

Distribution and Services

T 1-491. General note.

Users of these statistics are cautioned to keep in mind that data relate to establishments or firms classified under the Standard Industrial Classification (SIC) System (U.S. Office of Management and Budget, *Standard Industrial Classification Manual*, various issues, Washington, D.C.) as being engaged in wholesale trade, retail trade, or in performing services. As defined in the SIC, services does not include finance, insurance and real estate. Data for such establishments are included in Chapter X.

Where two or more activities are carried on at a single location under a single ownership, all activities are generally grouped together and the entire establishment classified in its major activity. The activities of leased departments are generally combined with the parent establishment in which they are located. Data as presented for the various censuses and annual data do not include the activities engaged in at administrative offices or in auxiliary establishments. Neither do they include the operations of chain store warehouses.

T 1-14. National income originating in distribution and selected service industries, 1869-1970.

Source: 1869-1929, Harold Barger, "Income Originating in Trade, 1869-1929," *Studies in Income and Wealth*, vol. 24, Conference on Research in Income and Wealth, National Bureau of Economic Research, Princeton. U.S. Bureau of Economic Analysis (formerly Office of Business Economics), 1929-1963, *National Income and Product Accounts of the United States, 1929-1965*, table 1.12; 1964-1967, *U.S. National Income and Product Accounts, 1964-67*, table 1.12; 1968-1970, *Survey of Current Business*, July 1972, table 1.12.

Data for 1929-1948 are based on the 1942 Standard Industrial Classification System (SIC); data for 1948-1970 are based on the 1957 SIC System. For all series, data for 1948 are shown according to both systems. See reference in general note for series T 1-491.

T 15-28. Persons engaged in distribution and selected service industries, 1869-1970.

Source: 1869-1919, see source for series T 1-14; 1929-1970, see sources for series T 1-14, table 6.6.

These figures are in terms of full-time equivalent employment, which measures man-years of full-time employment and its equivalent work performed by part-time workers. Full-time employment is defined simply in terms of the number of hours which is customary at a particular time and place. For a full explanation of the concept, see U.S. Office of Business Economics, *Survey of Current Business*, June 1945, pp. 17 and 18.

Unpaid family workers are excluded due to unresolved difficulties in their definition and measurement.

For explanation of the two series presented for 1948, see the text for series T 1-14.

T 29-42. Average annual earnings per full-time employee in distribution and selected service industries, 1929-1970.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics), 1929-1963, *The National Income and Product Accounts of the United States, 1929-1965*, table 6.5; 1964-1967, *U.S. National Income and Product Accounts, 1964-67*, table 6.5; 1968-1970, *Survey of Current Business*, July 1972, table 6.5.

For definition of full-time employment, see text for series T 15-28.

Average annual earnings per full-time employee measures wage-and-salary income per man-year of full-time work. Wages and salaries comprise all payments accruing to persons in an employee status as compensation for their work. They include commissions, tips, and bonuses, as well as cash payments commonly referred to as wages and salaries, together with the value of those payments in kind that clearly represent an addition to the recipient's income. Income in kind is valued, so far as possible, at its cost to the employer. Service industries in which it is a perceptible portion of wages and salaries include hotels and other lodging places and educational services.

Series T 29-42 do not include dismissal pay, directors' fees, employer contributions to social insurance funds and private pension plans, nor accident compensation payments.

For further details, see *Survey of Current Business*, June 1945, pp. 17 and 18.

T 43-57. Distribution and selected services, legal form of organization, 1935-1967.

Source: U.S. Bureau of the Census. 1935, *U.S. Census of Business: 1935, Wholesale Distribution*, vol. 1, p. 119. 1939, *Sixteenth Census of the U.S.: 1940, Census of Business: 1939*, vol. I, p. 71; vol. II, p. 200; and vol. III, p. 104. 1948, *U.S. Census of Business: 1948*, vol. I, p. 6.05; vol. IV, p. 5.02; and vol. VI, p. 5.02. 1954, *U.S. Census of Business: 1954*, vol. I, p. 5-2; vol. III, p. 7-2; and vol. V, p. 5-2. 1958, *U.S. Census of Business: 1958*, vol. I, p. 5-2; vol. III, p. 5-2; and vol. V, p. 5-2. 1963, *1963 Census of Business*, vol. I, p. 5-1; vol. IV, p. 7-1; and vol. VI, p. 5-1. 1967, *1967 Census of Business*, BC67-RS5, p. 5-103; BC67-WSS, p. 8-126; and BC67-SS8, p. 8-57.

Each establishment included in the censuses of business was classified into one of the following legal forms of organization: (1) *Individual proprietorship*—an establishment owned by one person, who may or may not actively participate in the operation of the business. (2) *Partnership*—an establishment owned by two or more persons each of whom has a financial interest in and responsibility for the business. Any partner may or may not actively participate in the operation of the business. (3) *Corporation*—an establishment (other than a cooperative) owned by an organization or company legally incorporated under State laws. In the 1939 and 1948 censuses of business, cooperative associations incorporated under either regular corporation laws or under the special cooperative association laws of the States were classified as corporations. Beginning with the 1954 Census of Business, a separate legal form was established for cooperatives. (4) *Cooperative*—an establishment owned by an association of customers of the establishment whether or not they are incorporated. In general, the distinguishing features of a cooperative are patronage dividends based on the volume of expenditures by the member, and a limitation of one vote per member regardless of the amount of stock owned. The establishments are open to the public as a rule, but generally are patronized primarily by members of the association operating the business. In the 1939 and 1948 censuses of business, cooperatives were defined as either "corporations," if the cooperative was incorporated, or as "other legal forms." (5) *Other legal forms*—These are establishments whose legal form of organization is not one of those defined above. Included in this legal form are liquor stores owned or operated by State, county, or municipal governments, and other miscellaneous ownership types such as estates, receiverships, some nonprofit organizations, and joint ventures. In the 1939 and 1948 censuses of business, cooperatives not incorporated were also included in this category.

T 58-78. Book value of inventories at end of year, 1929-1970.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics). Series T 58-66: 1938, unpublished data; 1939-1946, *1969 Business Statistics*, p. 63; 1947-1967, *1971 Business Statistics*, p. 63; 1968-1970, *Survey of Current Business*, December 1971, p. 55. Series T 67-69: 1938-1945, *1953 Business Statistics*, p. 16; 1946-1947, unpublished data; 1948-1970, *1971 Business Statistics*, p. 24. Series T 70-78: 1929-1952, *1957 Business Statistics*, pp. 17-20 except for series T 70, T 71, and T 75 for 1947-1952, which are revised figures from unpublished data; 1953-1970, *1971 Business Statistics*, pp. 30-33.

In these series, trade inventories are valued at the cost of merchandise on hand; manufacturers' inventories at cost or market price, whichever is lower. About 15 percent of manufacturers' inventories are valued on a last-in-first-out basis; this basis is much less prevalent in trade, although it is used extensively by department stores. Changes in book values reflect changes in unit costs as well as changes in physical quantities.

Retail store inventories, series T 58-66, for 1938-45 were linked to the census of business for 1939 and 1948, the Internal Revenue Service's *Statistics of Income*, and Federal Reserve Board data on department store inventories. Data for 1946-1970 are based on sample information which is used to extrapolate year-end estimates from the 1952-1970 *Annual Retail Trade Reports* of the Bureau of the Census. Adjustments have been made to the data from 1961 forward to make them directly comparable to retail sales estimates derived from a new sample introduced in 1968.

Inventories of merchant wholesalers, series T 67-69, include wholesalers of farm products and raw materials. Figures for 1938-1946 include some types of nonmerchant wholesalers and are not comparable with data for later years. Figures for 1947-1958 are adjusted to the levels of the 1958 Census of Business sample from data based on samples selected from the 1948 and 1954 censuses of business. Figures for 1959 and later years are based on a sample designed to conform to the 1963 Census of Business. Inventories are valued at the cost of merchandise on hand; changes thus reflect changes in unit prices as well as changes in physical quantities.

Manufacturers' inventories for 1929-1946, series T 70, 71, and 75, and inventories by stage of fabrication for 1938-1952, series T 72-74 and T 76-78, are based on a sample of manufacturing companies. The data were collected by the Office of Business Economics and benchmarked to Internal Revenue Service's *Statistics of Income* reports. These data are not directly comparable to the series for later years because of differences in the conceptual basis of the two series, particularly in figures for inventories by stage of fabrication. Total manufacturers' inventories for 1947-1970 and inventories by stage of fabrication for 1953-1970 are based on sample reports collected from manufacturers by the Bureau of the Census and benchmarked to establishment data from its *Annual Survey of Manufactures*, which is benchmarked to the *Census of Manufactures*.

T 79-196. Retail establishments, sales, and persons engaged, by kind of business, 1929-1967.

Source: U.S. Bureau of the Census. 1929, *Fifteenth Census of the United States, 1930, Distribution*, vol. I, *Retail Distribution*, part 1. 1933, *Census of American Business: 1933*, United States Summaries; 1935, *Census of Business: 1935, Retail Distribution*, part 1, vol. I, *U.S. Summary*; 1939, *Sixteenth Census of the United States, 1940, Census of Business*, vol. I, *Retail Trade: 1939*, part 1; 1948, *Census of Business: 1948*, vol. I, *Retail Trade, General Statistics*, part 1; 1954, *Census of Business: 1954*, vol. I, *Retail Trade—Summary Statistics*; 1958, *Census of Business: 1958*, vol. I, *Retail Trade—Summary Statistics*; 1963, *Census of Business: 1963*, vol. I, *Retail Trade—Summary Statistics*, part 1; 1967, *Census of Business: 1967*, vol. I, *Retail Trade—Subject Reports*.

Stores are classified according to their principal kind of business. Where a number of lines are carried, changes in relative importance

may serve to shift a particular establishment from one category to another between censuses. Sales figures shown are for kinds of establishments, not kinds of products.

Certain of these series have been adjusted or combined for some years prior to 1958, by Professors Charles S. Goodman and Reavis Cox (presently and formerly, respectively) of the Wharton School of Finance and Commerce, University of Pennsylvania, in order to provide historical series that are as comparable as possible. Figures for 1933, in particular, have been adjusted for comparability. The reports of the census of business provide considerably more detail as to kinds of business.

Sales and excise taxes are included in sales figures for 1954 and later years and excluded for 1948 and 1939.

Figures for persons engaged represent the total of the reported number of active proprietors and employees for the week including March 12 for 1967, of active proprietors and employees for the payroll period ended nearest November 15 for 1939-1963, and of active proprietors plus the average annual number of full-time and part-time employees for 1939 and earlier years. Unpaid family workers are excluded from figures for persons engaged.

Establishments without paid employment and with less than \$2,500 sales were excluded in 1954 and 1958. The 1948 figures exclude stores which operated the entire year but had sales of less than \$500. The corresponding cutoff point for 1939 was \$100. Non-employer establishments which did not operate the entire year were included in 1963 and 1967 if their receipts during the period they operated were at a rate which would have reached an annual total of \$2,500 or more had they operated the entire year.

There have been many changes in enumeration methods, in accuracy, and in classifications over the years. The principal ones are noted here; others are described in the various census volumes. Users of the data are cautioned to consult original sources for more complete discussion of factors affecting the comparability of data. The 1954 and subsequent censuses were conducted by mail canvasses of all firms included in the active records of the Internal Revenue Service as subject to the payment of Federal Insurance Contributions Act (FICA) taxes and which were in appropriate kind-of-business classifications. Such data cover only firms with paid employees. The nonemployer segment was derived from a 50-percent sample of 1954, 1958, and 1963 tax returns. This procedure was modified for the 1967 census by the use of tax records instead of census returns for small employers, and the use of tax records for all nonemployers rather than for a 50-percent sample. The 1948 and earlier censuses were conducted by field enumeration. The differences in enumeration affect particularly the coverage of establishments without easily recognized places of business (e.g., nonstore retailers) and those leaving business prior to the end of the year. The data for the 1954 and subsequent censuses thus have better coverage in these areas. The 1933 and 1935 censuses were not taken under mandatory reporting requirements and may be subject to some underenumeration.

Dairies which processed milk and cream were included as retailers in 1948 and earlier years if the major portion of their sales was by route delivery to the homes of consumers. They were excluded in 1954 and later years.

Nonstore retailers are treated as a separate kind of business for 1954 and later years. For earlier years, such retailers (to the extent enumerated) were classified in their appropriate kind of business. For 1954, each leased department is treated as a separate establishment; for all other years, data for such departments were consolidated with the establishments in which they were located.

Two sets of data are shown for 1948. The data for 1948 (comparable with later years) represent retabulations of 1948 data to make them comparable with later years as to treatment of dairies, nonstore retailers, and cutoff points for tabulation. Similarly, two sets of data are shown for the number of persons engaged in retail establishments in 1939. The data for 1939 (comparable with later years) represent the sum of active proprietors and paid employees for the payroll period ended nearest November 15 and are comparable with

data for 1948 and later years. The figures for 1939 (comparable with earlier years) represent the number of active proprietors and the average number of employees for the year, and are comparable with data for 1935 and earlier years.

T 197-219. Retail sales of stores of multiunit retail firms, by kind of business, 1929-1970.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics), 1929-1938, unpublished data; 1939-1970, *1971 Business Statistics*, p. 64, and unpublished data, except 1970 (new basis) and 1960 (old basis) from U.S. Bureau of the Census, *Monthly Retail Trade Report*, January 1961 and December 1971 issues.

For 1929-1951, these series were originally designated as "Retail Sales of Chain Stores and Mail-Order Houses" and represent sales of firms with 4 or more retail stores. Data from the census of business for 1929, 1933, 1935, 1939, and 1948 were used as benchmarks. The intercensal estimates were based on sample groups of organizations with 4 or more stores.

For 1951-1970, the series are based on a sample of firms which operated 11 or more retail units in the most recently available census. Adjustments reflecting changes in industry classification, and in the firms to be included in the sample, were made for 1956 based on 1954 census results; for 1960 based on the 1958 census; for 1964 based on the 1963 census; and for 1970 based on the 1967 census.

Since no adjustments were made for entries and exits from the "11 or more" category between censuses, the data shown cannot be subtracted from total retail sales to obtain sales by organizations operating 10 or fewer stores.

T 220-224. Chains and chain stores, 1872-1928.

Source: U.S. Federal Trade Commission, *Chain Stores: Growth and Development of Chain Stores* (72d Congress, 1st session, Senate Document No. 100), p. 80.

Figures include chains of two or more stores reporting to the Federal Trade Commission or known to that agency. Grocery and meat chains have been combined with grocery chains. Ready-to-wear chains include men's ready-to-wear chains, women's ready-to-wear chains, and men's and women's ready-to-wear chains but not chains specializing in furnishings, accessories, millinery, and the like, nor dry goods chains whether carrying apparel or not. Data for each of the 26 lines of business shown in the total column are found in the source. The source publication also contains estimates of the number of chain outlets in different years but such data embody substantial estimating difficulties.

T 225-244. Retail trade margins, by kind of store, 1869-1947.

Source: Harold Barger, *Distribution's Place in the American Economy Since 1869*, National Bureau of Economic Research, Princeton University Press, 1955, pp. 57, 60, and 81 (copyright).

The retail margin estimates are shown as a percent of retail value of sales, and include both net profit and expenses of doing business. With regard to the reliability of the data, the source volume notes that "because of the extremely heterogeneous nature of the source material, it is not possible to offer any measures of dispersion within categories for the data." The source concludes, however, that we may "have some confidence that at least the larger differences reported . . . have a real existence."

T 245-271. Retail store sales, by kind of business, 1929-1970.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics), 1929-1938, unpublished data; 1939-1946, *1969 Business Statistics*, pp. 58-59; 1947-1967, *1971 Business Statistics*, pp. 58-59; 1968-1970, *Survey of Current Business*, December issues.

Sales figures include multiunit stores. The classification of durable

goods stores and nondurable goods stores is based on the durability of the commodities accounting for a major portion of the sales of each kind-of-business group. Data from censuses of retail trade were used as benchmarks for annual 1929-1946 data. Estimates for intercensal years in this period were developed from sales tax collection data, special Internal Revenue Service compilations, business population trends, the Federal Reserve Board index of department store sales, and data from the Bureau of Public Roads and the American Petroleum Institute. Methods of compilation are described in *1969 Business Statistics*, p. 58.

Data for 1946-1961 were based on a new method of estimating retail sales and are not comparable with those shown for prior years. Estimates of retail sales were developed from a sample representing all sizes of stores, firms, or organizations, and all kinds of retail business. These data were not linked to a census of retail trade as were the old, a factor that accounts for most of the difference between the levels of retail sales indicated by the old and new series for 1946. In 1957 the data were revised back to January 1951 to exclude milk dealers engaged in processing on the premises. (This change conforms with the treatment of such establishments as manufacturing plants in the 1954 Census of Business.) Data for 1961-1970 reflect a new sample design and classification changes resulting from the 1963 census. In addition, data by kind-of-business group were revised by shifting all "nonstore" establishments into the general merchandise group. Nonstore establishments (mail order, house-to-house, and vending machine businesses) were previously shown in such kind-of-business groups as food, eating and drinking places, and furniture and appliance. The sampling procedure for the new series is described in *1971 Business Statistics*.

T 272-273. Index of department store sales and stocks, 1919-1970.

Source: Board of Governors of the Federal Reserve System, unpublished data.

The index for sales is based on the average per trading day. The stocks index is the annual average of monthly data of end-of-month stocks.

T 274-371. Wholesale establishments, sales, operating expenses, and persons engaged, by kind of business, 1929-1967.

Source: U.S. Bureau of the Census. 1929, *Fifteenth Census of the United States, 1930, Distribution*, vol. II, *Wholesale Distribution*; 1933, *Census of American Business: 1933*, United States Summaries; 1935, *Census of Business: 1935, Wholesale Distribution*, part 1, vol. I, *U.S. Summary*; 1939, *Sixteenth Census of the United States, 1940, Census of Business*, vol. II, *Wholesale Trade: 1939*; 1948, *Census of Business: 1948*, vol. IV, *Wholesale Trade—General Statistics and Commodity Line Sales Statistics*; 1954, *Census of Business: 1954*, vol. III, *Wholesale Trade—Summary Statistics*; 1958, *Census of Business: 1958*, vol. III, *Wholesale Trade—Summary Statistics*; 1963, *Census of Business: 1963*, vol. IV, *Wholesale Trade—Summary Statistics*, part 1; 1967, *Census of Business: 1967*, vol. III, *Wholesale Trade—Subject Reports*.

Data shown are for wholesale establishments, other than chain store warehouses. Adjustments have been made in the data prior to 1958 for certain years by Professors Charles S. Goodman and Reavis Cox (presently and formerly, respectively) of the Wharton School of Finance and Commerce, University of Pennsylvania, in order to attain maximum comparability.

Data for persons engaged represent the total of the reported number of active proprietors and employees for the week including March 12, for 1967; of active proprietors and employees for the payroll period nearest November 15, for 1948-1963; and of active proprietors plus the average annual number of full-time and part-time employees for 1939 and earlier years.

There have been numerous changes over the years in the definitions of kinds of business, scope of the census (especially size minimums for enumeration), enumeration methods, and completeness of data. The

statistics shown have been adjusted where possible to maintain maximum comparability over time. Significant changes are noted below. For treatment of lesser differences, see source publications.

