores.....	29	6,306	1,055	21	2,887	456
General merchandise stores (except variety).....	13	39,530	5,899	23	34,533	5,575
Apparel, accessories stores.....	137	15,756	2,316	115	12,923	1,789
Shoe stores.....	41	(D)	(D)	18	2,185	258
Men's, boys' clothing and furnishings stores ³	25	(D)	(D)	22	3,926	565
Family clothing stores ³	5	738	121	4	(D)	(D)
Women's clothing, specialty stores.....	44	6,473	971	44	5,076	678
Ready-to-wear stores ³	22	(D)	(D)	25	(D)	(D)
All other apparel stores.....	20	(D)	(D)	24	1,126	197
Furniture, home furnishings, appliance dealers.....	123	14,484	2,052	85	8,623	1,127
Furniture, home furnishings stores, antique stores	65	8,085	(D)	48	6,149	790
Household appliance, radio, TV stores.....	57	5,750	(D)	37	2,474	337
Automotive group.....	115	42,919	4,758	83	36,314	3,914
Gasoline service stations.....	244	13,791	1,283	214	8,928	880
Lumber, building materials, hardware, farm equip. dealers	95	13,221	1,361	77	11,439	1,415
Hardware stores.....	25	2,268	220	21	1,526	166
Other.....	70	10,953	1,141	56	9,913	1,249
Drug stores, proprietary stores.....	73	8,505	(D)	57	6,336	734
Other retail stores ⁴	310	34,262	3,816	250	23,453	2,847
Liquor stores.....	4	4,322	112	3	(D)	(D)
Jewelry stores.....	39	3,235	(D)	32	(D)	(D)
Book, stationery stores.....	9	(D)	(D)	7	1,445	295
SELECTED SERVICE TRADES						
Hotels.....	85	7,723	(D)	103	(D)	(D)
Motion picture theaters.....	10	1,618	333	12	1,763	(NA)

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 142 such establishments with sales of \$7,769,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

SPOKANE, WASHINGTON

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SPOKANE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,286	305,791	34,365	2,088	220,313	25,643
Food stores.....	448	70,428	4,451	525	42,494	2,090
Eating, drinking places.....	441	20,218	4,296	404	15,786	3,540
Eating places.....	265	13,846	3,420	233	10,309	2,723
Drinking places.....	176	6,372	876	171	5,477	817
General merchandise group.....	71	47,135	7,009	61	37,985	6,087
Variety stores.....	36	6,570	1,076	29	3,086	480
General merchandise stores (except variety).....	35	40,565	5,933	32	34,899	5,607
Apparel, accessories stores.....	148	16,265	2,341	123	13,136	1,801
Shoe stores.....	42	3,525	456	18	2,185	258
Men's, boys' clothing and furnishings stores ³	27	4,344	653	25	4,020	569
Family clothing stores ³	9	927	128	6	655	98
Women's clothing, specialty stores.....	47	6,579	982	47	5,108	679
Ready-to-wear stores ³	24	5,312	800	26	4,359	563
All other apparel stores.....	21	856	122	24	1,126	197
Furniture, home furnishings, appliance dealers.....	143	15,811	2,172	99	9,281	1,194
Furniture, home furnishings stores, antique stores	78	9,835	1,357	56	6,577	839
Household appliance, radio, TV stores.....	65	5,976	815	43	2,704	355
Automotive group.....	137	51,927	5,624	102	40,972	4,348
Gasoline service stations.....	326	18,478	1,574	290	10,920	984
Lumber, building materials, hardware, farm equip. dealers	136	18,497	1,783	127	16,357	1,828
Hardware stores.....	44	3,546	308	38	2,400	213
Other.....	92	14,951	1,475	89	13,957	1,615
Drug stores, proprietary stores.....	91	9,567	1,066	71	6,957	771
Other retail stores ⁴	345	37,465	4,049	286	26,425	3,000
Liquor stores.....	8	5,184	141	8	4,049	122
Jewelry stores.....	45	3,337	447	33	2,833	429
Book, stationery stores.....	9	(D)	(D)	7	1,445	295
SELECTED SERVICE TRADES						
Hotels.....	89	8,155	2,997	104	6,285	2,208
Motion picture theaters.....	17	2,122	448	16	1,958	401

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 157 such establishments with sales of \$7,912,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SPOKANE, THE ENTIRE CITY, AND THE SPOKANE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	14.2	36.0	70.9	38.8	68.3
Food stores.....	1.9	66.5	77.0	65.7	74.1
Eating, drinking places.....	21.5	23.5	26.2	28.1	35.3
Eating places.....	24.6	28.4	33.7	34.3	45.5
Drinking places.....	15.2	14.0	12.5	16.3	17.5
General merchandise group.....	19.4	22.5	84.5	24.1	95.5
Variety stores.....	124.4	118.4	95.3	112.9	79.5
General merchandise stores (except variety).....	12.2	14.5	79.2	16.2	103.6
Apparel, accessories stores.....	17.0	21.9	164.4	23.8	156.0
Shoe stores.....	(D)	(D)	(D)	61.3	(D)
Men's, boys' clothing and furnishings stores ³	(D)	(D)	(D)	8.1	(D)
Family clothing stores ³	(D)	(D)	(D)	41.5	(D)
Women's clothing, specialty stores.....	23.6	27.5	209.4	28.8	202.9
Ready-to-wear stores ³	17.2	(D)	(D)	21.9	255.8
All other apparel stores.....	-19.5	(D)	(D)	-24.0	-61.3
Furniture, home furnishings, appliance dealers.....	22.3	68.0	147.9	70.4	139.9
Furniture, home furnishings stores, antique stores ³	9.6	31.5	80.1	49.5	121.9
Household appliance, radio, TV stores.....	65.4	132.4	201.0	121.0	168.9
Automotive group.....	2.6	18.2	173.3	26.7	126.6
Gasoline service stations.....	1.3	54.5	69.9	69.2	84.6
Lumber, building materials, hardware, farm equip. dealers...	41.0	15.6	13.1	13.1	11.2
Hardware stores.....	(NA)	48.6	(NA)	47.8	(NA)
Other.....	(NA)	10.5	(NA)	7.1	(NA)
Drug stores, proprietary stores.....	15.5	34.2	79.7	37.5	77.5
Other retail stores ⁴	22.8	46.1	74.3	41.8	59.8
Liquor stores.....	(D)	(D)	(D)	28.0	(D)
Jewelry stores.....	10.4	(D)	(D)	17.8	226.8
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	23.4	(D)	(D)	29.8	216.9
Motion picture theaters.....	(D)	-8.2	(D)	8.4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SPOKANE CITY AND OF SPOKANE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	51.7	61.6	44.9	54.6
Food stores.....	8.5	13.9	7.1	11.6
Eating, drinking places.....	56.6	57.5	49.6	52.3
Eating places.....	56.4	58.1	49.5	53.4
Drinking places.....	56.9	56.3	49.7	50.2
General merchandise group.....	92.8	96.3	90.3	93.8
Variety stores.....	81.7	79.5	78.4	74.4
General merchandise stores (except variety).....	94.6	96.6	92.2	95.6
Apparel, accessories stores.....	92.7	96.6	89.8	95.1
Shoe stores.....	(D)	(D)	87.3	(D)
Men's, boys' clothing and furnishings stores ²	(D)	(D)	94.2	(D)
Family clothing stores ²	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	94.9	97.9	93.4	97.3
Ready-to-wear stores ²	(D)	(D)	94.2	98.0
All other apparel stores.....	(D)	85.1	90.1	85.1
Furniture, home furnishings, appliance dealers.....	46.3	63.6	42.4	59.1
Furniture, home furnishings stores, antique stores ²	57.4	68.9	47.2	64.4
Household appliance, radio, TV stores.....	36.0	50.6	34.6	46.3
Automotive group.....	78.9	90.9	65.2	80.6
Gasoline service stations.....	14.8	22.5	11.0	18.4
Lumber, building materials, hardware, farm equip. dealers	10.9	9.0	7.8	6.3
Drug stores, proprietary stores.....	60.9	70.8	54.1	64.5
Other retail stores ³	46.0	54.8	42.1	48.6
Liquor stores.....	(D)	(D)	(D)	(D)
Jewelry stores.....	93.4	(D)	90.5	96.6
Book, stationery stores.....	(D)	(D)	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SPOKANE, THE ENTIRE CITY, AND THE SPOKANE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.7	4.1	22.2	18.1	23.0	19.3
Eating, drinking places.....	7.3	6.9	6.7	7.4	6.6	7.2
Eating places.....	5.0	4.6	4.6	4.9	4.5	4.7
Drinking places.....	2.3	2.3	2.1	2.5	2.1	2.5
General merchandise group.....	31.0	29.6	17.3	19.2	15.4	17.2
Variety stores.....	3.8	1.9	2.4	1.5	2.1	1.4
General merchandise stores (except variety).....	27.2	27.7	14.9	17.7	13.3	15.8
Apparel, accessories stores.....	10.6	10.4	5.9	6.6	5.4	6.0
Shoe stores.....	2.2	(D)	(D)	1.1	1.2	1.0
Men's, boys' clothing and furnishings stores ¹	3.0	(D)	(D)	2.0	1.4	1.8
Family clothing stores ¹	(D)	(D)	0.3	(D)	0.3	0.3
Women's clothing, specialty stores.....	4.5	4.1	2.4	2.6	2.2	2.3
Ready-to-wear stores ¹	3.6	3.6	(D)	(D)	1.7	2.0
All other apparel stores.....	0.6	0.8	(D)	0.6	0.2	0.5
Furniture, home furnishings, appliance dealers.....	4.9	4.5	5.5	4.4	5.2	4.2
Furniture, home furnishings stores, antique stores ¹	3.4	3.5	3.0	3.1	3.2	3.0
Household appliance, radio, TV stores.....	1.5	1.0	2.2	1.3	2.0	1.2
Automotive group.....	24.7	27.5	16.2	18.6	17.0	18.6
Gasoline service stations.....	1.5	1.7	5.2	4.6	6.0	5.0
Lumber, building materials, hardware, farm equipment dealers..	1.1	0.9	5.0	5.9	6.0	7.4
Hardware stores.....	(NA)	(NA)	0.9	0.8	1.2	1.1
Other.....	(NA)	(NA)	4.1	5.1	4.8	6.3
Drug stores, proprietary stores.....	3.8	3.7	3.2	3.2	3.1	3.2
Other retail stores ²	11.4	10.7	12.8	12.0	12.3	11.9
Liquor stores.....	(D)	(D)	1.6	(D)	1.7	1.8
Jewelry stores.....	2.2	2.3	1.2	(D)	1.1	1.3
Book, stationery stores.....	1.7	(D)	(D)	0.7	(D)	0.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

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CENTRAL BUSINESS DISTRICT STATISTICS



Rochester, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-89—Rochester, New York
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men’s shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment’s sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Rochester, New York

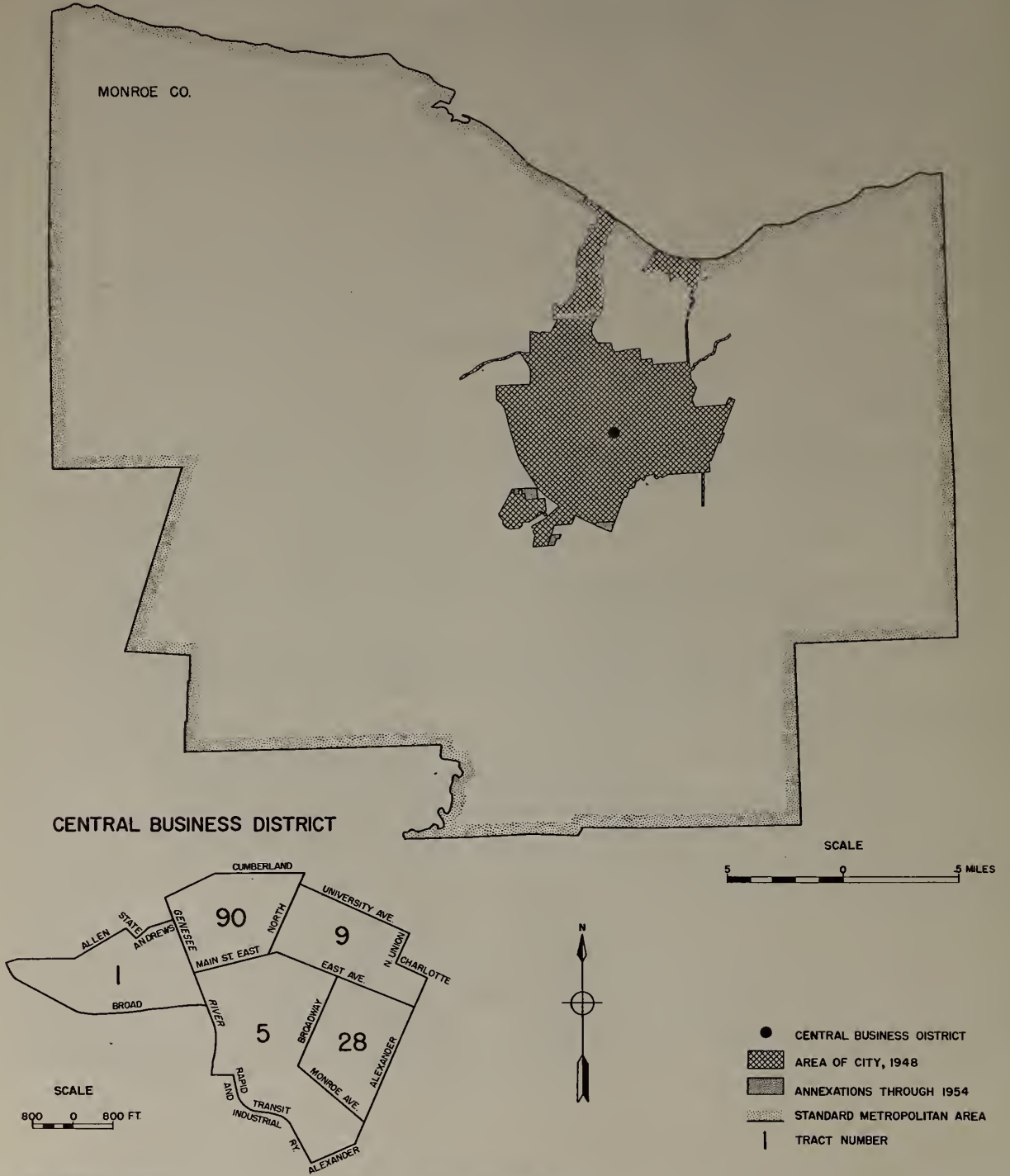
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ROCHESTER, NEW YORK

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT

(City data in this bulletin are based upon the legal boundaries at the end of the Census year.)



ROCHESTER, NEW YORK

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF ROCHESTER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	749	203,855	33,739	834	184,678	27,089
Food stores.....	78	12,591	973	70	10,756	839
Eating, drinking places.....	157	11,441	3,010	165	11,024	2,926
Eating places.....	98	7,904	2,248	107	7,932	2,260
Drinking places.....	59	3,537	762	58	3,092	666
General merchandise group.....	15	74,702	14,180	24	67,249	10,625
Department stores.....	6	(D)	(D)	6	60,716	9,579
Variety stores.....	5	6,414	1,157	7	5,416	981
General merchandise stores, n.e.c.....	4	(D)	(D)	11	1,117	65
Apparel, accessories stores.....	168	32,501	5,389	172	31,135	4,556
Shoe stores.....	42	4,229	665	36	4,039	520
Men's, boys' clothing and furnishings stores ³	25	4,030	688	30	4,313	643
Family clothing stores ³	7	8,276	1,542	7	5,976	929
Women's clothing, specialty stores.....	49	13,077	1,940	51	13,762	2,042
Ready-to-wear stores ³	28	11,880	1,759	25	13,054	1,961
All other apparel stores.....	30	2,608	554	36	2,751	422
Furniture, home furnishings, appliance dealers.....	66	15,676	2,974	79	15,280	2,325
Furniture stores ³	19	7,539	1,400	26	8,214	1,277
Other home furnishings stores.....	24	2,739	487	30	1,805	263
Household appliance, radio, TV stores.....	19	5,370	1,087	22	5,254	785
Automotive group.....	27	29,607	2,927	49	27,884	2,661
Passenger car dealers (franchised & nonfranchised)..	15	27,445	2,583	35	26,366	2,447
Tire, battery, accessory dealers.....	8	1,841	311	10	1,151	185
Other automotive dealers.....	4	321	33	4	367	29
Gasoline service stations.....	21	1,105	98	28	906	71
Lumber, building materials, hardware, farm equip.dealers.	17	1,810	222	17	1,404	200
Drug stores, proprietary stores.....	14	3,237	564	13	2,592	477
Other retail stores.....	186	21,185	3,402	217	16,448	2,409
Liquor stores.....	18	1,168	66	17	1,064	100
Jewelry stores.....	37	3,504	611	40	3,701	585
Book, stationery stores.....	12	1,812	382	11	1,196	262
Sporting goods, bicycle stores.....	12	1,249	140	14	1,344	178
Florists.....	9	466	109	10	483	82
Music stores.....	8	1,200	304	7	829	191
Camera, photographic supply stores.....	3	(D)	185	5	526	77
SELECTED SERVICE TRADES						
Hotels.....	14	6,677	2,526	16	5,762	2,003
Motion picture theaters.....	7	2,289	484	10	3,251	421

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF ROCHESTER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,940	528,910	65,551	4,094	409,237	47,470
Food stores.....	990	126,378	8,191	1,201	86,513	5,267
Eating, drinking places.....	801	38,529	8,184	761	31,987	6,408
Eating places.....	492	25,134	5,873	403	17,411	3,995
Drinking places.....	309	13,395	2,311	358	14,576	2,413
General merchandise group.....	110	80,359	14,956	105	71,481	11,167
Department stores.....	6	(D)	(D)	6	60,716	9,579
Variety stores.....	38	9,943	1,732	25	7,748	1,362
General merchandise stores, n.e.c.....	66	(D)	(D)	74	3,017	226
Apparel, accessories stores.....	392	44,303	6,791	375	42,921	5,758
Shoe stores.....	104	7,037	977	78	5,775	655
Men's, boys' clothing and furnishings stores ³	54	6,178	903	44	5,681	763
Family clothing stores ³	20	(D)	(D)	14	(D)	(D)
Women's clothing, specialty stores.....	121	16,712	2,493	127	(D)	(D)
Ready-to-wear stores ³	68	(D)	(D)	57	16,829	2,442
All other apparel stores.....	59	3,407	(D)	71	(D)	(D)
Furniture, home furnishings, appliance dealers.....	221	31,428	4,909	207	24,545	3,240
Furniture stores ³	59	16,331	2,616	63	12,332	1,699
Other home furnishings stores ³	43	3,724	642	39	(D)	(D)
Household appliance, radio, TV stores.....	89	11,033	1,651	72	(D)	(D)
Automotive group.....	138	95,267	9,583	143	66,247	6,445
Passenger car dealers (franchised & nonfranchised)..	91	88,836	8,726	103	61,796	5,863
Tire, battery, accessory dealers.....	32	5,123	753	31	3,726	534
Other automotive dealers.....	15	1,308	104	9	725	48
Gasoline service stations.....	369	22,854	1,597	335	13,685	1,061
Lumber, building materials, hardware, farm equip. dealers.	190	28,676	3,629	169	19,149	2,223
Hardware stores.....	94	(D)	(D)	86	4,287	437
Other.....	94	(D)	(D)	83	14,862	1,786
Drug stores, proprietary stores.....	125	16,979	2,248	118	12,608	1,414
Other retail stores ⁴	604	44,137	5,463	680	40,101	4,487
Liquor stores.....	101	6,062	293	105	4,616	235
Jewelry stores.....	72	4,411	668	69	4,307	623
Book, stationery stores.....	22	2,965	653	18	1,303	279
Sporting goods, bicycle stores.....	34	1,816	184	40	1,994	220
Florists.....	57	2,076	391	47	1,713	222
Music stores.....	18	(D)	(D)	14	(D)	(D)
Camera, photographic supply stores.....	6	1,743	195	10	904	120
SELECTED SERVICE TRADES						
Hotels.....	29	7,184	2,674	27	6,158	2,084
Motion picture theaters.....	22	3,199	749	33	4,400	708

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 182 such establishments with sales of \$10,283,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
ROCHESTER STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	4,736	612,826	72,800	5,150	478,091	52,807
Food stores.....	1,154	146,566	9,416	1,448	108,157	6,526
Eating, drinking places.....	976	46,727	9,570	1,005	40,100	7,652
Eating places.....	597	30,102	6,829	512	21,309	4,656
Drinking places.....	379	16,625	2,741	493	18,791	2,996
General merchandise group.....	139	83,770	15,352	126	73,114	11,321
Department stores.....	7	69,984	13,261	6	60,716	9,579
Variety stores.....	44	10,222	1,760	33	8,217	1,424
General merchandise stores, n.e.c.....	88	3,564	331	87	4,181	318
Apparel, accessories stores.....	435	45,891	6,918	414	43,988	5,797
Shoe stores.....	117	7,398	1,005	90	6,044	667
Men's, boys' clothing and furnishings stores ³	61	6,528	924	49	5,899	774
Family clothing stores ³	22	10,649	1,791	15	8,949	1,254
Women's clothing, specialty stores.....	137	17,230	2,534	141	18,528	2,563
Ready-to-wear stores ³	77	15,300	2,291	63	17,084	2,454
All other apparel stores.....	64	3,530	664	73	3,704	539
Furniture, home furnishings, appliance dealers.....	254	33,841	5,181	261	26,627	3,422
Furniture stores ³	66	16,847	2,668	69	12,685	1,741
Other home furnishings stores ³	46	3,941	674	40	2,484	434
Household appliance, radio, TV stores.....	108	12,563	1,839	110	10,754	1,247
Automotive group.....	199	118,412	11,244	222	76,840	7,297
Passenger car dealers (franchised & nonfranchised)..	137	111,041	10,288	165	71,566	6,682
Tire, battery, accessory dealers.....	40	5,544	825	42	4,117	561
Other automotive dealers.....	22	1,827	131	15	1,157	54
Gasoline service stations.....	490	29,906	1,977	484	19,105	1,327
Lumber, building materials, hardware, farm equip. dealers.	252	37,903	4,660	244	27,060	2,881
Hardware stores.....	121	6,660	786	119	6,020	578
Other.....	129	31,213	3,874	125	21,040	2,303
Drug stores, proprietary stores.....	143	18,803	2,493	143	14,498	1,571
Other retail stores ⁴	694	51,007	5,989	803	48,602	5,013
Liquor stores.....	122	7,378	370	124	5,560	275
Jewelry stores.....	77	4,514	682	79	4,445	629
Book, stationery stores.....	22	2,965	653	22	1,424	293
Sporting goods, bicycle stores.....	42	2,045	203	54	2,154	233
Florists.....	64	2,209	403	54	1,821	236
Music stores.....	21	1,730	353	15	1,083	234
Camera, photographic supply stores.....	6	1,743	195	10	904	120
SELECTED SERVICE TRADES						
Hotels.....	35	7,344	2,705	30	6,257	2,102
Motion picture theaters.....	31	3,645	853	41	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 214 such establishments with sales of \$11,595,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF ROCHESTER, THE ENTIRE CITY, AND THE ROCHESTER STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	10.4	29.2	44.8	28.2	39.4
Food stores.....	17.1	46.1	50.2	35.5	37.5
Eating, drinking places.....	3.8	20.5	29.2	16.5	21.4
Eating places.....	-0.4	44.4	81.8	41.3	65.9
Drinking places.....	14.4	-8.1	-14.2	-11.5	-16.6
General merchandise group.....	11.1	12.4	33.7	14.6	54.6
Department stores.....	(D)	(D)	(D)	15.3	(D)
Variety stores.....	18.4	28.3	51.3	24.4	36.0
General merchandise stores, n.e.c.....	(D)	(D)	(D)	-14.8	(D)
Apparel, accessories stores.....	4.4	3.2	0.1	4.3	4.2
Shoe stores.....	4.7	21.9	61.8	22.4	58.1
Men's, boys' clothing and furnishings stores ³	-6.6	8.7	57.0	10.7	57.5
Family clothing stores ³	38.5	(D)	(D)	19.0	-20.2
Women's clothing, specialty stores.....	-5.0	(D)	(D)	-7.0	-12.9
Ready-to-wear stores ³	-9.0	(D)	(D)	-10.5	-15.1
All other apparel stores.....	-5.2	(D)	(D)	-4.7	-3.3
Furniture, home furnishings, appliance dealers.....	2.6	28.0	70.0	27.1	60.1
Furniture stores.....	-8.2	32.4	113.5	32.8	108.2
Other home furnishings stores ³	51.7	(D)	(D)	58.7	77.0
Household appliance, radio, TV stores.....	2.2	(D)	(D)	16.8	30.8
Automotive group.....	6.2	43.8	71.2	54.1	81.4
Passenger car dealers (franchised and nonfranchised).....	4.1	43.8	73.3	55.2	84.9
Tire, battery, accessory dealers.....	59.9	37.5	27.5	34.7	24.8
Other automotive dealers.....	-12.5	80.4	175.7	57.9	90.6
Gasoline service stations.....	22.0	67.0	70.2	56.5	58.3
Lumber, building materials, hardware, farm equip. dealers....	28.9	49.8	51.4	40.1	40.7
Hardware stores.....	(NA)	(D)	(NA)	10.6	(NA)
Other.....	(NA)	(D)	(NA)	48.4	(NA)
Drug stores, proprietary stores.....	24.9	34.7	37.2	29.7	30.7
Other retail stores ⁴	28.8	10.1	-3.0	4.9	-7.3
Liquor stores.....	9.8	31.3	37.8	32.7	38.1
Jewelry stores.....	-5.3	2.4	49.7	1.6	35.8
Book, stationery stores.....	51.5	127.6	977.6	108.2	405.7
Sporting goods, bicycle stores.....	-7.1	-8.9	-12.8	-5.1	-1.7
Florists.....	-3.5	21.2	30.9	21.3	30.3
Music stores.....	44.8	(D)	(D)	59.7	108.7
Camera, photographic supply stores.....	(D)	92.8	(D)	92.8	(D)
SELECTED SERVICE TRADES					
Hotels.....	15.9	16.7	28.0	17.4	34.7
Motion picture theaters.....	-29.6	-27.3	-20.8	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF ROCHESTER CITY AND OF ROCHESTER STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	38.5	45.1	33.3	38.6
Food stores.....	10.0	12.4	8.6	9.9
Eating, drinking places.....	29.7	34.5	24.5	27.5
Eating places.....	31.4	45.6	26.3	37.2
Drinking places.....	26.4	21.2	21.3	16.5
General merchandise group.....	93.0	94.1	89.2	92.0
Department stores.....	(D)	100.0	(D)	100.0
Variety stores.....	64.5	69.9	62.7	65.9
General merchandise stores, n.e.c.....	(D)	37.0	(D)	26.7
Apparel, accessories stores.....	73.4	72.5	70.8	70.8
Shoe stores.....	60.1	69.9	57.2	66.8
Men's, boys' clothing and furnishings stores ²	65.2	75.9	61.7	73.1
Family clothing stores ²	(D)	(D)	77.7	66.8
Women's clothing, specialty stores.....	78.2	(D)	75.9	74.3
Ready-to-wear stores ²	(D)	77.6	77.6	76.4
All other apparel stores.....	76.5	(D)	73.9	74.3
Furniture, home furnishings, appliance dealers.....	49.9	62.3	46.3	57.4
Furniture stores ²	46.2	66.6	44.7	64.8
Other home furnishings stores ²	73.5	(D)	69.5	72.7
Household appliance, radio, TV stores.....	48.7	(D)	42.7	48.9
Automotive group.....	31.1	42.1	25.0	36.3
Passenger car dealers (franchised and nonfranchised)....	30.9	42.7	24.7	36.8
Tire, battery, accessory dealers.....	35.9	30.9	33.2	28.0
Other automotive dealers.....	24.5	50.6	17.6	31.7
Gasoline service stations.....	4.8	6.6	3.7	4.7
Lumber, building materials, hardware, farm equip. dealers.	6.3	7.3	4.8	5.2
Drug stores, proprietary stores.....	19.1	20.6	17.2	17.9
Other retail stores ³	48.0	41.0	41.5	33.8
Liquor stores.....	19.3	23.1	15.8	19.1
Jewelry stores.....	79.4	85.9	77.6	83.3
Book, stationery stores.....	61.1	91.8	61.1	84.0
Sporting goods, bicycle stores.....	68.8	67.4	61.1	62.4
Florists.....	22.4	28.2	21.1	26.5
Music stores.....	(D)	(D)	69.4	76.5
Camera, photographic supply stores.....	(D)	58.2	(D)	58.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF ROCHESTER, THE ENTIRE CITY, AND THE ROCHESTER STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	6.2	5.8	23.9	21.1	23.9	22.6
Eating, drinking places.....	5.6	6.0	7.3	7.8	7.6	8.4
Eating places.....	3.9	4.3	4.8	4.2	4.9	4.5
Drinking places.....	1.7	1.7	2.5	3.6	2.7	3.9
General merchandise group.....	36.6	36.4	15.3	17.5	13.7	15.3
Department stores.....	(D)	32.9	(D)	14.9	11.4	12.7
Variety stores.....	3.1	2.9	1.9	1.9	1.7	1.7
General merchandise stores, n.e.c.....	(D)	0.6	(D)	0.7	0.6	0.9
Apparel, accessories stores.....	15.9	16.9	8.4	10.5	7.5	9.1
Shoe stores.....	2.1	2.2	1.3	1.4	1.2	1.3
Men's, boys' clothing and furnishings stores ¹	2.0	2.3	1.2	1.4	1.1	1.2
Family clothing stores ¹	4.1	3.2	(D)	(D)	1.7	1.9
Women's clothing, specialty stores.....	6.4	7.5	3.2	(D)	2.8	3.9
Ready-to-wear stores ¹	5.8	7.1	(D)	4.1	2.5	3.6
All other apparel stores.....	1.3	1.5	0.6	(D)	0.6	0.8
Furniture, home furnishings, appliance dealers.....	7.7	8.2	5.9	6.0	5.5	5.6
Furniture stores ¹	3.7	4.4	3.1	3.0	2.7	2.7
Other home furnishings stores ¹	1.3	1.0	0.7	(D)	0.6	0.5
Household appliance, radio, TV stores.....	2.6	2.8	2.1	(D)	2.1	2.2
Automotive group.....	14.6	15.1	18.0	16.2	19.3	16.1
Passenger car dealers (franchised and nonfranchised).....	13.5	14.3	16.8	15.1	18.1	15.0
Tire, battery, accessory dealers.....	0.9	0.6	1.0	0.9	0.9	0.9
Other automotive dealers.....	0.2	0.2	0.2	0.2	0.3	0.2
Gasoline service stations.....	0.5	0.5	4.3	3.3	4.9	4.0
Lumber, building materials, hardware, farm equipment dealers...	0.9	0.8	5.4	4.7	6.2	5.7
Hardware stores.....	(NA)	(NA)	(D)	1.0	1.1	1.3
Other.....	(NA)	(NA)	(D)	3.7	5.1	4.4
Drug stores, proprietary stores.....	1.6	1.4	3.2	3.1	3.1	3.0
Other retail stores ²	10.4	8.9	8.3	9.8	8.3	10.2
Liquor stores.....	0.6	0.6	1.1	1.1	1.2	1.2
Jewelry stores.....	1.7	2.0	0.8	1.1	0.7	0.9
Book, stationery stores.....	0.9	0.6	0.6	0.3	0.5	0.3
Sporting goods, bicycle stores.....	0.6	0.7	0.3	0.5	0.3	0.5
Florists.....	0.2	0.3	0.4	0.4	0.4	0.4
Music stores.....	0.6	0.4	(D)	(D)	0.3	0.2
Camera, photographic supply stores.....	(D)	0.3	0.3	0.2	0.3	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multunit organiza-

tions; and also basic Census data, classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS



Worcester, Massachusetts



1954
Census
of
Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-90—Worcester, Mass.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15)

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated: in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Worcester, Massachusetts

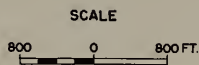
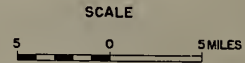
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WORCESTER, MASSACHUSETTS STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT*



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▧ STANDARD METROPOLITAN AREA

*CONSISTS OF TRACT 17

WORCESTER, MASSACHUSETTS

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Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF WORCESTER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	624	101,848	16,678	700	107,143	14,953
Food stores.....	56	8,592	829	70	12,973	1,395
Eating, drinking places.....	130	8,295	1,920	136	9,046	2,192
Eating places.....	87	6,455	1,494	91	7,094	1,702
Drinking places.....	43	1,840	426	45	1,952	490
General merchandise group.....	24	25,163	4,720	23	26,437	3,596
Department stores.....	5	(D)	(D)	5	20,616	2,738
Variety stores.....	7	(D)	(D)	7	5,142	806
General merchandise stores, n.e.c.....	12	659	65	11	679	52
Apparel, accessories stores.....	148	23,608	3,713	179	26,009	3,124
Shoe stores.....	26	3,971	530	35	2,797	290
Men's, boys' clothing and furnishings stores ³	38	4,538	698	36	4,818	703
Family clothing stores ³	3	(D)	(D)	7	2,542	203
Women's clothing, specialty stores.....	62	9,274	1,610	70	14,264	1,666
Ready-to-wear stores ³	34	6,928	1,081	35	12,998	1,498
All other apparel stores.....	13	(D)	(D)	22	1,363	262
Furniture, home furnishings, appliance dealers.....	59	9,894	1,770	56	9,181	1,524
Furniture stores ³	19	5,774	1,061	21	5,665	1,103
Other home furnishings stores ³	13	1,289	163	15	621	76
Household appliance, radio, TV stores.....	25	2,713	546	19	2,820	345
Automotive group.....	11	3,745	459	15	2,560	363
Gasoline service stations.....	19	908	107	17	579	82
Lumber, building materials, hardware, farm equip. dealers.....	16	3,806	556	20	3,884	457
Hardware stores.....	4	(D)	206	3	(D)	177
Other.....	12	(D)	350	17	(D)	280
Drug stores, proprietary stores.....	21	3,359	605	23	3,041	420
Other retail stores ⁴	140	14,478	1,999	161	13,433	1,800
Liquor stores.....	15	1,805	183	12	1,259	134
Jewelry stores.....	18	2,011	450	20	2,106	407
Book, stationery stores.....	6	(D)	(D)	8	658	86
Sporting goods, bicycle stores.....	4	578	83	9	610	67
Florists.....	10	490	78	14	522	74
Music stores.....	6	(D)	(D)	13	620	101
Camera, photographic supply stores.....	9	(D)	(D)	5	625	85
SELECTED SERVICE TRADES						
Hotels.....	18	2,453	947	25	2,755	957
Motion picture theaters.....	6	(D)	(D)	8	2,124	338

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF WORCESTER

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,008	260,271	32,952	2,205	217,557	25,085
Food stores.....	495	61,690	4,266	605	50,994	3,669
Eating, drinking places.....	371	18,476	4,000	423	18,345	3,763
Eating places.....	250	13,574	2,960	294	13,576	2,659
Drinking places.....	121	4,902	1,040	129	4,769	1,104
General merchandise group.....	51	28,391	5,066	62	27,545	3,682
Department stores.....	6	19,614	3,597	5	20,616	2,738
Variety stores.....	25	(D)	(D)	30	5,803	855
General merchandise stores, n.e.c.....	20	(D)	(D)	27	1,126	89
Apparel, accessories stores.....	200	26,456	3,989	228	27,694	3,254
Shoe stores.....	44	4,640	594	46	3,073	302
Men's, boys' clothing and furnishings stores ³	44	(D)	746	44	5,373	766
Family clothing stores ³	8	(D)	(D)	9	(D)	(D)
Women's clothing, specialty stores.....	74	9,879	1,693	84	14,603	1,692
Ready-to-wear stores ³	38	(D)	1,112	39	13,208	1,516
All other apparel stores.....	22	961	(D)	29	(D)	(D)
Furniture, home furnishings, appliance dealers.....	138	16,479	2,539	120	13,068	1,982
Furniture stores ³	32	7,997	1,354	33	7,601	1,382
Other home furnishings stores ³	28	1,917	239	26	(D)	(D)
Household appliance, radio, TV stores.....	60	5,917	946	47	(D)	(D)
Automotive group.....	71	43,420	4,839	89	28,639	2,936
Passenger car dealers (franchised & nonfranchised)..	47	38,739	4,055	65	26,534	2,630
Tire, battery, accessory dealers.....	20	4,133	722	21	(D)	(D)
Other automotive dealers.....	4	548	62	3	(D)	(D)
Gasoline service stations.....	200	12,603	975	196	7,982	627
Lumber, building materials, hardware, farm equip. dealers.	86	17,230	2,681	79	11,214	1,318
Hardware stores.....	25	(D)	(D)	25	(D)	(D)
Other.....	61	(D)	(D)	54	(D)	(D)
Drug stores, proprietary stores.....	80	7,759	1,149	71	5,933	731
Other retail stores ⁴	316	27,767	3,448	332	26,143	3,123
Liquor stores.....	42	5,380	620	40	4,419	441
Jewelry stores.....	30	2,206	471	26	2,216	419
Book, stationery stores.....	8	(D)	(D)	10	(D)	(D)
Sporting goods, bicycle stores.....	12	682	83	18	683	68
Florists.....	23	867	129	27	823	116
Music stores.....	7	203	20	13	620	101
Camera, photographic supply stores.....	10	856	142	9	663	85
SELECTED SERVICE TRADES						
Hotels.....	21	(D)	971	30	2,892	1,003
Motion picture theaters.....	8	1,760	345	11	2,410	443

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 190 such establishments with sales of \$6,064,000.³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴ This group total includes kinds of business not included in any of the detail lines which follow.