The 1954 and later censuses were conducted by mail canvass. Report forms were mailed to all firms included in the active records of the Internal Revenue Service as subject to the payment of Federal Insurance Contributions Act (FICA) taxes and which were classified in appropriate kinds of business or were unclassified at the time the forms were mailed. Data for such censuses, therefore, omit all wholesalers who had no employees subject to FICA taxes. The 1948 and earlier censuses were conducted by field canvasses and were restricted to firms which operated from recognizable places of business, whether or not they had any employees subject to FICA taxes. The 1933 and 1935 censuses were not taken under mandatory reporting requirements and may therefore be subject to some underenumeration.

Data for 1954 and later years are for establishments with paid employees. The original 1948 tabulations include all establishments with sales of \$5,000 or more irrespective of employment. For 1939, the corresponding cutoff point was \$500. No mention of cutoff point is made in sources of data for years prior to 1939.

The figures for 1948 (comparable with later years) have been revised to reflect 1954 coverage and to incorporate certain changes in classification.

The figures for 1963 (comparable with later years) have been revised to reflect the scope of the 1967 Census of Business. Significant changes are (1) kinds of business data for 1967 are in accordance with the 1967 edition of the U.S. Office of Management and Budget (formerly Bureau of the Budget) *Standard Industrial Classification Manual*, whereas the 1963 data are in conformity with the 1957 edition and its supplements; (2) the number of paid employees in 1967 was obtained from administrative records of the Internal Revenue Service while, in 1963, all census information was obtained directly from the companies; and (3) the number of active proprietors for 1967 is based on crediting sole proprietorships with one proprietor and partnerships with two proprietors for firms with first quarter 1967 payroll; for 1963, on crediting proprietors similarly but for all sole proprietorships and partnerships operated at any time during 1963.

T 372-374. Sales of wholesale establishments, 1939-1962.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics), 1939-1946, *Survey of Current Business*, October 1951, p. 24; 1946-1962, unpublished data (monthly averages published in *1963 Business Statistics*, p. 22).

These estimates exclude sales of corporate manufacturers, sales branches and offices, and the marketing stations of petroleum refiners which are included in the manufacturing series of the former Office of Business Economics. Sales of agents and brokers are included here on the basis of actual receipts of the agents and brokers rather than on the total value of goods sold. For 1939-1946, data are based on 1948 Census of Business definitions and classifications. The 1939 census data have been recast to conform to the 1948 census. Data for 1946-1962 are based on definitions and classifications in the 1954 Census of Business, with the 1948 census data adjusted to the scope of the 1954 census.

T 375-383. Sales, stocks, and stock-sales ratios of merchant wholesalers, 1948-1970.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics), *1971 Business Statistics*, p. 23.

The estimates are confined to merchant wholesalers since information on other types of wholesalers is not available except for years when the census of wholesale trade was taken. The 1963 Census of Business (to which the merchant wholesale data conform for the period since 1959) indicated that merchant wholesalers accounted for 44 percent of the sales and 74 percent of the inventories of all wholesale establishments.

The data exclude manufacturers' sales branches and sales offices, petroleum bulk stations and terminals, agents and brokers, and assemblers of farm products.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deduction of returns, allowances, and discounts; and sales of merchandise for others on a commission basis. Local and State sales taxes and Federal excise taxes are included. Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month; they do not include goods held on a consignment basis or such items as fixtures, equipment, and supplies not held for sale.

The stock-sales ratios for a given year are derived by dividing the weighted average of seasonally adjusted end-of-month inventories (using the 13 observations including the yearend figures for the given and previous year) by the monthly average sales for that year. No adjustments have been made to bring inventory book values, which are typically valued at the lower of cost or market, up to the level of selling prices.

Figures for 1948-1958 are based on samples selected from the 1948 and 1954 censuses of business, and were adjusted by the former Office of Business Economics to the level of the sample selected from the 1958 Census of Business and Social Security Administration lists of wholesalers since 1958. These estimates are extrapolations based on data collected by the Census Bureau in the past, compiled with different samples.

In February 1966 a revised sample was introduced which included over 17,000 firms drawn from 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963, and Social Security Administration lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification numbers) since 1963. The Office of Business Economics in cooperation with the Bureau of the Census applied ratios calculated from the overlapping data to the previous estimates for 1959 through 1965 to make them comparable with the 1966 figures.

T 384-390. Wholesale trade margins of independent wholesalers, 1869-1947.

Source: See source for series T 225-244, p. 84.

See text for series T 225-244 for definition of "margin" and statement regarding reliability of the data.

Independent or regular wholesalers are types of wholesalers handling finished goods or construction materials for eventual distribution through some kind of retail outlet. This category excludes other kinds of wholesalers, such as brokers, commission merchants, manufacturers' sale branches, and chain-store warehouses.

T 391-443. Selected service establishments and receipts, 1929-1967.

Source: U.S. Bureau of the Census. 1929, unpublished data; 1933, *Census of American Business: 1933*, United States Summaries; 1935, *Census of Business: 1935, Service Establishments*, vol. I, U.S. Summary and *Census of Business: 1935, Miscellaneous*; 1939, *Census of Business: 1939*, vol. III, *Service Establishments*; 1948, *Census of Business: 1948*, vol. VI, *Service Trade—General Statistics*; 1954, *Census of Business: 1954*, vol. V, *Selected Service Trades—Summary Statistics*; 1958, *Census of Business: 1958*, vol. V, *Selected Services—Summary Statistics*; 1963, *Census of Business: 1963*, vol. VI, *Selected Services—Summary Statistics*; 1967, *Census of Business: 1967*, vol. V, *Selected Services—Area Statistics*, part 1.

Certain series have been combined for some years in order to provide as comparable historical series as possible. For some of the series, as noted below, data for some years were collected in other census programs. The series presented here cover that very limited segment of the services sector which bears greatest similarity to retail trade, specifically, personal, repair, and automotive services; hotels; and motels.

There have been numerous changes in enumeration methods, in accuracy, and in classifications over the years. The principal ones

are noted here; others can be noted by reference to the various census volumes. The 1954 and later censuses were conducted by mail canvasses of firms included in the active records of the Internal Revenue Service as subject to the payment of Federal Insurance Contributions Act (FICA) taxes and which were in appropriate kind-of-business classifications. Such data cover only firms with paid employees. The nonemployer segment was derived from a 50-percent sample of 1954, 1958, and 1963 tax returns. In the 1967 census, data for all nonemployers were compiled from tax records. The 1948 and earlier censuses were conducted by field enumeration. The differences in enumeration methods affect particularly the coverage of establishments without easily recognizable places of business and those leaving business prior to the end of the year. The 1954-1967 data are thus more complete in those areas. The 1933 and 1935 censuses were not taken under mandatory reporting requirements and may therefore be subject to some underenumeration. There are important gaps in enumerators' reports for 1933 so that substantial underenumeration, particularly of the smaller establishments, exists for 1933. Underenumerations have more effect on the number of establishments than on receipts.

In the 1963 and 1967 censuses, nonemployer establishments which did not operate the entire year have been included if, during the period they operated, their receipts were at a rate which would have reached an annual total of \$1,000 or more had they operated the entire year. Establishments without paid employment and with less than \$1,000 receipts were excluded in 1954 and 1958 tabulations. The data for 1948 (comparable with later years) show 1948 figures adjusted to this cutoff point. The data for 1948 (comparable with earlier years) exclude establishments which operated the entire year but had receipts less than \$500. For 1939 and earlier years establishments having receipts of \$100 or more are included (except as noted). Where two estimates are shown for 1939, the figures for 1939 (comparable with later years) represent a revision to conform to 1948 kind-of-business definitions.

Receipts for 1954 and later years include sales and excise taxes; receipts for 1948 and 1939 exclude them.

Establishments are classified according to their principal kinds of business. Changes in relative importance may thus serve to shift particular establishments among service categories or between service and retailing classifications from one census to another. Many service establishments derive some receipts from sales of merchandise; conversely, many establishments primarily engaged in the sale of goods, and hence included in retail trade, obtain some income from services. Receipts reported in each case represent total receipts of establishments comprising the classification, not receipts for the particular service indicated.

T 402-403, total personal services. Data for 1933 and 1935 represent groupings that correspond most closely to the 1939 scope.

T 410-411, photographic studios. Since the 1954-1967 data were obtained by mail canvass, they are believed to be substantially more complete than data for earlier years. For this industry, non-recognizable establishments are likely to result in substantial underenumeration in a field canvass.

T 412-417, laundry, cleaning, and garment services. Included in series T 412 are power laundries, cleaning plants, press shops, linen supply, diaper service, industrial launderers, garment repair, and hand laundries. For 1933 and 1935, power laundries and dry cleaning plants with receipts of less than \$5,000 were omitted. While series T 414 does not include the count of outlets owned and operated by dry cleaning plants, series T 415 does include the receipts of such outlets.

T 426-427, automobile repair shops. Data for 1935 include specialized shops as enumerated in the census of service establishments, and general repair garages as enumerated in the *1935 Census of Business, Retail Distribution*, table 1A. Data for 1933 cover only general repair garages, as enumerated in the *1933 Census of American Business, Retail Distribution*, table 1A, and the following types of

specialized shops as reported in *1933 Census of American Business, Service Industries*: Paint shops, radiator shops, top and body repair shops, tire repair shops, and brake repair shops.

T 434-437, miscellaneous repair services. Separate data are available for some or all of the indicated years for several of the repair services in this group including shops engaged in armature re-winding, bicycle repair, blacksmithing, harness and leather goods repair, musical instrument repair, saw and tool repair, typewriter repair, upholstering and furniture repair, watch, clock, and jewelry repair, etc. Since the 1954-1967 data were obtained by mail canvass, they are believed to be substantially more complete than data for earlier years. In these industries, nonrecognizable establishments are likely to result in substantial underenumeration in a field canvass.

T 438-439, hotels, tourist courts, motels, trailer parks, and camps. Data for 1954-1967 are for establishments with payrolls only.

T 444-471. Volume of advertising, by medium, 1867-1970.

Source: Printers' Ink Publications, New York, N.Y., 1867-1934, *Printers' Ink Advertisers' Annual*, 1955 edition; 1935-1968, *Printers' Ink Advertisers' Guide to Marketing*, annual issues; 1969 and 1970, *Marketing/Communications*, July 1971.

The data were prepared by Robert J. Coen of McCann-Erickson, Inc., from information furnished by the American Newspaper Publishers Association, A. C. Nielsen Company, Publishers' Information Bureau, Farm Publication Reports, Inc., the Direct Mail Advertising Association, A. R. Venezian, Outdoor Advertising, Inc., and the Federal Communications Commission.

The data include the cost of preparation, and the cost of talent in the case of radio and television as well as the charges for space and time.

T 472-484. Indexes of national advertising expenditures, by medium, 1935-1970.

Source: Compiled by Robert J. Coen of McCann-Erickson, Inc., from annual dollar figures prepared and published in *Advertising Age*, Crain Communications, Inc., Chicago.

The general index, series T 472, is designed to reflect the changes in advertising dollar expenditures by national advertisers in major media. The national advertiser is usually a manufacturer of a product or service who does business in many markets across the country. National advertisers usually place their advertising through the facilities of an advertising agency and national media sales representative.

The index numbers for all media are based on estimates of the total expenditures made by advertisers to cover space and time charges as well as charges for programming, art and mechanical production expenses, and all commercial production items.

Estimates for the individual media are developed according to several general sources. Broadcast media estimates are derived from the financial reports of the Federal Communications Commission (FCC). The FCC provides comprehensive data on time sales revenue and also program revenue for network television, network radio, spot television, and spot radio. Adjustments are made to these figures to include additional allowances for commercial production expenses and some programming and talent charges not channeled through the stations or networks.

Magazine estimates are primarily based on the reports of the Publishers Information Bureau. Newspaper estimates are primarily based on the reports provided by the Bureau of Advertising of the American Newspaper Publishers Association. Business publications estimates are developed from data collected by the American Business Press. Outdoor estimates are developed from data provided by the Institute of Outdoor Advertising.

The above sources relate to the figures for the most recent years.

In some cases older historical data were derived from sources that are no longer in existence. All data are adjusted and linked in order to make the historical series comparable from year to year.

Data for all media include Alaska and Hawaii as well as expenditures for media in outlying areas of the United States.

Data represent newspaper lineage in all newspapers, daily and Sunday, in the following 52 cities: Akron, Albany, Albuquerque, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Detroit, El Paso, Fort Worth, Hartford, Houston, Indianapolis, Jacksonville, Knoxville, Los Angeles, Memphis, Milwaukee, Minneapolis, Nashville, New Orleans, Oakland, Oklahoma City, Omaha, Pittsburgh, Portland (Oreg.), Reading, Richmond, Rochester, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, South Bend, Spokane, St. Louis, Syracuse, Tacoma, Toledo, Tulsa, Washington, Worcester, and Youngstown.

T 485-491. Newspaper advertising—lineage for 52 cities, 1928-1970.

Source: U.S. Bureau of Economic Analysis (formerly Office of Business Economics). 1928-1938, unpublished data; 1939-1946, 1969 *Business Statistics*, p. 57; 1947-1970, 1971 *Business Statistics*, p. 57.

Series T 1-14. National Income Originating in Distribution and Selected Service Industries: 1869 to 1970

[In millions of dollars. Data represent net value added at factor costs]

Year	Wholesale trade	Retail trade ¹	Hotels and other lodging places	Personal services	Miscellaneous business services	Automobile repair, services, and garages ¹	Miscellaneous repair services	Motion pictures	Amusement and recreation, except motion pictures	Medical and other health services	Legal services	Educational services	Miscellaneous professional services	Nonprofit membership organizations
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1970	44,715	76,473	4,204	7,417	13,888	3,621	2,121	1,551	3,239	29,775	6,426	7,292	9,886	8,411
1969	41,872	72,939	4,051	7,384	12,980	3,449	2,092	1,465	2,863	26,604	5,631	6,648	9,092	7,762
1968	38,394	67,675	3,744	7,265	11,490	3,106	1,866	1,535	2,788	23,250	5,114	5,975	8,009	6,955
1967	35,238	62,280	3,435	6,955	10,600	2,879	1,735	1,350	2,512	20,640	4,820	5,394	7,397	6,346
1966	33,380	58,012	3,192	6,570	9,547	2,637	1,689	1,343	2,419	18,075	4,522	4,719	6,552	5,735
1965	30,341	53,961	2,788	5,993	8,413	2,450	1,501	1,205	2,221	16,256	4,069	4,191	5,719	5,306
1964	28,656	50,663	2,577	5,691	7,490	2,368	1,378	1,053	2,120	14,865	3,724	3,768	5,231	4,907
1963	26,768	46,646	2,423	5,282	6,614	2,174	1,315	910	1,970	13,519	3,424	3,374	4,743	4,562
1962	25,505	44,823	2,270	5,036	6,122	2,017	1,227	890	1,849	12,609	3,162	3,010	4,385	4,298
1961	24,243	42,006	2,134	4,795	5,541	1,824	1,181	933	1,789	11,482	2,982	2,713	4,011	4,041
1960*	23,126	41,270	2,111	4,608	5,093	1,762	1,105	894	1,661	10,731	2,636	2,449	3,761	3,870
1959	22,710	40,622	2,048	4,462	4,735	1,616	1,072	908	1,492	9,974	2,438	2,208	3,593	3,620
1958	20,754	37,492	1,885	4,236	4,088	1,445	993	828	1,369	9,046	2,231	2,040	3,339	3,378
1957	20,814	36,929	1,905	4,195	3,843	1,322	1,037	899	1,235	8,275	2,131	1,887	3,287	3,120
1956	19,326	35,480	1,812	3,916	3,493	1,336	973	949	1,196	7,530	1,979	1,723	2,850	2,873
1955	17,841	34,429	1,717	3,661	3,011	1,172	873	979	1,121	7,097	1,926	1,524	2,324	2,675
1954	15,825	32,426	1,623	3,500	2,672	1,034	822	953	1,039	5,874	1,758	1,405	2,026	2,436
1953	15,777	31,487	1,592	3,416	2,484	1,012	833	849	984	5,801	1,606	1,300	1,984	2,310
1952	15,593	31,087	1,557	3,277	2,204	958	812	869	880	5,273	1,515	1,222	1,776	2,096
1951	15,376	29,715	1,464	3,164	1,945	932	750	877	820	4,827	1,455	1,170	1,504	1,971
1950	13,307	27,636	1,388	3,021	1,684	864	665	866	788	4,412	1,344	1,109	1,252	1,803
1949	12,187	26,848	1,362	2,908	1,474	841	648	885	803	4,045	1,257	1,040	1,164	1,686
1948 ²	12,857	27,004	1,341	2,840	1,439	908	701	902	830	3,925	1,176	972	1,140	1,492
1948 ³	13,083	28,591	1,341	2,840	1,859	934	934	902	830	4,020	1,176	865	782	1,492
1947	11,679	25,872	1,289	2,640	1,641	934	934	1,045	796	3,542	1,036	810	589	1,308
1946	10,448	24,156	1,320	2,561	1,483	837	837	1,128	815	3,025	957	658	480	1,193
1945	8,244	19,766	1,087	2,121	1,182	-----	703	929	613	2,459	930	569	335	983
1944	7,647	18,121	990	2,015	1,056	-----	701	882	507	2,341	874	532	320	916
1943	6,923	16,959	878	1,899	916	-----	610	830	436	1,988	814	503	344	819
1942	6,223	14,200	675	1,552	829	-----	419	652	388	1,806	793	461	385	716
1941	5,276	12,135	585	1,292	781	-----	350	513	368	1,575	763	439	264	640
1940	4,500	9,960	532	1,154	668	-----	261	448	310	1,463	719	424	193	599
1939	3,876	8,728	485	1,053	642	-----	261	434	288	1,381	692	415	181	556
1938	3,845	8,251	460	1,028	601	-----	259	426	266	1,330	666	409	164	556
1937	3,971	8,383	473	1,113	610	-----	247	437	305	1,323	680	394	156	547
1936	3,287	7,481	418	962	578	-----	230	391	253	1,253	647	376	144	546
1935	2,972	6,436	383	865	483	-----	218	329	211	1,115	624	365	121	528
1934	2,545	5,765	361	790	432	-----	203	283	197	1,036	600	361	113	532
1933	1,810	3,815	291	707	338	-----	191	210	154	948	561	363	98	527
1932	2,201	4,331	335	814	363	-----	228	194	177	1,037	591	393	102	569
1931	3,221	6,690	465	1,040	450	-----	276	361	268	1,306	701	412	152	626
1930	4,085	8,272	577	1,218	568	-----	306	433	336	1,476	683	413	184	649
1929 ²	4,261	9,250	623	1,287	568	-----	315	440	379	1,536	689	402	206	640
1929 ³	4,120	8,960	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1919 ⁴	3,130	5,920	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1909 ⁴	1,300	2,320	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1899 ⁴	810	1,340	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1889 ⁴	360	1,020	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1879 ⁴	220	560	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1869 ⁴	210	500	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

* Denotes first year for which figures include Alaska and Hawaii.

¹ For 1948 and prior years, "Automobile repair, services, and garages" included with "Retail trade."

² Comparable with later years.

³ Comparable with earlier years.

⁴ Excludes inventory valuation adjustment.

Series T 15-28. Persons Engaged in Distribution and Selected Service Industries: 1869 to 1970

[In thousands. Data represent man-years of full-time equivalent employment by persons working for wages or salaries and by active proprietors of unincorporated businesses devoting the major portion of their time to the business]

Year	Wholesale trade	Retail trade ¹	Hotels and other lodging places	Personal services	Miscellaneous business services	Automobile repair, services, and garages ¹	Miscellaneous repair services	Motion pictures	Amusement and recreation, except motion pictures	Medical and other health services	Legal services	Educational services	Miscellaneous professional services	Nonprofit membership organizations
	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1970	3,838	11,386	799	1,452	1,627	512	324	191	523	3,359	405	1,271	850	1,387
1969	3,767	11,157	793	1,468	1,573	500	312	193	505	3,176	383	1,247	814	1,358
1968	3,647	10,730	760	1,485	1,442	492	306	186	488	2,996	371	1,210	745	1,318
1967	3,561	10,374	732	1,488	1,353	483	295	185	469	2,813	368	1,162	698	1,273
1966	3,487	10,118	722	1,482	1,255	465	304	179	448	2,654	363	1,093	662	1,218
1965	3,358	9,813	704	1,424	1,144	456	300	173	433	2,479	346	1,036	617	1,175
1964	3,252	9,483	683	1,394	1,056	446	294	169	426	2,350	338	989	590	1,128
1963	3,180	9,179	662	1,360	982	426	287	168	414	2,239	327	947	565	1,103
1962	3,141	9,132	652	1,333	928	407	279	170	401	2,128	327	902	545	1,082
1961	3,100	9,077	641	1,311	860	394	279	177	384	2,041	314	861	518	1,042
1960*	3,090	9,209	639	1,289	810	388	265	179	370	1,968	310	823	503	1,028
1959	3,018	9,041	624	1,250	754	359	259	185	348	1,895	298	779	489	983
1958	2,966	8,902	612	1,258	678	350	265	188	331	1,807	277	743	468	948
1957	2,976	9,002	625	1,280	654	333	268	203	320	1,719	266	703	482	911
1956	2,953	8,955	621	1,248	609	322	259	213	316	1,642	262	658	456	885
1955	2,842	8,750	618	1,223	549	310	249	216	307	1,558	257	625	404	843
1954	2,795	8,541	641	1,218	500	302	240	218	296	1,484	254	588	383	801
1953	2,820	8,660	656	1,223	486	305	255	221	297	1,417	251	564	378	780
1952	2,793	8,605	638	1,230	455	308	264	228	291	1,355	246	543	354	750
1951	2,740	8,505	625	1,232	425	306	254	233	294	1,307	243	530	314	738
1950	2,605	8,178	605	1,217	395	310	232	234	296	1,239	235	519	273	713
1949	2,591	8,071	611	1,218	382	325	235	235	296	1,170	228	502	271	697
1948 ²	2,664	8,087	636	1,241	385	340	253	234	298	1,132	217	482	275	649
1948 ³	2,712	8,597	640	1,241	486	-----	504	234	299	1,131	217	421	160	554
1947	2,625	8,376	636	1,243	455	-----	535	237	284	1,071	212	387	144	599
1946	2,419	7,973	632	1,210	418	-----	504	236	275	983	210	364	131	572
1945	2,052	6,862	584	1,073	343	-----	399	222	282	892	195	346	112	493
1944	1,936	6,598	584	1,053	320	-----	394	221	282	895	200	344	104	479
1943	1,912	6,648	573	1,090	305	-----	378	211	284	894	211	340	110	455
1942	2,041	6,916	561	1,115	310	-----	328	200	255	878	228	335	129	448
1941	2,136	7,126	557	1,095	314	-----	320	191	256	861	245	329	103	427
1940	2,015	6,768	538	1,050	296	-----	293	181	240	841	244	324	91	390
1939	1,942	6,440	526	996	290	-----	300	179	223	813	242	318	86	328
1938	1,857	6,218	522	1,008	276	-----	314	178	212	807	236	312	82	331
1937	1,857	6,305	520	1,034	269	-----	311	184	230	785	230	304	80	332
1936	1,690	5,949	494	994	265	-----	311	171	212	750	225	297	78	342
1935	1,572	5,608	469	950	233	-----	311	155	197	711	223	293	74	338
1934	1,530	5,431	453	910	231	-----	309	141	193	695	216	287	72	339
1933	1,393	5,038	403	860	204	-----	312	124	180	679	217	286	69	335
1932	1,395	5,058	417	886	198	-----	315	128	200	691	214	289	69	341
1931	1,533	5,507	465	941	192	-----	299	147	248	725	212	292	77	354
1930	1,685	5,839	504	996	207	-----	281	153	277	749	202	291	85	358
1929	1,744	6,077	518	1,008	209	-----	264	153	295	750	194	287	83	351
1919	1,233	3,977	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1909	1,034	3,177	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1899	783	2,218	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1889	397	1,775	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1879	250	1,087	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
1869	169	716	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

* Denotes first year for which figures include Alaska and Hawaii.

¹ For 1948 and prior years, "Automobile repair, services, and garages" included with "Retail trade."² Comparable with later years.³ Comparable with earlier years.

Series T 29-42. Average Annual Earnings Per Full-Time Employee in Distribution and Selected Service Industries: 1929 to 1970

[In dollars]

Year	Wholesale trade	Retail trade ¹	Hotels and other lodging places	Personal services	Miscellaneous business services	Automobile repair, services, and garages ¹	Miscellaneous repair services	Motion pictures	Amusement and recreation, except motion pictures	Medical and other health services	Legal services	Educational services	Miscellaneous professional services	Nonprofit membership organizations
	29	30	31	32	33	34	35	36	37	38	39	40	41	42
1970	9,458	5,913	4,756	5,424	7,652	6,723	8,815	7,157	6,289	5,641	7,549	5,511	9,902	5,494
1969	8,921	5,627	4,513	5,177	7,273	6,333	8,350	7,100	5,937	5,046	6,777	5,063	9,353	5,180
1968	8,391	5,358	4,244	4,919	6,921	5,865	7,784	6,814	5,642	4,579	6,140	4,718	8,752	4,794
1967	7,935	5,067	4,026	4,653	6,626	5,442	7,380	6,433	5,368	4,197	5,624	4,410	8,377	4,537
1966	7,588	4,865	3,822	4,422	6,383	5,141	6,947	6,265	5,112	3,884	5,401	4,132	7,958	4,346
1965	7,238	4,721	3,691	4,253	6,214	4,946	6,535	6,044	4,893	3,736	5,126	3,887	7,489	4,171
1964	6,983	4,574	3,610	4,120	6,072	4,808	6,350	5,538	4,763	3,641	4,994	3,684	7,205	4,035
1963	6,687	4,418	3,490	3,935	5,809	4,643	6,077	5,200	4,592	3,452	4,791	3,465	6,878	3,843
1962	6,445	4,264	3,393	3,805	5,718	4,482	5,862	5,038	4,484	3,317	4,576	3,257	6,629	3,724
1961	6,215	4,108	3,313	3,664	5,545	4,320	5,684	4,970	4,348	3,184	4,399	3,078	6,362	3,640

See footnotes at end of table.

DISTRIBUTION AND SELECTED SERVICES

T 29-57

Series T 29-42. Average Annual Earnings Per Full-Time Employee in Distribution and Selected Service Industries: 1929 to 1970—Con.

[In dollars]

Year	Wholesale trade	Retail trade ¹	Hotels and other lodging places	Personal services	Miscellaneous business services	Automobile repair, services, and garages ¹	Miscellaneous repair services	Motion pictures	Amusement and recreation, except motion pictures	Medical and other health services	Legal services	Educational services	Miscellaneous professional services	Nonprofit membership organizations
	29	30	31	32	33	34	35	36	37	38	39	40	41	42
1960*	6,047	4,015	3,242	3,550	5,343	4,169	5,504	4,651	4,240	3,061	4,185	2,913	6,142	3,538
1959	5,849	3,876	3,120	3,414	5,159	4,022	5,250	4,506	4,077	2,907	4,077	2,802	5,913	3,475
1958	5,574	3,709	2,992	3,240	5,043	3,845	4,911	4,233	3,915	2,787	3,919	2,677	5,711	3,371
1957	5,403	3,592	2,904	3,122	4,904	3,772	4,741	4,073	3,631	2,660	3,794	2,599	5,501	3,239
1956	5,169	3,447	2,746	2,975	4,754	3,560	4,519	3,901	3,397	2,523	3,597	2,507	5,318	3,073
1955	4,844	3,329	2,652	2,827	4,514	3,405	4,141	3,757	3,263	2,497	3,320	2,380	4,892	3,004
1954	4,626	3,189	2,551	2,717	4,379	3,306	3,927	3,476	3,125	2,405	3,120	2,326	4,686	2,935
1953	4,465	3,079	2,454	2,609	4,193	3,235	3,924	3,265	2,950	2,338	2,951	2,265	4,574	2,801
1952	4,247	2,925	2,362	2,469	4,021	3,082	3,721	3,197	2,809	2,230	2,771	2,210	4,409	2,644
1951	4,103	2,815	2,250	2,336	3,816	2,883	3,491	3,049	2,632	2,099	2,534	2,169	4,042	2,524
1950	3,839	2,734	2,156	2,223	3,583	2,674	3,202	2,938	2,500	1,998	2,391	2,099	3,728	2,412
1949	3,623	2,612	2,107	2,158	3,369	2,553	3,180	2,933	2,473	1,912	2,286	2,056	3,577	2,319
1948	3,574	2,520	2,026	2,084	3,239	2,520	3,150	2,911	2,415	1,824	2,196	2,002	3,443	2,220
1947	3,322	2,368	1,902	1,978	3,023	2,374	2,974	3,031	2,345	1,821	1,971	2,113	3,495	2,077
1946	3,021	2,141	1,745	1,854	2,861	2,266	2,766	2,978	2,185	1,605	1,757	1,802	3,280	1,984
1945	2,751	1,879	1,612	1,709	2,739	2,100	2,810	2,567	1,888	1,401	1,856	1,641	3,258	1,876
1944	2,600	1,709	1,455	1,570	2,584	1,950	2,901	2,379	1,653	1,262	1,653	1,562	3,237	1,795
1943	2,416	1,555	1,269	1,384	2,332	1,800	2,641	2,250	1,461	1,127	1,423	1,469	3,063	1,679
1942	2,177	1,395	1,097	1,196	2,072	1,650	2,152	2,124	1,328	1,036	1,324	1,344	2,654	1,432
1941	1,943	1,299	1,025	1,075	1,967	1,500	1,891	2,016	1,292	955	1,265	1,264	2,245	1,379
1940	1,754	1,236	997	1,042	1,889	1,350	1,579	1,948	1,280	927	1,224	1,240	1,902	1,408
1939	1,693	1,224	958	1,034	1,886	1,300	1,603	1,971	1,277	908	1,198	1,234	1,973	1,546
1938	1,686	1,217	946	992	1,899	1,250	1,552	1,942	1,270	899	1,205	1,228	1,909	1,529
1937	1,693	1,218	941	978	1,966	1,200	1,544	1,972	1,269	876	1,231	1,211	1,774	1,497
1936	1,652	1,159	897	940	1,915	1,150	1,456	1,896	1,232	851	1,200	1,180	1,759	1,465
1935	1,640	1,139	878	915	1,884	1,100	1,429	1,892	1,193	829	1,163	1,162	1,600	1,435
1934	1,550	1,102	863	905	1,709	1,050	1,339	1,844	1,190	801	1,160	1,175	1,609	1,440
1933	1,477	1,066	816	889	1,653	1,000	1,286	1,891	1,185	810	1,168	1,189	1,619	1,442
1932	1,672	1,173	908	996	1,844	1,050	1,464	1,959	1,218	865	1,260	1,279	1,714	1,545
1931	1,934	1,324	1,030	1,136	2,255	1,100	1,684	2,179	1,244	919	1,333	1,323	1,897	1,653
1930	2,039	1,384	1,097	1,200	2,412	1,100	1,793	2,175	1,268	933	1,394	1,329	2,027	1,698
1929	2,072	1,409	1,098	1,219	2,274	1,100	1,814	2,169	1,273	925	1,378	1,312	2,314	1,712

* Denotes first year for which figures include Alaska and Hawaii.

¹ Prior to 1948, "Automobile repair, services, and garages" included with "Retail trade."

Series T 43-57. Distribution and Selected Services, Legal Form of Organization: 1935 to 1967

Year	Total					Corporations					All other legal forms					
	Establishments	Sales	Payroll, entire year	Payroll, workweek ended nearest Nov. 15	Paid employees, workweek ended nearest Nov. 15	Establishments	Sales	Payroll, entire year	Payroll, workweek ended nearest Nov. 15	Paid employees, workweek ended nearest Nov. 15	Establishments	Sales	Payroll, entire year	Payroll, workweek ended nearest Nov. 15	Paid employees, workweek ended nearest Nov. 15	
	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	
	RETAIL TRADE	<i>1,000</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>1,000</i>	<i>1,000</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>1,000</i>	<i>1,000</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	
1967	1,763	310,214	36,175	38,175	19,381	451	209,153	27,068	28,068	16,377	1,812	101,062	9,107	9,107	13,004	
1963*	1,708	244,202	27,632	27,632	553	359	151,093	19,293	19,293	383	1,349	93,109	8,339	8,339	3,081	
1958	1,738	199,646	21,589	21,589	418	278	106,099	13,659	13,659	258	1,611	93,547	7,930	7,930	3,473	
1954	1,722	169,963	18,199	18,199	354	230	82,229	10,999	10,999	210	1,491	87,739	7,200	7,200	3,276	
1948	1,770	130,521	13,568	13,568	6,918	211	61,203	8,154	8,154	3,617	1,559	69,317	5,414	5,414	3,301	
1939	1,770	42,042	4,529	4,529	4,600	211	19,810	2,824	2,824	2,454	1,560	22,231	1,705	1,705	2,146	
	WHOLESALE TRADE															
1967	311	459,476	23,922	23,922	13,519	200	393,997	21,098	21,098	12,950	111	65,479	2,824	2,824	1,569	
1963*	308	353,386	18,101	18,101	349	197	298,662	15,743	15,743	303	111	59,724	2,358	2,358	553	
1958	286	284,971	18,199	18,199	269	162	225,124	10,937	10,937	222	124	59,846	2,202	2,202	47	
1954	252	234,974	11,021	11,021	2,590	128	167,647	3,477	3,477	1,830	125	67,327	2,544	2,544	761	
1948	249	188,689	7,991	7,991	153	121	142,867	6,659	6,659	127	1,849	122	45,827	1,332	1,332	534
1939	201	55,266	2,624	2,624	1,562	98	41,013	2,186	2,186	1,181	103	14,253	1,438	1,438	881	
1935	177	42,803	2,022	2,022	1,261	88	32,987	1,736	1,736	1,001	88	9,816	286	286	260	
	SELECTED SERVICES															
1967	1,188	60,542	17,524	17,524	13,841	157	37,607	12,000	12,000	2,057	1,030	22,935	5,524	5,524	1,205	
1963*	1,082	44,586	12,192	12,192	241	138	28,342	8,653	8,653	170	923	16,245	3,539	3,539	71	
1958	975	32,876	9,006	9,006	187	91	17,945	5,637	5,637	103	885	14,431	3,369	3,369	64	
1954	736	23,437	6,526	6,526	126	66	12,429	4,017	4,017	76	719	11,058	2,509	2,509	50	
1948	665	13,296	4,164	4,164	81	46	6,026	2,333	2,333	44	619	7,270	1,831	1,831	37	
1939	646	3,420	1,070	1,070	1,102	28	1,283	601	601	505	618	2,137	1,468	1,468	597	

* Denotes first year for which figures include Alaska and Hawaii.

¹ Paid employees for week including March 12.

² Average annual number of full-time and part-time employees.

³ Includes 17,530 petroleum bulk stations operated on a commission basis by operators having a proprietary interest in the business.

⁴ For 1954, legal form of organization data were withheld for some establishments to avoid disclosure.

Series T 58-78. Book Value of Inventories at End of Year: 1929 to 1970

[In millions of dollars. All data except series T 70-78 for 1929-1939 adjusted for seasonal variations]

Year	Retail stores									Merchant wholesale trade ²		
	Total inventories	Durable goods stores, total ¹	Automotive group	Furniture and appliance group	Lumber, building, hardware group	Nondurable goods stores, total ¹	Apparel group	Food group	General merchandise group	Total inventories	Durable goods establishments	Nondurable goods establishments
	58	59	60	61	62	63	64	65	66	67	68	69
1970	46,555	20,490	9,021	3,451	2,809	26,065	4,467	5,188	10,163	26,604	15,565	11,039
1969	45,376	20,647	9,866	3,315	2,719	24,729	4,518	4,849	9,567	24,363	14,579	9,784
1968	41,978	19,167	8,926	3,117	2,751	22,806	4,177	4,449	8,753	22,528	13,454	9,074
1967	38,952	17,277	7,395	2,903	2,663	21,675	4,084	4,239	8,022	21,557	12,543	9,014
1966	38,073	17,259	8,041	2,813	2,635	20,815	4,009	4,057	7,673	20,691	12,112	8,579
1965	34,405	15,253	7,816	2,392	2,529	19,152	3,751	3,856	6,827	18,274	10,575	7,699
1964	31,094	13,318	5,784	2,227	2,609	17,776	3,385	3,628	6,276	16,977	9,809	7,168
1963	29,386	12,572	5,623	2,080	2,403	16,814	3,288	3,435	5,709	16,043	9,119	6,929
1962	27,941	11,798	5,013	1,985	2,359	16,143	3,326	3,281	5,395	14,936	8,631	6,305
1961*	26,221	11,062	4,487	1,802	2,381	15,159	3,044	3,132	4,917	14,488	8,315	6,173
1960	26,813	11,923	5,015	1,987	2,408	14,890	3,323	3,171	4,278	14,120	8,121	5,999
1959	25,305	11,029	4,105	1,983	2,435	14,276	3,194	2,984	4,198	13,879	7,861	6,018
1958	24,113	10,526	3,966	1,879	2,406	13,587	2,967	2,943	3,865	12,739	7,150	5,589
1957	24,451	11,233	4,520	1,922	2,394	13,168	3,024	2,852	3,843	12,730	7,115	5,615
1956	23,402	10,495	3,727	1,957	2,388	12,907	2,912	2,719	3,834	13,260	7,074	6,186
1955	22,769	10,532	4,012	1,873	2,355	12,237	2,882	2,560	3,706	11,678	6,261	5,417
1954	20,926	9,270	3,013	1,785	2,281	11,656	2,601	2,469	3,401	10,637	5,477	5,160
1953	21,488	9,781	3,283	1,895	2,340	11,707	2,620	2,287	3,686	10,686	5,547	5,139
1952	21,031	9,491	3,033	1,905	2,400	11,540	2,489	2,196	3,736	10,210	5,312	4,898
1951	21,050	9,628	3,130	1,951	2,380	11,422	2,491	2,181	3,587	9,886	5,207	4,679
1950	19,460	8,290	2,455	1,881	2,098	11,170	2,488	2,171	3,508	9,284	4,691	4,593
1949	15,470	6,261	1,881	1,266	1,530	9,209	2,113	1,725	2,867	7,706	3,818	3,888
1948	16,007	6,572	1,992	1,483	1,532	9,435	2,126	1,780	2,855	7,957	3,999	3,958
1947	14,241	5,846	1,526	1,238	1,279	8,895	1,896	1,683	2,819	7,123	3,069	4,054
1946 ³	12,062	5,351	1,000	950	888	8,211	1,615	1,573	2,621	6,203	2,521	3,682
1946 ⁴	11,852	3,949	977	938	1,056	7,903	1,567	1,596	2,603	6,583	2,595	3,988
1945	7,948	2,431	517	480	683	5,517	1,116	1,034	1,686	4,555	1,497	3,058
1944	7,640	2,243	491	422	690	5,397	1,244	969	1,596	3,912	1,148	2,764
1943	7,561	2,209	562	446	593	5,352	1,207	1,080	1,679	3,684	1,073	2,611
1942	8,023	2,752	818	570	676	5,271	1,148	1,119	1,665	3,781	1,101	2,680
1941	7,776	3,175	951	599	881	4,601	948	961	1,590	4,044	1,388	2,656
1940	6,119	2,469	772	430	709	3,650	761	687	1,340	3,238	1,110	2,128
1939	5,534	2,088	575	395	640	3,446	748	656	1,269	3,052	1,008	2,044
1938	5,276	1,977	545	377	623	3,299	717	612	1,202	2,894	940	1,954