WORCESTER, MASSACHUSETTS

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
WORCESTER STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,661	314,548	37,350	2,888	251,500	27,724
Food stores.....	644	76,756	5,059	774	61,902	4,199
Eating, drinking places.....	519	24,363	5,145	586	23,157	4,575
Eating places.....	350	17,877	3,830	400	16,721	3,173
Drinking places.....	169	6,486	1,315	186	6,436	1,402
General merchandise group.....	69	28,980	5,105	82	28,023	3,707
Department stores.....	6	19,614	3,597	5	20,616	2,738
Variety stores.....	30	8,223	1,409	42	6,076	868
General merchandise stores, n.e.c.....	33	1,143	99	35	1,331	101
Apparel, accessories stores.....	220	27,229	4,036	246	28,126	3,278
Shoe stores.....	50	4,949	(D)	50	3,163	308
Men's, boys' clothing and furnishings stores ³	45	5,068	750	48	5,506	776
Family clothing stores ³	12	5,981	822	10	2,717	212
Women's clothing, specialty stores.....	80	10,055	1,696	90	14,771	1,699
Ready-to-wear stores ³	40	7,299	1,115	42	13,342	1,522
All other apparel stores.....	25	990	(D)	31	1,637	283
Furniture, home furnishings, appliance dealers.....	172	17,978	2,695	145	14,054	2,087
Furniture stores ³	40	8,553	1,413	36	7,858	1,404
Other home furnishings stores ²	33	2,202	275	28	1,261	172
Household appliance, radio, TV stores.....	79	6,569	1,007	60	4,551	511
Automotive group.....	110	54,263	5,672	121	33,261	3,332
Passenger car dealers (franchised & nonfranchised)..	75	49,092	4,863	92	30,999	3,022
Tire, battery, accessory dealers.....	28	4,340	740	24	2,072	302
Other automotive dealers.....	7	831	69	5	190	8
Gasoline service stations.....	300	17,754	1,240	310	11,169	787
Lumber, building materials, hardware, farm equip. dealers.	115	23,437	3,152	113	13,445	1,469
Hardware stores.....	36	5,438	549	44	3,189	333
Other.....	79	17,999	2,603	69	10,256	1,136
Drug stores, proprietary stores.....	99	9,457	1,322	88	6,833	817
Other retail stores ⁴	413	34,331	3,924	423	31,530	3,473
Liquor stores.....	63	7,129	758	59	5,429	500
Jewelry stores.....	35	2,353	480	30	2,288	425
Book, stationery stores.....	8	(D)	(D)	11	682	86
Sporting goods, bicycle stores.....	18	910	96	24	735	69
Florists.....	32	995	148	32	888	127
Music stores.....	7	203	20	13	620	101
Camera, photographic supply stores.....	10	856	142	9	663	85
SELECTED SERVICE TRADES						
Hotels.....	26	2,654	997	37	3,061	1,029
Motion picture theaters.....	14	2,147	416	16	2,603	494

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 239 such establishments with sales of \$6,974,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF WORCESTER, THE ENTIRE CITY, AND THE WORCESTER STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-5.0	19.6	43.5	25.1	47.3
Food stores.....	-33.8	21.0	39.7	24.0	39.3
Eating, drinking places.....	-8.3	0.7	9.5	5.2	13.9
Eating places.....	-9.0	-0.0	9.8	6.9	18.6
Drinking places.....	-5.7	2.8	8.7	0.8	3.6
General merchandise group.....	-4.8	3.1	191.3	3.4	140.7
Department stores.....	(D)	-4.9	(D)	-4.9	(D)
Variety stores.....	(D)	(D)	(D)	35.3	(D)
General merchandise stores, n.e.c.....	-3.0	(D)	(D)	-14.1	-25.8
Apparel, accessories stores.....	-9.2	-4.5	69.0	-3.2	71.0
Shoe stores.....	42.0	51.0	142.4	56.5	167.2
Men's, boys' clothing and furnishings stores ³	-5.8	(D)	(D)	-8.0	-23.0
Family clothing stores ³	(D)	(D)	(D)	120.1	(D)
Women's clothing, specialty stores.....	-35.0	-32.4	78.5	-31.9	54.0
Ready-to-wear stores ³	-46.7	(D)	(D)	-45.3	7.8
All other apparel stores.....	(D)	(D)	(D)	-39.5	(D)
Furniture, home furnishings, appliance dealers.....	7.8	26.1	69.4	27.9	65.9
Furniture stores.....	1.9	5.2	14.8	8.8	26.7
Other home furnishings stores ³	107.6	(D)	(D)	74.6	42.7
Household appliance, radio, TV stores.....	-3.8	(D)	(D)	44.3	122.8
Automotive group.....	46.3	51.6	52.1	63.1	64.5
Passenger car dealers (franchised and nonfranchised).....	(NA)	46.0	(NA)	58.4	(NA)
Tire, battery, accessory dealers.....	(NA)	(D)	(NA)	109.5	(NA)
Other automotive dealers.....	(NA)	(D)	(NA)	337.4	(NA)
Gasoline service stations.....	56.8	57.9	58.0	59.0	59.1
Lumber, building materials, hardware, farm equip. dealers....	-2.0	53.6	83.1	74.3	105.3
Hardware stores.....	(D)	(D)	(D)	70.5	(D)
Other.....	(D)	(D)	(D)	75.5	(D)
Drug stores, proprietary stores.....	10.5	30.8	52.1	38.4	60.8
Other retail stores ⁴	7.8	6.2	4.6	8.9	9.7
Liquor stores.....	43.4	21.7	13.1	31.3	27.7
Jewelry stores.....	-4.5	-0.5	77.3	2.8	87.9
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
Sporting goods, bicycle stores.....	-5.3	-0.2	42.5	23.8	165.6
Florists.....	-6.1	5.3	25.2	12.0	38.0
Music stores.....	(D)	-67.3	(D)	-67.3	(D)
Camera, photographic supply stores.....	(D)	29.1	(D)	29.1	(D)
SELECTED SERVICE TRADES					
Hotels.....	-11.0	(D)	(D)	-13.3	-34.3
Motion picture theaters.....	(D)	-27.0	(D)	-17.5	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

WORCESTER, MASSACHUSETTS

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF WORCESTER CITY AND OF WORCESTER STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	39.1	49.2	32.4	42.6
Food stores.....	13.9	25.4	11.2	21.0
Eating, drinking places.....	44.9	49.3	34.0	39.1
Eating places.....	47.6	52.3	36.1	42.4
Drinking places.....	37.5	40.9	28.4	30.3
General merchandise group.....	88.6	96.0	86.8	94.3
Department stores.....	(D)	100.0	(D)	100.0
Variety stores.....	(D)	88.6	(D)	84.6
General merchandise stores, n.e.c.....	(D)	60.3	57.7	51.0
Apparel, accessories stores.....	89.2	93.9	86.7	92.5
Shoe stores.....	85.6	91.0	80.2	88.4
Men's, boys' clothing and furnishings stores ²	(D)	89.7	89.5	87.5
Family clothing stores ²	(D)	(D)	(D)	93.6
Women's clothing, specialty stores.....	93.9	97.7	92.2	96.6
Ready-to-wear stores ²	(D)	98.4	94.9	97.4
All other apparel stores.....	(D)	(D)	(D)	83.3
Furniture, home furnishings, appliance dealers.....	60.0	70.3	55.0	65.3
Furniture stores ²	72.2	74.5	67.5	72.1
Other home furnishings stores ²	67.2	(D)	58.5	49.2
Household appliance, radio, TV stores.....	45.9	(D)	41.3	62.0
Automotive group.....	8.6	8.9	6.9	7.7
Gasoline service stations.....	7.2	7.3	5.1	5.2
Lumber, building materials, hardware, farm equip. dealers.....	22.1	34.6	16.2	28.9
Hardware stores.....	(D)	(D)	(D)	(D)
Other.....	(D)	(D)	(D)	(D)
Drug stores, proprietary stores.....	43.3	51.3	35.5	44.5
Other retail stores ³	52.1	51.4	42.2	42.6
Liquor stores.....	33.6	28.5	25.3	23.2
Jewelry stores.....	91.2	95.0	85.5	92.0
Book, stationery stores.....	(D)	(D)	(D)	96.5
Sporting goods, bicycle stores.....	84.8	89.3	63.5	83.0
Florists.....	56.5	63.4	49.2	58.8
Music stores.....	(D)	100.0	(D)	100.0
Camera, photographic supply stores.....	(D)	94.3	(D)	94.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF WORCESTER, THE ENTIRE CITY, AND THE WORCESTER STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	8.4	12.1	23.7	23.4	24.4	24.6
Eating, drinking places.....	8.1	8.4	7.1	8.4	7.7	9.2
Eating places.....	6.3	6.6	5.2	6.2	5.6	6.6
Drinking places.....	1.8	1.8	1.9	2.2	2.1	2.6
General merchandise group.....	24.7	24.7	10.9	12.7	9.2	11.1
Department stores.....	(D)	19.3	7.5	9.5	6.2	8.2
Variety stores.....	(D)	4.8	(D)	2.7	2.6	2.4
General merchandise stores, n.e.c.....	0.6	0.6	(D)	0.5	0.4	0.5
Apparel, accessories stores.....	23.3	24.4	10.2	12.7	8.7	11.2
Shoe stores.....	3.9	2.6	1.8	1.4	1.6	1.3
Men's, boys' clothing and furnishings stores ¹	4.5	4.5	(D)	2.5	1.6	2.2
Family clothing stores ¹	(D)	2.4	(D)	(D)	1.9	1.1
Women's clothing, specialty stores.....	9.1	13.3	3.8	6.7	3.2	5.9
Ready-to-wear stores ¹	6.8	12.1	(D)	6.1	2.3	5.3
All other apparel stores.....	(D)	1.3	0.4	(D)	0.3	0.7
Furniture, home furnishings, appliance dealers.....	9.7	8.6	6.3	6.0	5.7	5.6
Furniture stores ¹	5.7	5.3	3.1	3.5	2.7	3.1
Other home furnishings stores ¹	1.3	0.6	0.7	(D)	0.7	0.5
Household appliance, radio, TV stores.....	2.7	2.6	2.3	(D)	2.1	1.8
Automotive group.....	3.7	2.4	16.7	13.2	17.3	13.2
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	14.9	12.2	15.6	12.3
Tire, battery, accessory dealers.....	(NA)	(NA)	1.6	(D)	1.4	0.8
Other automotive dealers.....	(NA)	(NA)	0.2	(D)	0.3	0.1
Gasoline service stations.....	0.9	0.5	4.8	3.7	5.6	4.4
Lumber, building materials, hardware, farm equipment dealers... Hardware stores.....	3.7 (D)	3.6 (D)	6.6 (D)	5.2 (D)	7.5 1.7	5.4 1.3
Other.....	(D)	(D)	(D)	(D)	5.8	4.1
Drug stores, proprietary stores.....	3.3	2.8	3.0	2.7	3.0	2.7
Other retail stores ²	14.2	12.5	10.7	12.0	10.9	12.6
Liquor stores.....	1.8	1.2	2.1	2.0	2.3	2.2
Jewelry stores.....	2.0	2.0	0.8	1.0	0.7	0.9
Book, stationery stores.....	(D)	0.6	(D)	(D)	(D)	0.3
Sporting goods, bicycle stores.....	0.6	0.6	0.3	0.3	0.3	0.3
Florists.....	0.5	0.5	0.3	0.4	0.3	0.4
Music stores.....	(D)	0.6	0.1	0.3	0.1	0.2
Camera, photographic supply stores.....	(D)	0.6	0.3	0.3	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

—
OFFICIAL BUSINESS

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U. S. DEPARTMENT OF COMMERCE

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CENTRAL BUSINESS DISTRICT STATISTICS



Providence, Rhode Island



1954
Census
of
Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-91—Providence, R. I.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

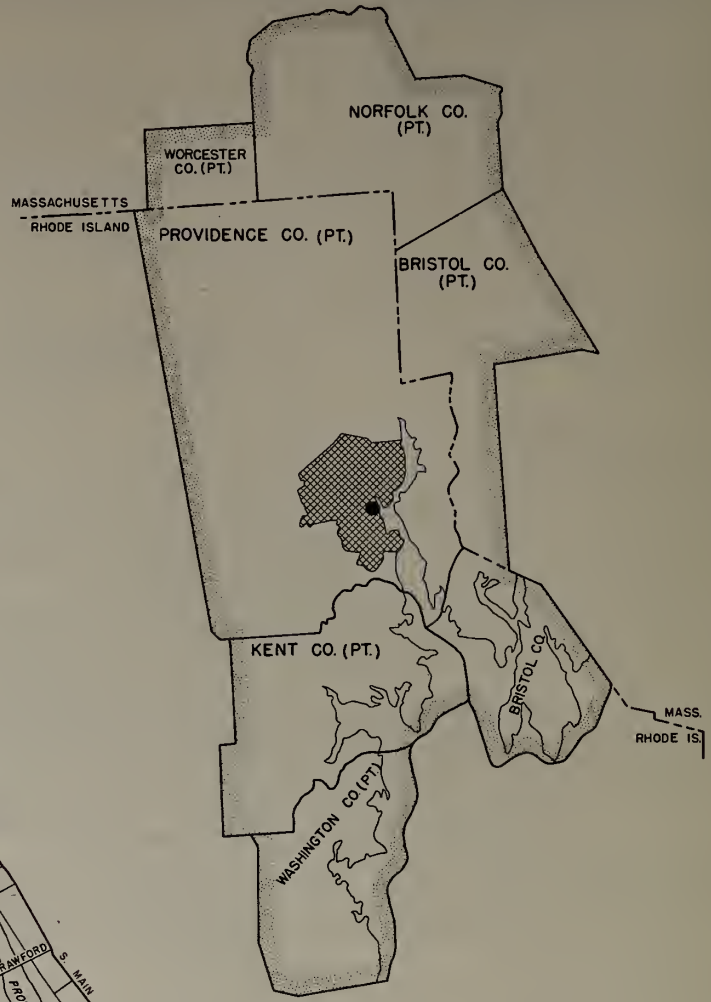
Providence, Rhode Island

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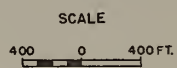
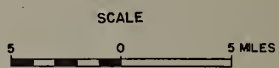
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PROVIDENCE, RHODE ISLAND

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



*CONSISTS OF TRACT 8

- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▭ STANDARD METROPOLITAN AREA

PROVIDENCE, RHODE ISLAND

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PROVIDENCE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	594	114,372	21,412	655	125,145	17,645
Food stores.....	20	3,834	622	39	5,355	579
Eating, drinking places.....	144	9,235	2,073	150	10,121	2,354
Eating places.....	95	7,549	1,761	96	7,877	1,846
Drinking places.....	49	1,686	312	54	2,244	508
General merchandise group.....	19	44,285	9,182	22	47,852	6,134
Department stores.....	5	(D)	(D)	5	(D)	(D)
Variety stores.....	6	4,802	867	7	5,168	792
General merchandise stores, n.e.c.....	8	(D)	(D)	10	(D)	(D)
Apparel, accessories stores.....	168	26,646	4,413	193	28,364	3,712
Shoe stores.....	36	5,284	783	39	5,148	639
Men's, boys' clothing and furnishings stores ³	27	3,131	453	26	3,664	453
Family clothing stores ³	8	3,722	594	7	4,925	509
Women's clothing, specialty stores.....	63	12,395	2,222	79	11,990	1,649
Ready-to-wear stores ³	36	11,451	2,099	29	10,130	1,469
All other apparel stores.....	28	2,076	361	37	2,534	462
Furniture, home furnishings, appliance dealers.....	40	6,677	1,282	47	7,844	1,394
Furniture stores ³	14	3,313	567	19	3,661	832
Other home furnishings stores ³	13	2,025	502	16	1,837	352
Household appliance, radio, TV stores.....	11	1,319	213	12	2,346	210
Automotive group.....	7	1,982	234	6	2,085	237
Gasoline service stations.....	9	537	70	13	499	84
Lumber, building materials, hardware, farm equip. dealers.....	15	7,474	1,415	11	5,454	947
Drug stores, proprietary stores.....	14	2,715	389	15	2,608	409
Other retail stores ⁴	158	10,987	1,732	159	14,963	1,795
Liquor stores.....	10	640	24	11	759	40
Jewelry stores.....	25	3,943	753	20	3,213	638
Book, stationery stores.....	14	1,275	249	10	1,038	152
Sporting goods, bicycle stores.....	3	474	47	5	371	27
Florists.....	2	(D)	(D)	4	120	14
Music stores.....	7	684	121	10	633	111
Camera, photographic supply stores.....	6	1,009	178	5	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	12	4,410	1,601	12	4,674	1,613
Motion picture theaters.....	3	1,232	204	7	2,199	424

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PROVIDENCE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,398	339,921	42,665	3,580	313,041	34,831
Food stores.....	862	63,087	4,723	1,043	61,409	4,008
Eating, drinking places.....	653	25,862	5,208	674	24,312	4,818
Eating places.....	384	19,325	4,290	370	17,294	3,703
Drinking places.....	269	6,537	918	304	7,018	1,115
General merchandise group.....	124	52,909	10,356	88	51,106	6,556
Department stores.....	6	44,128	9,015	6	41,898	5,283
Variety stores.....	27	6,229	(D)	29	6,527	974
General merchandise stores, n.e.c.....	91	2,552	(D)	53	2,681	299
Apparel, accessories stores.....	318	36,843	5,539	353	39,108	4,987
Shoe stores.....	71	6,755	927	66	6,084	736
Men's, boys' clothing and furnishings stores ³	42	5,133	691	47	5,990	668
Family clothing stores ³	18	5,614	765	16	5,490	575
Women's clothing, specialty stores.....	103	15,925	2,686	139	18,047	2,501
Ready-to-wear stores ³	59	14,487	2,524	51	15,520	2,275
All other apparel stores.....	54	2,926	470	65	3,213	507
Furniture, home furnishings, appliance dealers.....	208	16,141	2,503	188	15,299	2,437
Furniture stores ³	52	7,317	1,181	59	8,025	1,578
Other home furnishings stores ³	45	3,961	776	34	2,689	457
Household appliance, radio, TV stores.....	57	3,971	546	55	3,910	402
Automotive group.....	123	54,890	4,819	127	45,821	3,988
Passenger car dealers (franchised & nonfranchised)..	85	49,528	(D)	94	42,776	3,582
Tire, battery, accessory dealers.....	33	4,912	606	27	2,825	371
Other automotive dealers.....	5	450	(D)	6	220	35
Gasoline service stations.....	235	14,134	854	276	9,097	644
Lumber, building materials, hardware, farm equip. dealers.	110	19,354	3,001	103	17,235	2,257
Hardware stores.....	47	8,278	1,353	45	5,945	823
Other.....	63	11,076	1,648	58	11,290	1,434
Drug stores, proprietary stores.....	132	10,727	1,247	148	9,912	1,098
Other retail stores ⁴	633	45,974	4,415	580	39,742	4,038
Liquor stores.....	121	8,130	308	121	7,164	245
Jewelry stores.....	43	4,794	799	34	3,642	681
Book, stationery stores.....	33	1,680	285	18	1,257	169
Sporting goods, bicycle stores.....	11	867	75	11	468	35
Florists.....	29	1,169	175	47	1,142	153
Music stores.....	12	(D)	(D)	17	743	124
Camera, photographic supply stores.....	7	(D)	(D)	7	1,002	106
SELECTED SERVICE TRADES						
Hotels.....	19	5,167	1,830	20	5,953	1,987
Motion picture theaters.....	12	2,925	501	19	4,282	881

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 246 such establishments with sales of \$11,361,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

PROVIDENCE, RHODE ISLAND

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
PROVIDENCE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	8,917	770,197	83,998	8,786	643,563	65,067
Food stores.....	2,270	188,702	12,380	2,549	155,954	9,105
Eating, drinking places.....	1,715	61,403	11,718	1,760	55,660	10,032
Eating places.....	1,025	43,444	9,106	923	35,261	6,862
Drinking places.....	686	17,913	2,612	837	20,399	3,170
General merchandise group.....	319	73,066	13,573	246	69,476	9,081
Department stores.....	10	49,766	10,153	9	48,837	6,315
Variety stores.....	93	(D)	2,672	85	14,566	2,148
General merchandise stores, n.e.c.....	214	(D)	748	152	6,073	618
Apparel, accessories stores.....	691	66,529	9,616	711	66,374	7,893
Shoe stores.....	156	11,798	1,480	137	9,901	1,100
Men's, boys' clothing and furnishings stores ³	97	10,836	1,448	92	10,389	1,346
Family clothing stores ³	43	8,324	1,165	50	9,812	1,156
Women's clothing, specialty stores.....	236	29,919	4,896	284	31,060	3,708
Ready-to-wear stores ³	130	26,989	4,559	121	26,997	3,343
All other apparel stores.....	99	4,684	627	93	4,296	583
Furniture, home furnishings, appliance dealers.....	509	34,353	5,002	426	33,419	4,655
Furniture stores ³	139	17,714	2,679	149	18,107	2,742
Other home furnishings stores ³	76	5,201	998	55	3,544	573
Household appliance, radio, TV stores.....	166	9,586	1,325	136	10,132	1,340
Automotive group.....	368	135,636	11,647	351	93,027	8,318
Passenger car dealers (franchised & nonfranchised)..	268	124,164	(D)	268	86,091	7,511
Tire, battery, accessory dealers.....	71	9,471	1,170	59	5,878	748
Other automotive dealers.....	29	2,001	(D)	24	1,058	59
Gasoline service stations.....	849	42,351	2,468	903	27,925	1,815
Lumber, building materials, hardware, farm equip. dealers.	369	45,572	5,814	282	37,653	4,390
Hardware stores.....	157	16,421	2,415	134	13,074	1,698
Other.....	208	(D)	3,399	148	23,979	2,692
Drug stores, proprietary stores.....	332	29,363	3,327	335	23,867	2,497
Other retail stores ⁴	1,495	93,222	8,453	1,223	80,208	7,281
Liquor stores.....	254	16,965	807	230	13,195	530
Jewelry stores.....	95	7,481	1,206	66	6,311	987
Book, stationery stores.....	49	(D)	(D)	27	1,830	257
Sporting goods, bicycle stores.....	53	1,837	(D)	34	814	50
Florists.....	117	2,602	(D)	94	1,943	262
Music stores.....	24	(D)	(D)	24	950	162
Camera, photographic supply stores.....	15	1,647	(D)	13	1,179	119
SELECTED SERVICE TRADES						
Hotels.....	33	5,605	1,944	40	6,855	2,256
Motion picture theaters.....	45	5,768	1,123	56	7,685	1,699

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 613 such establishments with sales of \$25,465,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PROVIDENCE, THE ENTIRE CITY, AND THE PROVIDENCE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-8.6	8.6	20.0	19.7	26.5
Food stores.....	-28.4	2.7	5.7	21.0	22.8
Eating, drinking places.....	-8.8	6.4	17.2	10.3	14.6
Eating places.....	-4.2	11.7	25.1	23.2	31.1
Drinking places.....	-24.9	-6.9	1.6	-12.2	-10.6
General merchandise group.....	-7.5	3.5	165.0	5.2	33.1
Department stores.....	(D)	5.3	(D)	1.9	(D)
Variety stores.....	-7.1	-4.6	5.0	(D)	(D)
General merchandise stores, n.e.c.....	(D)	-4.8	(D)	(D)	(D)
Apparel, accessories stores.....	-6.1	-5.8	-5.1	0.2	4.9
Shoe stores.....	2.6	11.0	57.2	19.2	37.1
Men's, boys' clothing and furnishings stores ³	-14.6	-14.3	-13.9	4.3	14.6
Family clothing stores ³	-24.4	2.3	234.9	-15.2	-5.8
Women's clothing, specialty stores.....	3.4	-11.8	-41.7	-3.7	-8.1
Ready-to-wear stores ³	13.0	-6.7	-43.7	-0.0	-7.9
All other apparel stores.....	-18.1	-8.9	25.2	9.0	48.0
Furniture, home furnishings, appliance dealers.....	-14.9	5.5	26.9	2.8	8.2
Furniture stores.....	-8.5	-8.8	-9.1	-2.2	-0.6
Other home furnishings stores ³	10.2	47.3	127.2	46.8	86.1
Household appliance, radio, TV stores.....	-43.8	1.6	69.6	-5.4	6.2
Automotive group.....	-5.0	19.8	21.0	45.8	47.0
Passenger car dealers (franchised and nonfranchised).....	(NA)	15.8	(NA)	44.2	(NA)
Tire, battery, accessory dealers.....	(NA)	73.9	(NA)	61.1	(NA)
Other automotive dealers.....	(NA)	104.5	(NA)	89.1	(NA)
Gasoline service stations.....	7.6	55.4	58.1	51.7	52.5
Lumber, building materials, hardware, farm equip. dealers....	37.0	12.3	0.8	21.0	18.3
Hardware stores.....	(NA)	39.2	(NA)	20.1	(NA)
Other.....	(NA)	-1.9	(NA)	(D)	(NA)
Drug stores, proprietary stores.....	4.1	8.2	9.7	23.0	25.3
Other retail stores ⁴	-26.6	15.7	41.2	16.2	26.0
Liquor stores.....	-15.7	13.5	16.9	28.6	31.3
Jewelry stores.....	22.7	31.6	98.4	18.5	14.2
Book, stationery stores.....	22.8	33.7	84.9	(D)	(D)
Sporting goods, bicycle stores.....	27.8	85.3	305.2	125.7	207.7
Florists.....	(D)	2.4	(D)	33.9	(D)
Music stores.....	8.1	(D)	(D)	(D)	(D)
Camera, photographic supply stores.....	(D)	(D)	(D)	39.7	(D)
SELECTED SERVICE TRADES					
Hotels.....	-5.7	-13.2	-40.8	-18.2	-45.2
Motion picture theaters.....	-44.0	-31.7	-18.7	-25.0	-17.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

PROVIDENCE, RHODE ISLAND

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PROVIDENCE CITY AND OF PROVIDENCE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	33.6	40.0	14.8	19.4
Food stores.....	6.1	8.7	2.0	3.4
Eating, drinking places.....	35.7	41.6	15.0	18.2
Eating places.....	39.1	45.5	17.4	22.3
Drinking places.....	25.8	32.0	9.4	11.0
General merchandise group.....	83.7	93.6	60.6	68.9
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	77.1	79.2	(D)	35.5
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	72.3	72.5	40.1	42.7
Shoe stores.....	78.2	84.6	44.8	52.0
Men's, boys' clothing and furnishings stores ²	61.0	61.2	28.9	35.3
Family clothing stores ²	66.3	89.7	44.7	50.2
Women's clothing, specialty stores.....	77.8	66.4	41.4	38.6
Ready-to-wear stores ²	79.0	65.3	42.4	37.5
All other apparel stores.....	71.0	78.9	44.3	59.0
Furniture, home furnishings, appliance dealers.....	41.4	51.3	19.4	23.5
Furniture stores ²	45.3	45.1	18.7	20.0
Other home furnishings stores ²	51.1	68.3	38.9	51.8
Household appliance, radio, TV stores.....	33.2	60.0	13.8	23.2
Automotive group.....	3.6	4.6	1.5	2.2
Gasoline service stations.....	3.8	5.5	1.3	1.8
Lumber, building materials, hardware, farm equip. dealers.....	38.6	31.6	16.4	14.5
Drug stores, proprietary stores.....	25.3	26.3	9.2	10.9
Other retail stores ³	23.9	37.7	11.8	18.7
Liquor stores.....	7.9	10.6	3.8	5.8
Jewelry stores.....	82.2	88.2	52.7	50.9
Book, stationery stores.....	75.9	82.6	(D)	56.7
Sporting goods, bicycle stores.....	54.7	79.3	25.8	45.6
Florists.....	(D)	10.5	(D)	6.2
Music stores.....	(D)	85.2	(D)	66.6
Camera, photographic supply stores.....	(D)	(D)	61.3	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF PROVIDENCE, THE ENTIRE CITY, AND THE PROVIDENCE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	3.4	4.3	18.6	19.6	24.5	24.2
Eating, drinking places.....	8.1	8.1	7.6	7.8	8.0	8.7
Eating places.....	6.6	6.3	5.7	5.5	5.7	5.5
Drinking places.....	1.5	1.8	1.9	2.3	2.3	3.2
General merchandise group.....	38.7	38.2	15.6	16.3	9.5	10.8
Department stores.....	(D)	(D)	13.0	13.4	6.5	7.6
Variety stores.....	4.2	4.1	1.8	2.0	(D)	2.3
General merchandise stores, n.e.c.....	(D)	(D)	0.8	0.9	(D)	0.9
Apparel, accessories stores.....	23.3	22.6	10.8	12.5	8.6	10.3
Shoe stores.....	4.6	4.1	2.0	1.9	1.5	1.5
Men's, boys' clothing and furnishings stores ¹	2.7	2.9	1.5	1.9	1.4	1.6
Family clothing stores ¹	3.3	3.9	1.7	1.8	1.1	1.5
Women's clothing, specialty stores.....	10.8	9.6	4.7	5.8	3.9	4.8
Ready-to-wear stores ¹	10.0	8.1	4.3	5.0	3.5	4.2
All other apparel stores.....	1.8	2.0	0.9	1.0	0.6	0.7
Furniture, home furnishings, appliance dealers.....	5.8	6.3	4.7	4.9	4.5	5.2
Furniture stores ¹	2.8	2.9	2.2	2.6	2.3	2.8
Other home furnishings stores ¹	1.8	1.5	1.2	0.9	0.7	0.6
Household appliance, radio, TV stores.....	1.2	1.9	1.2	1.2	1.2	1.6
Automotive group.....	1.7	1.7	16.2	14.6	17.6	14.5
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	14.7	13.6	16.1	13.4
Tire, battery, accessory dealers.....	(NA)	(NA)	1.4	0.9	1.2	0.9
Other automotive dealers.....	(NA)	(NA)	0.1	0.1	0.3	0.2
Gasoline service stations.....	0.5	0.4	4.2	2.9	5.5	4.3
Lumber, building materials, hardware, farm equipment dealers...	5.5	4.4	5.7	5.5	5.9	5.8
Hardware stores.....	(NA)	(NA)	2.4	1.9	2.1	2.1
Other.....	(NA)	(NA)	3.3	3.6	(D)	3.7
Drug stores, proprietary stores.....	2.4	2.1	3.2	3.2	3.8	3.7
Other retail stores ²	9.6	11.9	13.4	12.7	12.1	12.5
Liquor stores.....	0.6	0.6	2.4	2.3	2.2	2.0
Jewelry stores.....	3.4	2.6	1.4	1.2	1.0	1.0
Book, stationery stores.....	1.1	0.8	0.5	0.4	(D)	0.3
Sporting goods, bicycle stores.....	0.4	0.3	0.3	0.1	0.2	0.1
Florists.....	(D)	0.1	0.3	0.4	0.3	0.3
Music stores.....	0.6	0.5	(D)	0.2	(D)	0.1
Camera, photographic supply stores.....	0.9	(D)	(D)	0.3	0.2	0.2