Year	Manu- facturers' total inventories	Manufacturers' durable goods industries				Manufacturers' nondurable goods industries			
		Total	Purchased materials	Goods-in-process	Finished goods	Total	Purchased materials	Goods-in-process	Finished goods
		70	71	72	73	74	75	76	77
1970	100,476	65,152	19,056	29,233	16,863	35,324	13,026	5,055	17,243
1969	96,673	63,160	18,678	28,963	15,519	33,513	12,533	5,135	15,795
1968	90,737	58,969	17,393	27,503	14,073	31,768	12,103	4,829	14,836
1967	84,563	54,888	16,432	24,992	13,464	29,675	11,729	4,412	13,534
1966	77,950	49,798	15,430	21,995	12,368	28,157	11,210	4,245	12,702
1965	68,221	42,227	13,299	18,152	10,776	25,994	10,488	3,823	11,683
1964	63,386	38,436	11,927	16,253	10,256	24,950	10,185	3,519	11,246
1963	60,043	35,813	11,001	14,997	9,815	24,230	10,003	3,410	10,817
1962	58,213	34,605	10,798	14,205	9,602	23,608	9,841	3,304	10,463
1961*	54,939	32,509	10,242	13,211	9,056	22,430	9,464	3,193	9,773
1960	53,814	32,360	10,286	12,780	9,190	21,454	9,113	2,935	9,353
1959	52,707	31,839	10,585	12,952	8,143	20,868	9,089	2,928	8,857
1958	50,070	30,095	9,847	12,294	7,749	19,975	8,671	2,800	8,498
1957	51,871	31,728	10,608	12,837	8,125	20,143	8,775	2,864	8,624
1956	50,642	30,447	10,417	12,317	7,565	20,195	8,971	2,721	8,622
1955	45,069	26,405	9,194	10,756	6,348	18,664	8,556	2,571	7,666
1954	41,612	23,710	7,894	9,721	6,040	17,902	8,167	2,440	7,415
1953	43,948	25,878	8,966	10,720	6,206	18,070	8,317	2,472	7,409
1952	41,136	23,731	7,300	10,200	6,900	17,405	8,600	2,700	8,100
1951	39,306	20,991	7,400	8,600	6,800	18,315	9,100	2,700	8,200
1950	31,078	15,539	6,100	6,000	4,700	15,539	8,400	2,500	6,600
1949	26,321	13,060	4,600	4,700	4,700	13,261	6,500	2,100	6,300
1948	23,543	14,662	5,600	5,400	4,700	13,881	7,300	2,200	6,500
1947	25,897	13,061	5,100	5,200	4,000	12,836	7,200	5,200	6,500
1946	24,457	11,997	4,500	4,600	2,900	12,460	6,500	1,800	4,200
1945	18,390	8,767	3,200	3,500	2,100	9,623	4,900	1,500	3,200
1944	19,507	10,433	3,300	5,000	2,100	9,074	4,700	1,400	3,000
1943	20,098	11,175	3,900	5,200	2,100	8,923	4,500	1,400	3,000
1942	19,287	10,441	3,700	4,600	2,200	8,846	4,300	1,200	3,300
1941	16,960	8,601	3,100	3,200	2,300	8,359	4,000	1,200	3,200
1940	12,819	6,304	2,100	2,000	2,200	6,515	2,600	900	3,000
1939	11,465	5,334	1,800	1,500	2,100	6,131	2,400	800	2,900
1938 ³	10,750	5,019				5,731			
1938 ⁴	10,803	5,017				5,786			
1937	12,071	5,693				6,378			
1936	10,731	4,813				5,918			
1935	9,145	4,052				5,093			
1934	8,764	3,741				5,023			
1933	8,189	3,533				4,656			
1932	7,869	3,375				3,994			
1931	9,151	4,241				4,910			
1930	11,321	5,300				6,021			
1929	12,839	5,919				6,920			

* Denotes first year for which figures include Alaska and Hawaii.
¹ Includes kinds of business, not shown separately.
² Data prior to 1947 include estimates for nonmerchant wholesalers and are not comparable with data for later years.
³ Comparable with later years; see text. 1948 data comparable with earlier years are (in millions of dollars): Series 67, 7,879; series 68, 3,683; series 69, 4,186.
⁴ Comparable with earlier years; see text.

Series T 79-196. Retail Establishments, Sales, and Persons Engaged, by Kind of Business: 1929 to 1967

Year	All establishments			Establishments with payroll					Establishments of multiunit firms			Active proprietors of unincorporated businesses	
	Number	Sales		Number	Sales	Payroll		Paid employees, workweek ended nearest Nov. 15	Number	Sales			
		Amount (mil. dol.)	Per capita			Entire year				Workweek ended nearest Nov. 15 (mil. dol.)	Amount (mil. dol.)		Percent of sales
						84	85						
79	80	81	82	83	84	85	86	87	88	89	90	91	
1967	1,768,324	310,214	1,557	1,191,546	295,170	36,175	12.3	553	19,380,616	220,142	123,505	39.8	1,624,451
1963*	1,707,931	244,202	1,294	1,206,087	233,085	27,632	11.9	413	8,410,199	219,783	89,455	36.6	1,545,999
1958	1,788,325	199,646	1,152	1,180,641	187,090	21,589	11.5	354	7,911,081	182,735	67,209	33.7	1,818,666
1954	1,721,650	169,958	1,054	1,124,040	157,933	18,199	11.5	(NA)	7,124,331	167,027	51,187	30.1	1,765,752
1948 ²	1,688,479	128,849	822	1,118,692	118,352	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1948 ³	1,769,540	130,521	866	1,100,223	119,379	13,568	11.4	(NA)	6,918,061	162,655	38,691	29.6	1,742,046
1939	1,770,355	42,042	321	1,017,062	38,190	4,529	11.9	(NA)	4,821,806	123,195	9,106	21.7	1,618,673
1935	1,587,718	32,791	258	(NA)	(NA)	3,568	(NA)	(NA)	3,898,258	131,430	7,653	23.3	1,440,108
1933	1,526,119	25,037	199	(NA)	(NA)	2,910	(NA)	(NA)	2,703,325	(NA)	(NA)	(NA)	1,574,341
1929	1,476,365	48,930	396	(NA)	(NA)	5,044	(NA)	(NA)	4,286,516	151,712	9,965	20.3	1,434,704

Year	Food group											
	Total ⁵			Grocery stores			Meat markets			Fruit stores, vegetable markets		
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
	92	93	94	95	96	97	98	99	100	101	102	103
ALL ESTABLISHMENTS												
1967	294,243	70,251	1,723,306	218,130	65,074	1,446,094	6,17,943	6,1,831	6,59,645	8,890	448	19,088
1963*	319,433	57,079	1,579,759	244,838	52,566	1,315,615	16,457	1,530	50,274	8,374	412	19,347
1958	355,508	49,022	1,563,691	259,796	43,696	1,251,229	23,844	2,327	83,820	12,689	505	27,385
1954	384,616	39,762	1,439,397	287,572	34,901	1,132,789	22,896	1,944	71,836	13,136	484	27,691
1948 ²	460,913	29,207	1,515,618	350,754	24,730	1,066,748	23,920	1,641	66,427	13,482	394	32,273
1948 ³	504,439	30,965	1,515,618	377,939	24,770	1,066,748	24,242	1,641	66,427	15,763	399	32,273
1939 ²	560,549	10,165	1,331,722	387,337	7,722	905,015	35,630	700	85,485	27,666	222	48,564
1939 ³	560,549	10,165	1,315,438	387,337	7,722	891,983	35,630	700	83,684	27,666	222	48,357
1935	532,010	8,362	1,235,069	354,971	6,352	844,483	32,555	555	77,236	32,632	216	56,463
1933	470,149	6,776	1,170,291	303,910	5,004	624,337	(NA)	(NA)	21,897	21,897	170	43,419
1929	481,891	10,837	1,174,665	307,425	7,353	719,765	43,788	1,253	113,407	22,904	303	46,277
ESTABLISHMENTS WITH PAYROLL												
1967	171,700	66,041	1,288,675	128,675	61,771	1,066,748	9,243	1,383	3,222	324	324	324
1963*	178,170	53,028	1,288,675	132,129	49,187	1,066,748	10,483	1,314	3,638	304	304	304
1958	190,074	44,978	1,288,675	138,176	40,425	1,066,748	16,810	2,097	4,323	350	350	350
1954	200,468	35,233	1,288,675	148,028	31,280	1,066,748	14,984	1,697	4,648	331	331	331
1948	232,532	24,375	1,288,675	168,131	20,699	1,066,748	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)

Year	Food group—Con.						Eating places			Drinking places		
	Candy, nut, confectionery stores			Bakery products stores			Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged						
	104	105	106	107	108	109	110	111	112	113	114	115
ALL ESTABLISHMENTS												
1967	13,981	541	34,252	19,598	1,340	116,377	236,563	18,879	1,969,462	111,327	4,964	410,048
1963*	14,979	499	34,233	18,631	1,080	110,882	223,876	13,919	1,705,797	110,605	4,493	381,954
1958	17,593	528	41,380	19,235	905	104,017	229,815	11,038	1,570,189	114,925	4,164	388,334
1954	20,507	568	46,892	19,034	862	844,929	195,128	8,731	1,280,398	123,887	4,360	438,559
1948 ²	27,165	586	75,021	19,500	722	103,415	179,185	6,440	1,175,331	146,604	4,204	533,899
1948 ³	32,876	649	75,021	20,152	725	103,415	194,123	6,468	1,175,331	152,438	4,215	533,899
1939 ²	48,015	295	77,170	16,985	168	43,217	169,792	2,135	777,884	135,594	1,385	358,398
1939 ³	48,015	295	76,353	16,985	168	41,225	169,792	2,135	764,650	135,594	1,385	348,452
1935	55,197	314	91,164	14,150	99	28,939	153,468	1,666	652,334	98,005	724	252,167
1933	54,243	271	91,237	19,380	188	63,563	170,434	1,324	606,600	29,901	105	54,798
1929	63,265	571	127,311	12,013	201	41,907	134,293	2,124	615,385	(NA)	(NA)	(NA)
ESTABLISHMENTS WITH PAYROLL												
1967	6,284	369	15,711	1,249	189,418	17,955	81,764	4,263	81,764	4,263	4,001	4,001
1963*	7,121	337	15,877	1,030	180,874	13,329	83,067	4,001	83,067	4,001	3,577	3,577
1958	6,147	316	14,483	826	172,701	10,220	82,223	3,577	82,223	3,577	3,878	3,878
1954	7,777	351	15,102	802	149,996	8,142	94,413	3,878	94,413	3,878	3,626	3,626
1948	(NA)	(NA)	(NA)	(NA)	141,163	5,982	104,316	3,626	104,316	3,626	(NA)	(NA)

See footnotes at end of table.

Series T 79-196. Retail Establishments, Sales, and Persons Engaged, by Kind of Business: 1929 to 1967—Con.

Year	General merchandise group stores						Variety stores			Apparel group								
	Number	Sales (mil. dol.)	Persons engaged	Department stores			Number	Sales (mil. dol.)	Persons engaged	Total ⁵			Shoe stores					
				Number	Sales (mil. dol.)	Persons engaged				Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
ALL ESTABLISHMENTS																		
1967	67,307	43,537	1,696,237	5,792	32,344	1,175,402	21,046	5,407	297,346	110,164	16,672	741,706	(NA)	(NA)	(NA)			
1963*	62,063	30,003	1,513,314	4,251	20,537	970,956	22,378	4,538	325,265	116,223	14,040	718,771	24,568	2,390	105,945			
1958	86,644	21,879	1,406,092	3,157	13,359	807,898	21,017	3,621	340,422	118,759	12,525	749,614	24,437	2,130	111,153			
1954	76,198	17,872	1,342,824	2,761	10,558	735,138	20,917	3,065	347,997	119,743	11,078	707,702	23,847	1,895	101,843			
1948 ²	70,807	15,796	1,391,319	2,558	9,432	843,740	18,917	2,504	345,812	110,944	9,716	685,156	19,201	1,460	87,203			
1948 ³	52,544	15,975	1,391,319	2,580	10,645	843,740	20,210	2,506	345,812	115,246	9,803	685,156	19,551	1,467	87,203			
1939 ²	50,267	5,665	1,002,246	4,074	3,975	637,749	16,946	976	239,341	106,959	3,258	499,725	20,487	617	78,262			
1939 ³	50,267	5,665	903,369	4,074	3,975	566,612	16,946	976	221,658	106,959	3,258	471,066	20,487	617	76,151			
1935	44,651	4,620	761,355	4,201	3,311	492,846	11,741	780	177,221	95,908	2,655	401,043	18,967	511	68,799			
1933	49,712	3,891	570,157	3,544	2,545	365,936	12,046	678	163,002	86,548	1,923	341,202	18,836	424	63,193			
1929	54,636	6,444	862,758	4,221	4,350	543,836	12,110	904	167,058	114,296	4,240	494,524	24,259	806	83,355			
ESTABLISHMENTS WITH PAYROLL																		
1967	51,770	43,127	-----	5,792	32,344	-----	19,028	5,348	-----	91,430	16,223	-----	21,110	2,917	-----			
1963*	51,417	29,786	-----	4,251	20,537	-----	20,176	4,501	-----	96,015	13,650	-----	21,450	2,319	-----			
1958	49,698	21,085	-----	3,157	13,359	-----	18,139	3,565	-----	97,664	12,168	-----	20,143	2,042	-----			
1954	50,554	17,327	-----	2,761	10,558	-----	17,639	3,014	-----	97,829	10,701	-----	19,723	1,817	-----			
1948	48,758	15,418	-----	-----	-----	-----	-----	-----	-----	85,163	9,306	-----	15,248	1,390	-----			

Year	Apparel group—Con.						Furniture, home furnishings, appliance group					
	Women's ready-to-wear			Total ⁵			Furniture stores			Household appliance, radio, TV		
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
ALL ESTABLISHMENTS												
1967	31,883	5,380	261,224	98,826	14,542	487,372	33,274	6,564	205,610	743,619	76,017	719,150
1963*	29,696	4,428	249,278	93,649	10,926	428,883	37,216	5,317	199,510	30,685	3,385	126,693
1958	(NA)	(NA)	(NA)	103,417	10,074	489,654	36,096	4,783	217,214	40,985	3,499	169,810
1954	(NA)	(NA)	(NA)	91,797	8,619	440,362	(NA)	(NA)	40,542	3,237	163,186	
1948 ²	29,788	3,277	255,426	80,423	6,592	456,186	28,465	3,413	190,551	35,331	2,410	165,307
1948 ³	30,677	3,305	255,426	85,585	6,914	456,186	29,031	3,427	190,551	36,931	2,543	165,307
1939 ²	25,820	1,009	164,696	52,827	1,733	263,441	19,902	8978	125,607	20,913	533	89,651
1939 ³	25,820	1,009	154,297	52,827	1,733	256,126	19,902	8978	121,512	20,913	533	88,342
1935	21,975	795	124,537	45,215	1,289	209,795	17,043	8694	92,760	18,396	438	84,006
1933	17,759	568	99,702	42,976	958	197,663	17,418	5553	93,419	17,922	312	79,446
1929	18,253	1,087	131,116	53,941	2,754	319,212	25,854	1,578	159,624	25,366	950	129,877
ESTABLISHMENTS WITH PAYROLL												
1967	27,792	5,288	-----	71,264	13,824	-----	27,375	6,355	-----	25,384	4,796	-----
1963*	26,066	4,364	-----	69,393	10,474	-----	26,982	5,125	-----	24,793	3,267	-----
1958	26,559	4,009	-----	72,929	9,544	-----	28,342	4,634	-----	28,189	3,276	-----
1954	26,893	3,577	-----	65,773	8,151	-----	25,475	4,170	-----	27,774	3,008	-----
1948	-----	-----	-----	60,275	6,212	-----	-----	-----	-----	-----	-----	-----

Year	Total, automotive group ⁵			Passenger car dealers, franchised			Passenger car dealers, nonfranchised			Tire, battery, accessory dealers			Gasoline service stations																	
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged															
																143	144	145	146	147	148	149	150	151	152	153	154	155	156	157
																ALL ESTABLISHMENTS														
1967	105,500	55,631	992,368	62,023	48,636	785,868	(9)	(9)	(9)	29,189	4,236	158,799	216,059	22,709	800,331															
1963*	98,514	45,376	871,525	33,349	37,375	630,817	27,984	3,087	72,857	25,899	3,336	131,141	211,473	17,760	732,542															
1958	93,656	31,808	803,872	33,555	25,326	593,996	25,331	2,983	72,332	20,912	2,425	108,701	206,302	14,178	699,472															
1954	85,953	29,915	788,246	41,407	25,108	623,740	20,140	2,423	56,552	18,845	1,814	91,292	181,747	10,743	558,449															
1948 ²	85,285	20,100	711,200	43,960	15,951	556,668	16,634	2,440	49,841	20,224	1,358	90,384	179,647	6,470	482,486															
1948 ³	86,162	20,104	711,200	43,999	15,952	556,668	16,874	2,441	49,841	20,628	1,359	90,384	188,253	6,483	482,486															
1939 ²	60,132	5,548	451,404	33,609	4,810	353,757	6,980	193	20,552	18,525	523	74,224	241,858	2,822	478,075															
1939 ³	60,132	5,548	440,536	33,609	4,810	345,771	6,980	193	19,789	18,525	523	72,025	241,858	2,822	467,002															
1935	50,459	4,236	356,374	30,294	3,725	282,638	4,751	122	14,603	14,343	373	56,135	197,563	1,967	383,623															
1933	48,545	2,367	285,817	30,646	2,127	237,185	(9)	(9)	(9)	16,027	226	44,510	170,404	1,531	328,263															
1929	69,379	7,043	477,510	42,204	6,266	386,356	3,097	140	10,867	22,313	599	75,147	121,513	1,787	245,278															
ESTABLISHMENTS WITH PAYROLL																														
1967	76,887	54,597	-----	32,898	45,480	-----	11,502	2,433	-----	22,521	4,044	-----	165,190	20,589	-----															
1963*	75,533	44,636	-----	33,145	37,362	-----	13,401	2,622	-----	21,896	3,245	-----	165,863	16,354	-----															
1958	71,464	31,213	-----	36,869	25,277	-----	13,199	2,633	-----	15,992	2,323	-----	149,004	12,640	-----															
1954	68,573	29,351	-----	39,465	25,007	-----	11,362	2,115	-----	14,451	1,723	-----	120,855	9,292	-----															
1948	72,655	19,565	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	112,372	5,310	-----															

See footnotes at end of table.