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
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CENTRAL BUSINESS DISTRICT STATISTICS



Reading, Pennsylvania



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-92—Reading, Pa.
Washington, D. C., 1956

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

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men’s shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment’s sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Reading, Pennsylvania



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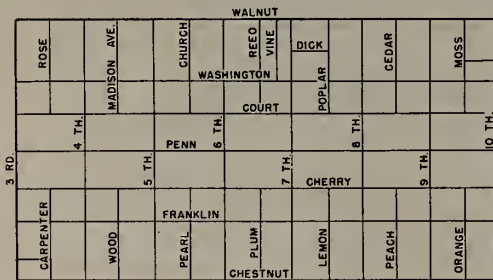
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READING, PENNSYLVANIA

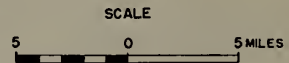
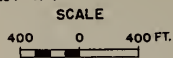
STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



CENTRAL BUSINESS DISTRICT *



* CONSISTS OF TRACT R-1



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▨ STANDARD METROPOLITAN AREA

READING, PENNSYLVANIA

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Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF READING

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	472	72,501	11,441	623	77,126	9,751
Food stores.....	75	13,317	1,900	159	11,602	981
Eating, drinking places.....	83	4,654	1,138	106	4,895	1,061
Eating places.....	52	3,423	893	67	3,355	787
Drinking places.....	31	1,231	245	39	1,540	274
General merchandise group.....	23	18,587	3,062	15	20,627	2,720
Variety stores.....	7	4,940	780	6	5,144	715
General merchandise stores (except variety).....	16	13,647	2,282	9	15,483	2,005
Apparel, accessories stores.....	120	14,140	2,046	136	15,974	1,801
Shoe stores.....	22	2,778	353	26	3,019	336
Men's, boys' clothing and furnishings stores ³	22	2,855	366	24	4,165	448
Family clothing stores ³	4	(D)	(D)	6	1,490	166
Women's clothing, specialty stores.....	53	6,727	1,099	60	6,177	740
Ready-to-wear stores ³	19	4,498	780	22	4,849	601
All other apparel stores.....	11	(D)	(D)	13	1,017	111
Furniture, home furnishings, appliance dealers.....	46	6,521	1,188	42	6,828	1,075
Furniture, home furnishings stores, antique stores	32	4,493	901	23	4,966	884
Household appliance, radio, TV stores.....	14	2,028	287	19	1,862	191
Automotive group.....	9	4,742	496	14	5,241	616
Gasoline service stations.....	8	510	107	12	576	127
Lumber, building materials, hardware, farm equip. dealers	14	1,982	305	21	2,112	303
Drug stores, proprietary stores.....	8	1,931	332	9	1,851	253
Other retail stores ⁴	86	6,117	867	109	7,420	814
Liquor stores.....	1	(D)	(D)	1	(D)	(D)
Jewelry stores.....	19	1,330	202	24	1,328	157
Book, stationery stores.....	7	(D)	(D)	6	528	97
SELECTED SERVICE TRADES						
Hotels.....	5	1,487	616	5	(D)	(D)
Motion picture theaters.....	4	(D)	(D)	7	1,609	263

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

² Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴ This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF READING

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	1,594	150,537	18,666	1,764	134,934	14,994
Food stores.....	482	39,598	3,337	679	29,008	1,867
Eating, drinking places.....	319	11,270	1,844	309	9,839	1,607
Eating places.....	182	6,953	1,239	158	5,114	1,017
Drinking places.....	135	4,293	605	151	4,725	590
General merchandise group.....	38	19,269	3,140	26	21,084	2,750
Variety stores.....	12	5,040	784	9	5,235	719
General merchandise stores (except variety).....	26	14,229	2,356	17	15,849	2,031
Apparel, accessories stores.....	176	16,773	2,424	181	18,013	1,994
Shoe stores.....	32	3,040	(D)	33	3,217	348
Men's, boys' clothing and furnishings stores ³	29	3,442	440	28	4,520	483
Family clothing stores ³	7	(D)	(D)	10	(D)	(D)
Women's clothing, specialty stores.....	74	7,518	1,185	86	(D)	(D)
Ready-to-wear stores ³	29	5,166	862	25	5,668	718
All other apparel stores.....	20	1,010	108	16	(D)	(D)
Furniture, home furnishings, appliance dealers.....	102	9,555	1,611	87	9,541	1,393
Furniture, home furnishings stores, antique stores	56	6,114	1,178	47	5,984	1,065
Household appliance, radio, TV stores.....	46	3,441	433	40	3,557	328
Automotive group.....	46	24,047	2,287	58	19,246	1,994
Gasoline service stations.....	107	5,780	448	85	3,297	370
Lumber, building materials, hardware, farm equip. dealers	39	7,773	1,644	59	8,517	1,403
Hardware stores.....	13	825	123	13	(D)	(D)
Other.....	26	6,948	1,521	46	(D)	(D)
Drug stores, proprietary stores.....	46	3,682	585	53	3,408	393
Other retail stores ⁴	239	12,790	1,346	227	12,981	1,223
Liquor stores.....	10	2,579	114	13	2,226	75
Jewelry stores.....	25	1,438	217	32	1,619	195
Book, stationery stores.....	8	(D)	(D)	10	620	107
SELECTED SERVICE TRADES						
Hotels.....	8	1,563	638	6	1,658	541
Motion picture theaters.....	6	1,295	275	10	1,954	345

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 122 such establishments with sales of \$6,519,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
READING STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,049	260,500	28,247	3,403	222,605	21,119
Food stores.....	831	67,324	5,096	1,170	52,047	2,898
Eating, drinking places.....	631	20,704	3,364	656	17,179	2,435
Eating places.....	354	13,133	2,404	300	8,795	1,547
Drinking places.....	271	7,481	960	356	8,384	888
General merchandise group.....	105	23,238	3,355	69	23,826	2,930
Variety stores.....	20	5,549	860	21	5,742	764
General merchandise stores (except variety).....	85	17,689	2,495	48	18,084	2,166
Apparel, accessories stores.....	230	18,689	2,549	218	19,107	2,045
Shoe stores.....	38	3,231	386	39	3,400	367
Men's, boys' clothing and furnishings stores ³	35	3,713	456	33	4,702	490
Family clothing stores ³	11	2,017	367	11	1,815	185
Women's clothing, specialty stores.....	95	7,992	1,215	101	7,845	889
Ready-to-wear stores ³	36	5,447	881	30	5,782	723
All other apparel stores.....	31	1,332	125	23	1,200	114
Furniture, home furnishings, appliance dealers.....	203	15,557	2,329	165	13,319	1,788
Furniture, home furnishings stores, antique stores	103	8,542	1,466	85	7,538	1,223
Household appliance, radio, TV stores.....	100	7,015	863	80	5,781	565
Automotive group.....	144	49,768	4,720	163	36,533	3,456
Gasoline service stations.....	281	13,637	923	315	9,911	760
Lumber, building materials, hardware, farm equip. dealers	125	17,442	2,610	166	18,184	2,244
Hardware stores.....	38	2,173	221	36	1,876	146
Other.....	85	15,263	2,389	130	16,308	2,098
Drug stores, proprietary stores.....	73	5,764	781	79	4,876	525
Other retail stores ⁴	426	28,377	2,520	402	27,623	2,038
Liquor stores.....	27	4,382	214	29	3,772	146
Jewelry stores.....	39	1,889	249	43	1,826	202
Book, stationery stores.....	8	(D)	(D)	12	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	46	2,556	825	35	2,974	815
Motion picture theaters.....	15	1,589	317	23	2,305	406

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 250 such establishments with sales of \$11,184,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF READING, THE ENTIRE CITY, AND THE READING STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	-6.0	11.6	35.0	17.0	29.2
Food stores.....	14.8	36.5	51.0	29.4	33.5
Eating, drinking places.....	-4.9	14.5	33.8	20.5	30.7
Eating places.....	2.0	36.0	100.7	49.3	78.5
Drinking places.....	-20.1	-9.2	-3.9	-10.8	-8.7
General merchandise group.....	-9.9	-8.6	49.2	-2.5	45.4
Variety stores.....	-4.0	-3.7	9.9	-3.4	1.8
General merchandise stores (except variety).....	-11.9	-10.2	59.0	-2.2	55.4
Apparel, accessories stores.....	-11.5	-6.9	29.1	-2.2	45.2
Shoe stores.....	-8.0	-5.5	32.3	-5.0	18.9
Men's, boys' clothing and furnishings stores ³	-31.5	-23.9	65.4	-21.0	59.8
Family clothing stores ³	(D)	(D)	(D)	11.1	(D)
Women's clothing, specialty stores.....	8.9	(D)	(D)	1.9	-24.2
Ready-to-wear stores ³	-7.2	-8.9	-18.4	-5.8	1.7
All other apparel stores.....	(D)	(D)	(D)	11.0	(D)
Furniture, home furnishings, appliance dealers.....	-4.5	0.1	11.8	16.8	39.2
Furniture, home furnishings stores, antique stores.....	-9.5	2.2	59.2	13.3	57.4
Household appliance, radio, TV stores.....	8.9	-3.3	-16.6	21.3	27.3
Automotive group.....	-9.5	24.9	37.8	36.2	43.9
Gasoline service stations.....	-11.5	75.3	93.7	37.6	40.6
Lumber, building materials, hardware, farm equip. dealers...	-6.2	-8.7	-9.6	-4.1	-3.8
Hardware stores.....	(NA)	(D)	(NA)	15.8	(NA)
Other.....	(NA)	(D)	(NA)	-6.4	(NA)
Drug stores, proprietary stores.....	4.3	8.0	12.5	18.2	26.7
Other retail stores ⁴	-17.6	-1.5	20.0	2.7	10.2
Liquor stores.....	(D)	15.9	(D)	16.2	(D)
Jewelry stores.....	0.2	-11.2	-62.9	0.2	0.2
Book, stationery stores.....	(D)	(D)	(D)	(D)	(D)
SELECTED SERVICE TRADES					
Hotels.....	(D)	-5.7	(D)	-14.1	(D)
Motion picture theaters.....	(D)	-33.7	(D)	-31.1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

READING, PENNSYLVANIA

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Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF READING CITY AND OF READING STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	48.2	57.2	27.8	34.6
Food stores.....	33.6	40.0	19.8	22.3
Eating, drinking places.....	41.3	49.8	22.5	28.5
Eating places.....	49.2	65.6	26.1	38.1
Drinking places.....	28.7	32.6	16.5	18.4
General merchandise group.....	96.5	97.8	80.0	86.6
Variety stores.....	98.0	98.3	89.0	89.6
General merchandise stores (except variety).....	95.9	97.7	77.1	85.6
Apparel, accessories stores.....	84.3	88.7	75.7	83.6
Shoe stores.....	91.4	93.8	86.0	88.8
Men's, boys' clothing and furnishings stores ²	82.9	92.1	76.9	88.6
Family clothing stores ²	(D)	(D)	(D)	82.1
Women's clothing, specialty stores.....	89.5	(D)	84.2	78.7
Ready-to-wear stores ²	87.1	85.6	82.6	83.9
All other apparel stores.....	(D)	(D)	(D)	84.8
Furniture, home furnishings, appliance dealers.....	68.2	71.6	41.9	51.3
Furniture, home furnishings stores, antique stores	73.5	83.0	52.6	65.9
Household appliance, radio, TV stores.....	58.9	52.3	28.9	32.2
Automotive group.....	19.7	27.2	9.5	14.3
Gasoline service stations.....	8.8	17.5	3.7	5.8
Lumber, building materials, hardware, farm equip. dealers	25.5	24.8	11.4	11.6
Drug stores, proprietary stores.....	52.4	54.3	33.5	38.0
Other retail stores ³	47.8	57.2	21.6	26.9
Liquor stores.....	(D)	(D)	(D)	(D)
Jewelry stores.....	92.5	82.0	72.7	72.7
Book, stationery stores.....	(D)	85.2	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF READING, THE ENTIRE CITY, AND THE READING STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	18.4	15.0	26.3	21.5	25.8	23.4
Eating, drinking places.....	6.4	6.4	7.5	7.3	7.9	7.7
Eating places.....	4.7	4.4	4.6	3.8	5.0	4.0
Drinking places.....	1.7	2.0	2.9	3.5	2.9	3.7
General merchandise group.....	25.6	26.8	12.8	15.6	8.9	10.7
Variety stores.....	6.8	6.7	3.3	3.9	2.1	2.6
General merchandise stores (except variety).....	18.8	20.1	9.5	11.7	6.8	8.1
Apparel, accessories stores.....	19.5	20.7	11.1	13.3	7.2	8.6
Shoe stores.....	3.8	3.9	2.0	2.4	1.2	1.5
Men's, boys' clothing and furnishings stores ¹	3.9	5.4	2.3	3.3	1.4	2.1
Family clothing stores ¹	(D)	1.9	(D)	(D)	0.8	0.8
Women's clothing, specialty stores.....	9.3	8.0	5.0	(D)	3.1	3.5
Ready-to-wear stores ¹	6.2	6.3	3.4	4.2	2.1	2.6
All other apparel stores.....	(D)	1.3	0.7	(D)	0.5	0.5
Furniture, home furnishings, appliance dealers.....	9.0	8.9	6.3	7.1	6.0	6.0
Furniture, home furnishings stores, antique stores.....	6.2	6.5	4.1	4.5	3.3	3.4
Household appliance, radio, TV stores.....	2.8	2.4	2.2	2.6	2.7	2.6
Automotive group.....	6.5	6.8	16.0	14.3	19.1	16.4
Gasoline service stations.....	0.7	0.7	3.8	2.4	5.2	4.5
Lumber, building materials, hardware, farm equipment dealers..	2.7	2.7	5.2	6.3	6.7	8.2
Hardware stores.....	(NA)	(NA)	0.5	(D)	0.8	0.8
Other.....	(NA)	(NA)	4.7	(D)	5.9	7.4
Drug stores, proprietary stores.....	2.7	2.4	2.4	2.5	2.2	2.2
Other retail stores ²	8.5	9.6	8.6	9.7	11.0	12.3
Liquor stores.....	(D)	(D)	1.7	1.6	1.7	1.7
Jewelry stores.....	1.8	1.7	1.0	1.2	0.7	0.8
Book, stationery stores.....	(D)	0.7	(D)	0.5	(D)	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹ Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.² This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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BUREAU OF THE CENSUS

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OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS



Syracuse, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
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INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Syracuse, New York

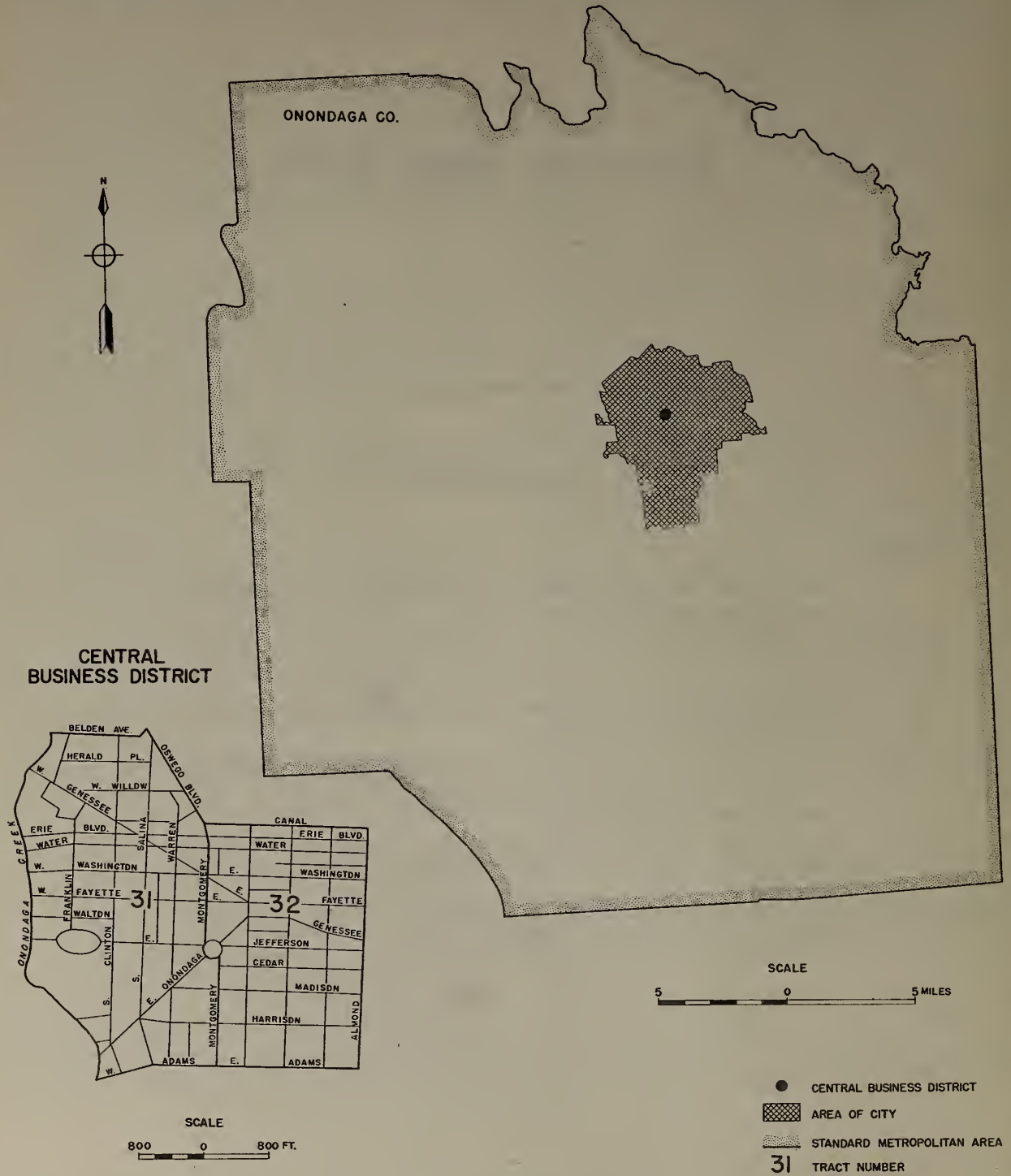


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SYRACUSE, NEW YORK

STANDARD METROPOLITAN AREA AND CENTRAL BUSINESS DISTRICT



SYRACUSE, NEW YORK

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SYRACUSE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	624	130,398	22,117	699	118,479	17,405
Food stores.....	67	9,630	906	64	6,955	534
Eating, drinking places.....	138	10,560	2,585	158	10,172	2,448
Eating places.....	85	7,494	1,975	98	7,053	1,829
Drinking places.....	53	3,066	610	60	3,119	619
General merchandise group.....	20	40,885	7,696	23	40,810	6,123
Department stores.....	5	(D)	(D)	5	(D)	(D)
Variety stores.....	8	9,157	1,586	11	9,964	1,768
General merchandise stores, n.e.c.....	7	(D)	(D)	7	(D)	(D)
Apparel, accessories stores.....	146	28,389	4,770	142	24,056	2,999
Shoe stores.....	39	4,063	589	34	3,622	406
Men's, boys' clothing and furnishings stores ³	29	5,629	896	29	3,235	374
Family clothing stores ³	7	1,237	181	6	1,354	159
Women's clothing, specialty stores.....	44	16,139	2,943	42	14,382	1,892
Ready-to-wear stores ³	24	13,559	2,430	25	13,839	1,833
All other apparel stores.....	18	1,158	161	22	1,326	168
Furniture, home furnishings, appliance dealers.....	35	9,092	1,586	46	8,776	1,554
Furniture stores ³	13	7,055	1,311	19	7,314	1,313
Other home furnishings stores ³	7	812	126	17	817	171
Household appliance, radio, TV stores.....	7	985	149	10	645	70
Automotive group.....	17	13,491	1,753	23	8,831	1,072
Passenger car dealers (franchised & nonfranchised)..	6	10,184	1,281	9	6,174	734
Tire, battery, accessory dealers.....	11	3,307	472	12	(D)	(D)
Other automotive dealers.....	2	(D)	(D)
Gasoline service stations.....	28	1,840	216	27	1,452	195
Lumber, building materials, hardware, farm equip. dealers.	15	1,409	231	16	1,821	314
Drug stores, proprietary stores.....	15	3,298	540	17	3,379	498
Other retail stores ⁴	143	11,804	1,834	183	12,227	1,668
Liquor stores.....	16	1,189	84	18	988	80
Jewelry stores.....	20	2,280	390	23	2,081	355
Book, stationery stores.....	8	1,017	205	7	772	161
Sporting goods, bicycle stores.....	9	892	129	12	823	106
Florists.....	7	529	77	11	767	112
Music stores.....	5	979	198	4	(D)	218
Camera, photographic supply stores.....	3	403	62	4	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	11	6,868	2,671	18	6,079	2,103
Motion picture theaters.....	6	1,925	369	10	2,642	597

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SYRACUSE

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,408	329,199	42,956	2,480	274,942	33,279
Food stores.....	575	68,812	4,777	668	59,062	3,443
Eating, drinking places.....	547	30,396	6,583	551	26,301	5,328
Eating places.....	293	18,840	4,442	266	15,488	3,570
Drinking places.....	254	11,556	2,141	285	10,813	1,758
General merchandise group.....	58	50,016	9,110	50	47,238	7,111
Department stores.....	7	38,756	7,270	6	35,516	5,156
Variety stores.....	26	10,330	1,766	26	10,759	1,874
General merchandise stores, n.e.c.....	23	(D)	74	18	963	81
Apparel, accessories stores.....	228	32,791	5,327	214	28,026	3,603
Shoe stores.....	54	4,965	715	50	4,289	447
Men's, boys' clothing and furnishings stores ³	42	7,290	1,171	37	4,460	715
Family clothing stores ³	10	(D)	(D)	12	1,650	177
Women's clothing, specialty stores.....	68	17,162	3,062	67	(D)	(D)
Ready-to-wear stores ³	39	14,431	2,540	40	15,133	2,005
All other apparel stores.....	34	1,780	(D)	33	(D)	(D)
Furniture, home furnishings, appliance dealers.....	119	15,343	2,751	112	12,695	2,217
Furniture stores ³	22	9,339	1,793	33	(D)	(D)
Other home furnishings stores ³	24	2,547	533	28	(D)	(D)
Household appliance, radio, TV stores.....	49	3,073	425	41	1,999	277
Automotive group.....	114	70,294	7,264	110	43,950	4,303
Passenger car dealers (franchised & nonfranchised)..	79	63,624	6,343	71	38,688	3,654
Tire, battery, accessory dealers.....	26	5,007	851	28	3,753	578
Other automotive dealers.....	9	1,663	70	11	1,509	71
Gasoline service stations.....	232	14,410	1,053	198	8,568	736
Lumber, building materials, hardware, farm equip. dealers.	76	14,496	2,110	87	13,675	2,522
Hardware stores.....	29	3,384	558	25	2,688	348
Other.....	47	11,112	1,552	62	10,987	2,174
Drug stores, proprietary stores.....	71	8,021	988	91	7,762	867
Other retail stores ⁴	388	24,620	2,993	399	27,665	3,149
Liquor stores.....	73	4,917	265	79	3,392	167
Jewelry stores.....	27	2,581	(D)	32	3,968	658
Book, stationery stores.....	17	(D)	(D)	14	1,825	234
Sporting goods, bicycle stores.....	16	1,053	185	26	1,122	119
Florists.....	33	934	118	25	945	122
Music stores.....	12	1,355	(D)	10	1,207	254
Camera, photographic supply stores.....	7	521	92	6	504	73
SELECTED SERVICE TRADES						
Hotels.....	16	7,146	2,722	21	6,296	2,167
Motion picture theaters.....	15	2,502	513	22	3,250	627

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 224 such establishments with sales of \$10,084,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

SYRACUSE, NEW YORK

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SYRACUSE STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	3,568	438,503	52,797	3,563	336,512	38,283
Food stores.....	813	108,841	7,325	911	76,749	4,411
Eating, drinking places.....	826	41,145	8,315	859	36,332	6,837
Eating places.....	433	24,955	5,562	399	20,532	4,476
Drinking places.....	391	16,164	2,753	460	15,800	2,361
General merchandise group.....	99	53,108	9,429	90	48,775	7,211
Department stores.....	7	38,756	7,270	6	35,516	5,156
Variety stores.....	42	11,375	1,908	41	11,189	1,914
General merchandise stores, n.e.c.....	48	2,965	251	43	2,070	141
Apparel, accessories stores.....	275	34,609	5,476	235	28,627	3,643
Shoe stores.....	61	5,307	744	54	4,341	447
Men's, boys' clothing and furnishings stores ³	50	7,642	1,202	43	4,666	727
Family clothing stores ³	18	(D)	220	16	1,730	181
Women's clothing, specialty stores.....	87	17,744	3,104	73	16,013	2,099
Ready-to-wear stores ³	47	14,876	2,578	43	15,258	2,017
All other apparel stores.....	39	1,883	206	35	1,606	189
Furniture, home furnishings, appliance dealers.....	165	17,819	3,139	137	13,546	2,309
Furniture stores ³	28	9,796	1,860	34	8,709	1,572
Other home furnishings stores ³	30	3,657	800	29	1,805	372
Household appliance, radio, TV stores.....	73	3,892	479	63	2,642	365
Automotive group.....	170	87,008	8,800	163	51,895	5,019
Passenger car dealers (franchised & nonfranchised)..	117	79,554	7,850	110	45,644	4,331
Tire, battery, accessory dealers.....	31	5,252	873	33	3,950	594
Other automotive dealers.....	22	2,202	77	20	2,301	94
Gasoline service stations.....	378	22,581	1,551	375	14,577	988
Lumber, building materials, hardware, farm equip. dealers.	179	27,559	3,614	166	21,652	3,338
Hardware stores.....	65	5,440	815	52	4,018	448
Other.....	114	22,119	2,799	114	17,634	2,890
Drug stores, proprietary stores.....	104	12,087	1,425	117	9,271	1,000
Other retail stores ⁴	559	33,746	3,723	510	35,088	3,527
Liquor stores.....	98	6,365	334	103	4,247	184
Jewelry stores.....	30	2,658	446	36	4,009	664
Book, stationery stores.....	19	1,731	308	14	1,825	234
Sporting goods, bicycle stores.....	26	1,194	196	35	1,330	120
Florists.....	47	1,172	137	28	984	127
Music stores.....	15	1,368	240	10	1,207	254
Camera, photographic supply stores.....	7	521	92	6	504	73
SELECTED SERVICE TRADES						
Hotels.....	28	7,573	(D)	30	6,824	2,283
Motion picture theaters.....	24	2,865	597	29	5 ³ ,479	5 ⁵ ,691

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 305 such establishments with sales of \$11,882,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion pictures only; there was one drive-in theatre in this Standard Metropolitan

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SYRACUSE, THE ENTIRE CITY, AND THE SYRACUSE STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	10.1	19.7	27.1	30.3	41.3
Food stores.....	38.5	16.5	13.6	41.8	42.1
Eating, drinking places.....	3.8	15.6	23.0	13.2	16.9
Eating places.....	6.3	21.6	34.5	21.5	29.5
Drinking places.....	-1.7	6.9	10.3	2.3	3.3
General merchandise group.....	0.2	5.9	42.1	8.9	53.5
Department stores.....	(D)	9.1	(D)	9.1	(D)
Variety stores.....	-8.1	-4.0	47.5	1.7	81.1
General merchandise stores, n.e.c.....	(D)	(D)	(D)	43.2	(D)
Apparel, accessories stores.....	18.0	17.0	10.9	20.9	36.1
Shoe stores.....	12.2	15.8	35.2	22.3	73.0
Men's, boys' clothing and furnishings stores ³	74.0	63.5	35.6	63.8	40.7
Family clothing stores ³	-8.7	(D)	(D)	(D)	(D)
Women's clothing, specialty stores.....	12.2	(D)	(D)	10.8	-1.6
Ready-to-wear stores ³	-2.0	-4.6	-32.6	-2.5	-7.2
All other apparel stores.....	-12.7	(D)	(D)	17.2	158.9
Furniture, home furnishings, appliance dealers.....	3.6	20.9	59.5	31.5	83.0
Furniture stores.....	-3.6	(D)	(D)	12.5	96.5
Other home furnishings stores ³	-0.6	(D)	(D)	2.6	188.0
Household appliance, radio, TV stores.....	52.7	53.7	54.2	47.3	45.6
Automotive group.....	52.8	59.9	61.7	67.7	70.7
Passenger car dealers (franchised and nonfranchised).....	64.9	64.5	64.4	74.3	75.8
Tire, battery, accessory dealers.....	(D)	33.4	(D)	33.0	(D)
Other automotive dealers.....	(D)	10.2	(D)	-4.3	(D)
Gasoline service stations.....	26.7	68.2	76.6	54.9	58.0
Lumber, building materials, hardware, farm equip. dealers....	-22.6	6.0	10.4	27.3	31.9
Hardware stores.....	(NA)	25.9	(NA)	35.4	(NA)
Other.....	(NA)	1.1	(NA)	25.4	(NA)
Drug stores, proprietary stores.....	-2.4	3.3	7.8	30.4	49.2
Other retail stores ⁴	-3.5	-11.0	-17.0	-3.8	-4.0
Liquor stores.....	20.3	45.0	55.1	49.9	58.8
Jewelry stores.....	9.6	-35.0	-84.1	-33.7	-80.4
Book, stationery stores.....	31.7	(D)	(D)	-5.2	-32.2
Sporting goods, bicycle stores.....	8.4	-6.2	-46.2	-10.2	-40.4
Florists.....	-31.0	-1.2	127.5	19.1	196.3
Music stores.....	(D)	12.3	(D)	13.3	(D)
Camera, photographic supply stores.....	(D)	3.4	(D)	3.4	(D)
SELECTED SERVICE TRADES					
Hotels.....	13.0	13.5	28.1	11.0	-5.4
Motion picture theaters.....	-27.1	-23.0	-5.1	⁵ -17.7	⁵ 12.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

⁵Data are for regular motion pictures only; there was one drive-in theatre in this Standard Metropolitan Area in 1948.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SYRACUSE CITY AND OF SYRACUSE STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	39.6	43.1	29.7	35.2
Food stores.....	14.0	11.8	8.8	9.1
Eating, drinking places.....	34.7	38.7	25.7	28.0
Eating places.....	39.8	45.5	30.0	34.4
Drinking places.....	26.5	28.8	19.0	19.7
General merchandise group.....	81.7	86.4	77.0	83.7
Department stores.....	(D)	(D)	(D)	(D)
Variety stores.....	88.6	92.6	80.5	89.1
General merchandise stores, n.e.c.....	(D)	(D)	(D)	(D)
Apparel, accessories stores.....	86.6	85.8	82.0	84.0
Shoe stores.....	81.8	84.4	76.6	83.4
Men's, boys' clothing and furnishings stores ²	77.2	72.5	73.7	69.3
Family clothing stores ²	(D)	82.1	(D)	78.3
Women's clothing, specialty stores.....	94.0	(D)	91.0	89.8
Ready-to-wear stores ²	94.0	91.4	91.1	90.7
All other apparel stores.....	65.1	(D)	61.5	82.6
Furniture, home furnishings, appliance dealers.....	59.3	69.1	51.0	64.8
Furniture stores ²	75.5	(D)	72.0	84.0
Other home furnishings stores ²	31.9	(D)	22.2	45.3
Household appliance, radio, TV stores.....	32.1	32.3	25.3	24.4
Automotive group.....	19.2	20.1	15.5	17.0
Passenger car dealers (franchised and nonfranchised)....	16.0	16.0	12.8	13.5
Tire, battery, accessory dealers.....	66.0	(D)	63.0	(D)
Other automotive dealers.....	XXX	(D)	XXX	(D)
Gasoline service stations.....	12.8	16.9	8.1	10.0
Lumber, building materials, hardware, farm equip. dealers.	9.7	13.3	5.1	8.4
Drug stores, proprietary stores.....	41.1	43.5	27.3	36.4
Other retail stores ³	47.9	44.2	35.0	34.8
Liquor stores.....	24.2	29.1	18.7	23.3
Jewelry stores.....	88.3	52.4	85.8	51.9
Book, stationery stores.....	(D)	42.3	58.8	42.3
Sporting goods, bicycle stores.....	84.7	73.4	74.7	61.9
Florists.....	56.6	81.2	45.1	77.9
Music stores.....	72.3	(D)	71.6	(D)
Camera, photographic supply stores.....	77.4	(D)	77.4	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SYRACUSE, THE ENTIRE CITY, AND THE SYRACUSE STANDARD METROPOLITAN AREA(Percentages are based on total retail store sales which exclude sales of nonstore retailers—
mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	7.4	5.9	20.9	21.5	24.8	22.8
Eating, drinking places.....	8.1	8.6	9.2	9.5	9.4	10.8
Eating places.....	5.7	6.0	5.7	5.6	5.7	6.1
Drinking places.....	2.4	2.6	3.5	3.9	3.7	4.7
General merchandise group.....	31.4	34.4	15.2	17.2	12.1	14.5
Department stores.....	(D)	(D)	11.8	12.9	8.8	10.6
Variety stores.....	7.0	8.4	3.1	3.9	2.6	3.3
General merchandise stores, n.e.c.....	(D)	(D)	(D)	0.4	0.7	0.6
Apparel, accessories stores.....	21.8	20.3	10.0	10.2	7.9	8.5
Shoe stores.....	3.1	3.1	1.5	1.6	1.2	1.3
Men's, boys' clothing and furnishings stores ¹	4.3	2.7	2.2	1.6	1.7	1.4
Family clothing stores ¹	0.9	1.1	(D)	0.6	(D)	0.5
Women's clothing, specialty stores.....	12.4	12.1	5.2	(D)	4.0	4.8
Ready-to-wear stores ¹	10.4	11.7	2.8	5.5	3.4	4.5
All other apparel stores.....	0.9	1.1	0.5	(D)	0.4	0.5
Furniture, home furnishings, appliance dealers.....	7.0	7.4	4.7	4.6	4.1	4.0
Furniture stores ¹	5.4	6.2	2.8	(D)	2.2	2.6
Other home furnishings stores ¹	0.6	0.7	0.8	(D)	0.8	0.5
Household appliance, radio, TV stores.....	0.8	0.5	0.9	0.7	0.9	0.8
Automotive group.....	10.3	7.5	21.4	16.0	19.8	15.5
Passenger car dealers (franchised and nonfranchised).....	7.8	5.2	19.4	14.1	18.1	13.6
Tire, battery, accessory dealers.....	2.5	(D)	1.5	1.4	1.2	1.2
Other automotive dealers.....	...	(D)	0.5	0.5	0.5	0.7
Gasoline service stations.....	1.4	1.2	4.4	3.1	5.1	4.3
Lumber, building materials, hardware, farm equipment dealers...	1.1	1.5	4.4	5.0	6.3	6.4
Hardware stores.....	(NA)	(NA)	1.0	1.0	1.3	1.2
Other.....	(NA)	(NA)	3.4	4.0	5.0	5.2
Drug stores, proprietary stores.....	2.5	2.9	2.4	2.8	2.8	2.8
Other retail stores ²	9.0	10.3	7.4	10.1	7.7	10.4
Liquor stores.....	0.9	0.8	1.5	1.2	1.5	1.3
Jewelry stores.....	1.7	1.8	0.8	1.4	0.6	1.2
Book, stationery stores.....	0.8	0.7	(D)	0.7	0.4	0.5
Sporting goods, bicycle stores.....	0.7	0.7	0.7	0.4	0.3	0.4
Florists.....	0.4	0.6	0.3	0.3	0.3	0.3
Music stores.....	0.8	(D)	0.4	0.4	0.3	0.4
Camera, photographic supply stores.....	0.3	(D)	0.2	0.2	0.1	0.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

**POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE**

OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS



Brooklyn, New York



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—**RETAIL TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—**RETAIL TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—**WHOLESALE TRADE, SUMMARY STATISTICS.** United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—**WHOLESALE TRADE, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—**SELECTED SERVICE TRADES, SUMMARY STATISTICS.** United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-94—Brooklyn, New York
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of “Employers.”—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of “Nonemployers.”—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “nonemployer” segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The “nonemployer” segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of “milk dealers” (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the “nonemployer” universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1943 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

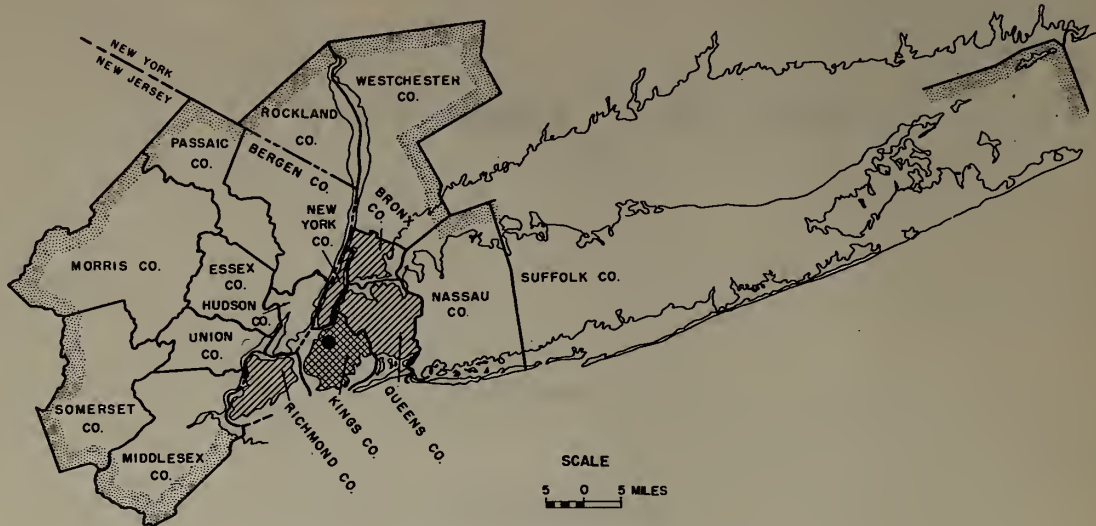
Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Brooklyn, New York

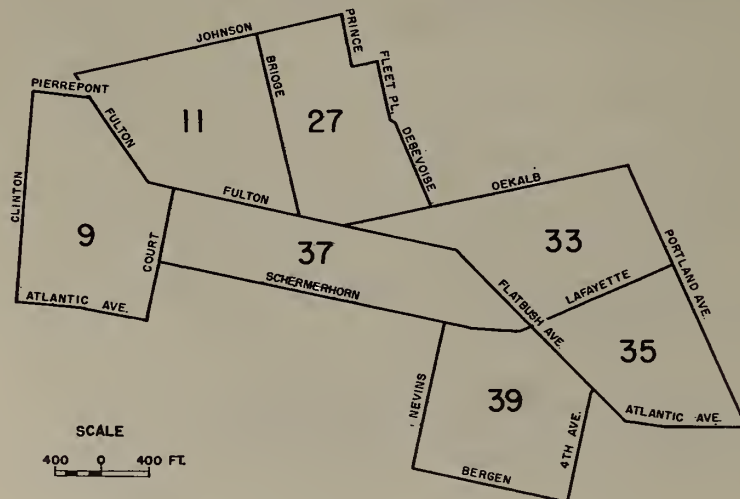
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BROOKLYN CENTRAL BUSINESS DISTRICT NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ BROOKLYN BOROUGH (KINGS CO.)
- ▧ REMAINDER OF NEW YORK CITY
- ▩ STANDARD METROPOLITAN AREA
- 9 TRACT NUMBER

BROOKLYN, NEW YORK

9

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF BROOKLYN BOROUGH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	852	263,127	40,279	949	281,264	45,222
Food stores.....	107	15,535	1,527	82	11,069	930
Eating, drinking places.....	191	19,226	4,854	242	21,319	5,418
Eating places.....	143	15,991	4,140	167	17,250	4,504
Drinking places.....	48	3,235	714	75	4,069	914
General merchandise group.....	25	96,033	16,278	33	122,616	21,270
Department stores.....	3	(D)	(D)	4	113,662	19,801
Variety stores.....	7	6,107	1,048	9	7,000	1,234
General merchandise stores, n.e.c.....	15	(D)	(D)	20	1,954	235
Apparel, accessories stores.....	198	79,616	11,321	204	79,628	11,395
Shoe stores.....	57	8,787	1,330	45	8,387	1,188
Men's, boys' clothing and furnishings stores ³	47	10,896	1,480	60	11,309	1,524
Family clothing stores ³	10	4,047	722	12	9,070	1,053
Women's clothing, specialty stores.....	57	53,662	7,429	50	48,791	7,302
Ready-to-wear stores ³	24	49,368	6,860	17	46,048	6,960
All other apparel stores.....	19	2,088	360	31	1,964	328
Furniture, home furnishings, appliance dealers.....	78	17,797	2,106	82	15,787	1,993
Furniture stores ³	25	6,838	900	23	7,302	842
Other home furnishings stores ³	17	1,834	314	20	1,977	338
Household appliance, radio, TV stores.....	27	9,021	892	29	6,362	813
Automotive group.....	11	11,816	1,025	10	3,836	356
Passenger car dealers (franchised & nonfranchised)..	7	9,846	720	6	3,421	311
Tire, battery, accessory dealers.....	4	1,970	305	4	415	45
Other automotive dealers.....
Gasoline service stations.....	12	963	108	12	802	93
Lumber, building materials, hardware, farm equip. dealers.	14	2,157	315	16	1,829	274
Hardware stores.....	6	1,174	172	7	775	122
Other.....	8	983	143	9	1,054	152
Drug stores, proprietary stores.....	21	3,012	399	26	2,840	388
Other retail stores. ⁴	195	16,972	2,346	242	21,538	3,105
Liquor stores.....	16	1,493	115	21	1,696	147
Jewelry stores.....	22	3,134	477	25	3,513	767
Book, stationery stores.....	24	1,045	199	24	1,647	221
Sporting goods, bicycle stores.....	4	666	68	4	(D)	70
Florists.....	5	116	11	10	187	13
Music stores.....	9	994	101	13	558	84
Camera, photographic supply stores.....	10	852	73	8	725	58
SELECTED SERVICE TRADES						
Hotels.....	4	1,767	720	4	1,570	562
Motion picture theaters.....	10	5,556	1,167	14	7,199	1,339

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 1A. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
BROOKLYN BOROUGH

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	27,917	2,170,663	224,062	33,084	1,977,730	195,784
Food stores.....	10,497	753,609	51,649	13,450	697,462	40,815
Eating, drinking places.....	4,549	214,689	39,661	5,475	218,381	38,669
Eating places.....	2,888	148,202	28,355	3,450	140,008	24,762
Drinking places.....	1,653	66,375	11,306	2,025	78,373	13,907
General merchandise group.....	1,278	164,866	25,726	1,309	178,899	28,387
Department stores.....	5	106,827	18,322	7	125,730	22,098
Variety stores.....	238	27,259	4,984	323	28,191	4,653
General merchandise stores, n.e.c.....	1,009	30,448	2,420	979	24,978	1,636
Apparel, accessories stores.....	3,063	247,518	30,550	3,522	247,506	29,231
Shoe stores.....	546	42,928	5,390	607	41,319	4,636
Men's, boys' clothing and furnishings stores ³	392	44,398	5,853	397	44,506	5,684
Family clothing stores ³	75	10,662	1,453	89	19,497	2,217
Women's clothing, specialty stores.....	1,409	125,428	15,429	1,619	114,694	14,231
Ready-to-wear stores ³	512	90,562	11,967	502	83,979	11,677
All other apparel stores.....	429	20,062	2,425	460	21,386	2,463
Furniture, home furnishings, appliance dealers.....	1,610	150,715	16,350	1,750	137,565	14,272
Furniture stores ³	337	54,642	6,972	313	43,065	5,618
Other home furnishings stores ³	413	25,410	3,705	330	17,598	3,333
Household appliance, radio, TV stores.....	410	63,231	5,673	483	63,500	5,321
Automotive group.....	425	207,921	17,941	494	141,866	11,734
Passenger car dealers (franchised & nonfranchised)..	271	197,588	16,657	295	132,431	10,588
Tire, battery, accessory dealers.....	141	(D)	1,231	187	9,023	1,113
Other automotive dealers.....	9	(D)	53	12	412	33
Gasoline service stations.....	914	75,763	8,262	984	49,725	5,815
Lumber, building materials, hardware, farm equip. dealers.	842	70,112	8,055	851	48,894	5,247
Hardware stores.....	412	(D)	1,790	405	(D)	(D)
Other.....	422	(D)	6,265	446	(D)	(D)
Drug stores, proprietary stores.....	1,198	60,725	6,346	1,350	51,336	4,984
Other retail stores ⁴	3,541	224,745	19,522	3,899	206,096	16,630
Liquor stores.....	575	50,237	2,991	681	49,867	2,664
Jewelry stores.....	258	10,192	1,297	193	9,679	1,474
Book, stationery stores.....	273	9,051	720	154	4,981	486
Sporting goods, bicycle stores.....	81	2,884	186	94	2,975	215
Florists.....	250	6,923	1,094	293	6,584	866
Music stores.....	68	3,925	320	97	2,254	170
Camera, photographic supply stores.....	57	3,661	213	79	2,906	137
SELECTED SERVICE TRADES						
Hotels.....	34	10,332	4,480	33	11,083	4,114
Motion picture theaters.....	148	28,078	7,145	192	37,811	7,953

Standard Notes; (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 2,200 such establishments with sales of \$68,012,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF NEW YORK

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	87,210	8,796,790	1,122,823	98,183	7,820,109	978,769
Food stores.....	27,571	2,386,107	176,726	34,249	2,073,324	134,841
Eating, drinking places.....	16,755	1,201,091	276,023	17,828	1,091,216	244,381
Eating places.....	10,897	911,804	219,758	11,013	778,735	181,246
Drinking places.....	5,834	288,865	56,265	6,815	312,481	63,135
General merchandise group.....	3,340	911,047	155,119	3,057	929,641	160,666
Department stores.....	31	652,419	114,878	34	729,697	132,329
Variety stores.....	629	132,784	25,033	640	112,874	19,672
General merchandise stores, n.e.c.....	2,624	124,922	15,208	2,383	87,070	8,665
Apparel, accessories stores.....	10,736	1,240,919	183,148	11,577	1,227,727	178,751
Shoe stores.....	1,682	160,702	22,820	1,659	156,010	20,080
Men's, boys' clothing and furnishings stores ³	1,599	282,908	43,765	1,588	238,883	35,175
Family clothing stores ³	267	165,437	20,176	273	274,408	40,989
Women's clothing, specialty stores.....	4,711	510,616	78,392	3,222	377,141	55,942
Ready-to-wear stores ³	1,836	366,247	60,042	1,796	321,063	52,077
All other apparel stores.....	1,857	108,056	17,995	3,959	164,928	26,565
Furniture, home furnishings, appliance dealers.....	5,110	597,790	72,119	5,421	501,464	55,283
Furniture stores ³	1,120	227,870	31,489	918	159,459	21,221
Other home furnishings stores ³	1,561	125,118	19,265	1,287	89,415	15,437
Household appliance, radio, TV stores.....	1,325	223,088	21,365	1,551	207,003	18,625
Automotive group.....	1,281	754,081	65,443	1,475	546,766	46,469
Passenger car dealers (franchised & nonfranchised)..	813	711,743	59,226	926	510,706	41,505
Tire, battery, accessory dealers.....	398	35,375	5,470	492	30,237	4,528
Other automotive dealers.....	64	6,963	747	57	5,823	436
Gasoline service stations.....	2,532	215,061	23,764	2,659	137,714	15,638
Lumber, building materials, hardware, farm equip. dealers.	2,480	237,304	28,697	2,473	170,533	19,776
Hardware stores.....	1,255	80,886	10,045	1,270	62,655	6,872
Other.....	1,209	156,248	18,652	1,203	107,878	12,904
Drug stores, proprietary stores.....	3,387	232,625	31,860	3,697	206,895	27,058
Other retail stores ⁴	14,018	1,020,765	109,924	15,747	934,829	95,906
Liquor stores.....	1,951	216,517	15,821	2,165	204,317	13,455
Jewelry stores.....	1,393	92,684	13,570	1,099	88,172	13,494
Book, stationery stores.....	1,337	81,224	10,179	895	57,958	8,399
Sporting goods, bicycle stores.....	283	24,331	3,505	273	22,076	3,038
Florists.....	945	33,147	5,741	1,079	31,327	4,774
Music stores.....	322	26,291	4,675	395	19,471	2,974
Camera, photographic supply stores.....	246	38,138	3,749	281	35,436	3,727
SELECTED SERVICE TRADES						
Hotels.....	519	304,520	112,387	534	269,341	96,379
Motion picture theaters.....	475	118,288	28,453	583	138,040	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 6,039 such establishments with sales of \$252,096,000.

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	148,693	15,433,091	1,811,256	161,695	12,308,614	1,421,163
Food stores.....	42,399	4,213,112	305,487	52,481	3,322,842	213,442
Eating, drinking places.....	29,418	1,792,099	382,180	30,780	1,534,222	317,383
Eating places.....	17,470	1,281,065	295,454	16,444	1,013,776	225,784
Drinking places.....	11,910	510,342	86,726	14,336	520,446	91,599
General merchandise group.....	5,316	1,390,732	229,381	4,815	1,270,841	212,853
Department stores.....	87	931,428	161,341	77	934,801	166,806
Variety stores.....	1,153	249,749	44,705	1,233	198,723	32,769
General merchandise stores, n.e.c.....	3,998	208,213	23,335	3,505	137,317	13,278
Apparel, accessories stores.....	16,822	1,812,965	253,452	17,649	1,656,043	225,956
Shoe stores.....	2,798	256,011	34,588	2,611	223,764	27,293
Men's, boys' clothing and furnishings stores ³	2,453	388,710	57,673	2,343	319,046	44,637
Family clothing stores ³	485	234,561	28,117	530	344,514	49,009
Women's clothing, specialty stores.....	7,383	754,965	109,416	7,903	599,817	81,182
Ready-to-wear stores ³	3,196	551,201	84,792	3,067	444,398	67,410
All other apparel stores.....	2,709	156,788	23,658	2,631	141,190	23,835
Furniture, home furnishings, appliance dealers.....	8,604	984,017	121,536	8,337	778,233	87,646
Furniture stores ³	1,929	368,153	53,029	1,510	243,682	33,778
Other home furnishings stores ³	2,492	203,577	31,811	2,002	135,606	23,996
Household appliance, radio, TV stores.....	2,453	381,329	36,696	2,798	336,526	29,872
Automotive group.....	3,679	1,866,183	164,585	3,769	1,162,689	103,195
Passenger car dealers (franchised & nonfranchised)..	2,542	1,758,549	150,352	2,561	1,080,986	92,988
Tire, battery, accessory dealers.....	905	84,097	12,019	1,022	65,651	8,802
Other automotive dealers.....	214	23,537	2,214	186	16,052	1,405
Gasoline service stations.....	7,907	562,425	49,321	8,693	339,168	30,513
Lumber, building materials, hardware, farm equip. dealers.	5,332	693,106	79,978	4,903	451,549	50,639
Hardware stores.....	2,461	179,130	21,995	2,360	131,256	13,915
Other.....	2,837	513,376	57,983	2,543	320,293	36,724
Drug stores, proprietary stores.....	5,356	403,123	52,078	5,548	328,465	39,795
Other retail stores ⁴	23,860	1,715,329	173,258	24,720	1,464,562	139,741
Liquor stores.....	3,531	358,978	24,126	3,838	304,299	18,410
Jewelry stores.....	2,101	133,360	18,880	1,712	122,723	18,253
Book, stationery stores.....	2,203	123,509	13,124	1,253	73,610	9,867
Sporting goods, bicycle stores.....	728	47,401	4,551	605	33,992	3,897
Florists.....	1,611	56,155	9,590	1,695	46,626	6,781
Music stores.....	536	37,658	5,877	580	26,672	3,702
Camera, photographic supply stores.....	380	49,471	4,803	427	43,585	4,460
SELECTED SERVICE TRADES						
Hotels.....	845	336,457	122,257	987	302,934	106,032
Motion picture theaters.....	752	163,005	37,894	931	189,342	(NA)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 9,751 such establishments with sales of \$490,195,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

BROOKLYN, NEW YORK

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF BROOKLYN BOROUGH, BROOKLYN BOROUGH, NEW YORK CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹						
	Central Business District of Brooklyn Borough	Brooklyn Borough	Brooklyn Borough less Central Business District	New York City	New York City less Brooklyn Borough Central Business District	Standard Metropolitan Area	Standard Metropolitan Area less Brooklyn Borough Central Business District
RETAIL STORES							
Retail stores, total ²	-6.5	9.8	12.4	12.5	13.2	25.4	26.1
Food stores.....	40.3	8.1	7.5	15.1	15.0	26.8	26.7
Eating, drinking places.....	-9.8	-1.7	-0.8	10.1	10.5	16.8	17.2
Eating places.....	-7.3	5.9	7.7	17.1	17.6	26.4	26.9
Drinking places.....	-20.5	-15.3	-15.0	-7.6	-7.4	-2.0	-1.8
General merchandise group.....	-21.7	-7.9	22.3	-2.0	1.0	9.4	12.8
Department stores.....	(D)	-15.0	(D)	-10.6	(D)	-0.4	(D)
Variety stores.....	-12.8	-3.3	-0.2	17.6	19.6	25.7	27.1
General merchandise stores, n.e.c.....	(D)	21.9	(D)	43.5	(D)	51.6	(D)
Apparel, accessories stores.....	-0.0	0.0	0.0	1.1	1.2	9.5	10.0
Shoe stores.....	4.8	3.9	3.7	3.0	2.9	14.4	14.8
Men's boys' clothing and furnishings stores ³	-3.7	-0.3	0.9	18.4	19.5	21.8	22.8
Family clothing stores.....	-55.4	-45.3	-36.6	-39.7	-39.2	-31.9	-31.3
Women's clothing, specialty stores.....	10.0	9.4	8.9	35.4	39.2	25.9	27.3
Ready-to-wear stores ³	7.2	7.8	8.6	14.1	15.2	24.0	26.0
All other apparel stores.....	6.3	-6.2	-7.5	-34.5	-35.0	11.0	11.1
Furniture, home furnishings, appliance dealers.....	12.7	9.6	9.1	19.2	19.4	26.4	26.7
Furniture stores ³	-6.4	26.9	33.7	42.9	45.3	51.1	52.9
Other home furnishings stores ³	-7.2	44.4	50.9	39.9	41.0	50.1	51.0
Household appliance, radio, TV stores.....	41.8	-0.4	-5.1	7.8	6.7	13.4	12.8
Automotive group.....	208.0	46.6	42.1	37.9	36.7	60.5	60.0
Passenger car dealers (franchised and non-franchised).....	187.8	49.2	45.5	39.4	38.4	62.7	62.3
Tire, battery, accessory dealers.....	374.7	(D)	(D)	17.0	12.0	28.1	25.9
Other automotive dealers.....	...	(D)	(D)	19.6	19.6	46.6	46.6
Gasoline service stations.....	20.1	52.4	52.9	56.2	56.4	65.8	66.2
Lumber, building materials, hardware, farm equipment dealers.....	17.9	43.4	44.4	39.2	39.4	53.5	53.6
Hardware stores.....	51.5	(D)	(D)	29.1	28.8	36.5	36.4
Other.....	-6.7	(D)	(D)	44.8	45.3	60.3	60.5
Drug stores, proprietary stores.....	6.1	18.3	19.0	12.4	12.5	22.7	22.9
Other retail stores ⁴	-21.2	9.0	12.6	9.2	9.9	17.1	17.7
Liquor stores.....	-12.0	0.7	1.2	6.0	6.1	18.0	18.1
Jewelry stores.....	-10.8	5.3	14.5	5.1	5.8	8.7	9.2
Book, stationery stores.....	-36.6	81.7	140.1	40.1	42.4	67.8	70.2
Sporting goods, bicycle stores.....	(D)	-3.1	(D)	10.2	(D)	39.4	(D)
Florists.....	-38.0	5.1	6.4	5.8	6.1	20.4	20.7
Music stores.....	78.1	74.1	72.8	35.0	33.8	41.2	40.4
Camera, photographic supply stores.....	17.5	26.0	28.8	7.6	7.4	13.5	13.4
SELECTED SERVICE TRADES							
Hotels.....	12.5	-6.8	-10.0	13.1	14.3	11.1	11.1
Motion picture theaters.....	-22.8	-25.8	-26.4	-14.3	-13.9	-13.9	-13.6

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF BROOKLYN BOROUGH, NEW YORK CITY, AND OF NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Kind of business	Percent of Brooklyn Borough Sales in Central Business District		Percent of New York City Sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948	1954	1948
Retail stores, total ¹	12.1	14.2	3.0	3.6	1.7	2.3
Food stores.....	2.1	1.6	0.7	0.5	0.4	0.3
Eating, drinking places.....	9.0	9.8	1.6	2.0	1.1	1.4
Eating places.....	10.8	12.3	1.8	2.2	1.2	1.7
Drinking places.....	4.9	5.2	1.1	1.3	0.6	0.8
General merchandise group.....	58.2	68.5	10.5	13.2	6.9	9.6
Department stores.....	(D)	90.4	(D)	15.6	(D)	12.2
Variety stores.....	22.4	24.8	4.6	6.2	2.4	3.5
General merchandise stores, n.e.c.....	(D)	7.8	(D)	2.2	(D)	1.4
Apparel, accessories stores.....	32.2	32.2	6.4	6.5	4.4	4.8
Shoe stores.....	20.5	20.3	5.5	5.4	3.4	3.7
Men's, boys' clothing and furnishings stores ²	24.5	25.4	3.9	4.7	2.8	3.5
Family clothing stores ²	38.0	46.5	2.4	3.3	1.7	2.6
Women's clothing, specialty stores.....	42.8	42.5	10.5	12.9	7.1	8.1
Ready-to-wear stores ²	54.5	54.8	13.5	14.3	9.0	10.4
All other apparel stores.....	10.4	9.2	1.9	1.2	1.3	1.4
Furniture, home furnishings, appliance dealers.....	11.8	11.5	3.0	3.1	1.8	2.0
Furniture stores ²	12.5	17.0	3.0	4.6	1.9	3.0
Other home furnishings stores ²	7.2	11.2	1.5	2.2	0.9	1.5
Household appliance, radio, TV stores.....	14.3	10.0	4.0	3.1	2.4	1.9
Automotive group.....	5.7	2.7	1.6	0.7	0.6	0.3
Passenger car dealers (franchised and nonfranchised)....	5.0	2.6	1.4	0.7	0.6	0.3
Tire, battery, accessory dealers.....	(D)	4.6	5.6	1.4	2.3	0.6
Other automotive dealers.....	(D)	XXX	XXX	XXX	XXX	XXX
Gasoline service stations.....	1.3	1.6	0.4	0.6	0.2	0.2
Lumber, building materials, hardware, farm equip. dealers.	3.1	3.7	0.9	1.1	0.3	0.4
Hardware stores.....	(D)	(D)	1.5	1.2	0.7	0.6
Other.....	(D)	(D)	0.6	1.0	0.2	0.3
Drug stores, proprietary stores.....	5.0	5.5	1.3	1.4	0.7	0.9
Other retail stores ³	7.6	10.5	1.7	2.3	1.0	1.5
Liquor stores.....	3.0	3.4	0.7	0.8	0.4	0.6
Jewelry stores.....	30.7	36.3	3.4	4.0	2.4	2.9
Book, stationery stores.....	11.5	33.1	1.3	2.8	0.8	2.2
Sporting goods, bicycle stores.....	23.1	(D)	2.7	(D)	1.4	(D)
Florists.....	1.7	2.8	0.3	0.6	0.2	0.4
Music stores.....	25.3	24.8	3.8	2.9	2.6	2.1
Camera, photographic supply stores.....	23.3	24.9	2.2	2.0	1.7	1.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ...Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

XXX Not applicable.

BROOKLYN, NEW YORK

Table 6. RETAIL STORES: 1954 and 1948 - PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS; CENTRAL BUSINESS DISTRICT OF BROOKLYN BOROUGH, BROOKLYN BOROUGH, NEW YORK CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers - mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Brooklyn Borough		New York City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	5.9	3.9	34.7	35.3	27.1	26.5	27.3	27.0
Eating, drinking places.....	7.3	7.5	9.9	11.0	13.7	14.0	11.6	12.5
Eating places.....	6.1	6.1	6.8	7.0	10.4	10.0	8.3	8.2
Drinking places.....	1.2	1.4	3.1	4.0	3.3	4.0	3.3	4.3
General merchandise group.....	36.5	43.6	7.6	9.0	10.4	11.8	9.0	10.3
Department stores.....	(D)	40.4	4.9	6.3	7.5	9.3	6.0	7.6
Variety stores.....	2.3	2.5	1.3	1.4	1.5	1.4	1.6	1.6
General merchandise stores, n.e.c.....	(D)	0.7	1.4	1.3	1.4	1.1	1.3	1.1
Apparel, accessories stores.....	30.3	28.3	11.4	12.5	14.1	15.7	11.8	13.5
Shoe stores.....	3.3	3.0	2.0	2.1	1.8	2.0	1.7	1.8
Men's, boys' clothing and furnishings stores ¹	4.1	4.0	2.0	2.3	3.2	3.1	2.5	2.6
Family clothing stores ¹	1.5	3.2	0.5	1.0	1.9	3.6	1.5	2.8
Women's clothing, specialty stores.....	20.4	17.3	5.8	5.8	5.8	4.9	4.9	4.9
Ready-to-wear stores ¹	18.8	16.4	4.2	4.2	4.2	4.1	3.6	3.6
All other apparel stores.....	0.8	0.7	0.9	1.1	1.2	2.1	1.0	1.1
Furniture, home furnishings, appliance dealers.....	6.8	5.6	6.9	7.0	6.8	6.4	6.4	6.3
Furniture stores ¹	2.6	2.6	2.5	2.2	2.7	2.0	2.4	2.0
Other home furnishings stores ¹	0.7	0.7	1.2	0.9	1.5	1.1	1.3	1.1
Household appliance, radio, TV stores.....	3.4	2.3	2.9	3.2	2.6	2.6	2.5	2.7
Automotive group.....	4.4	1.4	9.6	7.2	8.6	7.0	12.1	9.4
Passenger car dealers (franchised and nonfranchised).....	3.7	1.3	9.1	6.7	8.1	6.5	11.4	8.8
Tire, battery, accessory dealers.....	0.7	0.1	(D)	0.5	0.4	0.4	0.5	0.5
Other automotive dealers.....	(D)	0.0	0.1	0.1	0.2	0.1
Gasoline service stations.....	0.4	0.3	3.5	2.5	2.4	1.8	3.6	2.8
Lumber, building materials, hardware, farm equipment dealers...	0.8	0.7	3.2	2.5	2.7	2.2	4.5	3.7
Hardware stores.....	0.4	0.3	(D)	(D)	0.9	0.8	1.2	1.1
Other.....	0.4	0.4	(D)	(D)	1.8	1.4	3.3	2.6
Drug stores, proprietary stores.....	1.1	1.0	2.8	2.6	2.7	2.6	2.6	2.6
Other retail stores ²	6.5	7.7	10.4	10.4	11.5	12.0	11.1	11.9
Liquor stores.....	0.6	0.6	2.3	2.5	2.5	2.6	2.3	2.5
Jewelry stores.....	1.2	1.2	0.5	0.5	1.1	1.4	0.9	1.0
Book, stationery stores.....	0.4	0.6	0.4	0.3	1.0	0.7	0.8	0.6
Sporting goods, bicycle stores.....	0.3	(D)	0.1	0.2	0.3	0.3	0.3	0.3
Florists.....	0.0	0.1	0.3	0.3	0.4	0.4	0.4	0.4
Music stores.....	0.4	0.2	0.2	0.1	0.3	0.2	0.2	0.2
Camera, photographic supply stores.....	0.3	0.3	0.2	0.1	0.4	0.5	0.3	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

CENTRAL BUSINESS DISTRICT STATISTICS



Paterson, New Jersey



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.— Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-95—Paterson, N. J.
Washington, D. C., 1956

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was en-

countered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other

than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

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

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following

merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

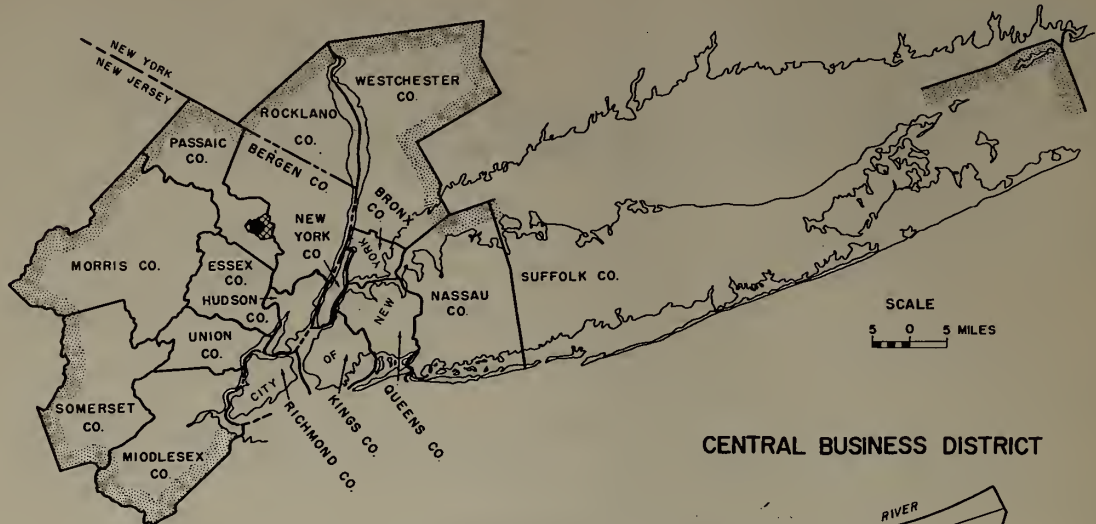
Paterson, New Jersey

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PATERSON, NEW JERSEY CENTRAL BUSINESS DISTRICT

NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA



CENTRAL BUSINESS DISTRICT



- CENTRAL BUSINESS DISTRICT
- ▨ AREA OF CITY
- ▤ STANDARD METROPOLITAN AREA
- PT-16A TRACT NUMBER

PATERSON, NEW JERSEY

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF PATERSON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab-lish-ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	562	82,655	12,348	662	81,383	10,612
Food stores.....	91	12,226	1,118	96	10,856	871
Eating, drinking places.....	100	4,954	963	132	5,085	1,020
Eating places.....	52	3,367	690	69	3,172	570
Drinking places.....	48	1,587	273	63	1,913	450
General merchandise group.....	28	24,818	4,423	26	24,627	3,756
Department stores.....	3	18,318	3,450	3	(D)	(D)
Variety stores.....	6	4,916	852	7	4,379	692
General merchandise stores, n.e.c.....	19	1,584	121	16	(D)	(D)
Apparel, accessories stores.....	151	20,187	2,885	185	22,242	2,728
Shoe stores.....	38	3,826	488	33	3,795	472
Men's, boys' clothing and furnishings stores ³	28	4,390	684	35	4,836	608
Family clothing stores ³	6	2,384	307	7	3,197	353
Women's clothing, specialty stores.....	62	7,457	1,143	79	7,912	1,033
Ready-to-wear stores ³	32	5,899	949	29	5,450	780
All other apparel stores.....	13	2,082	263	22	2,324	262
Furniture, home furnishings, appliance dealers.....	59	10,294	1,529	59	8,548	1,074
Furniture stores ³	18	3,777	727	20	3,191	404
Other home furnishings stores ³	19	2,189	380	22	2,253	321
Household appliance, radio, TV stores.....	20	4,268	422	17	3,104	349
Automotive group.....	10	1,731	235	12	1,508	169
Gasoline service stations.....	7	339	28	11	296	30
Lumber, building materials, hardware, farm equip. dealers.....	14	907	104	14	1,017	142
Hardware stores.....	4	185	15	4	216	32
Other.....	10	722	89	10	801	110
Drug stores, proprietary stores.....	10	1,714	300	9	1,823	241
Other retail stores ⁴	92	5,485	763	118	5,381	581
Liquor stores.....	11	595	49	11	676	35
Jewelry stores.....	19	1,012	147	23	1,207	146
Book, stationery stores.....	9	742	121	8	221	30
Sporting goods, bicycle stores.....	9	626	83	8	594	61
Florists.....	3	180	46	6	220	46
Music stores.....	4	324	21	7	(D)	(D)
Camera, photographic supply stores.....	4	526	100	3	(D)	(D)
SELECTED SERVICE TRADES						
Hotels.....	4	775	287	4	690	219
Motion picture theaters.....	4	(D)	(D)	6	1,694	336