Series T 79-196. Retail Establishments, Sales, and Persons Engaged, by Kind of Business: 1929 to 1967—Con.

Year	Lumber, building, hardware group											
	Total ⁵			Lumber, building materials dealers			Hardware stores			Farm equipment dealers		
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
	158	159	160	161	162	163	164	165	166	167	168	169
ALL ESTABLISHMENTS												
1967	86,373	17,200	476,186	(NA)	(NA)	(NA)	27,162	2,813	108,028	16,739	4,832	103,869
1963*	92,703	14,606	473,759	23,979	7,023	205,927	29,595	2,560	114,058	16,362	3,636	92,437
1958	108,248	14,309	544,677	34,867	7,123	237,717	34,670	2,717	136,249	19,008	3,136	100,864
1954	100,519	13,123	540,326	30,177	6,502	232,329	34,858	2,694	143,323	18,689	2,304	99,825
1948 ²	97,342	11,143	566,626	25,978	5,126	227,722	34,009	2,491	149,182	17,509	2,386	94,322
1948 ³	98,938	11,151	566,626	26,110	5,127	227,722	34,674	2,493	149,182	17,615	2,386	94,182
1939 ²	79,313	2,734	323,396	25,067	1,478	152,959	29,147	629	86,707	10,499	344	35,831
1939 ³	79,313	2,734	318,051	25,067	1,478	149,275	29,147	629	85,471	10,499	344	36,646
1935	73,186	1,864	253,829	21,149	866	101,677	26,996	467	72,130	9,637	291	31,879
1933	76,098	1,342	261,249	21,015	603	97,488	22,844	311	60,886	9,958	177	28,953
1929	90,386	3,845	405,386	26,377	1,981	164,571	25,330	706	81,277	12,242	518	43,443
ESTABLISHMENTS WITH PAYROLL												
1967	69,015	16,644	-----	24,296	7,864	-----	19,339	2,556	-----	13,342	4,708	-----
1963*	74,803	14,183	-----	25,655	6,942	-----	22,189	2,377	-----	13,974	3,563	-----
1958	80,644	13,736	-----	27,539	6,980	-----	24,522	2,482	-----	16,028	3,115	-----
1954	78,507	12,642	-----	25,429	6,395	-----	25,266	2,478	-----	16,399	2,744	-----
1948	79,899	10,767	-----	-----	-----	-----	-----	-----	-----	15,944	2,332	-----

Year	Drug and proprietary stores			Liquor stores			Fuel, ice dealers			Hay, grain, feed stores		
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
	170	171	172	173	174	175	176	177	178	179	180	181
	ALL ESTABLISHMENTS											
1967	53,722	10,930	450,367	39,719	6,663	136,509	22,258	3,598	117,578	(NA)	(NA)	(NA)
1963*	54,732	8,487	405,798	40,188	5,189	129,256	24,956	3,401	120,891	13,926	3,340	65,550
1958	56,232	6,779	400,754	37,068	4,202	115,659	28,559	3,473	135,003	16,782	3,117	71,669
1954	56,009	5,251	354,261	31,240	3,180	85,244	27,070	2,342	121,292	16,530	3,455	75,752
1948 ²	55,282	4,011	334,716	32,949	2,578	82,041	21,473	2,425	127,215	17,970	2,796	75,374
1948 ³	55,796	4,013	334,716	33,422	2,579	82,041	22,670	2,424	127,215	18,213	2,790	75,374
1939 ²	57,903	1,562	241,969	19,136	586	40,735	41,172	1,013	149,094	16,772	624	50,321
1939 ³	57,903	1,562	239,076	19,136	586	39,346	41,172	1,013	142,694	16,772	624	49,304
1935	56,697	1,232	207,493	12,105	323	25,234	35,293	859	123,199	11,132	346	28,376
1933	58,407	1,066	205,300	3,767	16	5,806	¹⁰ 23,875	¹⁰ 623	¹⁰ 104,858	(NA)	(NA)	(NA)
1929	58,258	1,690	233,210	-----	-----	-----	¹⁰ 19,118	¹⁰ 1,013	¹⁰ 109,191	21,394	990	66,072
ESTABLISHMENTS WITH PAYROLL												
1967	49,079	10,713	-----	31,039	6,209	-----	16,596	3,447	-----	11,625	3,845	-----
1963*	50,952	8,381	-----	31,860	4,837	-----	17,816	3,252	-----	11,264	3,259	-----
1958	50,792	6,641	-----	28,040	3,888	-----	18,557	3,273	-----	13,512	3,030	-----
1954	49,489	5,103	-----	21,926	2,853	-----	16,986	2,668	-----	13,196	3,345	-----
1948	47,628	3,832	-----	21,282	2,201	-----	17,855	2,350	-----	-----	-----	-----

Year	Jewelry stores			Cigar stores and stands			Florists			Gift, novelty, souvenir stores			Secondhand stores		
	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged	Number	Sales (mil. dol.)	Persons engaged
	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196
	ALL ESTABLISHMENTS														
1967	23,639	2,207	88,186	5,560	352	13,869	22,451	1,102	80,705	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1963*	20,935	1,560	79,275	4,899	275	12,551	19,801	780	63,865	12,606	397	31,860	19,862	782	56,638
1958	23,751	1,495	91,405	5,336	233	12,801	19,176	638	60,601	13,987	389	34,115	16,737	551	47,041
1954	24,266	1,407	90,908	6,068	233	14,255	16,279	495	50,111	12,149	283	27,538	14,364	424	41,041
1948 ²	20,550	1,209	89,322	12,791	385	30,658	13,565	375	46,459	10,266	185	26,938	13,387	298	37,917
1948 ³	21,269	1,224	89,322	14,626	535	30,658	14,749	377	46,459	12,516	195	26,938	16,969	304	37,917
1939 ²	14,559	361	50,686	18,504	207	31,197	16,055	148	38,635	7,429	53	13,665	23,962	138	48,146
1939 ³	14,559	361	48,326	18,504	207	31,173	16,055	148	39,202	7,429	53	13,544	23,962	138	46,814
1935	12,447	234	36,805	15,350	183	28,828	11,242	98	28,296	5,512	31	9,655	22,550	113	43,543
1933	14,313	175	38,197	20,175	189	39,417	7,728	66	21,297	(NA)	(NA)	(NA)	20,869	105	45,305
1929	19,998	536	62,853	33,248	410	67,377	9,328	176	37,889	5,186	61	13,771	15,065	148	33,516
ESTABLISHMENTS WITH PAYROLL															
1967	14,626	2,018	-----	2,852	282	-----	14,587	972	-----	7,501	487	-----	10,162	676	-----
1963*	14,265	1,452	-----	2,953	225	-----	13,265	692	-----	6,798	328	-----	11,882	691	-----
1958	15,223	1,367	-----	2,680	175	-----	11,662	534	-----	7,179	306	-----	9,667	473	-----
1954	15,548	1,287	-----	3,270	181	-----	10,247	421	-----	6,063	216	-----	7,956	359	-----
1948	14,583	1,128	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

* Denotes first year for which figures include Alaska and Hawaii.
 NA Not available. ¹ For 1967, paid employees for week including March 12.
² Comparable with later years. ³ Comparable with earlier years.
⁴ Average annual number of full-time and part-time employees for year; comparable figure for 1939 is 4,600,217.

⁵ Totals include subclasses not shown separately.
⁶ Figures include fish (sea food) markets. Separate figures not available.
⁷ Includes music stores. ⁸ Excludes interior decorators.
⁹ Nonfranchised dealers combined with franchised dealers.
¹⁰ Excludes fuel oil dealers.

Series T 197-219. Retail Sales of Stores of Multiunit Retail Firms, by Kind of Business: 1929 to 1970

[In millions of dollars]

Year	All stores	Durable goods stores							Nondurable goods stores								
		Total sales ¹	Automotive group		Furniture, appliance group		Lumber, building, hardware group		Total sales ¹	Apparel group				Drug and proprietary stores	Eating and drinking places		
			Motor vehicle, other automotive dealers	Tire, battery, accessories dealers	Furniture, home-furnishings stores	Household appliance, radio stores	Total	Lumber, building materials dealers		Total ¹	Men's and boys' wear stores ²	Women's apparel, accessory stores ³	Family and other apparel stores			Shoe stores	
																	197
FIRMS WITH 11 OR MORE STORES																	
1970 ⁴	117,245	8,617		1,827		1,508			108,628	5,475	819	1,875			1,473	4,358	2,859
1970 ⁵	110,848	5,750		1,747		1,281			105,098	6,191	852	2,250			1,712	4,307	2,683
1969	103,070	5,892		1,816		1,354			97,178	5,921	905	2,090			1,598	3,777	2,487
1968 ⁶	94,194	5,415		1,736		1,303			88,779	5,186	767	1,837			1,335	3,373	2,122
1967	85,203	6,184		1,529		1,362			79,019	5,069	612	1,855			1,367	3,120	2,554
1966	80,323	5,979		1,472		1,276			74,344	4,770	573	1,779			1,269	2,663	2,222
1965	73,356	5,506		1,312		1,193			67,850	4,445	557	1,656			1,168	2,300	1,891
1964 ⁷	68,306	5,320		1,242		1,126			62,986	4,287	531	1,622			1,155	2,029	1,677
1964 ⁸	63,191	5,032		1,196		1,246			58,159	4,145	387	1,757			1,142	1,896	1,446
1963	58,280	4,469		1,098		1,115			53,811	3,796	355	1,607			1,054	1,728	1,253
1962	55,576	4,271		1,087		1,070			51,305	3,683	351	1,490			1,082	1,640	1,202
1961	52,531	4,013		1,001		1,050			48,518	3,567	357	1,442			1,030	1,626	1,141
1960 ^{9*}	50,681	3,985		990		999			46,696	3,515	348	1,414			1,025	1,452	1,115
1960 ^{10*}	48,608	3,960		980		970		(11)	44,643	3,144	228	1,337	(11)		992	1,309	999
1959	46,673	3,365		973		965		1,192	825	43,308	3,046	231	1,302	578	935	1,223	950
1958	43,853	3,146		867		867		1,098	765	40,707	2,805	228	1,198	532	852	1,118	871
1957	41,900	3,031		815		824		1,053	723	38,868	2,696	232	1,141	523	800	1,032	868
1956 ¹²	39,754	3,097		763		763		1,131	810	36,657	2,616	219	1,093	534	770	943	821
1956 ¹³	36,291	2,836		732		784		1,316	818	33,455	2,249	175	863	433	788	836	756
1955	33,918	2,790		700		347	366	1,300	838	31,123	2,166	186	852	404	724	785	707
1954	31,690	2,582		609		346	378	1,178	750	29,108	2,041	187	794	385	675	760	662
1953	30,929	2,580		636		321	390	1,155	728	28,349	2,079	205	821	402	651	759	671
1952	30,120	2,605		611		317	383	1,224	785	27,515	2,068	214	834	378	642	737	622
1951	28,536	2,521	(11)	568		287	392	1,208	798	26,015	2,009	215	786	356	652	722	590
FIRMS WITH 4 OR MORE STORES																	
1951	34,000	3,825	389	575	569	572	1,582	1,147	30,175	2,763	342	1,137	539	745	905	779	
1950	31,232	3,863	408	551	592	622	1,561	1,147	27,369	2,588	338	1,042	512	696	852	724	
1949	29,041	3,240	331	448	519	482	1,336	957	25,801	2,588	342	1,049	517	680	847	721	
1948	29,737	3,407	287	454	562	465	1,505	1,107	26,330	2,729	366	1,117	548	698	869	742	
1947	26,958	3,100	262	437	533	417	1,315	962	23,858	2,566	385	1,012	483	686	864	714	
1946	22,514	2,510	191	467	436	281	998	715	20,004	2,434	355	1,013	425	641	830	676	
1945	17,280	1,627	96	295	277	112	739	565	15,653	2,090	272	968	329	521	704	593	
1944	16,234	1,416	91	270	240	81	636	500	14,818	1,957	264	923	286	484	681	558	
1943	14,926	1,316	82	254	224	71	589	478	13,610	1,791	241	843	232	475	654	518	
1942	14,376	1,291	79	236	211	101	588	486	13,085	1,594	237	688	182	507	571	439	
1941	12,635	1,465	200	293	226	134	552	480	11,170	1,280	229	504	135	412	479	374	
1940	10,500	1,157	165	241	175	104	427	385	9,343	1,062	182	428	97	355	425	330	
1939	9,570	1,024	136	236	151	88	375	350	8,546	992	173	394	80	345	400	304	
1938	8,372	931	115	221	126	77	362	339	7,941	913	156	349	76	332	377	258	
1937	9,426	1,065	182	225	150	93	331	357	8,361	989	177	371	90	351	378	290	
1936	8,960	986	190	208	127	81	351	330	7,974	913	174	326	90	323	352	270	
1935	8,040	813	168	187	97	65	274	256	7,227	753	141	260	78	279	317	248	
1933	6,618	528	115	76	86	60	180	162	6,090	589	112	214	41	222	267	182	
1929	10,412	1,683	624	122	235	157	509	488	8,729	1,197	271	413	144	369	312	299	

See footnotes at end of table.

Series T 197-219. Retail Sales of Stores of Multiunit Retail Firms, by Kind of Business: 1929 to 1970—Con.

[In millions of dollars]

Nondurable goods stores—Con.								Nondurable goods stores—Con.									
Year	Food group			Gasoline service stations	General merchandise group				Year	Food group			Gasoline service stations	General merchandise group			
	Total	Grocery stores			Total ¹	Department stores, excl. mail order	Mail order (catalog sales)	Variety stores		Total	Grocery stores			Total ¹	Department stores, excl. mail order	Mail order (catalog sales)	Variety stores
	213	214	215		216	217	218	219		213	214	215		216	217	218	219
FIRMS WITH 11 OR MORE STORES								FIRMS WITH 4 OR MORE STORES									
1970 ⁴	44,072	43,183	-----	46,102	31,893	-----	5,417	1951	12,921	11,569	609	9,950	6,149	1,284	2,326		
1970 ⁵	40,965	40,557	-----	45,802	31,105	-----	5,627	1951	11,344	10,140	548	9,300	5,743	1,235	2,143		
1969	37,619	37,163	-----	41,997	28,934	-----	5,232	1949	10,836	9,468	505	8,560	5,159	1,156	2,077		
1968 ⁶	34,707	34,295	-----	38,395	26,184	-----	4,821	1948	10,493	9,319	470	8,930	5,373	1,301	2,077		
1967	32,241	31,150	-----	30,953	20,984	-----	5,029	1947	9,418	8,284	416	7,916	4,686	1,171	1,937		
1966	30,940	29,906	-----	28,988	19,653	-----	4,593	1946	7,259	6,192	357	6,713	3,788	959	1,812		
1965	28,598	27,627	-----	26,112	17,593	-----	4,096	1945	5,614	4,705	271	4,925	2,630	608	1,559		
1964 ⁷	27,081	26,198	-----	23,645	15,807	-----	3,770	1944	5,499	4,657	241	4,621	2,380	609	1,510		
1964 ⁸	25,634	24,903	-----	21,375	13,361	-----	3,928	1943	5,111	4,318	234	4,222	2,125	581	1,406		
1963	24,357	23,692	-----	19,018	11,817	-----	3,542	1942	5,211	4,520	285	4,094	2,050	628	1,325		
1962	23,695	23,046	-----	17,568	10,751	-----	3,404	1941	4,328	3,729	331	3,666	1,828	621	1,147		
1961	22,774	22,119	-----	16,249	9,875	-----	3,147	1940	3,635	3,106	294	2,978	1,421	491	1,008		
1960 ^{9*}	22,076	21,424	-----	15,478	9,374	-----	3,018	1939	3,340	2,833	288	2,693	1,226	464	952		
1960 ^{10*}	21,472	20,602	-----	14,991	8,839	-----	3,053	1938	3,110	2,618	316	2,448	1,075	424	800		
1959	20,368	19,502	-----	14,521	8,607	-----	2,977	1937	3,170	2,643	375	2,590	1,155	467	917		
1958	19,461	18,590	-----	13,414	7,939	-----	2,779	1936	3,083	2,608	403	2,428	1,060	445	878		
1957	18,221	17,377	(11)	13,092	7,790	-----	2,668	1935	2,916	2,468	423	2,124	898	386	801		
1956 ¹²	16,636	15,895	732	12,805	7,630	(11)	2,619	1933	2,594	2,209	544	1,589	673	220	696		
1956 ¹³	16,546	15,454	625	10,341	4,918	1,306	2,613	1929	3,475	2,833	605	2,275	1,013	447	815		
1955	15,250	14,223	561	9,726	4,575	1,233	2,508										
1954	14,345	13,359	538	8,862	4,092	1,130	2,357										
1953	13,392	12,404	498	8,962	4,058	1,233	2,350										
1952	12,552	11,606	474	8,916	4,002	1,254	2,322										
1951	11,705	10,718	478	8,575	3,820	1,220	2,283										

* Denotes first year for which figures include Alaska and Hawaii.
¹ Includes data for kinds of business not shown separately.
² Includes men's and boys' clothing and furnishings stores, and custom tailors.
³ Includes women's ready-to-wear; other apparel, accessory, specialty shops; and furriers.
⁴ New basis; adjusted to reflect the classification, definition, and distribution of firms by size according to the 1967 Census of Business.
⁵ Old basis; based on the 1963 Census of Business.
⁶ Data for series T 198-219 not comparable with previous years because of industry classification changes, and the shift of "nonstore" operations into the general merchandise group.

⁷ New basis; adjusted to reflect the classification, definition, and distribution of firms by size according to the 1963 Census of Business.
⁸ Old basis; based on the 1958 Census of Business.
⁹ New basis; adjusted to reflect the classification, definition, and distribution of firms by size according to the 1958 Census of Business.
¹⁰ Old basis; based on the 1954 Census of Business.
¹¹ No longer available separately; included in total for group.
¹² New basis; adjusted to reflect the classification, definition, and distribution of firms by size according to the 1954 Census of Business.
¹³ Old basis; based on the 1948 Census of Business.

Series T 220-224. Chains and Chain Stores: 1872 to 1928

Year	Number of chains (2 or more stores)					Year	Number of chains (2 or more stores)					Year or period	Number of chains (2 or more stores)		
	26 lines of merchandise	Grocery	Drug	Shoes	Ready-to-wear		26 lines of merchandise	Grocery	Drug	Shoes	Ready-to-wear		26 lines of merchandise	Grocery	Drug
	220	221	222	223	224		220	221	222	223	224		220	221	222
1928	1,718	315	179	220	294	1911	292	69	39	17	39	1894	19	11	1
1927	1,689	335	175	206	281	1910	257	62	36	13	34	1893	17	10	1
1926	1,565	310	166	182	258	1909	231	59	30	12	31	1892	14	9	1
						1908	212	53	26	12	29	1891	12	7	1
1925	1,440	301	162	167	231	1907	193	49	25	10	28				
1924	1,267	270	150	146	201	1906	173	45	24	9	23	1890	10	6	1
1923	1,164	249	145	128	184							1889	9	5	1
1922	1,056	232	131	114	165	1905	154	44	19	9	21	1888	8	4	1
1921	905	198	117	95	137	1904	132	41	16	8	15	1887	6	3	1
						1903	107	36	13	7	10	1886	5	3	-----
1920	808	180	107	79	125	1902	87	29	12	6	9				
1919	733	168	101	63	110	1901	66	23	9	4	7	1885	4	2	-----
1918	645	148	89	46	104							1875-1884	3	1	-----
1917	607	135	86	44	96	1900	58	21	7	3	5	1874	2	1	-----
1916	557	125	80	40	87	1899	42	17	3	2	5	1873	2	1	-----
						1898	38	15	3	1	5	1872	1	1	-----
1915	505	112	81	38	73	1897	35	14	2	1	4				
1914	450	103	70	36	61	1896	25	11	1	1	3				
1913	376	85	52	27	52	1895	21	11	1	1	1				
1912	324	78	45	21	44										

Series T 225-244. Retail Trade Margins, by Kind of Store: 1869 to 1947

[Percent of retail value of sales]

Year	Grocery		Meat	Country general	Department	Mail order	Dry goods	Variety	Apparel
	Independent	Chain							
	225	226							
1947	18.0	17.5	20.3	17.9	35.6	28.0	28.0	36.0	37.7
1939	19.0	18.2	23.6	17.9	36.4	27.4	28.0	34.6	36.0
1929	19.5	18.5	24.7	18.4	33.4	26.8	28.0	34.7	34.1
1919	19.5	18.0	25.8	19.0	32.8	26.2	29.0	34.7	31.3
1909	19.5	17.0	26.8	18.7	29.3	25.6	27.0	33.3	29.6
1899	19.5		28.0	18.1	25.6	25.0	21.4	31.0	27.5
1889	19.0		29.0	17.8	22.2	24.4	19.2		25.4
1879	18.5			17.5			18.7		23.2
1869	18.0								21.1

Year	Shoes		Furniture, independent	Auto-mobile accessories	Filling stations	Coal and lumber	Hardware	Farm implements	Restaurants	Drugs	Weighted mean ¹
	Independent	Chain									
	234	235									
1947	34.5	27.6	40.0	32.6	19.5	25.8	29.0	23.0	58.0	33.0	29.7
1939	32.9	28.9	41.2	32.6	19.0	25.0	27.8	21.9	56.3	33.0	29.7
1929	31.2	30.5	41.2	29.1	16.5	24.0	26.4	20.6	54.3	34.6	28.6
1919	29.5	32.0	39.0	26.5	14.0	22.5	25.0	19.2	52.4	34.6	28.0
1909	28.0	33.5	31.2	26.5	22.0	20.5	23.6	18.0	52.0	33.6	27.6
1899	26.3		31.2			19.5	22.2	18.0		31.8	26.2
1889	24.7		30.6			19.0	23.7	19.6		30.2	25.1
1879	23.1		30.0			18.5	25.2	21.4		28.4	24.1
1869	21.4					18.0		23.0			23.2

¹ Includes classes not shown.

² 1948 data.

Series T 245-271. Retail Store Sales, by Kind of Business: 1929 to 1970

[In millions of dollars. Includes nonstores; see text]

Year	All stores	Durable goods stores								Nondurable goods stores				
		Total sales ¹	Automotive group		Furniture and appliance group			Lumber, building, hardware group		Jewelry stores	Total sales ¹	Apparel group		
			Passenger car, other automotive dealers	Tire, battery, accessory dealers	Total ²	Furniture, home-furnishings stores	Household appliance, T.V., radio stores	Lumber, building materials dealers ³	Hardware stores			Total	Men's and boys' wear stores	Women's apparel, accessory stores
1970	375,527	114,288	59,388	5,578	17,778	10,483	6,073	11,995	3,351		261,239	19,810	4,630	7,582
1969	352,935	115,517	63,091	5,126	17,291	10,523	5,693	11,630	3,367		247,418	19,866	4,753	7,499
1968	339,324	110,245	60,660	4,601	16,540	10,227	5,235	10,984	(NA)		229,079	19,265	4,516	7,429
1967	313,809	100,173	53,966	4,307	15,267	(NA)	(NA)	9,781	2,894		213,636	18,123	(NA)	(NA)
1966	303,956	98,301	54,144	3,945	14,558	(NA)	(NA)	9,769	2,804		205,655	17,291	(NA)	(NA)
1965	284,128	94,186	53,484	3,400	13,352	(NA)	(NA)	9,731	2,657		189,942	15,765	(NA)	(NA)
1964	261,870	84,593	46,029	3,268	12,724	(NA)	(NA)	9,089	2,505		177,277	15,295	(NA)	(NA)
1963	246,666	79,927	43,609	3,127	11,267	(NA)	(NA)	9,159	2,399		166,739	14,233	(NA)	(NA)
1962	235,563	74,894	40,472	3,010	10,497	(NA)	(NA)	9,017	2,401		160,669	14,164	(NA)	(NA)
1961	218,992	67,302	34,695	2,777	10,078	(NA)	(NA)	8,697	2,358		151,690	13,614	(NA)	(NA)
1961 ⁴	218,311	66,968	34,523	2,492	10,370	(NA)	(NA)	8,316	2,495		151,843	13,601	(NA)	(NA)
1960*	219,529	70,560	37,038	2,541	10,591	(NA)	(NA)	8,567	2,655		148,969	13,631	2,644	5,285
1959	215,413	71,608	36,901	2,560	11,042	(NA)	(NA)	9,086	2,737		143,805	13,239	2,544	5,271
1958	200,353	63,409	31,577	2,232	10,324	6,686	3,688	8,154	2,653		136,944	12,559	2,349	4,984
1957	200,002	68,352	36,298	2,292	10,584	6,601	3,983	7,950	2,737		131,650	12,277	2,487	4,914
1956	189,729	65,810	34,050	2,072	10,667	6,568	4,099	8,312	2,893		123,919	11,610	2,469	4,541
1955	183,851	66,978	36,267	1,959	10,055	6,116	3,989	8,242	2,788		116,873	10,791	2,294	4,207
1954	169,135	58,173	29,962	1,703	9,079	5,291	3,788	7,433	2,702		110,962	10,147	2,239	4,009
1953	169,094	60,371	31,498	1,822	9,125	5,136	3,989	7,715	2,706		108,723	10,256	2,249	4,089
1952	162,353	55,270	26,393	1,944	8,926	5,255	3,671	7,572	2,628	(*)	107,093	10,633	2,497	4,233
1951	156,548	54,479	26,282	1,874	8,604	5,095	3,509	7,470	2,738	1,351	102,069	10,209	2,461	4,049
1950	147,213	54,275	27,405	1,766	8,795	4,997	3,798	7,155	2,526	1,256	92,938	9,485	2,306	3,722
1949	133,783	44,983	22,211	1,417	7,240	4,284	2,956	5,648	2,248	1,174	88,800	9,493	2,317	3,817
1948	133,619	42,888	19,212	1,514	7,366	4,503	2,853	6,007	2,398	1,136	90,731	9,971	2,450	4,086
1947	122,406	37,542	16,198	1,423	6,760	4,167	2,593	5,204	2,171	1,225	84,864	9,467	2,451	3,753
1946 ⁴	104,802	28,231	10,912	1,420	5,132	3,366	1,766	3,935	1,836	1,247	76,571	9,054	2,331	3,706
1946 ⁵	102,438	27,570	10,647	1,275	4,839	3,264	1,575	4,106	1,911	1,260	74,918	8,880	2,195	3,591

See footnotes at end of table.

Series T 245-271. Retail Store Sales, by Kind of Business: 1929 to 1970—Con.

[In millions of dollars]

Year	All stores	Durable goods stores									Nondurable goods stores			
		Total sales ¹	Automotive group		Furniture and appliance group			Lumber, building, hardware group		Jewelry stores	Total sales ¹	Apparel group		
			Passenger car, other automotive dealers	Tire, battery, accessory dealers	Total ²	Furniture, home-furnishings stores	Household appliance, T.V., radio stores	Lumber, building materials dealers ³	Hardware stores			Total	Men's and boys' wear stores	Women's apparel, accessory stores
1945	78,034	16,026	5,000	855	2,740	2,101	639	2,502	1,237	997	62,008	7,689	1,769	3,338
1944	70,208	13,942	4,420	739	2,310	1,848	462	2,102	1,030	909	56,266	6,704	1,524	2,964
1943	63,235	12,221	3,768	670	2,107	1,692	415	2,024	903	894	51,014	6,158	1,405	2,670
1942	57,212	12,320	3,404	623	2,370	1,776	594	2,332	973	710	44,892	5,089	1,268	2,042
1941	55,274	17,213	8,185	704	2,576	1,780	796	2,442	905	566	38,061	4,137	1,076	1,635
1940	46,375	13,576	6,429	560	2,011	1,386	625	2,023	712	422	32,799	3,451	886	1,388
1939	42,042	11,312	5,025	524	1,733	1,200	533	1,761	629	362	30,730	3,259	840	1,323
1938	38,053	9,475	3,909	457	1,490	1,014	476	1,530	563	299	28,578	2,998	765	1,211
1937	42,150	12,048	5,568	499	1,846	1,254	592	1,739	651	347	30,102	3,323	878	1,325
1936	38,339	10,751	5,102	457	1,615	1,082	533	1,463	576	297	27,588	3,102	855	1,205
1935	32,791	8,321	3,863	374	1,290	852	438	1,105	467	235	24,470	2,656	727	1,026
1933	24,517	5,384	2,142	226	959	646	313	854	311	175	19,133	1,930	542	754
1929	48,459	15,610	6,432	599	2,755	1,813	942	2,621	706	536	32,849	4,241	1,358	1,408

Year	Nondurable goods stores—Con.												
	Apparel group—Con.				Food group		Gasoline service stations	General merchandise group					Liquor stores
	Family and other apparel stores	Shoe stores	Drug and proprietary stores	Eating and drinking places	Total	Grocery stores		Total ^{1,7}	Department stores, excl. mail order	Mail order (catalog sales) ⁸	Variety stores	Other general merchandise	
1970		3,501	13,366	29,689	86,114	79,756	27,994	61,320	37,295	3,853	6,959		7,980
1969		3,618	12,224	26,970	83,362	77,942	25,909	57,606	35,659	3,538	6,426		7,384
1968		3,196	11,458	25,285	72,881	67,925	24,526	54,493	33,323	3,256	6,152		6,969
1967		(NA)	10,721	23,473	69,113	(NA)	22,739	49,820	29,589	(NA)	(NA)		6,409
1966		(NA)	9,988	22,098	68,137	(NA)	21,792	46,961	27,868	(NA)	(NA)		6,081
1965		(NA)	9,186	20,201	64,016	(NA)	20,611	42,299	25,014	(NA)	(NA)		5,674
1964		(NA)	8,476	18,462	60,224	(NA)	19,196	38,239	22,224	(NA)	(NA)		5,410
1963		(NA)	8,068	17,194	57,254	(NA)	18,319	34,232	(NA)	(NA)	(NA)		5,138
1962		(NA)	7,917	16,434	55,643	(NA)	17,644	32,537	(NA)	(NA)	(NA)		4,892
1961		(NA)	7,629	15,549	53,398	(NA)	17,007	29,874	(NA)	(NA)	(NA)		4,433
1961 ⁴		(NA)	7,752	16,488	55,739	50,369	17,959	25,059	(NA)	(NA)	(NA)		4,927
1960*		2,437	7,538	16,146	54,023	48,610	17,688	24,085	(NA)	(NA)	(NA)		4,893
1959		2,390	7,150	15,618	51,739	46,132	16,793	23,420	(NA)	(NA)	(NA)	(⁶)	4,743
1958		2,222	6,600	14,792	50,263	44,547	15,757	21,667	12,563	1,536	3,609	3,943	4,439
1957		2,091	6,325	14,787	47,786	42,444	15,070	21,157	(NA)	1,477	3,523	4,254	4,212
1956		2,068	5,775	14,317	44,223	39,180	13,738	20,762	11,327	1,407	3,423	4,605	3,944
1955		2,009	5,232	13,662	42,010	36,919	12,411	20,100	10,882	1,331	3,295	4,592	3,546
1954		1,809	4,940	13,127	40,106	34,993	11,443	18,857	10,272	1,222	3,027	4,336	3,415
1953		1,736	4,790	13,003	39,130	33,623	10,536	19,006	10,370	1,327	3,095	4,214	3,325
1952		1,698	4,717	12,883	38,039	32,238	9,976	18,694	10,277	1,339	2,996	4,082	3,165
1951		1,684	4,547	12,207	35,951	30,346	9,151	18,202	10,095	1,309	2,859	3,939	2,975
1950		1,566	4,205	11,158	31,889	26,886	8,240	17,275	9,649	1,258	2,632	3,736	2,669
1949		1,498	4,074	10,994	30,101	25,248	7,590	16,339	9,083	1,178	2,555	3,523	2,593
1948		1,510	4,050	11,218	30,093	25,215	7,077	17,170	9,579	1,328	2,556	3,707	2,711
1947		1,487	3,904	11,183	27,577	22,907	5,979	16,088	9,108	1,194	2,363	3,423	2,782
1946 ⁴		1,417	3,759	11,152	23,315	18,980	4,922	14,755	8,431	976	2,197	3,151	2,323
1946 ⁵	(⁶)	1,377	3,723	10,619	24,155	18,640	4,511	14,724		9,183	2,158	3,383	2,688
1945		1,442	3,155	9,575	19,233	14,593	3,234	11,802	7,092		1,845	2,865	2,288
1944		1,215	2,924	8,305	17,918	13,665	2,812	11,076	6,488		1,774	2,814	1,926
1943		1,114	2,628	7,216	16,447	12,481	2,628	10,162	5,889		1,642	2,631	1,557
1942		865	2,213	5,699	14,788	11,368	3,089	9,204	5,389		1,536	2,279	1,212
1941		700	1,847	4,570	12,244	9,312	3,466	7,973	4,862		1,320	1,791	854
1940		545	1,636	3,787	10,732	8,169	2,970	6,859	4,128		1,153	1,573	681
1939		479	1,563	3,529	10,156	7,722	2,822	6,475	3,872		1,080	1,523	586
1938		431	1,474	3,188	9,505	7,187	2,696	6,145	(NA)	(NA)	1,015	1,536	539
1937		484	1,527	3,293	9,699	7,266	2,641	6,673	(NA)	(NA)	1,025	1,755	558
1936		456	1,409	2,748	9,008	6,850	2,318	6,366	(NA)	(NA)	967	1,731	475
1935		392	511	1,233	2,395	8,358	1,968	5,730	2,833	386	873	1,638	328
1933		209	425	1,066	1,434	6,772	1,532	4,982	(NA)	(NA)	756	1,766	17
1929		596	807	1,690	2,132	10,960	1,787	9,015	3,903	447	904	3,761	

* Denotes first year for which figures include Alaska and Hawaii.
 NA. Not available.
¹ Totals include subclasses not shown separately.
² Beginning 1959, includes music stores, not shown separately.
³ Includes lumber yards; building materials dealers; and paint, plumbing, and electrical stores.
⁴ Comparable with later years; see text.
⁵ Comparable with earlier years; see text.
⁶ No longer available separately; included in total for group.
⁷ Includes nonstores, i.e., establishments selling merchandise primarily through coin-operated vending machines, house-to-house canvass, and mail orders.
⁸ Includes sales made by mail order catalog desks located within department stores of mail order firms.
⁹ Excludes garages primarily selling gasoline and oil.

Series T 272-273. Index of Department Store Sales and Stocks: 1919 to 1970

[1957-59 = 100]

Year	Sales index	Stocks index	Year	Sales index	Stocks index	Year	Sales index	Stocks index	Year	Sales index	Stocks index	Year	Sales index	Stocks index
	272	273		272	273		272	273		272	273		272	273
1970	239	279	1960	106	109	1950	72	69	1940	25	24	1930	24	23
1969	230	250	1959	105	103	1949	67	62	1939	23	22	1929	25	30
1968	212	231	1958	98	97	1948	70	67	1938	21	22	1928	25	30
1967	190	213	1957	96	99	1947	66	59	1937	23	24	1927	25	30
1966	179	192	1956	94	95	1946	60	48	1936	20	21	1926	24	30
1965	160	166	1955	87	85	1945	46	37	1935	19	20	1925	24	30
1964	142	150	1954	80	80	1944	41	36	1934	18	20	1924	23	30
1963	127	135	1953	80	82	1943	37	34	1933	16	18	1923	23	29
1962	118	121	1952	77	76	1942	38	40	1932	16	20	1922	20	25
1961	109	110	1951	76	82	1941	29	29	1931	21	24	1921	20	25
												1920	22	30
												1919	18	23

Series T 274-371. Wholesale Establishments, Sales, Operating Expenses, and Persons Engaged, by Kind of Business: 1929 to 1967

[Sales, inventories, and payroll in millions of dollars; paid employees and active proprietors in thousands]

Year	All wholesale establishments ¹						Merchant wholesalers ²							
	Number	Sales	Inventories, end of year	Payroll, entire year	Persons engaged		Number	Sales	Operating expenses (percent)	Inventories, end of year	Payroll, entire year		Persons engaged	
					Paid employees, workweek ended nearest Nov. 15	Active proprietors of unincorporated businesses					Amount	Ratio to sales	Paid employees, workweek ended nearest Nov. 15	Active proprietors of unincorporated businesses
274	275	276	277	278	279	280	281	282	283	284	285	286	287	
1967	811,464	459,476	28,117	23,922	3,519	122	212,998	206,055	13.5	21,463	15,368	13.4	2,417	98
1963 *	308,177	358,386	20,150	18,101	3,089	138	208,997	157,392	13.5	14,992	11,545	13.6	2,064	104
1963 *	308,177	358,386	20,150	18,101	3,089	138	208,997	157,392	13.5	14,992	11,545	13.6	2,064	108
1958	285,996	284,977	14,943	13,199	2,791	1	190,492	122,060	13.4	11,253	8,278	14.8	1,843	120
1954	250,322	233,976	13,046	10,868	2,555	150	163,157	100,103	13.0	9,492	6,865	15.8	1,651	104
1948	216,099	180,577	9,965	7,734	2,305	131	129,117	76,533	11.5	7,056	4,849	15.8	1,441	85
1948	243,366	188,689	10,167	7,991	2,333	163	146,518	79,767	11.6	7,207	5,064	15.8	1,508	107
1939	190,379	53,766	3,822	2,511	1,553	126	100,961	22,538	13.1	2,621	1,498	15.0	949	72
1935	176,756	42,803	3,107	2,022	1,261	97	88,931	17,662	7.6	2,068	1,162	15.2	760	62
1933	163,583	30,010	(NA)	1,659	1,188	(NA)	82,844	12,960	15.0	1,971	925	14.0	656	
1929	163,830	65,378	5,195	2,922	1,550	87	79,840	29,556	11.7	3,383	1,713	17.3	912	

Year	Merchant wholesalers ² —Con.											
	Groceries, confectionery, meat				Farm products ³ (edible)				Beer, wine, and distilled spirits			
	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
1967	18,960	32,720.5	8.7	267,391	10,091	8,830.3	12.5	113,124	6,862	10,444.1	11.9	95,495
1963 *	19,814	25,332.9	8.7	243,445	10,065	6,794.7	11.8	92,905	7,164	8,194.7	12.0	87,614
1963 *	19,225	24,059.2	8.9	239,945	10,065	6,794.7	11.8	93,232	7,164	8,194.7	12.0	87,769
1958	18,582	18,712.1	8.6	213,231	11,440	6,488.8	12.0	100,599	7,325	6,510.2	11.9	82,669
1954	18,334	15,980.6	9.0	216,928	11,461	6,077.2	11.8	110,422	7,309	5,686.9	12.0	78,340
1948	15,707	11,213.1	8.8	195,072	10,966	5,858.6	9.0	106,809	6,701	4,049.8	10.9	68,305
1948	17,345	11,356.7	8.8	196,636	13,539	7,500.9	11.6	169,393	7,195	4,069.7	10.9	69,059
1939	15,681	3,940.8	11.3	165,550	10,945	2,110.8	13.0	104,508	6,232	1,249.2	12.9	50,718
1935	15,989	3,636.7	10.5	164,486	11,188	1,941.1	11.0	89,043	5,496	698.5	13.1	37,266
1933	18,088	3,121.2	12.8		10,386	1,589.9	14.8		2,880	129.0	17.0	
1929	15,224	5,386.9	10.2		8,972	3,061.2						

See footnotes at end of table.