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁴This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF PATERSON

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	2,123	200,215	22,592	2,446	177,540	19,018
Food stores.....	604	43,148	2,811	784	38,131	2,403
Eating, drinking places.....	459	15,161	2,278	510	14,568	2,308
Eating places.....	175	7,463	1,337	205	7,133	1,217
Drinking places.....	284	7,698	941	305	7,435	1,091
General merchandise group.....	73	26,386	4,505	78	25,493	3,794
Department stores.....	3	18,318	3,450	3	(D)	(D)
Variety stores.....	13	5,334	903	17	4,591	696
General merchandise stores, n.e.c.....	57	2,734	152	58	(D)	(D)
Apparel, accessories stores.....	238	27,429	3,673	251	25,349	3,017
Shoe stores.....	46	6,315	738	48	4,349	530
Men's, boys' clothing and furnishings stores ³	34	5,058	796	38	5,280	689
Family clothing stores ³	11	(D)	324	12	4,019	416
Women's clothing, specialty stores.....	113	11,186	1,515	104	8,779	1,084
Ready-to-wear stores ³	55	8,392	1,182	41	5,914	804
All other apparel stores.....	26	2,379	300	28	2,535	298
Furniture, home furnishings, appliance dealers.....	116	17,806	2,323	122	14,661	1,794
Furniture stores ³	31	6,648	1,193	31	6,020	867
Other home furnishings stores ³	25	3,081	542	32	2,600	373
Household appliance, radio, TV stores.....	40	7,747	588	45	5,756	554
Automotive group.....	79	32,199	3,102	84	23,063	2,419
Passenger car dealers (franchised & nonfranchised)..	54	28,764	(D)	51	19,942	2,060
Tire, battery, accessory dealers.....	19	3,285	448	29	2,790	336
Other automotive dealers.....	4	82	(D)	4	331	23
Gasoline service stations.....	131	6,420	447	164	4,819	343
Lumber, building materials, hardware, farm equip. dealers.	69	8,681	886	76	8,033	979
Hardware stores.....	29	1,658	221	37	(D)	(D)
Other.....	40	7,023	665	39	(D)	(D)
Drug stores, proprietary stores.....	58	5,558	811	60	4,448	514
Other retail stores ⁴	296	17,427	1,756	317	18,975	1,447
Liquor stores.....	38	2,286	148	41	2,092	91
Jewelry stores.....	28	1,642	223	34	1,567	183
Book, stationery stores.....	22	1,110	140	14	399	38
Sporting goods, bicycle stores.....	13	839	96	14	693	66
Florists.....	16	552	92	25	591	93
Music stores.....	10	456	30	9	461	80
Camera, photographic supply stores.....	4	526	100	5	357	26
SELECTED SERVICE TRADES						
Hotels.....	9	(D)	(D)	15	865	257
Motion picture theaters.....	6	1,282	335	10	2,265	484

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 103 such establishments with sales of \$6,464,000.³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Estab- lish- ments ¹ (Number)	Sales ¹ (\$1,000)	Payroll, entire year (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
RETAIL STORES						
Retail stores, total ²	148,693	15,433,091	1,811,256	161,695	12,308,614	1,421,163
Food stores.....	42,399	4,213,112	305,487	52,481	3,322,842	213,442
Eating, drinking places.....	29,418	1,792,099	382,180	30,780	1,534,222	317,383
Eating places.....	17,470	1,281,065	295,454	16,444	1,013,776	225,784
Drinking places.....	11,910	510,342	86,726	14,336	520,446	91,599
General merchandise group.....	5,316	1,390,732	229,381	4,815	1,270,841	212,853
Department stores.....	87	931,428	161,341	77	934,801	166,806
Variety stores.....	1,153	249,749	44,705	1,233	198,723	32,769
General merchandise stores, n.e.c.....	3,998	208,213	23,335	3,505	137,317	13,278
Apparel, accessories stores.....	16,822	1,812,965	253,452	17,649	1,656,043	225,956
Shoe stores.....	2,798	256,011	34,588	2,611	223,764	27,293
Men's, boys' clothing and furnishings stores ³	2,453	388,710	57,673	2,343	319,056	44,637
Family clothing stores ³	485	234,561	28,117	530	344,514	49,009
Women's clothing, specialty stores.....	7,383	754,965	109,416	7,903	599,817	81,182
Ready-to-wear stores ³	3,196	551,201	84,792	3,067	444,398	67,410
All other apparel stores.....	2,709	156,788	23,658	2,631	141,190	23,835
Furniture, home furnishings, appliance dealers.....	8,604	984,017	121,536	8,337	778,233	87,646
Furniture stores ³	1,929	368,153	53,029	1,510	243,682	33,778
Other home furnishings stores ²	2,492	203,577	31,811	2,002	135,606	23,996
Household appliance, radio, TV stores.....	2,453	381,529	36,696	2,798	336,526	29,872
Automotive group.....	3,679	1,866,183	164,585	3,769	1,162,689	103,195
Passenger car dealers (franchised & nonfranchised)..	2,542	1,758,549	150,352	2,561	1,080,986	92,988
Tire, battery, accessory dealers.....	905	84,097	12,019	1,022	65,651	8,802
Other automotive dealers.....	214	23,537	2,214	186	16,052	1,405
Gasoline service stations.....	7,907	562,425	49,321	8,693	339,168	30,513
Lumber, building materials, hardware, farm equip. dealers.	5,332	693,106	79,978	4,903	451,549	50,639
Hardware stores.....	2,461	179,130	21,995	2,360	131,256	13,915
Other.....	2,837	513,376	57,983	2,543	320,293	36,724
Drug stores, proprietary stores.....	5,356	403,123	52,078	5,548	328,465	39,795
Other retail stores ⁴	23,860	1,715,329	173,258	24,720	1,464,562	139,741
Liquor stores.....	3,531	358,978	24,126	3,838	304,299	18,410
Jewelry stores.....	2,101	133,360	18,880	1,712	122,723	18,253
Book, stationery stores.....	2,203	123,509	13,124	1,253	73,610	9,867
Sporting goods, bicycle stores.....	728	47,401	4,551	605	33,992	3,897
Florists.....	1,611	56,155	9,590	1,695	46,626	6,781
Music stores.....	536	37,658	5,877	580	26,672	3,702
Camera, photographic supply stores.....	380	49,471	4,803	427	43,585	4,460
SELECTED SERVICE TRADES						
Hotels.....	845	336,457	122,257	987	302,934	106,032
Motion picture theaters.....	752	163,005	37,894	931	189,342	(NA)

¹Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

²Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

³Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 9,751 such establishments with sales of \$490,195,000.

⁴Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

⁵This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF PATERSON, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

Kind of business	Percent change ¹				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total ²	1.6	12.8	22.3	25.4	25.5
Food stores.....	12.6	13.2	13.4	26.8	26.8
Eating, drinking places.....	-2.6	4.1	7.6	16.8	16.9
Eating places.....	6.1	4.6	3.4	26.4	26.4
Drinking places.....	-17.1	3.5	10.7	-2.0	-1.9
General merchandise group.....	0.8	3.5	81.1	9.4	9.6
Department stores.....	(D)	(D)	(D)	-0.4	(D)
Variety stores.....	12.3	16.2	97.2	25.7	26.0
General merchandise stores, n.e.c.....	(D)	(D)	(D)	51.6	(D)
Apparel, accessories stores.....	-9.2	8.2	133.1	9.5	9.7
Shoe stores.....	0.8	41.1	316.8	14.4	14.6
Men's, boys' clothing and furnishings stores ³	-9.2	-4.2	50.5	21.8	22.3
Family clothing stores ³	-25.4	(D)	(D)	-31.9	-32.0
Women's clothing, specialty stores.....	-5.8	27.4	330.1	25.9	26.3
Ready-to-wear stores ³	8.2	41.9	437.3	24.0	24.2
All other apparel stores.....	-10.4	-6.2	40.8	11.0	11.4
Furniture, home furnishings, appliance dealers.....	20.4	21.5	22.9	26.4	26.5
Furniture stores ³	18.4	10.4	1.5	51.1	51.5
Other home furnishings stores ³	-2.9	18.5	157.1	50.1	51.0
Household appliance, radio, TV stores.....	37.5	34.6	31.2	13.4	13.1
Automotive group.....	14.8	39.6	41.4	60.5	60.6
Passenger car dealers (franchised and nonfranchised).....	(NA)	44.2	(NA)	62.7	(NA)
Tire, battery, accessory dealers.....	(NA)	17.7	(NA)	28.1	(NA)
Other automotive dealers.....	(NA)	-75.2	(NA)	46.6	(NA)
Gasoline service stations.....	14.5	33.2	34.4	65.8	65.9
Lumber, building materials, hardware, farm equip. dealers....	-10.8	8.1	10.8	53.5	53.6
Hardware stores.....	-14.4	(D)	(D)	36.5	36.6
Other.....	-9.9	(D)	(D)	60.3	60.5
Drug stores, proprietary stores.....	-6.0	25.0	46.4	22.7	22.9
Other retail stores ⁴	1.9	-8.2	-12.2	17.1	17.2
Liquor stores.....	-12.0	9.3	19.4	18.0	18.0
Jewelry stores.....	-16.2	4.8	75.0	8.7	8.9
Book, stationery stores.....	235.7	178.2	106.7	67.8	67.3
Sporting goods, bicycle stores.....	5.4	21.1	115.2	39.4	40.1
Florists.....	-18.2	-6.6	0.3	20.4	20.6
Music stores.....	(D)	-1.1	(D)	41.2	(D)
Camera, photographic supply stores.....	(D)	47.3	(D)	13.5	(D)
SELECTED SERVICE TRADES					
Hotels.....	12.3	(D)	(D)	11.1	11.1
Motion picture theaters.....	(D)	-43.4	(D)	-13.9	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Minus sign (-) denotes decrease.²Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).³Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.⁴This group total includes kinds of business not included in any of the detail lines which follow.

PATERSON, NEW JERSEY

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF PATERSON CITY AND OF NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total ¹	41.3	45.8	0.5	0.7
Food stores.....	28.3	28.5	0.3	0.3
Eating, drinking places.....	32.7	34.9	0.3	0.3
Eating places.....	45.1	44.5	0.3	0.3
Drinking places.....	20.6	25.7	0.3	0.4
General merchandise group.....	94.1	96.6	1.8	1.9
Department stores.....	100.0	(D)	2.0	(D)
Variety stores.....	92.2	95.4	2.0	2.2
General merchandise stores, n.e.c.....	57.9	(D)	0.8	(D)
Apparel, accessories stores.....	73.6	87.7	1.1	1.3
Shoe stores.....	62.4	87.3	1.5	1.7
Men's, boys' clothing and furnishings stores ²	86.8	91.6	1.1	1.5
Family clothing stores ²	(D)	79.5	1.0	0.9
Women's clothing, specialty stores.....	66.7	90.1	1.0	1.3
Ready-to-wear stores ²	70.3	92.2	1.1	1.2
All other apparel stores.....	87.5	91.7	1.3	1.6
Furniture, home furnishings, appliance dealers.....	57.8	58.3	1.0	1.1
Furniture stores ²	56.8	53.0	1.0	1.3
Other home furnishings stores ²	71.0	86.7	1.1	1.7
Household appliance, radio, TV stores.....	55.1	53.9	1.1	0.9
Automotive group.....	5.4	6.5	0.1	0.1
Gasoline service stations.....	5.3	6.1	0.1	0.1
Lumber, building materials, hardware, farm equip. dealers.....	10.4	12.7	0.1	0.2
Hardware stores.....	11.2	(D)	0.1	0.2
Other.....	10.3	(D)	0.1	0.3
Drug stores, proprietary stores.....	30.8	41.0	0.4	0.6
Other retail stores ³	31.5	28.4	0.3	0.4
Liquor stores.....	26.0	32.3	0.2	0.2
Jewelry stores.....	61.6	77.0	0.8	1.0
Book, stationery stores.....	66.8	55.4	0.6	0.3
Sporting goods, bicycle stores.....	74.6	85.7	1.3	1.7
Florists.....	32.6	37.2	0.3	0.5
Music stores.....	71.1	(D)	0.9	(D)
Camera, photographic supply stores.....	100.0	(D)	1.1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

²Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

³This group total includes kinds of business not included in any of the detail lines which follow.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS—CENTRAL BUSINESS DISTRICT OF PATERSON, THE ENTIRE CITY, AND THE NEW YORK-NORTHEASTERN NEW JERSEY STANDARD METROPOLITAN AREA

(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total.....	100.0	100.0	100.0	100.0	100.0	100.0
Food stores.....	14.8	13.3	21.5	21.5	27.3	27.0
Eating, drinking places.....	6.0	6.3	7.6	8.2	11.6	12.5
Eating places.....	4.1	3.9	3.8	4.0	8.3	8.3
Drinking places.....	1.9	2.4	3.8	4.2	3.3	4.2
General merchandise group.....	30.0	30.3	13.2	14.5	9.0	10.3
Department stores.....	22.2	(D)	9.1	(D)	6.1	7.6
Variety stores.....	5.9	5.4	2.7	2.6	1.6	1.6
General merchandise stores, n.e.c.....	1.9	(D)	1.4	(D)	1.3	1.1
Apparel, accessories stores.....	24.4	27.3	13.7	14.1	11.8	13.4
Shoe stores.....	4.6	4.7	3.1	2.4	1.7	1.8
Men's, boys' clothing and furnishings stores ¹	5.3	5.9	2.5	3.0	2.5	2.6
Family clothing stores ¹	2.9	3.9	(D)	2.3	1.5	2.8
Women's clothing, specialty stores.....	9.0	9.7	5.6	4.9	4.9	4.9
Ready-to-wear stores ¹	7.1	6.7	4.2	3.3	3.6	3.6
All other apparel stores.....	2.5	2.9	1.2	1.4	1.0	1.1
Furniture, home furnishings, appliance dealers.....	12.5	10.5	8.9	8.3	6.4	6.3
Furniture stores ¹	4.6	3.9	3.3	3.4	2.4	2.0
Other home furnishings stores ¹	2.6	2.8	1.5	1.5	1.3	1.1
Household appliance, radio, TV stores.....	5.2	3.8	3.9	3.2	2.5	2.7
Automotive group.....	2.1	1.9	16.1	13.0	12.1	9.4
Passenger car dealers (franchised and nonfranchised).....	(NA)	(NA)	14.4	11.2	11.4	8.8
Tire, battery, accessory dealers.....	(NA)	(NA)	1.6	1.6	0.5	0.5
Other automotive dealers.....	(NA)	(NA)	0.0	0.2	0.2	0.1
Gasoline service stations.....	0.4	0.4	3.2	2.7	3.6	2.8
Lumber, building materials, hardware, farm equipment dealers...	1.1	1.2	4.3	4.5	4.5	3.7
Hardware stores.....	0.2	0.3	0.8	(D)	1.2	1.1
Other.....	0.9	0.9	3.5	(D)	3.3	2.6
Drug stores, proprietary stores.....	2.1	2.2	2.8	2.5	2.6	2.7
Other retail stores ²	6.6	6.6	8.7	10.7	11.1	11.9
Liquor stores.....	0.7	0.8	1.1	1.2	2.3	2.5
Jewelry stores.....	1.2	1.5	0.8	0.9	0.9	1.0
Book, stationery stores.....	0.9	0.3	0.6	0.2	0.8	0.6
Sporting goods, bicycle stores.....	0.8	0.7	0.4	0.4	0.3	0.3
Florists.....	0.2	0.3	0.3	0.3	0.4	0.4
Music stores.....	0.4	(D)	0.2	0.3	0.2	0.2
Camera, photographic supply stores.....	0.6	(D)	0.3	0.2	0.3	0.4

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

¹Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

²This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

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

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

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

Subject Bulletins

This series provides data on a variety of topics including legal forms of organization; single and multiunit organiza-

tions; and also basic Census data classified by sales-size of establishment, and employment-size of establishment. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

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

Central Business District Bulletins

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

CENSUS VOLUMES

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

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

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OFFICIAL BUSINESS

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CENTRAL BUSINESS DISTRICT STATISTICS



Summary Report



1954 Census of Business

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1954 CENSUS OF BUSINESS FINAL REPORTS

Volume I.—RETAIL TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics by kind of business and geographic areas, for: Sales Size of Establishments, Single Units and Multiunits, Legal Form of Organization, Merchandise Inventories, Credit Sales, etc. (Most chapters also are separate reports in bulletin series R-2.)

Volume II.—RETAIL TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 500 or more retail establishments. (Chapters also are separate reports in bulletin series R-1.)

Volume III.—WHOLESALE TRADE, SUMMARY STATISTICS. United States summary and separate chapters, of statistics classified by kind of business and geographic areas, for: Size of Wholesale Establishments, Credit Sales, Warehouse Space, Commodity Line Sales, Legal Form of Organization, and Petroleum Bulk Stations, etc. (Most chapters also are separate reports in bulletin series W-2.)

Volume IV.—WHOLESALE TRADE, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas, and for counties and cities with 100 or more wholesale establishments. (Chapters also are separate reports in bulletin series W-1.)

Volume V.—SELECTED SERVICE TRADES, SUMMARY STATISTICS. United States summary and separate chapters of statistics classified by kind of business and geographic areas, for: Receipts Size of Establishments, Employment Size of Establishments, Legal Form of Organization, Single Units and Multiunits, Laundries and Cleaning Plants, and Hotels and Motels. (Most chapters also are separate reports in bulletin series S-2.)

Volume VI.—SELECTED SERVICE TRADES, AREA STATISTICS. United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S-1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. *U. S. Census of Business: 1954*
Central Business District Statistics Bulletin CBD-96—Summary Report
Washington, D. C., 1958

INTRODUCTION

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

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. This bulletin provides a summary of data shown in greater detail in the 95 bulletins for the selected central business districts.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

"The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant, in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially

corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume 11, Non-manufacturing Industries (1949 edition) of the Standard Industrial Classification Manual, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume 11 of the Standard Industrial Classification Manual.

Retail Trade, as defined in the Standard Industrial Classification Manual, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "non-store" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business.

METHOD OF ENUMERATION

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

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of

the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the Standard Industrial Classification Manual. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than \$2,500 in that year; for the service trades the dollar volume limitation used was \$1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under \$500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to

those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Other publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

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

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multi-unit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This is the case in the retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the Standard Industrial Classification Manual as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 Census, as well as the items of information collected for classification purposes, differed from those of

the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchandise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R-1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, alc, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in 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, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equip-

ment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

Summary Report

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SUMMARY REPORT

Table 1. RETAIL STORES: 1954—CENTRAL BUSINESS DISTRICTS

Ranked by Population of Standard Metropolitan Area

[Does not include non-store retailers (mail order, direct selling, merchandise vending machine operators)]

City	Population of standard metropolitan area, 1950	Central business district		Entire city		Standard metropolitan area		Percent of city sales in central business district, 1954	Percent of standard metropolitan area sales in central business district, 1954
		1954 sales (\$1,000)	Percent change 1948 to 1954 ¹	1954 sales (\$1,000)	Percent change, 1948 to 1954 ¹	1954 sales (\$1,000)	Percent change, 1948 to 1954 ¹		
Manhattan Borough, N. Y.		2,185,107	4.9	3,926,217	7.3			255.6	14.2
Newark, N. J.		279,694	3.4	639,078	13.7			43.8	1.8
Brooklyn Borough, N. Y.	12,911,994	263,127	-6.5	2,170,663	9.8	15,433,091	25.4	212.1	1.7
Paterson, N. J.		82,655	1.6	200,215	12.8			41.3	0.5
Yonkers, N. Y.		34,455	-0.9	161,798	39.1			21.3	0.2
Chicago, Ill.	5,495,364	714,784	-5.1	4,444,333	17.0	6,898,919	27.8	16.1	10.4
Gary, Ind.		70,934	4.3	181,620	31.6			39.1	6.1
Los Angeles, Calif.		421,003	-6.7	2,918,354	28.4			14.4	1.0
Long Beach, Calif.	4,367,911	121,266	29.8	475,470	56.3	6,903,325	50.5	25.5	1.8
Pasadena, Calif.		112,962	15.4	237,946	27.1			47.5	1.6
Philadelphia, Pa.		606,024	-6.0	2,260,856	17.3			26.8	14.9
Camden, N. J.	3,671,048	51,921	18.6	162,996	20.0	4,060,541	30.6	31.9	1.3
Detroit, Mich.		3,016,197	-11.1	2,474,001	21.6			4,106,958	39.4
Boston, Mass.		434,376	2.7	1,249,541	23.9			34.8	15.2
San Francisco, Calif.		410,336	0.7	1,154,020	12.7			35.6	13.9
Oakland, Calif.	2,240,767	186,590	0.6	553,735	9.8	2,958,649	28.6	33.7	6.3
Berkeley, Calif.		41,186	6.4	120,191	17.8			34.3	1.4
Pittsburgh, Pa.		304,167	-16.1	872,725	3.1			21.2	13.7
St. Louis, Mo.		1,681,281	-10.2	1,130,491	18.9			32.5	12.2
Cleveland, Ohio		1,465,511	3.7	1,330,593	17.6			19.2	19.6
Washington, D. C.		413,072	-2.0	1,187,005	8.8			35.8	20.6
Baltimore, Md.		1,337,373	-1.8	1,163,700	(D)			14.8	15.8
Minneapolis, Minn.		249,308	8.3	786,482	(D)			20.1	17.4
St. Paul, Minn.		115,167	-5.5	400,765	(D)			28.7	8.1
Raffalo, N. Y.		208,731	3.6	769,272	19.4			33.5	27.1
Cincinnati, Ohio		945,402	8.1	265,588	8.1			31.1	23.7
Milwaukee, Wis.		871,047	-1.0	931,027	20.5			26.6	16.6
Kansas City, Mo.		182,089	3.7	709,763	20.3			(D)	(D)
Kansas City, Kans.		814,357	29.1	149,292	39.0			(D)	(D)
Houston, Tex.		806,701	10.2	1,035,297	51.6			33.6	31.8
Providence, R. I.		737,203	-8.6	339,921	8.6			17.7	14.8
Seattle, Wash.		732,992	5.1	780,580	35.9			760,197	22.1
Portland, Oreg.		704,829	-2.6	629,914	18.3			872,568	20.8
New Orleans, La.		685,405	25.7	647,809	25.5			745,259	34.5
Atlanta, Ga.		671,797	3.6	673,193	46.3			881,086	29.9
Dallas, Tex.		166,719	-1.7	894,838	56.4			1,030,850	16.2
Louisville, Ky.		276,900	15.0	543,588	36.8			707,802	40.8
Denver, Colo.		263,832	3.3	699,036	39.4			847,353	27.8
Birmingham, Ala.		588,928	2.0	415,377	24.3			523,714	30.7
San Diego, Calif.		556,808	-1.1	516,828	42.3			790,211	14.9
Indianapolis, Ind.		551,777	10.5	738,916	33.5			794,270	36.9
Youngstown, Ohio		528,498	-6.4	(D)	(D)			579,339	15.6
Albany, N. Y.		514,490	76.0	76,080	6.2			602,119	12.6
Columbus, Ohio		503,410	9.5	613,914	37.3			706,294	28.5
San Antonio, Tex.		500,460	2.8	514,427	40.3			514,124	33.5
Miami, Fla.		495,084	11.2	600,547	56.7			972,416	12.8
Rochester, N. Y.		487,632	10.4	528,910	29.2			612,826	33.3
Memphis, Tenn.		482,393	-7.3	526,743	(D)			558,185	22.4
Dayton, Ohio		457,333	6.1	453,538	35.9			596,984	27.8
Allentown, Pa.		437,824	65.2	160,337	16.8			517,186	14.3
Alron, Ohio		410,032	110.2	382,249	23.3			453,562	21.5
Toledo, Ohio		395,551	140.8	433,088	15.1			498,453	28.3
Omaha, Nebr.		366,395	135.7	384,469	27.5			477,484	28.4
Ft. Worth, Tex.		361,223	140.9	477,431	47.9			533,520	29.5
Honolulu, T. H.		355,020	68.4	277,186	15.4			326,636	24.7
Syracuse, N. Y.		341,719	130.3	329,198	19.7			438,503	25.7
Phoenix, Ariz.		331,770	119.3	310,981	51.3			486,078	24.6
Richmond, Va.		328,050	144.4	376,140	20.7			409,765	35.2
Oklahoma City, Okla.		325,352	95.5	396,930	41.1			437,017	21.9
Nashville, Tenn.		321,758	124.5	300,132	28.2			361,850	34.4
Jacksonville, Fla.		304,029	89.7	(D)	(D)			420,188	21.4
San Jose, Calif.		290,547	114.7	224,710	53.3			459,247	25.0
Grand Rapids, Mich.		288,292	93.6	308,152	34.4			384,296	24.4
Utica, N. Y.		284,262	72.5	130,630	11.0			301,887	24.0
Sacramento, Calif.		277,140	148.5	346,501	48.2			453,363	32.8
Fresno, Calif.		276,515	84.1	243,234	32.8			365,007	23.1
Worcester, Mass.		276,336	101.8	260,271	19.6			314,548	32.4
Salt Lake City, Utah		274,895	94.7	297,448	39.1			360,727	26.2
Flint, Mich.		270,963	138.3	325,596	70.5			413,706	33.4
Wilmington, Del.		268,387	85.7	231,316	28.2			374,455	22.9
New Haven, Conn.		264,622	76.4	241,984	19.5			335,488	22.8
Sarantown, Pa.		257,396	61.4	137,874	4.5			216,778	44.5
Reading, Pa.		255,740	25.7	150,537	21.6			260,500	27.8
Tulsa, Okla.		251,686	112.3	322,075	44.6			357,597	31.4
Chattanooga, Tenn.		246,433	62.0	218,977	33.0			265,572	23.4
Mobile, Ala.		231,105	70.7	181,350	32.5			233,273	30.4
Trenton, N. J.		229,781	76.5	231,885	42.5			322,067	23.8
Des Moines, Iowa		226,010	150.3	278,434	16.4			303,944	49.5
Wichita, Kans.		222,290	125.2	(D)	(D)			367,731	34.1
Spokane, Wash.		221,561	137.2	265,474	36.0			305,791	44.9
Erie, Pa.		219,388	69.9	183,772	19.1			245,676	28.5
Charlotte, N. C.		197,052	127.2	231,975	30.8			251,263	50.8
Little Rock, Ark.		196,685	89.6	160,529	25.7			160,529	41.4
El Paso, Tex.		194,968	93.9	(D)	(D)			241,630	52.6
Ft. Wayne, Ind.		183,722	104.0	203,733	23.2			232,323	44.8
Shreveport, La.		176,547	83.0	201,390	33.3			243,777	34.1
Corpus Christi, Tex.		165,471	66.2	194,105	58.2			221,206	47.2
Austin, Tex.		160,980	85.2	179,142	34.4			181,523	32.1
Evansville, Ind.		160,422	81.0	175,680	29.0			179,646	46.2
Waterbury, Conn.		154,656	112.2	134,748	23.8			181,545	40.0
Rockford, Ill.		152,385	56.7	172,191	27.6			199,324	28.5
Savannah, Ga.		151,481	99.1	143,953	33.7			151,875	33.0
Montgomery, Ala.		138,965	88.2	146,600	43.2			150,368	58.7
New Bedford, Mass.		137,469	37.1	120,124	14.8			137,711	27.3
Fall River, Mass.		137,298	35.0	113,867	12.8			134,205	26.1

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. ¹Minus sign (-) denotes decrease. ²Percent of borough sales.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 2 RETAIL STORES 1954—PERCENT CHANGE FROM 1948 IN SALES OF CENTRAL BUSINESS DISTRICTS, CITIES, AND STANDARD METROPOLITAN AREAS

Ranked by Percent Change in Central Business District Sales

[Does not include non-store retailers (mail order, direct selling, merchandise vending machine operators)]

City	Population of standard metropolitan area, 1950		Percent change ¹		
	Total	Percent inside city	Central business district	Entire city	Standard metropolitan area
Flint, Mich.	270,963	60.2	36.1	70.5	72.0
Long Beach, Calif.	4,367,911	5.7	29.8	56.3	50.5
Kansas City, Kans.	814,357	15.9	29.1	39.0	(D)
Charlotte, N. C.	197,052	68.0	24.5	30.8	41.4
Montgomery, Ala.	138,965	76.7	24.3	43.2	39.8
Mobile, Ala.	231,105	55.8	24.2	32.5	38.6
El Paso, Tex.	194,968	66.9	22.9	(D)	52.6
San Jose, Calif.	290,547	32.8	19.7	53.3	65.1
Corpus Christi, Tex.	165,471	65.4	19.4	58.2	57.2
Camden, N. J.	3,671,048	3.4	18.6	20.0	30.6
Wichita, Kans.	222,290	75.7	18.3	(D)	66.1
Pasadena, Calif.	4,367,911	2.4	15.4	27.1	50.5
Louisville, Ky.	576,900	64.0	15.0	36.8	40.8
Spokane, Wash.	221,561	73.0	14.2	36.0	38.8
Omaha, Nebr.	366,395	68.5	13.8	27.5	27.7
Shreveport, La.	176,547	72.1	12.6	33.3	47.2
Jacksonville, Fla.	304,029	67.3	12.6	(D)	57.2
Fort Worth, Tex.	361,253	77.2	11.9	47.9	(D)
Savannah, Ga.	151,481	79.0	11.4	33.7	26.6
Miami, Fla.	495,084	50.4	11.2	56.7	69.5
Phoenix, Ariz.	331,770	32.2	11.2	51.3	58.3
Waterbury, Conn.	154,656	67.4	11.2	23.8	30.8
Rockford, Ill.	152,385	61.0	10.9	27.6	24.3
Indianapolis, Ind.	551,777	77.4	10.5	33.5	34.1
Allentown, Pa.	437,824	24.4	10.5	16.8	17.4
Rochester, N. Y.	487,632	68.2	10.4	29.2	28.2
Utica, N. Y.	284,262	35.7	10.4	11.0	20.9
Chattanooga, Tenn.	246,453	53.2	10.3	33.0	36.0
Evansville, Ind.	160,422	80.2	10.3	29.0	22.3
Houston, Tex.	806,701	73.9	10.2	51.6	48.6
Syracuse, N. Y.	341,719	64.6	10.1	19.7	30.3
New Orleans, La.	685,405	83.2	9.8	25.5	37.4
Columbus, Ohio.	503,410	74.7	9.5	37.3	43.4
Austin, Tex.	160,980	82.3	8.8	34.4	32.1
Tulsa, Okla.	251,686	72.6	8.7	44.6	45.3
Minneapolis, Minn.	1,116,509	46.7	8.3	(D)	(D)
Cincinnati, Ohio.	904,402	55.7	8.1	25.1	31.1
Little Rock, Ark.	196,685	52.0	7.4	25.7	25.2
Sacramento, Calif.	277,140	49.6	6.9	48.2	54.1
Trenton, N. J.	229,781	55.7	6.8	42.5	37.1
New Haven, Conn.	264,622	62.1	6.7	19.5	32.2
Fresno, Calif.	276,515	33.2	6.5	32.8	29.2
Berkeley, Calif.	2,240,767	5.1	6.4	17.8	28.6
Albany, N. Y.	514,490	26.2	6.2	20.5	(D)
Dayton, Ohio.	457,333	53.3	6.1	35.9	38.1
Wilmington, Del.	268,387	41.1	5.7	28.2	40.3
Cleveland, Ohio.	1,465,511	62.4	5.5	17.6	31.2
Fort Wayne, Ind.	183,722	72.7	5.5	23.2	24.4
Seattle, Wash.	732,992	63.8	5.1	35.9	35.7
Manhattan Borough, N. Y.	12,911,994	61.1	4.9	7.3	25.4
Gary, Ind.	5,495,364	2.4	4.3	31.6	27.8
Akron, Ohio.	410,032	67.0	3.9	23.3	32.3
Grand Rapids, Mich.	283,292	61.2	3.9	34.4	35.8
Kansas City, Mo.	814,357	56.1	3.7	20.3	(D)
Atlanta, Ga.	671,797	49.3	3.7	46.3	45.7
Buffalo, N. Y.	1,089,230	53.3	3.6	19.4	33.5
Hewark, N. J.	12,911,994	3.4	3.4	13.7	25.3
Denver, Colo.	563,832	73.7	3.3	39.4	52.7
San Antonio, Tex.	500,460	81.6	2.8	40.3	41.6
Boston, Mass.	2,369,986	33.8	2.7	23.9	35.1
Richmond, Va.	328,050	70.2	2.5	20.7	24.5
Des Moines, Iowa.	226,010	78.7	2.3	16.4	18.4
New Bedford, Mass.	137,469	79.4	2.3	14.8	19.9
Birmingham, Ala.	558,928	58.3	2.0	24.3	21.0
Honolulu, T. H.	353,020	70.3	1.9	15.4	18.6
Paterason, N. J.	12,911,994	1.2	1.6	12.8	25.4
Nashville, Tenn.	321,758	54.2	1.5	28.2	33.0
San Francisco, Calif.	2,240,767	14.6	0.7	12.7	28.6
Oakland, Calif.	2,240,767	17.2	0.6	9.8	28.6
Erie, Pa.	219,388	59.6	-0.4	19.1	19.4
Yonkers, N. Y.	12,911,994	1.2	-0.9	39.1	25.4
San Diego, Calif.	556,808	60.1	-1.1	42.3	57.4
Milwaukee, Wis.	871,047	73.2	-1.5	27.9	26.6
Dallas, Tex.	614,799	70.7	-1.7	56.4	58.9
Baltimore, Md.	1,337,373	71.0	-1.8	(D)	(D)
Washington, D. C.	1,464,089	54.8	-2.0	8.8	35.8
Salt Lake City, Utah.	274,895	66.3	-2.2	39.1	38.0
Toledo, Ohio.	395,551	76.8	-2.5	15.1	17.2
Portland, Oreg.	704,829	53.0	-2.6	18.3	20.0
Fall River, Mass.	137,298	81.5	-3.3	12.8	19.5
Oklahoma City, Okla.	325,352	74.8	-3.3	41.1	42.0
Saratoga, Pa.	257,396	48.8	-4.8	4.5	9.5
Worcester, Mass.	276,336	73.6	-5.0	19.6	25.1
Chicago, Ill.	5,495,364	65.9	-5.1	17.0	27.8
S. Paul, Minn.	1,116,509	27.9	-5.5	(D)	(D)
Philadelphia, Pa.	3,671,048	56.4	-6.0	17.3	30.6
Reading, Pa.	255,740	42.7	-6.0	11.6	17.0
Youngstown, Ohio.	528,498	31.9	-6.4	(D)	27.8
Brooklyn Borough, N. Y.	12,911,994	21.2	-6.5	9.3	25.4
Los Angeles, Calif.	4,367,911	45.1	-6.7	28.4	50.5
Memphis, Tenn.	482,393	82.1	-7.3	(D)	(D)
Providence, R. I.	737,203	33.7	-8.6	8.6	19.7
St. Louis, Mo.	1,681,281	61.0	-11.0	18.9	32.5
Detroit, Mich.	3,016,197	61.3	-11.1	21.6	39.4
Pittsburgh, Pa.	2,213,236	30.6	-16.1	3.1	15.1

(D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero. ¹Minus sign (-) denotes decrease.