Series T 274-371. Wholesale Establishments, Sales, Operating Expenses, and Persons Engaged, by Kind of Business: 1929 to 1967—Con.

[Sales in millions of dollars]

Year	Merchant wholesalers ² —Con.											
	Tobacco distributors				Drugs, chemicals, and allied products				Dry goods, apparel ³			
	Numbers	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
	300	301	302	303	304	305	306	307	308	309	310	311
1967	2,515	5,315.4	5.9	35,370	7,701	7,807.9	15.5	107,182	8,846	8,861.4	14.2	95,887
1963 ^{4*}	2,753	4,682.1	5.6	33,536	7,792	5,996.1	15.9	91,483	9,227	7,026.8	13.5	79,992
1963 ^{5*}	2,753	4,682.1	5.6	33,570	7,792	5,996.1	15.9	91,590	9,227	7,026.8	13.5	80,161
1958	2,759	3,668.3	5.6	30,994	7,097	4,640.8	15.1	82,481	9,199	5,900.9	13.5	80,852
1954	2,858	3,208.9	5.9	30,848	5,837	3,369.9	15.9	71,366	9,389	5,689.7	13.3	83,811
1948 ⁴	2,701	2,487.1	5.2	28,406	4,124	2,243.3	15.9	57,775	9,604	5,529.5	11.9	84,977
1948 ⁵	3,019	2,529.6	5.2	28,886	4,671	2,282.2	15.8	58,679	11,733	5,727.7	11.8	88,745
1939	2,717	1,106.2	4.9	21,122	3,298	801.8	17.3	41,824	8,275	1,889.0	13.1	75,385
1935	2,253	783.4	5.5	16,862	2,989	722.9	15.6	35,926	7,567	1,634.3	12.8	69,624
1933	1,738	523.7	6.4	-----	2,543	575.7	11.0	-----	6,392	1,262.2	14.5	-----
1929	1,721	858.3	7.4	-----	10 2,376	10 948.0	10 15.9	-----	7,543	2,849.3	13.4	-----

Year	Merchant wholesalers ² —Con.											
	Furniture, homefurnishings ¹¹				Paper and allied products				Farm products (raw materials)			
	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
	312	313	314	315	316	317	318	319	320	321	322	323
1967	6,047	4,328.6	19.1	70,164	7,663	6,421.7	17.4	105,672	4,044	16,176.3	3.4	39,217
1963 ^{4*}	6,265	3,400.1	19.4	61,956	7,046	4,714.6	17.2	85,851	3,565	13,689.9	3.3	36,790
1963 ^{5*}	6,265	3,400.1	19.4	62,054	7,046	4,714.6	17.2	85,951	3,565	13,689.9	3.3	36,968
1958	5,359	2,510.1	19.2	54,162	5,132	3,564.1	15.3	67,424	4,195	9,593.8	4.5	41,768
1954	5,324	2,274.6	18.6	52,793	5,057	2,961.0	15.9	61,123	3,853	9,231.9	4.0	41,317
1948 ⁴	3,189	1,249.2	17.3	34,402	3,630	1,880.0	15.5	50,553	2,059	6,771.0	3.6	24,326
1948 ⁵	3,813	1,314.9	16.6	34,929	4,044	1,901.7	15.5	51,463	2,594	6,904.0	3.6	26,592
1939	2,214	373.5	17.2	20,265	2,898	575.0	17.2	33,605	2,086	1,628.7	6.9	29,281
1935	1,959	243.5	17.8	15,871	2,549	408.9	18.3	27,543	2,199	1,562.5	6.7	23,712
1933	1,788	175.0	22.5	-----	2,221	333.4	20.7	-----	2,433	1,224.7	6.9	-----
1929	1,750	494.8	18.9	-----	2,297	704.4	16.4	-----	3,240	3,665.9	4.5	-----

Year	Merchant wholesalers ² —Con.											
	Automotive wholesalers				Electrical, electronics appliance distributors				Hardware, plumbing and heating			
	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
	324	325	326	327	328	329	330	331	332	333	334	335
1967	28,513	14,093.4	18.5	274,698	11,376	13,622.1	14.5	157,041	8,830	7,425.8	18.6	127,421
1963 ^{4*}	26,946	10,444.7	19.5	240,711	10,978	9,910.6	14.7	133,170	8,404	6,012.9	18.0	110,661
1963 ^{5*}	26,500	10,303.9	19.5	237,749	10,978	9,910.6	14.7	133,350	8,404	6,012.9	18.0	110,769
1958	20,823	7,098.4	20.0	191,875	9,488	7,928.2	14.4	128,346	7,526	5,307.4	17.8	112,029
1954	15,540	3,977.5	22.6	144,532	7,123	6,337.7	14.0	111,299	6,183	4,397.7	17.2	103,860
1948 ⁴	13,563	3,917.6	18.1	145,023	5,041	4,309.3	12.8	91,772	5,189	3,680.2	15.2	100,721
1948 ⁵	14,693	4,091.6	17.8	146,459	5,443	4,424.6	12.7	93,325	5,576	3,730.5	15.2	101,913
1939	7,818	1,055.4	17.5	72,616	3,072	788.0	16.6	40,147	3,568	972.0	18.4	64,353
1935	5,672	780.4	16.8	53,820	2,438	576.5	17.3	31,698	2,872	671.4	18.8	49,851
1933	5,237	438.0	23.0	-----	2,125	275.8	22.3	-----	2,614	484.9	22.5	-----
1929	3,451	1,383.1	15.0	-----	2,182	846.7	16.9	-----	2,953	1,212.7	19.3	-----

See footnotes at end of table.

Series T 274-371. Wholesale Establishments, Sales, Operating Expenses, and Persons Engaged, by Kind of Business: 1929 to 1967—Con.

[Sales in millions of dollars]

Year	Merchant wholesalers ² —Con.											
	Lumber, construction materials wholesalers ¹				Machinery, equipment supplies distributors ¹²				Metals, metalwork (except scrap) distributors			
	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
	336	337	338	339	340	341	342	343	344	345	346	347
1967	10,877	9,073.7	15.6	123,608	40,999	25,279.4	20.4	456,048	5,395	11,862.7	11.9	108,459
1963 ^{4*}	11,643	8,712.6	15.2	129,488	38,419	17,471.3	21.1	363,964	5,547	7,934.5	12.4	83,174
1963 ^{5*}	11,643	8,712.6	15.2	129,693	38,865	17,612.1	21.1	368,905	5,547	7,934.5	12.4	83,261
1958	9,463	6,271.5	18.4	102,748	32,593	13,259.1	20.5	299,285	4,792	5,540.9	13.6	74,689
1954	10,314	6,586.2	16.1	132,724	27,150	10,039.9	20.2	254,060	¹³ 3,235	¹³ 3,362.6	¹³ 14.5	¹³ 53,641
1948 ⁴	5,576	3,890.0	14.1	89,427	19,573	6,728.1	18.2	208,642	1,706	1,951.1	12.9	33,844
1948 ⁵	5,890	3,934.7	14.0	90,036	21,755	6,827.8	18.1	207,062	1,803	2,056.7	12.1	34,395
1939	3,303	804.4	15.2	38,918	11,270	1,440.4	20.0	96,311	1,017	516.0	12.0	17,705
1935	2,817	491.9	16.7	29,110	¹⁴ 7,583	¹⁴ 863.5	¹⁴ 21.1	¹⁴ 67,379	810	282.0	13.2	11,843
1933	2,636	278.7	22.7	-----	¹⁴ 6,225	¹⁴ 505.6	¹⁴ 25.4	-----	748	160.5	15.8	-----
1929	3,774	1,283.9	15.8	-----	6,988	1,268.8	19.1	-----	856	672.6	8.1	-----

Year	Merchant wholesalers ² —Con.											
	Scrap, waste materials dealers				Manufacturers' sales branches (with stocks)				Manufacturers' sales offices (without stocks)			
	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
	348	349	350	351	352	353	354	355	356	357	358	359
1967	7,814	4,423.0	17.3	84,536	16,709	67,174.6	11.3	491,613	13,970	89,921.9	4.1	193,425
1963 ^{4*}	8,174	3,484.3	17.8	78,105	16,408	54,857.4	10.6	435,573	12,476	61,585.9	4.2	164,855
1963 ^{5*}	8,174	3,484.3	17.8	78,391	16,408	54,857.4	10.6	435,575	12,476	61,585.9	4.2	164,885
1958	9,491	2,898.3	18.7	81,528	15,088	41,797.7	10.8	419,415	10,093	45,959.8	4.8	140,954
1954	8,189	2,405.6	17.8	75,499	¹³ 14,759	¹³ 86,811.2	¹³ 10.5	¹³ 404,098	¹⁵ 7,831	¹⁵ 32,722.5	¹⁵ 4.5	¹⁵ 111,888
1948 ⁴	6,440	2,663.6	11.8	65,582	15,687	28,609.3	10.0	410,199	8,019	22,191.1	4.0	89,992
1948 ⁵	7,717	2,699.3	11.9	67,227	15,716	29,229.7	10.0	412,252	8,052	23,508.9	4.3	90,144
1939	6,059	656.0	14.7	52,379	12,844	9,610.3	12.5	267,774	5,082	4,643.3	6.9	47,699
1935	4,793	399.7	14.5	34,830	11,541	7,403.6	11.8	¹⁶ 212,452	4,065	3,535.1	6.4	¹⁶ 39,607
1933	3,360	272.2	10.8	-----	12,444	5,144.7	14.9	-----	4,429	2,412.7	7.4	-----
1929	3,919	474.5	12.3	-----	¹⁷ 16,863	¹⁷ 16,174.0	-----	-----	(¹⁷)	(¹⁷)	-----	-----

Year	Merchant wholesalers ² —Con.											
	Petroleum bulk stations, terminals				Agents and brokers				Assemblers (mainly farm products)			
	Number	Sales	Operating expenses (percent)	Persons engaged	Number	Sales	Commissions earned (percent)	Persons engaged	Number	Sales	Operating expenses (percent)	Persons engaged
	360	361	362	363	364	365	366	367	368	369	370	371
1967	30,229	24,821.8	0.3	156,708	26,462	61,347.0	4.0	195,838	11,101	10,155.5	8.6	88,564
1963 ^{4*}	30,873	21,435.4	(NA)	151,541	25,313	53,245.0	3.6	184,459	14,110	9,820.5	9.0	117,849
1963 ^{5*}	30,873	21,435.4	(NA)	151,613	25,313	53,245.0	3.6	184,678	14,110	9,820.2	9.0	117,986
1958	30,424	20,130.8	11.9	147,351	26,567	46,422.6	3.3	169,597	14,096	8,998.6	9.0	123,314
1954	29,189	16,038.4	10.0	154,760	22,131	39,250.5	3.1	148,595	¹³ 13,255	¹³ 9,050.8	¹³ 8.1	¹³ 130,397
1948 ⁴	28,351	10,433.1	9.0	134,897	18,138	32,839.7	2.5	116,148	16,787	9,920.3	6.1	158,956
1948 ⁵	29,451	10,615.7	9.0	136,418	24,361	34,610.1	2.6	123,470	19,288	10,957.9	6.1	169,182
1939	30,325	3,807.9	11.0	123,017	21,083	11,779.5	¹⁹ 2.8	111,125	28,931	2,509.6	9.3	168,673
1935	27,333	2,704.0	14.5	¹⁶ 105,118	18,147	8,908.1	¹⁹ 2.9	88,064	26,515	2,463.0	6.7	115,381
1933	²⁰ 26,176	²⁰ 1,884.6	²⁰ 19.8	-----	13,818	6,502.4	¹⁹ 3.2	-----	23,962	1,774.1	9.8	-----
1929	19,587	2,101.1	16.0	-----	18,467	14,517.2	¹⁹ 3.2	-----	34,143	4,452.1	-----	-----

* Denotes first year for which figures include Alaska and Hawaii.

NA Not available.

¹ Beginning 1954, excludes ready-mixed concrete distributors, no longer part of wholesale trade but included in selected service trade.² Includes subclasses not shown separately.³ For workweek ended nearest March 12.⁴ Comparable with later years.⁵ Comparable with earlier years.⁶ Data for series T 274-279 for 1939, 1933, and 1929 are revised; revised data for other series for these years not available.⁷ Average annual number of full-time and part-time employees.⁸ Fresh fruit and vegetable wholesalers and poultry and dairy products distributors. Milk bottling plants are included in the 1948 (unrevised) and earlier data.⁹ Includes dressed furs.¹⁰ Includes 42 distilled spirits wholesalers with sales of 13 million dollars and operating expenses of 24.7 percent.¹¹ Beginning 1954, includes musical instruments and sheet music wholesalers.¹² Beginning 1948, includes air conditioning and ventilating equipment distributors. Such distributors were classified in the plumbing and heating category in earlier years but were of negligible importance.¹³ For 1954, 142 sales branches (with stocks) of steel works and rolling mill companies are included in metal distributors rather than manufacturers' sales branches. They had sales of 172 million dollars.¹⁴ Excludes wholesalers of shoe finding and cut stock; in 1929, 555 such establishments had sales of 56 million dollars. Persons engaged in optical goods segment partially estimated.¹⁵ Includes a moderate amount of underenumeration because, in the mail canvass, the activities of some branches and offices were reported as those of the manufacturing plant or an auxiliary establishment.¹⁶ Partly estimated.¹⁷ Figures not available separately for "manufacturers' sales branches (with stocks)" and "manufacturers' sales offices (without stocks)"; figure shown is for both.¹⁸ Beginning 1954, excludes fish and seafood assemblers, which are included in the grocery, confectionery, meat group. In 1948 (adjusted) there were 544 such establishments with sales of 117 million dollars, and operating expenses of 23.5 percent.¹⁹ Operating expenses.²⁰ Includes district and general sales offices.

Series T 372-374. Sales of Wholesale Establishments: 1939 to 1962

[In billions of dollars]

Year	Total	Durable goods establishments	Non-durable goods establishments	Year	Total	Durable goods establishments	Non-durable goods establishments	Year	Total	Durable goods establishments	Non-durable goods establishments	Year	Total	Durable goods establishments	Non-durable goods establishments
	372	373	374		372	373	374		372	373	374		372	373	374
1962	156.7	54.2	102.5	1955	127.4	48.2	79.2	1948	90.6	29.2	61.4	1942	41.1	9.6	31.5
1961*	150.7	51.4	99.3	1954	116.8	40.0	76.8	1947	82.9	26.0	57.0	1941	36.4	10.2	26.2
1960	148.0	53.3	94.7	1953	117.7	41.4	76.3	1946 ¹	67.9	18.7	49.2	1940	23.9	7.5	21.4
1959	147.5	55.4	92.1	1952	114.8	39.3	75.4	1945 ²	71.9	17.6	54.3	1939	26.2	6.3	20.0
1958	133.1	47.3	85.8	1951	112.4	39.6	72.8	1945	53.7	10.9	42.8				
1957	135.2	50.5	84.8	1950	101.0	35.4	65.7	1944	49.8	10.1	39.7				
1956	135.3	52.8	82.5	1949	86.6	27.2	59.3	1943	46.0	9.4	36.5				

* Denotes first year for which figures include Alaska and Hawaii.

¹ Beginning 1946, excludes wholesale establishments with no paid employment.

² Comparable with earlier data.