SUMMARY REPORT

Table 3. RETAIL STORES: 1954 AND 1948—CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF STANDARD METROPOLITAN AREA SALES AND CITY SALES

Ranked by Standard Metropolitan Area Sales in 1954

[Does not include non-store retailers (mail order, direct selling, merchandise vending machine operators)]

City	Standard metropolitan area sales, 1954 (\$1,000)	Percent of standard metropolitan area sales in central business district		Percent of city sales in central business district	
		1954	1948	1954	1948
Manhattan Borough, N. Y.		14.2	16.9	155.6	56.9
Newark, N. J.		1.8	2.2	43.8	48.1
Brooklyn Borough, N. Y.	15,433,091	1.7	2.3	12.1	14.2
Peterson, N. J.		0.5	0.7	41.3	45.8
Yonkers, N. Y.		0.2	0.3	21.3	25.9
Los Angeles, Calif.		6.1	9.8	13.6	19.8
Long Beach, Calif.	6,903,325	1.8	2.0	26.2	30.7
Pasadena, Calif.		1.6	2.1	47.5	52.3
Chicago, Ill.		10.4	14.0	16.1	19.8
Gary, Ind.	6,898,919	1.0	1.3	39.1	49.3
Detroit, Mich.	4,106,958	9.9	15.5	16.4	22.4
Philadelphia, Pa.		14.9	20.7	26.8	33.4
Camden, N. J.	4,060,541	1.3	1.4	31.9	32.2
San Francisco, Calif.		13.9	17.7	35.6	39.8
Oakland, Calif.	2,958,649	6.3	8.1	33.7	36.8
Berkeley, Calif.		1.4	1.7	34.3	37.9
Boston, Mass.	2,855,379	15.2	20.0	34.8	41.9
Pittsburgh, Pa.	2,232,049	13.7	18.9	34.8	42.8
St. Louis, Mo.	2,016,650	12.2	18.0	21.8	28.9
Washington, D. C.	1,981,956	20.8	28.9	34.8	38.6
Cleveland, Ohio	1,923,462	19.6	24.4	28.4	31.6
Baltimore, Md.	1,480,176	15.8	(D)	20.1	(D)
Minneapolis, Minn.		17.4	(D)	31.7	(D)
St. Paul, Minn.	1,426,848	8.1	(D)	28.7	(D)
Buffalo, N. Y.	1,330,466	15.7	20.2	27.1	31.3
Kansas City, Mo.	(D)	(D)	21.2	25.7	29.8
Kansas City, Kans.		(D)	4.7	33.6	36.2
Houston, Tex.	1,194,837	31.8	42.9	36.7	50.5
Milwaukee, Wis.	1,144,581	16.6	21.4	20.5	25.0
Cincinnati, Ohio	1,119,117	23.7	28.8	35.2	40.7
Dallas, Tex.	1,030,850	16.2	26.2	18.6	29.6
Miami, Fla.	972,416	12.8	19.5	20.7	29.1
Seattle, Wash.	968,181	22.1	28.6	27.3	35.5
Atlanta, Ga.	881,086	29.9	42.0	39.1	55.2
Portland, Oreg.	872,568	20.8	25.7	28.9	35.1
Denver, Colo.	847,353	21.7	32.0	27.8	37.6
Indianapolis, Ind.	794,270	36.9	44.8	39.7	47.9
San Diego, Calif.	790,211	14.9	23.7	22.8	32.8
Providence, R. I.	770,197	14.8	19.4	33.6	40.0
New Orleans, La.	749,259	34.3	43.0	41.0	46.9
Louisville, Ky.	707,802	31.5	38.6	40.6	48.8
Columbus, Ohio	706,294	28.5	37.3	32.8	41.1
Rochester, N. Y.	612,826	33.3	38.6	38.5	45.1
Albany, N. Y.	602,119	12.6	(D)	35.7	40.5
Dayton, Ohio	596,984	27.8	36.2	36.6	46.9
Youngstown, Ohio	579,339	15.6	21.3	(D)	47.6
Memphis, Tenn.	558,185	22.4	(D)	23.8	(D)
San Antonio, Tex.	540,124	33.5	46.2	35.2	48.0
Fort Worth, Tex.	533,520	26.4	(D)	29.5	39.0
Birmingham, Ala.	523,714	30.7	36.5	38.8	47.2
Akron, Ohio	513,562	21.5	27.4	28.9	34.3
Toledo, Ohio	498,453	28.3	34.0	32.5	38.4
Phoenix, Ariz.	486,078	24.6	34.9	38.4	52.2
Omaha, Nebr.	477,484	28.4	31.9	35.3	39.6
San Jose, Calif.	459,247	25.0	34.5	51.1	65.4
Allentown, Pa.	457,186	14.3	15.2	40.1	43.0
Sacramento, Calif.	453,363	32.8	47.0	42.9	59.2
Syracuse, N. Y.	438,503	29.7	35.2	39.6	43.1
Oklahoma City, Okla.	437,017	21.9	32.1	24.1	35.3
Jacksonville, Fla.	420,188	21.4	29.9	(D)	32.9
Flint, Mich.	413,706	33.4	42.2	42.5	53.2
Richmond, Va.	409,765	35.2	42.8	38.4	45.2
Grand Rapids, Mich.	384,296	24.4	31.8	30.4	39.3
Wilmington, Del.	374,455	22.9	30.4	37.1	44.9
Wichita, Kans.	367,731	34.1	47.9	(D)	53.5
Fresno, Calif.	365,007	23.1	28.0	34.6	43.2
Nashville, Tenn.	361,850	34.4	45.1	41.5	52.5
Salt Lake City, Utah	360,727	26.2	36.9	31.7	45.1
Tulsa, Okla.	357,597	31.4	42.0	34.9	46.4
New Haven, Conn.	335,488	22.8	28.2	31.6	35.4
Honolulu, T. H.	326,636	21.0	24.4	24.7	28.0
Trenton, N. J.	322,067	23.8	30.6	33.1	44.1
Worcester, Mass.	314,548	32.4	42.6	39.1	49.2
Spokane, Wash.	305,791	44.9	54.6	51.7	61.6
Des Moines, Iowa	303,944	49.5	57.3	54.0	61.5
Utica, N. Y.	301,887	24.0	26.3	55.5	56.0
Chattanooga, Tenn.	265,572	23.4	28.8	28.3	34.2
Reading, Pa.	260,500	27.8	34.6	48.2	57.2
Charlotte, N. C.	251,263	50.8	57.6	55.0	62.6
Erie, Pa.	245,676	28.5	34.1	38.1	45.5
Shreveport, La.	243,777	34.1	44.6	41.3	48.8
El Paso, Tex.	241,630	38.9	48.2	(D)	54.1
Mobile, Ala.	233,273	30.4	33.9	39.1	41.7
Fort Wayne, Ind.	232,323	44.8	52.8	51.1	59.7
Corpus Christi, Tex.	221,206	30.0	39.4	34.1	45.2
Savannah, Ga.	216,778	28.3	32.5	44.5	48.8
Little Rock, Ark.	216,373	41.4	48.3	55.8	65.3
Rockford, Ill.	199,324	28.5	31.9	33.0	38.0
Waterbury, Conn.	181,545	40.0	47.1	53.9	60.0
Austin, Tex.	181,523	47.0	57.1	47.6	58.8
Evansville, Ind.	179,646	45.1	50.1	46.2	54.0
Savannah, Ga.	151,875	39.0	44.7	41.1	49.3
Montgomery, Ala.	150,368	58.7	66.0	60.2	69.3
New Bedford, Mass.	137,711	27.3	32.0	31.3	35.2
Fall River, Mass.	134,205	26.1	32.3	30.8	35.9

Standard notes: (D) Withheld to avoid disclosure.

¹Percent of Borough sales.

CENTRAL BUSINESS DISTRICT STATISTICS

Table 4. RETAIL STORES. 1954 AND 1948—CENTRAL BUSINESS DISTRICT SALES AS PERCENT

[Does not include non-store retailers (mail order, direct)]

City	Total retail stores		Food stores		Eating, drinking places		General merchandise	
	1954	1948	1954	1948	1954	1948	1954	1948
	1 Akron, Ohio.....	21.5	27.4	3.9	5.7	13.5	13.5	78.3
2 Albany, N. Y.....	12.6	(D)	3.1	4.0	15.1	17.0	26.6	(D)
3 Allentown, Pa.....	14.3	15.2	2.8	2.7	9.9	10.2	54.2	45.7
4 Atlanta, Ga.....	29.8	42.0	3.9	3.6	30.7	39.6	64.3	(D)
5 Austin, Tex.....	47.0	57.1	5.8	17.2	33.1	38.7	85.8	92.1
6 Baltimore, Md.....	15.8	(D)	2.9	4.6	13.7	14.4	51.3	(D)
7 Berkeley, Calif.....	1.4	1.7	0.7	1.0	0.6	0.8	2.4	(D)
8 Birmingham, Ala.....	30.7	36.5	8.9	12.1	37.3	39.7	71.2	69.8
9 Boston, Mass.....	15.2	20.0	2.5	3.7	18.7	20.8	58.8	66.9
10 Brooklyn Borough, N. Y.....	1.7	2.3	0.4	0.3	1.1	1.4	6.9	9.6
11 Buffalo, N. Y.....	15.7	20.2	4.5	6.1	20.7	23.1	42.7	50.5
12 Camden, N. J.....	1.3	1.4	1.0	0.9	1.3	1.4	1.4	1.4
13 Charlotte, N. C.....	50.8	57.6	8.8	9.3	37.0	55.2	92.7	93.1
14 Chattanooga, Tenn.....	23.4	28.8	2.7	4.2	15.9	24.9	82.6	83.1
15 Chicago, Ill.....	10.4	14.0	1.3	2.3	11.7	14.0	36.1	40.7
16 Cincinnati, Ohio.....	23.7	28.8	3.7	4.2	16.4	21.8	72.1	75.8
17 Cleveland, Ohio.....	19.6	24.4	2.7	3.8	17.5	22.3	66.5	76.0
18 Columbus, Ohio.....	28.5	37.3	5.0	9.2	22.1	28.9	85.2	93.4
19 Corpus Christi, Tex.....	30.0	39.4	2.4	6.9	23.5	27.9	65.0	75.6
20 Dallas, Tex.....	16.2	26.2	0.4	1.4	17.0	23.4	57.3	69.5
21 Dayton, Ohio.....	27.8	36.2	5.9	7.9	22.7	26.6	88.7	91.8
22 Denver, Colo.....	21.7	32.0	4.0	5.0	28.8	39.0	60.0	73.3
23 Des Moines, Iowa.....	49.5	57.3	7.3	12.1	34.7	45.5	94.2	97.5
24 Detroit, Mich.....	9.9	15.5	1.2	1.7	12.4	13.9	39.8	53.6
25 El Paso, Tex.....	38.9	48.2	9.6	12.9	26.7	43.7	73.9	81.8
26 Erie, Pa.....	28.5	36.1	7.9	10.7	13.6	21.8	85.1	86.8
27 Evansville, Ind.....	45.1	50.1	7.3	9.1	25.4	31.5	93.6	90.6
28 Fall River, Mass.....	22.8	32.3	12.4	18.0	20.0	27.4	84.4	88.9
29 Flint, Mich.....	33.4	42.2	9.4	15.5	18.6	30.0	81.8	86.5
30 Fort Wayne, Ind.....	44.8	52.8	17.6	18.8	32.0	39.3	66.5	94.8
31 Fort Worth, Tex.....	26.4	(D)	1.4	3.1	20.1	29.5	76.4	(D)
32 Fresno, Calif.....	23.1	28.0	2.1	4.4	17.0	22.7	67.6	74.3
33 Gary, Ind.....	1.0	1.3	0.4	0.6	0.4	0.6	3.0	3.1
34 Grand Rapids, Mich.....	24.4	31.8	2.1	5.6	21.0	27.5	88.3	92.5
35 Honolulu, Hawaii.....	21.0	24.4	8.4	11.5	21.5	25.0	35.0	42.2
36 Houston, Tex.....	31.8	42.9	7.4	14.2	25.0	36.5	52.4	61.1
37 Indianapolis, Ind.....	36.9	44.8	6.4	9.4	26.0	34.7	91.8	94.7
38 Jacksonville, Fla.....	21.4	29.9	2.9	5.9	26.4	29.0	81.6	88.3
39 Kansas City, Kans.....	4.7	(D)	1.7	1.7	1.7	1.7	5.6	8.6
40 Kansas City, Mo.....	(D)	21.2	2.2	2.2	17.0	22.3	47.8	55.4
41 Little Rock, Ark.....	41.4	48.3	5.5	11.8	31.6	40.3	90.8	91.0
42 Long Beach, Calif.....	1.8	2.0	0.4	0.7	2.3	1.6	5.6	(D)
43 Los Angeles, Calif.....	6.1	9.8	1.1	1.8	7.3	10.2	21.9	(D)
44 Louisville, Ky.....	31.5	38.6	8.5	13.0	24.0	30.7	64.2	67.1
45 Manhattan Borough, N. Y.....	14.2	16.9	2.8	3.0	24.0	24.4	35.5	42.0
46 Memphis, Tenn.....	22.4	(D)	2.5	2.9	20.6	25.9	59.5	(D)
47 Miami, Fla.....	12.8	19.5	1.9	3.2	10.8	16.5	58.3	64.9
48 Milwaukee, Wis.....	16.6	21.4	1.3	1.4	12.4	15.5	46.8	49.5
49 Minneapolis, Minn.....	17.4	(D)	2.7	4.2	14.7	17.1	56.0	(D)
50 Mobile, Ala.....	30.4	33.9	1.3	2.0	35.0	42.2	79.4	84.0
51 Montgomery, Ala.....	58.7	66.0	22.0	21.8	49.4	57.7	86.2	96.9
52 Nashville, Tenn.....	34.4	45.1	6.8	7.8	28.5	37.9	88.3	92.2
53 New Bedford, Mass.....	27.3	32.0	15.4	17.0	27.0	28.7	84.9	87.2
54 New Haven, Conn.....	22.8	28.2	7.3	7.4	17.3	20.5	74.4	88.4
55 New Orleans, La.....	32.3	43.0	3.9	6.0	32.2	36.3	82.6	86.7
56 Newark, N. J.....	1.8	2.2	0.4	0.5	1.4	1.4	7.2	8.9
57 Oakland, Calif.....	6.3	8.1	2.5	2.8	4.2	6.0	14.7	(D)
58 Oklahoma City, Okla.....	21.9	32.1	0.4	0.8	19.9	30.0	55.9	84.3
59 Omaha, Nebr.....	28.4	31.9	6.0	6.8	23.8	31.1	72.5	70.6
60 Pasadena, Calif.....	1.6	2.1	0.7	1.0	0.7	1.0	7.0	(D)
61 Paterson, N. J.....	0.5	0.7	0.3	0.3	0.3	0.3	1.8	1.9
62 Philadelphia, Pa.....	14.9	20.7	2.6	3.6	16.0	20.6	57.8	70.5
63 Phoenix, Ariz.....	24.6	34.9	2.1	5.4	20.2	29.3	74.8	82.4
64 Pittsburgh, Pa.....	13.7	18.9	2.5	4.8	13.2	13.6	53.0	63.1
65 Portland, Oreg.....	20.8	25.7	5.2	8.9	24.5	28.8	66.5	(D)
66 Providence, R. I.....	14.8	19.4	2.0	3.4	15.0	18.2	60.6	68.9
67 Reading, Pa.....	27.8	34.6	19.8	22.3	22.5	28.5	80.0	86.6
68 Richmond, Va.....	35.2	42.8	11.1	12.5	34.0	38.2	78.8	82.7
69 Rochester, N. Y.....	33.3	38.6	8.6	9.9	24.5	27.5	89.2	92.0
70 Rockford, Ill.....	28.5	31.9	4.9	7.7	15.9	21.4	79.5	84.0
71 St. Louis, Mo.....	12.2	18.0	1.4	2.4	8.7	10.5	49.4	63.2
72 St. Paul, Minn.....	8.1	(D)	1.3	2.7	5.1	7.5	21.5	(D)
73 Sacramento, Calif.....	32.8	47.0	5.2	10.1	40.0	51.5	75.2	91.9
74 Salt Lake City, Utah.....	26.2	36.9	5.6	4.3	30.4	40.6	64.3	71.7
75 San Antonio, Tex.....	33.5	46.2	3.6	6.9	20.1	35.4	80.1	93.3
76 San Diego, Calif.....	14.9	23.7	1.7	3.2	17.2	25.8	43.0	77.7
77 San Francisco, Calif.....	13.9	17.7	2.9	3.7	24.8	26.8	34.2	(D)
78 San Jose, Calif.....	25.0	34.5	7.5	16.0	19.1	27.9	72.2	75.1
79 Savannah, Ga.....	39.0	44.7	14.1	22.7	31.7	35.6	64.5	66.5
80 Scranton, Pa.....	28.3	32.5	7.4	8.0	21.8	22.5	80.3	84.9
81 Seattle, Wash.....	22.1	28.6	4.7	7.7	29.1	31.7	64.4	(D)
82 Shreveport, La.....	34.1	44.6	4.1	6.6	22.4	33.5	74.3	86.6
83 Spokane, Wash.....	44.9	54.6	7.1	11.6	49.6	52.3	90.3	93.8
84 Syracuse, N. Y.....	29.7	35.2	8.8	9.1	25.7	28.0	77.0	83.7
85 Toledo, Ohio.....	28.3	34.0	4.0	4.7	19.7	24.2	85.7	93.7
86 Trenton, N. J.....	23.8	30.6	7.9	7.5	20.0	24.2	65.9	82.0
87 Tulsa, Okla.....	31.4	42.0	2.2	4.5	26.2	44.3	83.0	88.6
88 Utica, N. Y.....	24.0	26.3	12.2	13.8	16.4	19.2	52.6	58.4
89 Washington, D. C.....	20.8	28.9	2.1	3.5	27.3	30.8	51.7	70.5
90 Waterbury, Conn.....	40.0	47.1	22.8	26.0	31.0	37.4	83.2	88.8
91 Wichita, Kans.....	34.1	47.9	6.6	11.3	28.5	40.8	72.3	96.5
92 Wilmington, Del.....	22.9	30.4	11.7	16.8	19.7	24.6	36.6	80.8
93 Worcester, Mass.....	32.4	42.6	11.2	21.0	34.0	39.1	86.8	94.3
94 Yonkers, N. Y.....	0.2	0.3	0.1	0.2	0.2	0.2	0.3	0.4
95 Youngstown, Ohio.....	15.6	21.3	5.2	9.1	13.9	17.2	53.6	62.0

Standard notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

SUMMARY REPORT

OF STANDARD METROPOLITAN AREA SALES, BY KIND-OF-BUSINESS GROUP

(selling, merchandise vending machine operators)

Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, building materials, hardware farm equipment dealers		Drugstores, proprietary stores		Other retail stores		
1954	1948	1954	1948	1954	1948	1954	1948	1954	1948	1954	1948	1954	1948	
58.3	70.0	38.2	42.7	4.3	4.0	3.2	2.3	3.5	12.6	16.8	18.1	21.7	24.6	1
37.7	37.8	18.8	16.4	(D)	(D)	4.6	3.3	4.7	3.4	(D)	(D)	13.7	17.6	2
46.3	40.7	27.8	29.3	0.2	3.9	(D)	(D)	2.1	12.5	(D)	(D)	8.8	12.5	3
58.5	85.2	35.0	47.9	37.1	49.3	4.9	9.2	5.8	8.7	20.9	29.3	28.5	(D)	4
89.7	92.9	42.7	71.2	65.2	73.0	10.3	16.5	62.5	70.2	34.2	45.3	51.6	53.3	5
39.7	48.5	25.2	31.3	0.6	0.6	1.0	1.3	1.3	1.8	9.1	12.0	23.2	24.4	6
2.4	2.4	1.7	2.1	2.1	2.3	0.9	1.0	1.7	2.4	1.3	2.0	1.1	(D)	7
75.2	83.8	58.5	61.4	12.5	10.6	6.9	7.6	13.5	15.3	13.3	19.6	43.2	47.2	8
23.5	38.5	21.2	19.4	0.3	0.4	1.0	1.0	3.0	3.7	4.7	5.7	15.7	18.0	9
4.4	4.8	1.8	2.0	0.6	0.3	0.2	0.2	0.3	0.4	0.7	0.9	1.0	1.5	10
40.6	50.3	22.2	26.6	0.6	0.8	6.3	6.9	4.5	6.2	12.6	16.7	26.0	26.6	11
2.7	3.1	2.8	3.8	0.4	0.1	0.5	0.6	1.9	1.6	1.3	1.7	1.3	1.4	12
89.5	95.3	52.6	61.1	77.5	76.2	12.5	24.1	3.7	6.5	33.9	58.0	59.1	69.0	13
71.8	82.6	35.4	41.5	(D)	(D)	(D)	(D)	14.6	15.1	16.8	19.3	22.6	27.3	14
23.9	29.1	9.8	10.9	0.7	1.1	0.4	0.3	1.6	1.8	7.0	8.3	15.7	17.1	15
57.9	57.5	25.5	34.6	14.1	16.5	3.1	4.5	15.8	18.3	14.4	16.4	29.7	33.6	16
38.5	52.5	19.7	20.8	9.1	8.2	1.1	1.3	2.2	1.6	9.1	12.7	24.2	23.0	17
62.1	83.2	38.5	50.6	12.0	12.1	3.2	4.9	8.0	11.0	13.1	19.5	35.8	41.3	18
68.6	77.0	20.3	31.5	59.9	65.4	8.9	6.3	1.5	4.1	13.2	28.1	33.5	49.5	19
42.4	79.8	17.6	25.4	(D)	(D)	0.4	(D)	2.5	2.5	13.4	19.1	28.0	38.4	20
66.9	80.6	36.1	51.1	9.4	19.6	3.1	3.7	8.9	14.0	22.0	32.9	29.8	31.6	21
70.4	81.7	24.2	44.1	6.2	8.2	1.5	3.4	5.9	8.7	17.6	24.6	42.1	53.5	22
88.0	94.1	59.0	82.7	72.5	67.3	6.1	10.1	21.7	22.6	34.9	49.4	59.5	64.9	23
29.6	43.1	7.2	12.9	0.2	0.1	0.5	0.7	0.9	1.0	6.8	10.2	15.8	19.9	24
79.7	94.4	70.9	77.0	37.1	43.2	11.8	20.4	14.4	13.7	33.6	45.0	46.7	56.0	25
69.8	77.2	33.8	42.0	28.1	32.5	4.4	8.5	13.6	18.0	31.5	38.5	34.5	36.5	26
37.0	52.8	16.3	47.8	74.3	64.8	3.5	13.0	5.4	17.4	29.7	47.2	55.3	53.0	27
66.0	73.8	34.5	38.7	2.1	4.8	2.2	2.6	8.2	8.2	28.1	34.2	28.6	31.8	28
81.1	80.0	62.9	70.6	34.1	53.6	6.9	12.2	21.2	35.6	25.6	39.4	40.7	49.7	29
92.0	93.8	51.4	61.7	58.4	58.2	14.2	21.9	15.5	19.2	36.0	43.8	42.7	47.4	30
75.4	91.3	31.3	45.1	23.2	25.3	2.4	5.5	3.2	8.9	13.4	25.4	29.3	32.7	31
72.8	80.0	49.1	48.2	22.7	24.4	4.3	6.1	5.8	13.4	33.3	44.8	23.6	25.9	32
2.0	2.3	1.6	2.0	0.7	1.0	0.2	0.2	0.2	0.3	1.1	1.4	0.9	0.7	33
66.8	67.3	25.0	37.1	11.7	17.4	2.3	3.8	4.7	7.6	14.4	20.7	25.9	31.4	34
61.5	69.0	44.1	30.1	2.2	2.4	3.5	4.8	1.8	5.5	32.2	35.2	37.9	40.7	35
67.0	84.3	39.8	43.9	52.1	63.9	7.6	14.2	9.7	14.1	25.3	36.1	37.2	54.9	36
66.9	87.2	47.7	59.0	33.7	36.9	9.8	14.8	11.3	16.7	18.6	25.4	45.7	45.1	37
77.1	89.1	48.2	40.9	2.0	6.2	1.6	2.9	6.7	9.8	18.5	33.3	20.9	32.8	38
6.1	7.0	7.8	8.3	6.6	6.6	0.5	1.0	2.4	1.6	4.3	4.6	(D)	4.2	39
55.5	64.1	25.2	37.2	3.3	4.4	1.0	1.4	5.4	3.2	13.2	14.6	(D)	25.4	40
75.9	89.7	38.6	40.6	47.9	50.7	17.0	22.2	22.3	15.9	35.6	42.7	39.9	49.0	41
4.9	4.5	1.8	3.0	0.8	0.6	0.4	0.4	0.4	0.4	2.1	2.1	1.9	(D)	42
16.1	21.8	7.3	10.4	1.4	2.8	0.6	0.8	1.0	0.8	5.8	9.3	10.0	(D)	43
73.9	81.8	41.4	44.0	39.1	43.1	5.3	7.5	7.7	11.5	25.2	33.0	37.2	41.5	44
71.9	84.7	24.4	30.7	(D)	(D)	3.1	2.8	4.6	3.7	19.1	19.8	(D)	(D)	45
31.1	41.3	10.9	18.4	(D)	3.0	2.6	1.5	(D)	13.8	33.8	16.1	24.5	46	46
42.4	48.4	20.0	21.9	12.6	12.7	(D)	2.8	(D)	4.2	8.4	12.4	20.9	25.0	47
45.4	48.3	15.0	21.0	8.3	7.8	1.0	1.1	3.3	6.3	10.0	14.6	17.4	19.5	48
79.5	88.2	29.3	37.0	26.5	10.7	4.0	6.3	10.0	12.5	34.9	40.1	41.9	51.0	49
90.7	97.9	78.2	84.8	72.7	73.7	19.3	34.0	38.6	40.2	54.1	62.8	68.3	90.9	50
80.1	89.1	71.8	71.0	14.4	36.7	2.9	6.2	28.1	40.2	20.6	25.2	49.7	45.3	51
62.8	44.5	33.9	35.6	2.6	4.8	5.5	6.0	22.7	21.1	16.9	21.2	(D)	30.0	52
62.7	74.3	41.3	46.0	2.6	1.9	2.2	4.4	16.2	15.5	22.7	33.8	53
30.6	33.4	16.4	16.5	1.4	2.8	0.9	1.1	4.0	4.0	10.5	13.0	16.7	17.8	54
(D)	86.0	35.2	36.2	(D)	37.6	4.4	7.5	6.4	8.1	(D)	26.0	58.8	53.7	55
3.2	3.2	1.6	2.0	1.0	1.5	0.2	0.3	0.3	0.5	0.8	1.1	1.4	1.7	56
15.9	18.4	13.1	14.0	2.3	2.3	1.5	1.9	3.6	3.3	7.8	7.9	7.4	(D)	57
69.1	87.2	34.8	54.0	9.5	8.0	1.1	1.7	3.6	4.3	15.4	23.1	41.9	52.0	58
66.4	73.5	49.1	50.8	19.6	20.4	7.3	11.9	14.2	12.3	23.7	29.2	34.1	36.5	59
2.9	3.7	1.5	1.8	0.7	0.7	0.6	0.8	0.8	1.2	1.5	2.1	1.3	(D)	60
1.1	1.3	1.0	1.1	0.1	0.1	0.1	0.1	0.1	0.2	0.4	0.6	0.3	0.4	61
34.7	42.0	15.0	17.4	1.8	2.4	0.8	1.4	2.6	2.8	8.8	12.3	14.5	17.8	62
68.6	87.4	26.8	39.6	35.7	48.8	6.5	9.6	5.6	8.1	19.8	32.0	23.1	32.5	63
25.3	25.9	15.2	12.6	2.0	1.6	0.3	1.1	4.1	4.4	6.1	8.3	19.0	20.6	64
70.8	79.0	26.3	32.4	0.4	(D)	3.3	(D)	4.8	6.7	22.9	27.1	23.9	(D)	65
40.1	42.7	19.4	23.5	1.5	2.2	1.2	1.8	16.4	14.5	9.2	10.9	11.8	18.7	66
75.7	83.6	41.9	51.3	9.5	14.3	3.7	5.8	11.4	11.6	33.5	38.0	21.6	26.9	67
77.7	82.8	45.4	56.9	(D)	(D)	8.6	(D)	22.1	35.3	(D)	32.8	(D)	56.1	68
70.8	70.8	46.3	57.4	25.0	36.3	3.7	4.7	4.8	5.2	17.2	17.9	41.5	33.8	69
79.6	85.2	24.5	28.0	35.8	38.6	1.9	3.3	5.5	5.9	42.6	47.6	32.5	25.3	70
33.4	42.5	14.3	22.8	0.2	0.4	1.3	1.6	6.3	8.2	16.4	19.5	71
23.9	27.5	13.3	18.7	3.9	3.3	(D)	1.7	(D)	0.9	5.6	9.9	10.4	16.1	72
73.1	88.5	47.5	66.9	48.2	58.5	7.0	10.9	6.8	12.0	39.3	52.6	37.7	52.0	73
82.8	89.9	36.2	49.8	10.1	15.3	4.8	7.4	12.9	29.2	50.6	30.6	44.5	74	74
83.5	93.1	50.3	61.5	31.1	51.9	2.9	7.3	6.1	12.0	29.2	38.2	43.2	46.6	75
49.3	63.6	11.2	23.0	8.5	15.0	2.3	4.0	4.4	3.1	17.1	26.2	24.8	29.0	76
33.2	39.9	15.6	24.0	3.5	5.3	3.5	5.3	2.3	1.7	11.1	15.9	21.3	(D)	77
51.7	62.7	31.1	39.9	34.8	40.5	4.9	10.3	6.4	10.5	31.0	39.7	24.1	36.8	78
87.7	88.7	60.4	98.7	44.6	63.3	6.3	12.2	17.2	15.9	27.6	44.4	48.5	49.5	79
69.0	71.2	50.6	62.8	8.0	7.0	2.7	2.8	17.6	20.9	24.5	29.0	25.1	25.5	80
65.9	78.4	26.1	34.7	0.1	0.2	3.1	4.9	5.6	9.4	24.2	30.4	22.9	(D)	81
80.8	90.3	44.6	47.3	44.6	53.2	6.1	13.3	14.6	17.7	21.1	26.2	41.3	46.6	82
89.8	95.1	42.4	59.1	65.2	80.6	11.0	18.4	7.8	6.3	54.1	64.5	42.1	48.6	83
82.0	84.0	51.0	64.8	15.5	17.0	8.1	10.0	5.1	8.4	27.3	36.4	35.0	34.8	84
63.8	74.8	33.2	39.4	20.1	20.1	0.9	1.0	9.5	6.7	19.6	28.1	35.4	38.5	85
73.3	78.8	52.4	65.0	1.9	7.5	3.2	3.3	8.0	10.3	17.7	16.3	17.9	24.5	86
75.1	93.2	25.9	39.3	25.0	30.6	10.2	14.1	13.8	24.9	32.5	35.7	54.3	65.9	87
56.6	62.4	32.5	32.4	29.5	29.8	4.8	6.9	12.7	15.7	23.5	22.4	22.7	23.2	88
51.0	66.0	37.3	41.2	5.9	9.9	2.5	2.9	4.8	4.5	19.0	23.4	32.9	32.9	89
85.9	84.7	68.3	79.2	39.5	46.7	9.3	20.4	20.4	39.0	28.2	40.0	34.9	34.2	90
75.5	92.0	49.0	73.7	29.7	35.8	10.0	15.2	34.7	39					

CENTRAL BUSINESS DISTRICT STATISTICS

Table 5. RETAIL STORES, 1954 AND 1948—CENTRAL BUSINESS DISTRICT

[Does not include non-store retailers (mail order, direct

City	Retail stores, total		Food stores		Eating, drinking places		General merchandise group		Apparel accessories stores	
	1954	1948	1954	1948	1954	1948	1954	1948	1954	1948
1 Akron, Ohio.....	100.0	100.0	4.4	4.9	5.2	4.3	55.5	57.2	12.3	13.0
2 Albany, N. Y.....	100.0	100.0	6.5	6.7	10.3	11.3	18.6	18.6	29.7	31.0
3 Allentown, Pa.....	100.0	100.0	4.7	4.3	5.1	5.2	46.9	37.5	20.8	23.3
4 Atlanta, Ga.....	100.0	100.0	2.9	1.7	6.1	6.4	36.4	33.8	12.3	15.7
5 Austin, Tex.....	100.0	100.0	2.6	6.1	5.4	5.5	17.3	18.6	17.0	14.2
6 Baltimore, Md.....	100.0	100.0	4.7	5.7	9.9	7.8	45.3	47.3	16.1	17.8
7 Berkeley, Calif.....	100.0	100.0	12.2	14.4	4.8	5.4	19.4	20.0	12.9	12.8
8 Birmingham, Ala.....	100.0	100.0	7.2	8.0	6.8	7.3	32.5	33.2	19.0	20.4
9 Boston, Mass.....	100.0	100.0	4.5	4.6	10.6	9.5	49.2	44.9	14.9	17.6
10 Brooklyn Borough, N. Y.....	100.0	100.0	5.9	3.9	7.3	7.5	36.5	43.6	30.3	28.3
11 Buffalo, N. Y.....	100.0	100.0	7.4	7.2	13.1	11.6	32.8	37.6	20.5	20.4
12 Camden, N. J.....	100.0	100.0	18.3	15.7	10.2	10.1	12.9	13.4	17.6	20.9
13 Charlotte, N. C.....	100.0	100.0	3.0	3.0	4.9	5.1	27.7	26.9	12.0	14.9
14 Chattanooga, Tenn.....	100.0	100.0	2.9	3.3	4.1	5.8	44.2	39.5	21.9	23.2
15 Chicago, Ill.....	100.0	100.0	3.0	3.6	11.9	11.0	41.6	42.8	20.0	22.0
16 Cincinnati, Ohio.....	100.0	100.0	3.8	3.4	6.9	8.1	41.1	40.6	16.1	17.0
17 Cleveland, Ohio.....	100.0	100.0	3.5	3.7	7.7	8.7	52.3	53.0	11.7	15.1
18 Columbus, Ohio.....	100.0	100.0	4.0	5.1	6.6	7.0	46.7	46.1	15.3	15.4
19 Corpus Christi, Tex.....	100.0	100.0	1.9	3.8	5.6	5.2	25.4	22.9	11.5	14.2
20 Dallas, Tex.....	100.0	100.0	0.6	1.0	6.7	6.5	49.5	48.3	20.5	23.3
21 Dayton, Ohio.....	100.0	100.0	5.1	4.8	6.8	7.1	46.5	43.9	15.3	16.7
22 Denver, Colo.....	100.0	100.0	4.3	3.2	10.1	10.1	36.4	38.2	16.9	16.8
23 Des Moines, Iowa.....	100.0	100.0	3.0	3.7	4.8	5.5	26.2	28.8	11.3	12.6
24 Detroit, Mich.....	100.0	100.0	2.9	2.3	10.0	7.5	49.9	51.2	20.0	22.8
25 El Paso, Tex.....	100.0	100.0	5.7	5.6	4.9	6.5	30.3	31.1	15.3	15.3
26 Erie, Pa.....	100.0	100.0	6.8	7.1	3.3	4.8	35.7	32.7	15.8	19.2
27 Evansville, Ind.....	100.0	100.0	3.9	3.8	5.2	5.5	24.7	24.6	20.8	24.5
28 Fall River, Mass.....	100.0	100.0	12.5	14.7	6.8	6.5	24.5	24.5	25.2	24.1
29 Flint, Mich.....	100.0	100.0	6.4	9.0	4.6	4.6	20.8	19.9	16.3	13.2
30 Fort Wayne, Ind.....	100.0	100.0	6.8	6.9	5.9	6.4	25.4	32.9	14.0	13.9
31 Fort Worth, Tex.....	100.0	100.0	1.3	1.7	4.6	5.9	44.9	46.0	13.9	13.9
32 Fresno, Calif.....	100.0	100.0	2.4	3.6	5.4	6.0	23.2	25.7	19.9	20.2
33 Gary, Ind.....	100.0	100.0	10.4	10.2	4.5	5.3	35.3	36.0	17.2	18.9
34 Grand Rapids, Mich.....	100.0	100.0	2.0	3.8	5.1	5.3	49.4	43.0	16.8	18.9
35 Honolulu, T. H.....	100.0	100.0	10.4	14.1	12.3	12.3	21.0	22.0	21.4	21.9
36 Houston, Tex.....	100.0	100.0	5.7	7.4	4.9	5.8	20.6	19.3	14.0	16.6
37 Indianapolis, Ind.....	100.0	100.0	3.4	4.1	5.9	6.1	41.0	40.7	8.6	11.6
38 Jacksonville, Fla.....	100.0	100.0	3.2	4.6	8.2	7.2	34.4	34.9	24.2	24.2
39 Kansas City, Kans.....	100.0	100.0	8.3	9.2	2.3	3.1	14.9	23.4	9.0	13.1
40 Kansas City, Mo.....	100.0	100.0	2.2	2.1	7.7	9.0	34.6	33.5	24.5	26.5
41 Little Rock, Ark.....	100.0	100.0	2.9	4.6	4.1	4.9	36.5	36.7	10.0	10.9
42 Long Beach, Calif.....	100.0	100.0	6.0	7.6	10.7	6.7	33.7	42.1	18.4	15.7
43 Los Angeles, Calif.....	100.0	100.0	4.5	4.3	9.7	9.1	38.0	43.3	17.5	15.8
44 Louisville, Ky.....	100.0	100.0	6.3	7.6	6.7	7.2	24.2	22.3	16.7	21.9
45 Manhattan Borough, N. Y.....	100.0	100.0	5.3	4.8	19.6	17.9	22.6	25.7	25.4	25.7
46 Memphis, Tenn.....	100.0	100.0	2.7	1.8	4.9	5.2	36.7	38.1	23.3	24.6
47 Miami, Fla.....	100.0	100.0	3.3	3.3	9.8	11.1	34.4	34.4	24.4	23.0
48 Milwaukee, Wis.....	100.0	100.0	1.8	1.4	7.1	7.5	42.5	42.7	16.9	19.9
49 Minneapolis, Minn.....	100.0	100.0	3.5	4.2	7.0	7.6	45.9	44.4	19.4	19.0
50 Mobile, Ala.....	100.0	100.0	1.1	1.5	6.9	8.7	31.7	32.8	19.7	24.6
51 Montgomery, Ala.....	100.0	100.0	7.4	6.8	4.9	6.8	19.4	20.6	13.0	15.3
52 Nashville, Tenn.....	100.0	100.0	4.5	3.5	5.0	5.1	32.8	30.5	19.5	18.3
53 New Bedford, Mass.....	100.0	100.0	16.4	14.9	7.3	7.5	28.2	31.1	21.4	22.1
54 New Haven, Conn.....	100.0	100.0	7.9	7.0	6.3	7.2	26.7	24.1	32.3	33.6
55 New Orleans, La.....	100.0	100.0	2.6	3.0	9.7	9.1	37.0	36.2	20.4	22.7
56 Newark, N. J.....	100.0	100.0	6.7	5.6	8.9	9.1	36.0	41.7	24.9	19.7
57 Oakland, Calif.....	100.0	100.0	10.2	8.5	7.2	8.9	26.4	30.5	19.0	20.0
58 Oklahoma City, Okla.....	100.0	100.0	0.4	0.4	6.4	6.3	36.8	42.6	22.8	21.5
59 Omaha, Neb.....	100.0	100.0	4.3	4.1	8.7	9.0	30.5	28.1	16.2	18.5
60 Pasadena, Calif.....	100.0	100.0	10.9	10.5	3.2	4.2	44.9	45.4	11.9	12.6
61 Paterson, N. J.....	100.0	100.0	14.8	13.3	6.0	6.3	30.0	30.3	24.4	27.3
62 Philadelphia, Pa.....	100.0	100.0	4.1	4.2	10.5	10.2	45.0	46.7	19.2	19.2
63 Phoenix, Ariz.....	100.0	100.0	2.0	3.2	6.3	7.2	27.4	27.4	14.2	14.5
64 Pittsburgh, Pa.....	100.0	100.0	5.1	6.7	7.5	6.1	53.6	61.2	12.7	10.0
65 Portland, Oreg.....	100.0	100.0	6.3	7.8	9.1	8.5	44.2	43.8	17.0	16.0
66 Providence, R. I.....	100.0	100.0	3.4	4.3	8.1	8.1	38.7	38.2	23.3	22.6
67 Reading, Pa.....	100.0	100.0	18.4	15.0	6.4	11.1	25.6	26.8	19.5	20.7
68 Richmond, Va.....	100.0	100.0	7.0	5.8	6.0	6.1	43.6	40.0	13.7	14.1
69 Rochester, N. Y.....	100.0	100.0	6.2	5.8	5.6	6.0	36.6	36.4	15.9	16.9
70 Rockford, Ill.....	100.0	100.0	3.6	5.4	5.4	6.3	28.7	32.8	17.9	18.0
71 St. Louis, Mo.....	100.0	100.0	2.9	3.1	6.2	5.6	56.4	54.9	15.8	18.9
72 St. Paul, Minn.....	100.0	100.0	3.8	5.2	5.2	6.3	38.0	36.6	22.2	20.4
73 Sacramento, Calif.....	100.0	100.0	4.3	5.0	10.0	11.3	24.1	23.6	12.2	14.9
74 Salt Lake City, Utah.....	100.0	100.0	4.6	2.4	7.4	7.9	37.7	36.4	16.7	18.6
75 San Antonio, Tex.....	100.0	100.0	2.6	3.2	4.4	5.8	34.1	33.4	20.5	18.2
76 San Diego, Calif.....	100.0	100.0	2.5	3.4	9.4	8.9	29.1	35.8	21.4	17.7
77 San Francisco, Calif.....	100.0	100.0	5.4	5.2	19.2	17.2	28.0	26.4	18.4	20.4
78 San Jose, Calif.....	100.0	100.0	8.1	10.8	5.4	6.3	25.0	23.7	14.7	16.2
79 Savannah, Ga.....	100.0	100.0	8.5	10.2	5.8	6.3	19.7	18.6	20.4	19.9
80 Scranton, Pa.....	100.0	100.0	7.3	6.6	6.3	6.4	35.3	32.8	21.6	24.9
81 Seattle, Wash.....	100.0	100.0	5.2	6.1	11.3	10.0	43.0	41.3	17.1	18.9
82 Shreveport, La.....	100.0	100.0	2.8	2.8	4.1	4.6	22.9	23.7	20.8	19.3
83 Spokane, Wash.....	100.0	100.0	3.7	4.1	7.3	6.9	31.0	29.6	10.6	10.4
84 Syracuse, N. Y.....	100.0	100.0	7.4	5.9	8.1	8.6	31.4	34.4	21.8	20.3
85 Toledo, Ohio.....	100.0	100.0	3.4	2.9	6.5	7.0	42.0	44.6	13.2	14.7
86 Trenton, N. J.....	100.0	100.0	7.7	6.7	7.4	8.3	30.3	30.7	26.0	27.6
87 Tulsa, Okla.....	100.0	100.0	1.8	2.1	5.3	6.8	30.4	31.2	19.4	18.3
88 Utica, N. Y.....	100.0	100.0	13.1	11.1	5.5	6.6	17.6	19.9	16.7	19.3
89 Washington, D. C.....	100.0	100.0	2.3	2.6	10.7	9.3	32.6	35.0	17.9	21.1
90 Waterbury, Conn.....	100.0	100.0	15.4	14.0	6.2	7.2	12.9	13.2	21.5	21.8
91 Wichita, Kans.....	100.0	100.0	4.0	4.4	4.9	5.8	23.0	27.8	16.2	16.1
92 Wilmington, Del.....	100.0	100.0	11.2	12.0	5.8	5.6	17.9	17.7	23.4	26.8
93 Worcester, Mass.....	100.0	100.0	8.4	12.1	8.1	8.4	24.7	24.7	23.3	24.4
94 Yonkers, N. Y.....	100.0	100.0	18.0	18.0	9.0	7.7	13.4	14.1	24.4	24.8
95 Youngstown, Ohio.....	100.0	100.0	9.0	11.0	6.3	6.0	43.2	38.8	14.4	17.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

SUMMARY REPORT

SALES—PERCENTAGE DISTRIBUTION, BY KIND-OF-BUSINESS GROUP

selling, merchandise vending machine operators]]

Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, building, materials, hardware, farm equipment dealers		Drugstore proprietary stores		Other retail stores	
1954	1948	1954	1948	1954	1948	1954	1948	1954	1948	1954	1948
8.8	5.9	3.8	2.5	0.9	0.4	1.3	4.6	2.5	2.0	5.3	5.2
7.9	6.3	(D)	(D)	1.9	1.0	2.0	1.3	(0)	(0)	11.6	14.3
11.7	13.1	0.3	4.1	(0)	(0)	(0)	1.1	2.4	(0)	6.5	9.0
5.3	5.2	23.4	22.2	1.0	1.1	1.3	1.1	2.6	2.7	8.7	10.1
6.1	6.4	26.1	23.4	1.4	1.3	11.9	13.4	2.4	3.3	9.8	7.8
8.1	7.4	0.5	0.4	0.3	0.2	0.4	0.3	2.5	2.3	12.3	10.8
8.2	8.2	23.9	19.7	3.9	2.7	5.2	7.3	3.0	3.8	6.5	5.7
9.2	9.5	8.8	4.9	1.2	0.9	1.8	1.5	1.3	1.5	12.2	12.8
6.3	4.3	0.3	0.2	0.3	0.2	0.9	0.9	1.0	1.0	12.3	11.5
6.8	5.6	4.4	1.4	0.4	0.3	0.8	0.7	1.1	1.0	6.5	7.7
7.3	6.1	0.6	0.6	2.2	1.4	2.1	2.0	2.4	2.4	11.6	10.7
11.8	15.3	5.4	1.1	1.9	1.4	7.6	5.7	3.1	3.6	11.2	12.4
4.8	5.5	26.6	21.9	2.0	2.1	0.5	0.8	2.7	3.2	15.8	16.6
8.7	8.4	(D)	(D)	4.3	4.3	4.4	2.0	2.3	2.3	10.0	10.6
4.8	3.8	1.1	1.1	0.2	0.1	0.8	0.6	2.4	2.1	14.2	12.9
5.6	5.4	10.4	8.5	0.7	0.6	4.0	3.4	2.0	1.9	9.4	11.1
5.2	4.0	8.1	5.0	0.3	0.2	0.7	0.4	1.7	1.9	8.8	8.0
6.6	6.5	7.1	5.2	0.7	0.6	2.0	2.1	1.6	1.7	9.4	10.3
2.9	4.8	39.9	33.8	2.1	0.7	0.5	0.9	1.3	2.6	8.9	11.1
4.6	4.6	(D)	(0)	0.1	0.2	1.0	0.7	3.0	2.7	13.6	12.4
6.4	6.4	6.4	8.2	0.7	0.5	1.9	2.1	2.7	3.5	7.8	8.8
6.4	7.0	5.9	4.6	0.4	0.5	1.7	1.9	4.1	3.7	13.8	14.0
6.1	7.0	32.2	23.8	0.9	0.9	3.0	2.9	2.5	2.8	10.0	12.1
3.7	3.7	0.4	0.2	0.3	0.2	0.6	0.4	2.9	2.9	9.2	8.8
11.4	10.2	17.7	16.0	1.8	1.6	2.4	1.9	2.7	3.7	8.1	25
6.5	7.1	20.4	15.5	0.9	3.8	4.1	2.8	2.6	2.6	4.0	5.7
8.4	5.5	25.1	20.4	0.6	1.2	0.5	1.9	2.6	3.8	8.2	8.8
9.8	11.1	1.1	1.7	0.5	0.4	2.0	1.5	3.6	3.2	14.1	12.1
13.1	7.6	24.0	25.6	1.5	1.8	5.8	8.1	3.0	2.8	5.5	7.4
6.3	5.8	26.8	18.2	2.1	2.4	2.2	2.0	2.5	2.8	8.0	8.7
4.4	5.9	19.6	12.3	0.5	0.7	0.8	2.2	2.1	2.6	7.9	8.8
15.8	9.1	13.5	14.2	1.3	1.2	2.4	6.4	4.9	4.8	11.2	8.8
8.1	7.8	10.9	10.7	1.0	0.6	1.1	1.1	3.7	3.8	7.8	5.6
5.2	6.1	8.7	8.2	0.6	0.7	1.7	2.0	2.9	3.1	7.6	8.9
12.0	6.8	1.7	1.4	1.1	1.0	0.2	0.1	5.3	4.9	14.6	15.5
6.9	6.6	31.7	25.8	1.6	1.4	2.1	2.8	2.5	2.7	10.0	11.6
7.0	7.0	19.0	15.5	1.7	1.7	1.8	1.7	2.4	2.8	9.1	8.8
12.2	7.1	2.3	4.0	0.4	0.5	1.7	1.9	3.1	4.4	9.5	11.2
9.3	8.1	38.1	25.7	1.1	0.9	4.5	2.3	5.3	6.2	6.4	8.0
7.5	8.6	4.1	3.8	0.3	0.3	2.8	1.1	4.5	4.3	11.8	10.8
4.5	3.8	25.4	21.3	2.6	2.6	3.4	2.1	2.9	3.0	7.7	10.1
6.9	9.7	8.4	4.9	1.8	1.1	1.3	1.5	4.0	3.9	8.8	6.8
8.0	7.1	4.2	4.7	0.6	0.5	0.9	0.6	3.2	3.6	13.4	11.0
6.1	5.8	24.7	20.0	1.0	0.8	1.6	1.5	3.4	3.9	9.3	9.0
7.4	6.2	3.1	4.0	0.2	0.2	1.3	0.9	1.9	2.0	13.2	12.6
5.1	4.7	(0)	(0)	0.8	0.4	1.1	0.6	2.6	2.1	(0)	(D)
5.0	6.0	(D)	2.0	1.1	0.4	(D)	(0)	3.9	8.5	8.6	11.8
6.0	5.0	12.5	9.2	(0)	0.5	(0)	0.8	1.5	1.7	10.7	11.3
4.7	5.0	8.1	6.5	0.2	0.2	1.4	1.9	2.1	2.6	7.7	8.5
5.3	5.5	16.8	5.0	0.8	1.0	1.8	1.8	5.3	5.8	10.6	13.3
7.3	7.5	27.0	19.9	2.1	2.7	3.5	3.0	2.7	2.8	12.7	14.6
9.4	8.8	8.4	15.4	0.6	0.7	5.1	5.4	1.7	1.8	13.0	10.5
6.9	6.2	1.4	1.7	1.0	0.8	3.2	3.4	2.3	2.5	11.9	9.8
10.4	9.6	1.8	0.8	0.5	0.7	(NA)	(NA)	2.7	2.1	11.4	15.3
6.0	4.7	9.5	9.4	0.8	0.6	1.0	1.0	3.0	2.6	10.0	10.0
5.5	5.7	6.9	6.6	0.5	0.4	0.8	0.8	1.2	1.4	8.6	9.0
13.6	11.5	5.8	4.1	1.5	1.0	2.5	2.1	4.0	3.1	9.8	10.1
8.2	9.2	8.7	5.4	0.3	0.3	1.2	1.2	2.8	3.1	12.6	10.0
9.5	9.6	13.5	12.3	1.5	1.5	4.3	3.5	2.9	3.3	8.6	10.1
5.9	5.7	8.1	5.3	2.8	2.2	2.8	3.9	3.1	3.7	6.4	6.5
12.5	10.5	2.1	1.9	0.4	0.4	1.1	1.2	2.1	2.2	6.6	6.6
5.5	4.8	2.0	1.5	0.3	0.2	0.9	0.7	1.8	1.8	10.4	10.7
7.1	7.4	25.7	23.6	2.1	1.6	2.1	2.6	3.1	3.7	8.8	8.5
6.4	3.1	2.4	1.2	0.1	0.2	1.7	1.4	1.4	1.3	9.1	8.8
5.9	6.1	0.3	1.2	1.0	(D)	1.4	1.9	2.8	2.6	12.0	12.3
5.8	6.3	1.7	1.7	0.5	0.4	6.5	4.4	2.4	2.1	9.6	11.9
9.0	8.9	6.5	6.8	0.7	0.7	2.7	2.7	2.7	2.4	8.5	9.6
5.9	7.7	(D)	(D)	1.5	(D)	2.9	2.9	(0)	3.0	14.5	18.2
7.7	8.2	14.6	15.1	0.5	0.5	0.9	0.8	1.6	1.4	10.4	8.9
6.1	5.3	22.7	17.9	0.4	0.5	2.1	2.0	4.7	4.4	8.4	7.4
6.3	7.2	0.1	0.1	0.6	0.5	1.8	1.6	9.9	8.1
9.0	8.4	8.3	5.3	(0)	0.8	(0)	0.5	2.5	3.3	9.9	13.2
12.4	10.4	21.6	20.2	1.4	1.4	1.7	1.9	3.7	4.1	8.6	7.5
7.5	9.2	7.3	6.1	1.3	0.9	1.8	2.0	4.3	4.6	11.4	11.9
6.1	7.1	17.4	18.5	0.6	0.7	1.1	2.0	2.6	2.9	10.7	8.2
4.9	6.4	10.8	10.6	1.1	0.9	1.8	1.2	3.7	3.9	14.4	11.2
7.4	9.0	4.0	4.3	1.5	1.5	0.7	0.5	2.6	2.8	12.8	12.7
8.6	7.3	21.8	17.2	1.5	1.6	1.9	3.1	4.1	3.9	8.9	9.9
9.6	9.2	19.5	15.9	1.2	1.7	2.0	1.7	2.3	3.3	10.9	13.2
11.9	12.2	4.3	2.4	0.5	0.3	2.5	2.9	2.2	2.1	8.1	9.4
5.3	5.4	0.1	0.1	0.9	0.9	1.3	1.7	3.5	3.5	12.3	12.1
7.2	6.4	25.8	27.9	1.1	0.9	3.2	3.4	2.1	2.2	10.0	8.8
4.9	4.5	24.7	27.5	1.5	1.7	1.1	0.9	3.8	3.7	11.4	10.7
7.0	7.4	10.3	7.5	1.4	1.2	1.1	1.5	2.5	2.9	9.0	10.3
6.6	6.0	12.5	10.8	0.2	0.3	1.8	1.1	2.6	2.7	11.2	10.3
13.9	9.9	1.3	3.6	0.8	0.6	2.1	1.9	3.7	1.2	8.6	9.9
4.7	5.4	18.4	15.6	2.1	1.7	4.0	5.2	3.7	3.1	10.6	10.6
7.0	6.3	20.3	15.5	1.3	1.4	4.2	4.0	2.5	2.0	11.8	13.9
8.0	6.6	4.7	5.2	0.7	0.4	1.1	0.7	4.3	3.8	17.8	14.7
12.1	10.2	15.6	14.4	1.0	1.3	3.9	5.7	2.1	2.7	9.3	9.5
8.3	8.0	18.5	15.1	1.9	1.7	9.5	8.3	2.7	2.9	11.0	9.9
16.1	16.3	5.2	3.3	1.4	0.6	2.9	2.8	3.8	3.8	12.3	11.1
9.7	8.6	3.7	2.4	0.9	0.5	3.7	3.6	3.3	2.8	14.2	12.5
14.9	12.9	2.8	4.0	0.9	0.9	3.9	3.9	2.3	3.0	10.4	11.7
8.4	5.2	4.5	5.3	1.2	0.8	2.7	4.4	1.9	3.0	8.4	7.6

CENTRAL BUSINESS DISTRICT STATISTICS

Table 6 HOTELS AND MOTION PICTURE THEATERS: 1954 AND 1948---CENTRAL BUSINESS DISTRICTS

[Ranked by Population Size of Standard Metropolitan Area]

City	Hotels				Motion picture theaters			
	Receipts in central business district		Receipts in central business district as a percent of standard metropolitan area receipts		Receipts in central business district		Receipts in central business district as a percent of standard metropolitan area receipts	
	1954 (\$1,000)	Percent change 1948 to 1954 ¹	1954	1948	1954 (\$1,000)	Percent change 1948 to 1954 ¹	1954	1948
Manhattan Borough, N. Y.....	233,709	11.7	69.5	69.1	40,749	-0.6	25.0	21.7
Newark, N. J.....	3,308	8.7	1.0	1.0	4,215	-16.7	2.6	2.7
Brooklyn Borough, N. Y.....	1,767	12.5	0.5	0.5	5,256	-22.8	3.4	3.8
Paterson, N. J.....	775	12.3	0.2	0.2	(D)	(D)	(D)	0.9
Yonkers, N. Y.....	(D)	(D)	(D)	(D)	(D)	-7.9	(D)	0.6
Chicago, Ill.....	77,947	23.5	46.4	42.7	16,461	16.2	27.4	20.3
Gary, Ind.....	1,490	14.8	0.9	0.9	713	-33.6	1.2	1.5
Los Angeles, Calif.....	28,296	47.5	35.3	29.0	7,901	-22.5	14.0	18.1
Long Beach, Calif.....	3,386	7.3	4.2	4.8	2,403	-1.5	4.3	4.3
Pasadena, Calif.....	1,027	27.6	1.3	1.2	902	-5.0	1.6	1.7
Philadelphia, Pa.....	22,582	-3.1	62.3	66.7	11,630	30.2	36.8	23.5
Camden, N. J.....	(D)	(D)	(D)	3.0	1,044	-33.3	3.3	4.1
Detroit, Mich.....	20,194	9.7	50.2	49.3	8,564	35.2	29.8	19.7
Boston, Mass.....	18,036	-0.5	43.0	44.2	7,024	-12.0	32.9	30.3
San Francisco, Calif.....	32,997	-1.5	56.9	59.1	8,696	21.2	27.4	22.1
Oakland, Calif.....	2,590	5.4	4.5	4.3	3,514	-23.5	11.1	14.1
Berkeley, Calif.....	494	-8.5	0.9	1.0	844	-116	2.7	2.6
Pittsburgh, Pa.....	15,843	7.1	56.4	58.4	4,281	-0.1	26.2	20.8
St. Louis, Mo.....	9,470	-5.4	29.0	32.2	2,707	13.2	17.7	16.0
Cleveland, Ohio.....	17,862	6.8	62.0	64.8	3,879	-22.6	34.5	32.2
Washington, D. C.....	33,209	13.4	62.2	70.0	5,780	7.8	39.0	33.5
Baltimore, Md.....	7,148	11.4	56.6	48.5	2,533	-15.1	21.7	22.5
Minneapolis, Minn.....	9,391	13.3	41.2	43.0	3,619	-3.9	36.7	35.9
St. Paul, Minn.....	4,871	17.3	48.1	47.8	1,545	-16.1	15.5	17.5
Buffalo, N. Y.....	11,911	14.8	62.3	63.8	3,972	-5.3	41.9	43.4
Cincinnati, Ohio.....	16,739	21.3	83.4	82.6	2,922	-19.6	38.5	39.7
Milwaukee, Wis.....	9,700	0.3	67.0	72.4	2,867	-15.3	35.0	42.8
Kansas City, Mo.....	11,760	18.0	54.9	51.9	2,808	9.6	30.3	32.5
Kansas City, Kans.....	(D)	(D)	(D)	(D)	(D)	(D)	(D)	2.8
Houston, Tex.....	9,879	2.9	59.5	89.3	3,088	13.9	34.1	35.2
Providence, R. I.....	4,410	-5.7	78.7	68.2	1,232	-44.0	21.4	28.6
Seattle, Wash.....	11,920	26.0	58.7	64.5	2,620	-9.5	33.8	37.5
Portland, Oreg.....	9,081	22.8	78.2	66.7	2,629	-21.9	41.8	44.6
New Orleans, La.....	15,624	50.0	89.8	79.6	4,104	1.1	51.4	56.9
Atlanta, Ga.....	5,989	5.9	48.6	58.1	2,389	12.6	31.6	43.6
Dallas, Tex.....	10,291	13.7	70.1	(D)	2,811	3.2	33.6	40.3
Louisville, Ky.....	9,070	12.4	90.6	(D)	2,539	-11.2	45.6	55.0
Denver, Colo.....	10,319	21.0	69.1	69.4	3,849	10.0	53.1	59.2
Birmingham, Ala.....	(D)	(D)	(D)	(D)	2,212	-4.4	60.5	61.1
San Diego, Calif.....	5,995	4.8	36.5	41.7	4,305	27.4	48.5	52.8
Indianapolis, Ind.....	8,880	9.5	77.5	85.9	2,708	-5.1	42.6	56.5
Youngstown, Ohio.....	1,582	-15.2	48.0	58.0	1,345	-24.4	34.3	37.2
Albany, N. Y.....	5,872	(D)	63.8	(D)	448	-28.1	9.4	11.8
Columbus, Ohio.....	8,717	0.2	86.2	85.1	1,890	-14.6	43.4	46.1
San Antonio, Tex.....	9,050	3.4	95.0	96.6	2,729	-9.6	60.6	70.3
Miami, Fla.....	9,157	13.8	11.4	16.6	3,120	-10.1	27.5	40.7
Rochester, N. Y.....	6,677	15.9	90.9	92.1	2,289	-29.6	62.8	(D)
Memphis, Tenn.....	6,481	-10.1	80.7	(D)	1,826	-9.5	41.7	48.8
Dayton, Ohio.....	6,371	12.6	95.8	93.7	1,828	-21.4	43.1	50.9
Allentown, Pa.....	827	8.7	16.2	16.4	1,013	-0.8	31.3	25.1
Akron, Ohio.....	2,717	17.3	68.4	65.9	1,371	-10.2	46.5	45.8
Toledo, Ohio.....	4,371	1.2	69.0	66.9	1,755	-23.1	59.3	60.5
Omaha, Neb.....	6,750	3.5	73.1	73.5	1,480	-4.5	44.2	44.5
Fort Worth, Tex.....	4,870	3.2	78.8	95.2	1,578	5.7	35.9	45.3
Honolulu, T. H.....	868	-1.3	(D)	12.1	1,254	-7.7	20.2	(NA)
Syracuse, N. Y.....	6,868	13.0	90.7	89.1	1,925	-27.1	67.2	75.9
Phoenix, Ariz.....	4,293	6.3	49.6	53.0	1,576	21.9	38.7	40.7
Richmond, Va.....	4,397	(D)	87.3	(D)	1,552	-15.7	46.6	39.0
Oklahoma City, Okla.....	6,021	7.0	87.0	(D)	1,348	-21.6	38.6	37.0
Nashville, Tenn.....	4,328	6.7	91.0	(D)	848	-31.8	29.2	48.0
Jacksonville, Fla.....	4,919	-4.3	87.7	81.6	1,451	-11.0	36.2	37.8
San Jose, Calif.....	1,743	(D)	61.1	(D)	1,738	-9.7	40.4	51.8
Grand Rapids, Mich.....	4,410	-3.3	95.7	92.4	1,263	-6.9	67.3	62.4
Utica, N. Y.....	2,154	3.7	46.4	50.0	843	-27.1	42.4	47.7
Sacramento, Calif.....	4,954	-4.8	72.3	93.1	2,566	8.3	47.8	68.3
Fresno, Calif.....	2,020	-19.3	68.5	66.0	1,397	-21.4	46.2	55.5
Worcester, Mass.....	2,453	-11.0	92.4	90.0	(D)	(D)	(D)	81.6
Salt Lake City, Utah.....	2,368	-5.5	41.7	44.1	1,863	-23.8	47.7	74.1
Flint, Mich.....	1,996	27.8	98.7	86.2	1,388	18.7	48.1	58.0
Wilmington, Del.....	3,397	16.9	90.6	82.4	1,265	-13.0	63.8	58.0
New Haven, Conn.....	1,475	3.7	60.9	58.4	1,687	-10.1	57.4	60.7
Scranton, Pa.....	2,158	13.4	79.6	75.1	1,076	-15.8	51.2	52.6
Reading, Pa.....	1,487	(D)	58.2	(D)	(D)	(D)	(D)	69.8
Tulsa, Okla.....	4,492	34.3	86.6	(D)	1,320	-12.8	43.9	57.5
Chattanooga, Tenn.....	2,433	-4.1	85.0	(D)	1,324	32.3	45.7	60.2
Mobile, Ala.....	2,109	(D)	99.1	(D)	860	-0.9	44.4	52.6
Trenton, N. J.....	1,936	(D)	60.7	(D)	1,628	-15.4	63.1	65.4
Des Moines, Iowa.....	5,148	(D)	82.1	(D)	1,366	-3.7	63.2	68.0
Wichita, Kans.....	4,026	12.4	94.8	92.3	1,929	24.5	69.5	64.6
Spokane, Wash.....	7,499	23.4	92.0	96.7	(D)	(D)	(D)	75.0
Eric, Pa.....	1,519	-15.6	78.3	78.6	934	-34.0	53.8	67.2
Charlotte, N. C.....	(D)	(D)	(D)	(D)	1,040	-5.6	51.8	70.4
Little Rock, Ark.....	3,258	1.7	(D)	91.3	658	-17.2	38.3	47.9
El Paso, Tex.....	3,461	6.9	89.9	(D)	712	-33.9	24.6	61.3
Fort Wayne, Ind.....	2,430	(D)	88.7	(D)	1,131	-14.3	50.4	72.1
Shreveport, La.....	2,368	0.9	92.5	88.7	1,156	30.9	52.2	58.2
Corpus Christi, Tex.....	1,114	-3.5	37.0	37.8	930	18.2	29.4	48.0
Austin, Tex.....	2,996	(D)	97.1	(D)	1,265	16.1	66.6	65.9
Evansville, Ind.....	(D)	(D)	(D)	(D)	969	1.7	55.7	58.6
Waterbury, Conn.....	(D)	(D)	(D)	(D)	(D)	(D)	(D)	69.8
Rockford, Ill.....	768	0.3	37.4	(D)	792	-30.2	47.5	64.9
Savannah, Ga.....	713	-20.3	27.4	30.5	1,001	6.7	69.9	69.9
Montgomery, Ala.....	(D)	(D)	(D)	(D)	1,021	37.0	66.0	72.6
New Bedford, Mass.....	(D)	(D)	(D)	(D)	828	20.2	66.6	51.9
Fall River, Mass.....	(D)	(D)	(D)	(D)	523	-58.4	55.5	87.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ¹Minus sign (-) denotes decrease.

APPENDIX

DEFINITIONS OF CENTRAL BUSINESS DISTRICTS AND RELATED STANDARD METROPOLITAN AREAS

In describing the outside boundaries of the 95 Central Business Districts, we have named first the north boundary, beginning in the northwest corner of the area, and proceeding from there in a clockwise direction around the area by indicating each boundary street or other description of the boundary.

CENTRAL BUSINESS DISTRICTS

- Akron (Ohio) CBD—Consists of tract A-3a.
Boundaries: Market, Erie R.R., East Exchange, West Exchange, Locust, Center, Bowery, Canal.
- Albany (N.Y.) CBD—Consists of tracts A-11, A-12.
Boundaries: Tivoli, Broadway, Minor, Erie Blvd., North Ferry, Water, Lawrence, Hudson River, Madison Ave., Pearl, Hudson Ave., Eagle, Lancaster, Hawk, Chestnut, Dove, Washington, Lak, Spruce, Dove, Sheridan, North Pearl.
- Allentown (Pa.) CBD—Consists of tract 11.
Boundaries: Turner, Church, Linden, Penn Walnut, 8th, Maple, 12th, Court, 9th, Linden, Hall.
- Atlanta (Ga.) CBD—Consists of tracts F-19, F-27, F-35.
Boundaries: North Ave., Piedmont, Currier, Courtland, Edgewater, Butler, Georgia R.R., Moore, Memorial Drive, Fair, Walker, Nelson Elliott, Southern R.R., Gain, Williams.
- Austin (Tex.) CBD—Consists of tract 11.
Boundaries: West 12th, East 12th, East Ave., Colorado River, Shoal Creek.
- Baltimore (Md.) CBD—Consists of tract 4-1, excluding Lexington Market.
Boundaries: W. Franklin, Guilford Ave., Mulberry, W. Falls Ave., Pratt, Paca, Mulberry, Eutaw.
- Berkeley (Calif.) CBD—Consists of tracts 5A and 5E.
Boundaries: Cedar, Spruce, Hearst, Oxford, Allston Way, Eulton, Dwight Way, Grove.
- Birmingham (Ala.) CBD—Consists of tracts 27 and 28A.
Boundaries: 8th Ave., 25th St., AGS railroad and L and N railroad, 12th St.
- Boston (Mass.) CBD—Consists of tracts F-3, F-6, G-1, G-2, G-3, G-4.
Boundaries: Traverse, Canal, Hanover, Friend, North, Eastern Boston Harbor, Fort Point Channel, Broadway, Castle, Tremont, Broadway, Charles, Beacon, Bowdin, Chardon.
- Brooklyn (N.Y.) CBD—Consists of tracts 9, 11, 27, 33, 35, 37, 39.
Boundaries: Prince, Fleet Place, Debevoise, Dekalb, Portland Ave., Atlantic Ave., 4th Ave., Bergen, Nevins, Schermerhorn, Court, Atlantic Ave., Clinton, Pierrepont, Fulton, Johnson.
- Buffalo (N.Y.) CBD—Consists of tracts 13, 14, 25, 72.
Boundaries: Virginia, Jefferson, Madison, Eagle, Cedar, South Cedar, Cedar, Hayward, Louisiana, Lake Erie, Wilkerson, Elmwood, Turner, Main.

RELATED STANDARD METROPOLITAN AREA

- Akron SMA—Consists of Summit County, Ohio.
- Albany-Schenectady-Troy SMA—Consists of Renssalaer, and Schenectady Counties, N.Y.
- Allentown-Bethlehem-Easton SMA—Consists of Lehigh and Northampton Counties, Pa.; and Warren County, N.J.
- Atlanta SMA—Consists of Cobb, DeKalb, and Fulton Counties, Ga.
- Austin SMA—Consists of Travis County, Tex.
- Baltimore SMA—Consists of Baltimore City, Baltimore and Anne Arundel Counties, Md.
- See San Francisco-Oakland SMA.
- Birmingham SMA—Consists of Jefferson County, Ala.
- Boston SMA—Consists of all of Suffolk County; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn Cities and Arlington, Ashland, Bedford, Belmont, Burlington, Concord, Framingham, Lexington, Lincoln, Natick, North Reading, Reading, Stoneham, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester Towns in Middlesex County; Beverly, Lynn, Peabody, and Salem Cities and Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, and Wenham Towns in Essex County; Quincy City and Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Medfield, Milton, Needham, Norwood, Randolph, Sharon, Walpole, Wellesley, Westwood, and Weymouth Towns in Norfolk County; and Hingham and Hull Towns in Plymouth County, Mass.
- See New York-Northeastern New Jersey SMA.
- Buffalo SMA—Consists of Erie and Niagara Counties, N.Y.

- Camden (N.J.) CBD—Consists of tracts CJ-7, CJ-11A, CJ-12A, CJ-14, CJ-15, CJ-17A.
Boundaries: Pearl, N. 7th, Haddon, Wright Ave., Carteret, Newton Ave., border Mt. Ephraim, Line, South 8th, Chestnut, South 7th, Mechanic, Third, Line, South 4th, North 4th.
- Charlotte (N.C.) CBD—City is not tracted.
Boundaries: Seventh, Poplar, 8th, Church, 11th, Columbia Div. Southern R.R., 8th, Caldwell, 6th, Davidson, 3rd, South Blvd. Independence Blvd., Mint, 2nd, Southern railway.
- Chattanooga (Tenn.) CBD—Consists of tract 31.
Boundaries: West 5th, East 5th, Walnut, Georgia, East 8th, Lindsey, East 11th, West 11th, Broad, West 9th, Chestnut.
- Chicago (Ill.) CBD—Consists of tracts 511, 512, 513, 514, 515, 516.
Boundaries: Chicago River, Lake-Michigan, East Roosevelt Road, West Roosevelt Road, South Branch Chicago River.
- Cincinnati (Ohio) CBD—Consists of tracts 6 and 7.
Boundaries: Central Parkway, Eggleston, Ohio River, Plum.
- Cleveland (Ohio) CBD—Consists of tracts G-6, G-7, G-8, G-9.
Boundaries: East 26th, Chester, East 30th, Central Ave., East 14th, Erie Ct., East 9th, Eagle Ave., West 3rd, Cuyahoga River, Frankfort Ave., St. Clair Ave., East 12th, Payne, East 17th, Superior Ave., East 21st, Payne Ave.
- Columbus (Ohio) CBD—Consists of tracts 34 and 40.
Boundaries: R.C.C. & St. L. R.R., 4th, Naghten, 5th, Broad, 6th, Livingston Ave., Fulton, Mound, Scioto River, Dennison, Spring, West, Maple, Dennison.
- Corpus Christi (Tex.) CBD—Consists of tract 3.
Boundaries: Aubrey, Corpus Christi Bay, Shoreline Blvd., Park Ave., Upper Broadway, Kinney, Blucher, Carrizo.
- Dallas (Tex.) CBD—Consists of tract 31-A.
Boundaries: Pearl, Young, Texas Central R.R., Pacific Ave.
- Dayton (Ohio) CBD—Consists of tract 1-1, 1-2, 1-3.
Boundaries: Mad River, Baltimore & Ohio R.R., Miami River.
- Denver (Colo.) CBD—Consists of tract 17.
Boundaries: South Platte River, 20th, Broadway, 15th, Cleveland Place, W. Colfax Ave., Cherry Creek.
- Des Moines (Iowa) CBD—Consists of tract 34.
Boundaries: East 13th, Walnut, S.E. 12th, Court Ave., Cherry, 13th, Mulberry, 18th, Linden, 15th, High, 14th, Woodland, 12th, Pleasant, 8th, Keosauqua Way, 2nd, Grand Ave.
- Detroit (Mich.) CBD—Consists of tracts 1, 33, 506, 507, 508, 530.
Boundaries: Russell, Jefferson Ave., Riopelle, Detroit River, 3rd Ave., W. Fort, 5th, West Vernon Hwy., Woodward Ave., E. Elizabeth, Beaubien, E. Adams, Hastings, Maple.
- El Paso (Tex.) CBD—Consists of tract 13.
Boundaries: Virginia, Second, S. Davis, Franklin, Missouri, Oregon, Montana.
- Erie (Pa.) CBD—Consists of tract E-1.
Boundaries: West 5th, East 5th, Holland, East 14th, West 14th, Sassafras.
- Evansville (Ind.) CBD—Consists of tract 18.
Boundaries: Penn. Division, N. Elsas Ave., N. Heidelberg Ave., East Walnut, Ohio River, 7th Ave.
- Fall River (Mass.) CBD—Consists of tract 11.
Boundaries: Pine, Purchase, Franklin, High, Bedford, Sixth, Pleasant, Fourth, Borden, Second, Morgan, South Main, Union, Columbia, Pearl, Anawan, Camden, Central, Durfee.
- Flint (Mich.) CBD—Consists of tracts 7, 8, 26, 28, 29.
Boundaries: Harriet, Hamilton, Flint River, Liberty, 9th, Saginaw, West 7th, Fenton Road, Swartz Creek, Flint River, 3rd Ave., Begale, 5th Ave., Detroit, Mary, Saginaw.
- Fort Wayne (Ind.) CBD—Consists of tracts 12 and 13.
Boundaries: Maumee River, Harmer, Gay, Pennsylvania R.R., Broadway, West Main, Van Buren.
- See New York-Northeastern New Jersey SMA.
- Charlotte SMA—Consists of Mecklenburg, County, N.C.
- Chattanooga SMA—Consists of Hamilton County, Tenn.; and Walker County, Ga.
- Chicago SMA—Consists of Cook, Du Page, Kane, Lake, and Will Counties, Ill.; and Lake County, Ind. (Includes central business districts of Chicago and Gary.)
- Cincinnati SMA—Consists of Hamilton County, Ohio; and Campbell and Kenton Counties, Ky.
- Cleveland SMA—Consists of Cuyahoga and Lake Counties, Ohio
- Columbus SMA—Consists of Franklin County, Ohio.
- Corpus Christi SMA—Consists of Nueces County, Tex.
- Dallas SMA—Consists of Dallas County, Tex.
- Dayton SMA—Consists of Greene and Montgomery Counties, Ohio
- Denver SMA—Consists of Adams, Arapahoe, Denver, and Jefferson Counties, Colo.
- Des Moines SMA—Consists of Polk County, Iowa
- Detroit SMA—Consists of Macomb, Oakland, and Wayne Counties, Mich.
- El Paso SMA—Consists of El Paso County, Tex.
- Erie SMA—Consists of Erie County, Pa.
- Evansville SMA—Consists of Vanderburgh County, Ind.
- Fall River SMA—Consists of Fall River City and Somerset, Swansea, and Westport Towns in Bristol County, Mass.; and Tiverton Town in Newport County, R.I.
- Flint SMA—Consists of Genesee County, Mich.
- Fort Wayne SMA—Consists of Allen County, Ind.

- Fort Worth (Tex.) CBD—Consists of tract 18.
Boundaries: West Belknap, Commerce, Weatherford, Ft. W. and D.C. R.R., T and P R.R., Jennings, Lancaster, Lamar, 7th, Macon, 5th, Florence, 2nd, Henderson.
- Fresno (Calif.) CBD—City is not tracted.
Boundaries: Amador, "L", Stanislaus, "M", Inyo, "H".
- Gary (Ind.) CBD—Consists of tracts GA-9, GA-10, GA-12.
Boundaries: C.S.S. and H.B. R.R., Virginia, Wabash R.R., Madison, Fourth, Adams.
- Grand Rapids (Mich.) CBD—Consists of tract 16.
Boundaries: Hastings, Fairview, Michigan, Ranson, Fulton, Jefferson, Ave., Cherry, Commerce, Weston, Pere Marquette R.R., Grand River.
- Honolulu (T.H.) CBD—Consists of tracts 9B and 12A.
Boundaries: Nuuanu Stream, Beretania, Richards, Halekauwila, Honolulu Harbor.
- Houston (Tex.) CBD—Consists of tracts 23, 24, 25, 26, 27, 31, 32, 33, 39.
Boundaries: Buffalo Bayou, Milby, York, Walker, Bastrop, McKinney, Hutchins, Bell, Bastrop, McGowen, Hutchins, Dowling, Alabama, Baldwin, Tuam, Albany, Webster, Taft.
- Indianapolis (Ind.) CBD—Consists of tracts 54, 55, 56, 77, 78.
Boundaries: 10th, L.E. & W. R.R., Dickson, Shelby, South Fletcher, Delaware, McCarty, White River, Washington, Missouri.
- Jacksonville (Fla.) CBD—Consists of tract 9.
Boundaries: Ashley, Ocean, Duval, Newman, St. John's River, F.E.C. R.R., Riverside Ave., Bay, Jefferson, Church, Pearl.
- Kansas City (Kans.) CBD—City is not tracted.
Boundaries: Nebraska Ave., 4th, Ann Ave., 10th.
- Kansas City (Mo.) CBD—Consists of tracts 12 and 28A.
Boundaries: 6th St. Trafficway, Oak, 16th St., Broadway.
- Little Rock (Ark.) CBD—Consists of tract 7.
Boundaries: Arkansas River, C.R.I. & P. R.R., East 6th, Cumberland, East 14th, Arch, Broadway, East 11th, Arch.
- Long Beach (Calif.) CBD—Consists of tracts 308, 309, 310, 311.
Boundaries: 7th, Alamitos, Pacific Ocean, Los Angeles River.
- Los Angeles (Calif.) CBD—Consists of tracts 112, 117, 180, 181, 182, 183, 184, 185-A and 185-B.
Boundaries: Sunset Blvd., Alameda, Commercial, Los Angeles, 9th, Maple, Pico Blvd., Figuera, 7th, Lucas Ave., 3rd, Figuera.
- Louisville (Ky.) CBD—Consists of tracts 47, 48, 49, 50, 58, 59, 61, 62.
Boundaries: Ohio River, Hancock, Clay, Main, Preston, Jefferson, McCoy, Kentucky, 7th.
- Memphis (Tenn.) CBD—Consists of tract 42.
Boundaries: Wolf River, Washington, South Third, Calhoun, Tennessee, Nettleton, Mississippi River.
- Miami (Fla.) CBD—Consists of tract A-37.1.
Boundaries: 7th, Biscayne Blvd., Miami River, F.E.C. Rwy.
- Milwaukee (Wis.) CBD—Consists of tracts 1, 2, 17.
Boundaries: East Juneau, North Van Buren, East Wisconsin, Lake Michigan, Milwaukee River, West Clybourn, St. Paul Ave., North 8th, West Kilbourn, Milwaukee River.
- Minneapolis (Minn.) CBD—Consists of tracts 44 and 45.
Boundaries: Mississippi River, Hennepin Ave., N. 1st., Marquette Ave., N. 13th, Hennepin Ave., N. 12th, Holden, Third Ave.
- Mobile (Ala.) CBD—City is not tracted.
Boundaries: St. Anthony, Mobile River, Church, Claiborne.
- Montgomery (Ala.) CBD—Consists of tract 1.
Boundaries: Pollard, North Lawrence, Columbus, Bainbridge, Jefferson, Hillard, Monroe, North Decatur, Washington, North McDonough, Adams, North Lawrence, Alabama, North Perry, Clayton, Whitman, Bell, Molton, Seaboard Airline R.R.
- Fort Worth SMA—Consists of Tarrant County, Tex.
- Fresno SMA—Consists of Fresno County, Calif.
- See Chicago SMA.
- Grand Rapids SMA—Consists of Kent County, Mich.
- Honolulu SMA—Consists of area legally designated as the "City and County of Honolulu," T. H.
- Houston SMA—Consists of Harris County, Tex.
- Indianapolis SMA—Consists of Marion County, Ind.
- Jacksonville SMA—Consists of Duval County, Fla.
- See Kansas City (Mo.) SMA.
- Kansas City SMA—Consists of Johnson and Wyandotte Counties, Kans.; and Clay and Jackson Counties, Mo.
- Little Rock-North Little Rock SMA—Consists of Pulaski County, Ark.
- See Los Angeles-Long Beach SMA.
- Los Angeles-Long Beach SMA—Consists of Los Angeles and Orange Counties, Calif. (Includes central business districts of Long Beach, Pasadena, and Los Angeles.)
- Louisville SMA—Consists of Jefferson County, Ky.; and Clark and Floyd Counties, Ind.
- Memphis SMA—Consists of Shelby County, Tenn.
- Miami SMA—Consists of Dade County, Fla.
- Milwaukee SMA—Consists of Milwaukee County, Wis.
- Minneapolis-St. Paul SMA—Consists of Anoka, Dakota, Hennepin, and Ramsey Counties, Minn. (Includes central business districts of Minneapolis and St. Paul.)
- Mobile SMA—Consists of Mobile County, Ala.
- Montgomery SMA—Consists of Montgomery County, Ala.

- Nashville (Tenn.) CBD—Consists of tract 8.
Boundaries: Cumberland River, McGavock, 6th Ave. South, Mulberry, N.C. & St. L. R.R., L & N R.R.
- Newark (N.J.) CBD—Consists of tracts 80, 81, 85.
Boundaries: Clay, Passaic River, Pennsylvania R.R., Chestnut, Lincoln Park, Crawford, High, R.R., Broad.
- New Bedford (Mass.) CBD—City is not tracted.
Boundaries: North, Acushnet River, School, 6th, Spring, County, Union, 8th, William, 6th, High, Pleasant.
- New Haven (Conn.) CBD—Consists of tract 1.
Boundaries: Grove, State, George, York, Chapel, Church.
- New Orleans (La.) CBD—Consists of tracts 42, 47, 58, 59.
Boundaries: Philip, Mississippi River, Canal, Magazine, Julia, So. Claiborne, Cleveland, No. Derbigny, Iberville, Elk, St. Louis, Burgundy.
- New York (Manhattan Borough) CBD—Consists of tract 42.
Boundaries: Central South, Fifth Ave., East 63rd, Third Ave., Bowery, Spring, Centre, Canal, Miller, West 14th, Tenth Ave., Forty-Second, Eighth Ave.
- Oakland (Calif.) CBD—Consists of tracts 19, 20, 23, 29.
Boundaries: Grand Ave., Harrison, 19th, Alice, 7th, Grove.
- Oklahoma City (Okla.) CBD—Consists of tracts 31-A, 36-A.
Boundaries: Fifth, R.R., California Ave., Lee Ave., Third, Hudson Ave., Fourth, Robinson Ave.
- Omaha (Nebr.) CBD—Consists of tracts 17, 18.
Boundaries: Cuming, Missouri River, Pacific, 16th, Pierce, 20th, Dodge, 22nd.
- Pasadena (Calif.) CBD—Consists of tracts 424-A, 424-B, 428.
Boundaries: East Orange, Grove, Lake Ave., E. California, Fair Oaks Ave.
- Paterson (N.J.) CBD—Consists of tracts Pt.-16A, Pt.-17A.
Boundaries: Passaic River, Bridge, Broadway, Straight, Grand, Main, Market, Prospect.
- Philadelphia (Pa.) CBD—Consists of tracts 5-A, 6-A, 7-A, 7-B, 7-C, 7-D, 8-A, 8-B, 9-A, 9-B, 10-A, 10-B.
Boundaries: Vine, Delaware River, South, Schuylkill River.
- Phoenix (Ariz.) CBD—Consists of tract 26.
Boundaries: Portland, East 5th, S. Pacific R.R., West 5th Ave.
- Pittsburgh (Pa.) CBD—Consists of tracts 1-A, 2-A, 2-B.
Boundaries: Allegheny River, 11th, Grant, 7th Ave., Bigelow Blvd., Washington Pl., Court Pl., Chatham, Diamond, R.R., Monongahela River.
- Portland (Oreg.) CBD—Consists of tracts 53, 54.
Boundaries: S.W. Burnside, Willamette River, S.W. Jefferson, S.W. 12th.
- Providence (R.I.) CBD—Consists of tract 8.
Boundaries: Haymarket, N. Main, S. Main, Planet, Providence River, Friendship, Beacon Ave., Franklin, Carpenter, Shepard, Broadway, Federal, Merrill Cove, N. Y., N.H. & H. R.R., Promenade, Stillman.
- Reading (Pa.) CBD—Consists of tract R-1.
Boundaries: Walnut, 10th, Chestnut, 3rd.
- Richmond (Va.) CBD—Consists of tract E-1, N-1, N-2, N-3, N-6, W-1, W-2, W-3.
Boundaries: S. A. L. R.R., Belvidere, Broad, Henry, Brook Ave.
- Nashville SMA—Consists of Davidson County, Tenn.
- See New York-Northeastern New Jersey SMA.
- New Bedford SMA—Consists of New Bedford City and Acushnet, Dartmouth, and Fairhaven Towns in Bristol County, Mass.
- New Haven SMA—Consists of New Haven City and Branford, East Haven, Hamden, North Haven, Orange, West Haven and Woodbridge Towns in New Haven County, Conn.
- New Orleans SMA—Consists of Jefferson, Orleans, and St. Bernard Parishes, La.
- New York-Northeastern New Jersey SMA—Consists of New York City (Bronx, Kings, New York, Queens, and Richmond Counties) and Nassau, Rockland, Suffolk, and Westchester Counties, N.Y.; and Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, and Union Counties, N.J. (Includes central business districts of Brooklyn, Camden, Manhattan, Newark, Paterson, and Yonkers.)
- See San Francisco-Oakland SMA.
- Oklahoma City SMA—Consists of Oklahoma County, Okla.
- Omaha SMA—Consists of Douglas and Sarpy Counties, Nebr.; and Pottawattamie County, Iowa.
- See Los Angeles-Long Beach SMA.
- See New York-Northeastern New Jersey SMA.
- Philadelphia SMA—Consists of Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa.; and Burlington, Camden, and Gloucester Counties, N.J.
- Phoenix SMA—Consists of Maricopa County, Ariz.
- Pittsburgh SMA—Consists of Allegheny, Beaver, Washington, and Westmoreland Counties, Pa.
- Portland SMA—Consists of Clackamas, Multnomah, and Washington Counties, Oreg.; and Clark County, Wash.
- Providence SMA—Consists of Central Falls, Cranston, Pawtucket, Providence, and Woonsocket Cities and Cumberland, East Providence, Johnston, Lincoln, North Providence, North Smithfield, and Smithfield Towns in Providence County; North Kingston Town in Washington County; Warwick City and East Greenwich, and West Warwick Towns in Kent County; and all of Bristol County, R.I. Also Attleboro City and North Attleborough, and Seekonk Towns in Bristol County; Bellingham, Franklin, Plainville, and Wrentham Towns in Norfolk County; and Blackstone and Millville Towns in Worcester County, Mass.
- Reading SMA—Consists of Berks County, Pa.
- Richmond SMA—Consists of Richmond City and Chesterfield, and Henrico Counties, Va.

- Rochester (N.Y.) CBD—Consists of tracts 1, 5, 9, 28, 90.
Boundaries: Cumberland, North University Ave., N. Union, Charlotte, Alexander, Rapid Transit and Industrial Railway, Genessee River, Broad, Allen, State, Andrews, Genessee River.
- Rochester SMA—Consists of Monroe County, N.Y.
- Rockford (Ill.) CBD—Consists of tract 29.
Boundaries: Fisher Ave., Rock River, Green, Winnebago, Park Ave. Court.
- Rockford SMA—Consists of Winnebago County, Ill.
- Sacramento (Calif.) CBD—Consists of tracts 7, 10, 11.
Boundaries: Viaduct, "I" St., 6th, "H" St., 21st, Capitol Ave., 15th, "N" St., 10th, Capitol Ave., Sacramento River.
- Sacramento SMA—Consists of Sacramento County, Calif.
- St. Louis (Mo.) CBD—Consists of tract 25-C.
Boundaries: Franklin, Broadway, Poplar, 7th, Spruce, 8th, Clark, 12th.
- St. Louis SMA—Consists of St. Louis City and St. Charles and St. Louis Counties, Mo.; and Madison and St. Clair Counties, Ill.
- St. Paul (Minn.) CBD—Consists of tract 42.
Boundaries: Jackson, Mississippi River, Eagle, Main, W. 9th, Exchange, Cedar, East 10th.
- See Minneapolis-St. Paul SMA.
- Salt Lake City (Utah) CBD—Consists of tract 22.
Boundaries: South Temple, East 2nd, 5th South, West Temple.
- Salt Lake City SMA—Consists of Salt Lake County, Utah.
- San Antonio (Tex.) CBD—Consists of tract 46.
Boundaries: Brooklyn, 7th, Liveoak, North, Alamo Plaza, East Nueva, West Nueva, North Pecos, West Elmira, East Elmira.
- San Antonio SMA—Consists of Bexar County, Tex.
- San Diego (Calif.) CBD—Consists of tract L-53.
Boundaries: Ash, 9th, Market, State.
- San Diego SMA—Consists of San Diego County, Calif.
- San Francisco (Calif.) CBD—Consists of tracts A-16, A-17, A-18, A-21, A-22, A-23, K-1, K-2.
Boundaries: Pacific, Pacific Ocean, Howard, 11th, Market, Van Ness, Ellis, Leavenworth, Bush, Stockton, California, Kearny.
- San Francisco-Oakland SMA—Consists of Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Counties, Calif. (Includes central business districts of Berkeley, Oakland, and San Francisco.)
- San Jose (Calif.) CBD—Consists of tracts 21, 24, 30, 31, 37.
Boundaries: Tenth, San Carlos, Fourth, San Salvador, First, West Reed, Guadalupe River, Anzerais, Gifford, Florence, Los Gatos Creek, Montgomery, Julian, First, St. James.
- San Jose SMA—Consists of Santa Clara County, Calif.
- Savannah (Ga.) CBD—Consists of tracts 3, 4.
Boundaries: Savannah River, East Broad, Bay, Price, Liberty, West Broad.
- Savannah SMA—Consists of Chatham County, Ga.
- Scranton (Pa.) CBD—Consists of tract 1.
Boundaries: Mulberry, Jefferson, Lackawanna Ave., Adams, D.L. & W. R.R., Franklin Ave.
- Scranton SMA—Consists of Lackawanna County, Pa.
- Seattle (Wash.) CBD—Consists of tracts M-1, M-2.
Boundaries: 9th, Marion, 5th, Yesler Way, Alaskan Way, Columbia, Puget Sound, Virginia, Alaskan Way, Lenora, Western, Olive.
- Seattle SMA—Consists of King County, Wash.
- Shreveport (La.) CBD—City is not tracted.
Boundaries: Commerce, Cotton, Common, Illinois Central R.R., Wilson, Grand, Milam, Common, Fannin.
- Shreveport SMA—Consists of Caddo and Bossier Parishes, La.
- Spokane (Wash.) CBD—Consists of tracts 23, 25.
Boundaries: Spokane River, Division, 4th, Cedar.
- Spokane SMA—Consists of Spokane County, Wash.
- Syracuse (N.Y.) CBD—Consists of tracts 31, 32.
Boundaries: Belden Ave., Oswego Blvd., Canal, Almand, East Adams, West Adams, Onondago Creek.
- Syracuse SMA—Consists of Onondaga County, N.Y.
- Toledo (Ohio) CBD—Consists of tract 28.
Boundaries: Woodruff, Cherry, Maumee River, Swan Creek, Monroe, 14th, North 14th.
- Toledo SMA—Consists of Lucas County, Ohio
- Trenton (N.J.) CBD—Consists of tracts 9, 16A.
Boundaries: Brunswick Ave., Montgomery, Perry, So. Clinton Ave., Wall, Hudson, Hamilton Ave., So. Broad, Market, Lambertson, Willow, No. Warren.
- Trenton SMA—Consists of Mercer County, N.J.
- Tulsa (Okla.) CBD—Consists of tract 25.
Boundaries: Easton, Detroit, Archer, Frankfort, First, Kenosha Ave., 9th, Elgin, 11th, 10th, Denver Ave., 7th, Elwood Ave.
- Tulsa SMA—Consists of Tulsa County, Okla.
- Utica (N.Y.) CBD—Consists of tracts 1-A, 2-A, 3, 4.
Boundaries: N.Y.C. & H.R. R.R., Park Ave., West Oriskany, John, Rutger, Seymour, South, Cornelia Pl., Mandeville, Fay.
- Utica-Rome SMA—Consists of Herkimer and Oneida Counties, N.Y.

- Washington (D.C.) CBD—Consists of tracts 51, 52.2, 53.2, 54.2, 57.2, 58.
Boundaries: Dupont Circle, Massachusetts Ave., 5th, 6th, The Mall, 19th.
- Washington SMA—Consists of the District of Columbia; Alexandria and Falls Church Cities and Arlington and Fairfax Counties, Va.; Montgomery and Prince Georges Counties, Md.
- Waterbury (Conn.) CBD—Consists of tract W-1.
Boundaries: Buckingham, Cooke, Grove, Cherry, East Main, Mill, Union, South Elm, West Clay, Benedict, Meadow, Field, N.Y., N.H. & H R.R., Waterville, Johnson, Pine, Hillside, Prospect.
- Waterbury SMA—Consists of Waterbury City, Naugatuck Borough, and Beacon Falls, Cheshire, Middlebury, Prospect, and Wolcott Towns in New Haven County; and Thomastown and Watertown Towns in Litchfield County, Conn.
- Wichita (Kans.) CBD—Consists of tracts 16, 17.
Boundaries: Murdock Ave., Washington Ave., Waterman, Mosely, Gilbert, St. Francis, Waterman, Water, Lewis, Maple, Sycamore, Texas Ave., Seneca, 1st, Handley Ave., McLean Blvd., Seneca, Central Ave., Nims, 3rd, Sherman, 2nd, Wichita, Central Ave., Santa Fe Ave.
- Wichita SMA—Consists of Sedgwick County, Kans.
- Wilmington (Del.) CBD—Consists of tract 1.
Boundaries: Madison, W. 12th, Chippey, W. 13th, Orange, W. 14th, Market, W. 15th, King, E. 13th, Walnut, E. Front, W. Front, Washington, W. 2nd, Tatnall, W. 7th, West, W. 9th, Jefferson, Delaware Ave.
- Wilmington SMA—Consists of New Castle County, Del.; and Salem County, N.J.
- Worcester (Mass.) CBD—Consists of tract 17.
Boundaries: Highland, Summer, Boston & Albany R.R., Herman, Beacon, Wellington, Charlton, Murray Road, Irving Pl., Irving, Linden, Elm, Chestnut, Lancaster.
- Worcester SMA—Consists of Worcester City and Auburn, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, North Brookfield, Shrewsbury, Spencer, Westborough, and West Boylston Towns in Worcester County, Mass.
- Yonkers (N.Y.) CBD—Consists of tracts YON-3, YON-4A.
Boundaries: Ashburton Ave., Palisade Ave., Elm, Linden, Park Hill Ave., Broadway, Varr, Riversdale Ave., Main, Hudson River.
- Yonkers SMA—See New York-Northeastern New Jersey SMA.
- Youngstown (Ohio) CBD—Consists of tract N-37.
Boundaries: Arlington, Bryson, Lincoln Ave., Wick Ave., E. Raven, Oak, NYC R.R., E. Federal, Cedar, Mahoning River, Holmes, W. Federal, Belmont Ave.
- Youngstown SMA—Consists of Mahoning and Trumbull Counties, Ohio, and Mercer County, Pa.

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Payment is enclosed : \$____.____
(Check or money order, payable to
"Census, Department of Commerce";
or Documents coupons).

Charge \$____.____ to my
Superintendent of Documents
account, No. _____

(Please PRINT or type)

Name _____

Street address _____

City, zone, State _____

(Mail this form to BUREAU OF THE CENSUS, WASHINGTON 25, D.C. Announcements
and order forms for other final reports of the 1954 Census of Business may
be obtained by request.)