Series T 375-383. Sales, Stocks, and Stock-Sales Ratios of Merchant Wholesalers: 1948 to 1970

Year	All establishments			Durable goods establishments			Nondurable goods establishments		
	Sales	Stocks, end of year	Stock-sales ratio	Sales	Stocks, end of year	Stock-sales ratio	Sales	Stocks, end of year	Stock-sales ratio
	375	376	377	378	379	380	381	382	383
1970	246,643	26,604	1.23	111,778	15,565	1.61	134,865	11,039	0.92
1969	236,708	24,363	1.19	109,578	14,579	1.53	127,130	9,784	.89
1968	219,943	22,528	1.20	100,012	13,454	1.54	119,930	9,074	.91
1967	205,188	21,557	1.21	90,447	12,543	1.61	114,741	9,014	.90
1966	203,751	20,691	1.14	91,026	12,112	1.49	112,724	8,579	.85
1965	187,141	18,274	1.14	82,691	10,575	1.49	104,450	7,699	.87
1964	174,329	16,977	1.13	75,722	9,809	1.49	98,607	7,168	.86
1963	160,578	16,048	1.15	68,696	9,119	1.54	91,882	6,329	.85
1962	152,082	14,936	1.16	64,541	8,631	1.57	87,541	6,305	.86
1961	143,850	14,488	1.20	59,836	8,315	1.63	84,014	6,173	.89
1960	139,866	14,120	1.22	58,581	8,121	1.69	81,285	5,999	.89
1959	137,893	13,879	1.15	59,349	7,861	1.53	78,544	6,018	.87
1958	123,083	12,739	1.24	50,437	7,150	1.66	72,646	5,589	.94
1957	125,705	12,730	1.23	53,760	7,115	1.53	71,945	5,615	.96
1956	126,153	13,260	1.19	56,308	7,074	1.43	69,845	6,186	1.00
1955	118,713	11,678	1.13	51,412	6,261	1.36	67,301	5,417	.95
1954	107,920	10,637	1.18	42,639	5,477	1.54	65,281	5,160	.95
1953	108,624	10,686	1.17	44,079	5,547	1.52	64,545	5,139	.93
1952	105,379	10,210	1.12	41,905	5,312	1.47	63,474	4,898	.89
1951	103,163	9,886	1.16	42,229	5,207	1.47	60,934	4,679	.95
1950	92,336	9,284	1.07	37,695	4,691	1.29	54,641	4,593	.91
1949	78,163	7,706	1.19	29,014	3,818	1.61	49,149	3,888	.95
1948	81,699	7,957	1.13	31,101	3,999	1.42	50,598	3,958	.95

Series T 384-390. Wholesale Trade Margins of Independent Wholesalers: 1869 to 1947

[Percent of wholesale value of sales]

Year	Dry goods	Furniture	Automobile accessories	Gasoline and oil	Lumber	Hardware	Drug (general line)	Year	Dry goods	Furniture	Lumber	Hardware	Drug (general line)
	384	385	386	387	388	389	390		384	385	388	389	390
1947	18	22.0	23.0	16.5	17.0	24.0	15.6	1899	17	14.0	10.0	19.0	13.6
1939	18	22.0	24.0	17.5	16.0	24.0	15.2	1889	16	14.0	10.0	19.0	12.2
1929	18	18.0	25.5	17.8	14.2	23.0	16.0	1879	15	14.0	10.0	19.0	11.0
1919	18	16.2	25.0	16.0	13.0	22.0	16.6	1869	14	14.0	10.0	19.0	10.0
1909	18	15.0	25.0	18.0	11.5	20.0	15.2						

Series T 391-443. Selected Service Establishments and Receipts: 1929 to 1967

[Receipts and payroll in millions of dollars; paid employees and active proprietors in thousands]

Year	Establishments		Receipts				Payroll		Paid employees, workweek ended nearest Nov. 15	Active proprietors of unincorporated businesses	
	Number	With payroll	All establishments	Establishments with payroll		Establishments without payroll		Entire year			Workweek ended nearest Nov. 15
				Total	Average per establishment (dollars)	Total	Average per establishment (dollars)				
	391	392	393	394	395	396	397	398			399
1967	1,187,814	521,410	60,542	55,527	106,494	5,015	7,526	17,524		13,841	1,082
1963*	1,061,673	504,356	44,586	41,023	81,338	3,563	6,393	12,192	241	3,262	1,017
1958*	975,250	442,584	32,376	29,001	65,526	3,375	6,336	9,006	167	2,889	992
1954	785,589	375,149	23,508	21,263	56,680	2,245	5,469	6,534	126	2,362	782
1948 ²	617,002		13,230	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1948 ³	665,475		13,296	12,164	32,879	1,132	3,380	4,164	81	2,100	667
1939 ²	656,482		4,872					1,384		1,497	651
1939 ³	646,028		3,420					1,070		1,102	652
1935	631,309		3,001					(NA)		(NA)	(NA)
1933	502,416		2,761					702		4,657	546

Year	Personal services															
	Total ⁵		Barber, beauty shops		Funeral services, crematories		Shoe repair shops, shoeshine parlors, hat cleaning shops		Photographic studios (incl. commercial photography)		Laundry, cleaning, and garment services					
	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts	Total ⁵		Dry cleaning plants		Coin-operated laundry and dry cleaning	
											Number	Receipts	Number	Receipts	Number	Receipts
402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	
1967	498,935	11,750	291,706	3,375	20,191	1,517	16,270	207	26,558	745	111,926	5,432	31,519	2,004	29,551	557
1963*	447,080	9,163	257,236	2,525	20,529	1,299	21,486	208	19,544	495	109,740	4,357	33,580	1,511	26,153	373
1958	413,180	7,422	215,451	1,811	20,767	1,016	27,775	232	20,028	423	107,204	3,708	34,311	1,357	(NA)	(NA)
1954	348,843	5,773	169,684	1,206	18,387	744	29,385	202	17,293	334	106,520	3,180	29,200	1,138	(NA)	(NA)
1948 ²	325,246	4,421	153,764	334	18,480	572	39,275	215	13,788	211	96,106	2,530	25,313	844	7,844	65
1948 ³	351,985	4,440	169,081	345	18,675	572	44,151	219	14,712	212	101,127	2,533	25,534	844	8,523	65
1939	339,726	1,822	205,268	481	18,196	262	59,371	119	10,957	64	90,048	874	12,616	193		
1935	369,081	1,517	186,810	402	17,144	230	61,046	110	10,402	48	90,335	713	6,910	141		
1933	320,868	1,223	159,905	321	12,655	172	57,452	97	8,330	32	79,907	587	3,864	98		

Year	Personal services—Con.		Miscellaneous business services				Automobile repair, garage, other services									
	Power laundries ⁶		Total		Advertising		Total ⁵		Automobile repair shops		Automobile, truck rentals (without drivers)		Automobile storage, parking		Automobile laundries	
	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts	Number	Receipts
1967	76,350	7,942	211,835	22,595	20,124	8,342	139,243	7,028	109,946	4,086	75,832	2,060	10,606	484	3,918	236
1963*	710,050	71,040	147,668	15,193	12,896	6,384	139,611	5,444	114,459	3,588	74,323	1,187	11,269	416	2,338	139
1958	711,262	71,022	114,450	9,919	12,180	4,926	125,691	3,869	103,724	2,759	4,714	616	10,998	366	2,660	90
1954	79,612	7,914	88,661	6,317	8,239	3,498	94,342	2,223	79,709	1,589	2,872	278	8,572	292	1,657	44
1948 ²	6,770	913	27,251	1,030	5,910	652	90,762	1,558	80,705	1,269	994	84	8,033	190	717	10
1948 ³	6,783	913	32,007	1,630	5,986	652	95,444	1,561	84,875	1,272	1,011	84	8,533	190	792	10
1939	6,773	454	26,188	487	5,628	97	78,881	441	66,178	316	648	20	11,095	102	960	3
1935	6,470	370	29,859	510	5,212	71	92,471	538	79,553	433	765	16	11,246	87	907	3
1933	5,122	296	36,442	469	1,479	190	100,149	585	93,760	550	381	5	5,275	27	733	2

See footnotes at end of table.

Series T 391-443. Selected Service Establishments and Receipts: 1929 to 1967—Con.

[Receipts and payroll in millions of dollars; paid employees and active proprietors in thousands]

Year	Miscellaneous repair services				Hotels, tourist courts, motels, trailer parks, and camps		Motion pictures		Amusement recreation services, except motion pictures	
	Total		Electrical repair shops		Number	Receipts	Number	Receipts	Number	Receipts
	Number	Receipts	Number	Receipts						
	434	435	436	437	438	439	440	441	442	443
1967	138,014	3,827	47,886	1,329	87,006	7,039	16,752	3,476	96,029	4,827
1963*	146,116	3,022	61,186	1,116	84,706	5,049	16,381	2,583	79,451	3,990
1958	145,163	2,270	51,269	763	85,890	3,924	19,657	2,431	75,164	2,673
1954	113,429	1,796	32,195	502	66,962	3,027	20,843	2,352	52,509	2,021
1948 ²	71,338	941	17,076	213	52,518	2,366	18,532	1,353	30,630	1,058
1948 ³	80,023	947	19,440	215	55,569	2,368	18,631	1,614	31,716	735
1939 ²	75,262	224	15,644	48	41,508	900				
1939 ³	72,130	195	15,644	48	41,508	900				
1935	¹¹ 71,426	¹¹ 148	10,181	23	38,670	744	15,115	673	29,802	825
1933	53,010	91	¹² 6,892	¹² 17	¹³ 29,462	¹³ 516	12,024	508	25,653	191
1929					¹⁴ 3,328	¹⁴ 963	10,265	415	19,472	105

* Denotes first year for which figures include Alaska and Hawaii.
 NA Not available.
¹ Paid employees for week including March 12.
² Comparable with later years. 1939 data comparable with earlier years are: Series 402, 388,918; series 403, 1,820 mil. dol.
³ Comparable with earlier years.
⁴ Average annual number of full-time and part-time employees.
⁵ Includes subclasses not shown separately.
⁶ About 7 percent represents repayment of cash advances which are not part of the cost of the complete funeral service. Receipts in prior censuses did not include such advances.
⁷ Establishments with payroll only.

⁸ Data prior to 1933 are as follows:

Year	Number of establishments	Receipts (mil. dol.)
1931	6,400	466.0
1929	6,776	541.2
1927	6,013	454.0
1925	4,859	362.3
1919 ²	4,881	233.8
1919 ³	5,678	236.1
1914	6,097	142.5

⁹ For advertising agencies only.
¹⁰ Covers only general repair garages, paint shops, radiator shops, top and body repair shops, tire repair shops, and brake repair shops.
¹¹ Includes boat repair shops not included in other years.
¹² Excludes refrigerator repair and washing machine repair establishments.
¹³ Hotels only.
¹⁴ Limited to hotels with 25 or more guest rooms.

Series T 444-471. Volume of Advertising, by Medium: 1867 to 1970

[In millions of dollars]

Year	Total	National	Local	Newspapers			Magazines				Television				
				Total	National	Local	Total	Weeklies	Women's	Monthlies	Farm, national	Total	Network	Spot	Local
				444	445	446	447	448	449	450	451	452	453	454	455
1970	19,600	11,485	8,115	5,745	1,014	4,731	1,323	617	301	374	31	3,665	1,712	1,247	706
1969	19,482	11,518	7,964	5,753	1,059	4,694	1,376	662	308	374	32	3,585	1,678	1,253	654
1968	18,127	10,883	7,244	5,265	990	4,275	1,318	657	284	342	35	3,231	1,523	1,131	577
1967	16,866	10,250	6,616	4,942	936	4,006	1,280	651	282	312	35	2,889	1,455	968	466
1966	16,670	10,213	6,457	4,896	975	3,920	1,291	658	280	316	37	2,823	1,393	988	442
1965	15,255	9,398	5,857	4,457	869	3,587	1,199	610	269	282	37	2,515	1,237	892	386
1964	14,155	8,745	5,410	4,148	848	3,300	1,108	583	231	260	34	2,289	1,132	806	351
1963	13,107	8,148	4,959	3,804	765	3,039	1,034	540	218	244	32	2,032	1,025	698	309
1962	12,381	7,683	4,698	3,681	782	2,900	973	519	200	223	31	1,897	976	629	292
1961	11,845	7,270	4,575	3,623	802	2,821	924	508	187	200	29	1,691	887	548	256
1960	11,932	7,296	4,636	3,703	836	2,867	941	525	184	200	32	1,590	783	527	281
1959	11,255	6,835	4,420	3,546	826	2,720	866	478	168	185	35	1,494	740	486	267
1958	10,302	6,331	3,971	3,193	769	2,424	767	425	151	153	33	1,354	709	397	248
1957	10,311	6,253	4,057	3,233	810	2,474	814	451	164	161	38	1,265	670	352	244
1956	9,905	5,926	3,979	3,236	789	2,447	795	440	166	153	37	1,207	625	329	253
1955	9,194	5,407	3,788	3,088	743	2,345	729	396	161	133	39	1,025	540	260	225
1954	8,164	4,812	3,352	2,695	635	2,060	668	363	152	114	39	809	422	207	180
1953	7,755	4,521	3,235	2,645	643	2,002	667	351	158	118	41	606	320	146	141
1952	7,156	4,096	3,060	2,473	562	1,910	616	325	149	101	41	454	256	94	104
1951	6,426	3,701	2,725	2,258	549	1,709	574	297	144	95	38	332	181	70	82

DISTRIBUTION AND SERVICES

Series T 444-471. Volume of Advertising, by Medium: 1867 to 1970—Con.

[In millions of dollars]

Year	Newspapers			Magazines				Television							
	Total	National	Local	Total	National	Local	Weeklies	Women's	Monthlies	Farm, national	Total	Network	Spot	Local	
	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458
1950	5,710	3,257	2,453	2,076	533	1,542	515	261	129	88	37	171	85	31	55
1949	5,202	2,965	2,237	1,916	476	1,440	493	245	129	84	35	58	29	9	19
1948	4,864	2,776	2,088	1,750	394	1,356	513	258	133	87	35				
1947	4,260	2,487	1,772	1,475	336	1,139	493	246	133	85	29				
1946	3,364	1,963	1,401	1,158	248	911	427	202	127	76	22				
1945	2,875	1,775	1,099	921	211	710	365	188	97	59	20				
1944	2,724	1,669	1,054	888	197	691	324	173	82	51	18				
1943	2,496	1,452	1,045	900	182	718	275	154	65	39	16				
1942	2,156	1,212	944	798	144	654	199	107	51	28	12				
1941	2,236	1,259	977	844	165	680	214	117	52	32	12				
1940	2,088	1,163	925	815	163	652	198	104	49	34	12				
1939	1,980	1,086	895	793	153	640	180	88	48	32	11				
1938	1,904	1,031	873	782	150	632	169	75	52	31	11				
1937	2,072	1,103	969	873	173	700	193	83	60	38	12				
1936	1,902	1,003	899	844	171	673	162	67	57	30	8				
1935	1,690	859	831	762	152	610	136	54	52	25	6				

Year	Radio				Farm papers	Direct mail	Business papers	Outdoor			Miscellaneous			Year	Total
	Total	Network	Spot	Local				Total	National	Local	Total	National	Local		
	459	460	461	462				463	464	465	466	467	468		
1970	1,278	58	355	865	31	2,734	740	234	154	80	3,850	2,148	1,702	1934	1,627
1969	1,264	59	368	837	32	2,670	752	213	133	75	3,837	2,165	1,672	1933	1,302
1968	1,190	63	369	767	33	2,612	714	208	137	71	3,556	2,035	1,521	1932	1,627
1967	1,031	64	310	658	33	2,488	707	191	126	65	3,306	1,917	1,389	1931	2,282
1966	1,010	64	308	639	34	2,461	712	178	118	60	3,267	1,904	1,363		
1965	917	60	275	582	34	2,324	671	180	120	60	2,959	1,751	1,209	1930	2,607
1964	846	59	256	531	33	2,184	623	175	117	58	2,750	1,614	1,138	1929	3,426
1963	789	56	243	490	34	2,078	615	171	115	56	2,551	1,519	1,082	1928	3,262
1962	786	46	233	457	34	1,933	597	171	115	56	2,359	1,400	959	1927	3,262
1961	683	43	221	420	33	1,850	578	180	122	59	2,283	1,296	987	1926	3,262
1960	692	43	222	428	35	1,830	609	203	137	66	2,328	1,368	960	1925	3,099
1959	656	44	206	406	36	1,688	569	193	130	63	2,206	1,278	928	1924	2,935
1958	619	58	190	372	34	1,589	525	192	129	62	2,030	1,199	830	1923	2,935
1957	618	64	187	363	34	1,471	563	199	134	65	2,059	1,184	874	1922	2,607
1956	567	61	161	346	36	1,419	496	201	136	65	1,948	1,115	833	1921	2,282
1955	545	84	134	326	34	1,299	446	192	130	63	1,836	1,040	796	1920	2,935
1954	559	114	135	309	32	1,202	408	187	126	61	1,604	895	710	1919	2,282
1953	611	141	146	324	31	1,099	395	176	119	57	1,525	845	679	1918	1,468
1952	624	162	142	321	29	1,024	365	162	109	53	1,409	766	643	1917	1,627
1951	606	180	138	289	26	924	292	149	101	49	1,265	693	572	1916	1,468
1950	605	196	136	273	21	803	251	143	96	46	1,125	610	515	1915	1,302
1949	571	203	123	245	21	756	248	131	88	43	1,010	540	470	1914	1,302
1948	562	211	121	230	20	689	251	132	89	43	947	509	438	1913	1,142
1947	506	201	106	199	20	580	233	121	79	43	833	461	372	1912	821
1946	454	200	98	157	14	334	211	86	60	26	680	385	294	1911	542
1945	424	198	92	134	12	290	204	72	50	22	587	366	221	1910	360
1944	394	192	87	114	11	326	177	56	39	17	549	323	221	1890	200
1943	314	157	71	86	9	322	142	42	30	13	493	274	219	1880	50
1942	260	129	59	73	6	329	98	44	31	13	422	224	198	1867	
1941	247	125	62	70	7	353	89	53	37	16	430	224	205		
1940	216	113	42	60	7	334	76	45	34	11	398	204	194		
1939	184	99	35	50	6	333	69	44	33	11	372	184	188		
1938	167	89	34	44	3	324	61	43	32	11	356	172	183		
1937	165	89	28	48	7	333	70	44	33	11	388	185	204		
1936	122	76	23	24	4	319	61	38	29	10	353	164	189		
1935	113	63	15	35	4	282	51	31	23	8	312	137	175		

Series T 472-484. Indexes of National Advertising Expenditures, by Medium: 1935 to 1970

[1967 = 100]

Year	General index	Magazines					Network radio	Spot radio	Network television	Spot television	News-papers	Business papers	Outdoor advertising
		Total	Weekly	Women's	General	Farm							
		472	473	474	475	476							
1970	112	103	95	107	120	89	88	118	114	125	108	105	122
1969	114	108	102	109	120	91	92	117	115	127	113	106	110
1968	106	103	101	101	110	100	98	115	105	114	106	101	109
1967	100	100	100	100	100	100	100	100	100	100	100	100	100
1966	100	101	101	99	101	106	100	98	96	100	104	101	94
1965	91	94	94	95	90	106	94	88	85	90	93	95	95
1964	84	87	90	82	83	97	92	82	78	82	91	88	93
1963	78	81	83	77	78	91	88	77	70	71	82	87	91
1962	74	76	80	71	71	89	72	74	67	64	84	84	91
1961	70	72	78	66	64	83	67	70	61	55	86	82	97
1960	70	74	81	65	64	91	67	71	54	53	89	86	109
1959	66	68	73	60	59	100	69	66	51	49	88	80	103
1958	60	60	65	53	51	94	91	61	49	40	82	74	102
1957	61	64	69	58	52	109	100	60	46	36	87	80	106
1956	58	62	68	59	49	106	95	51	43	33	84	70	108
1955	52	57	61	57	43	111	131	43	37	26	79	63	103
1954	46	52	56	54	37	111	178	43	29	21	68	58	100
1953	44	52	54	56	38	117	220	46	22	15	69	56	94
1952	39	48	50	53	32	117	253	45	18	10	60	52	87
1951	36	45	46	51	30	109	281	44	12	7	59	41	80
1950	31	40	40	46	28	106	306	43	6	3	57	36	76
1949	28	39	38	46	27	100	317	39	2	1	51	35	70
1948	27	40	40	47	28	100	330	39			42	36	71
1947	25	39	38	47	27	83	314	34			36	33	63
1946	21	33	31	45	24	63	313	31			26	30	48
1945	19	29	29	34	19	57	309	29			23	29	40
1944	17	25	27	29	16	51	300	28			21	25	31
1943	15	21	24	23	12	46	245	23			19	20	24
1942	11	16	16	18	9	34	202	19			15	14	25
1941	12	17	18	18	10	34	195	17			18	13	29
1940	11	15	16	17	11	34	177	13			17	11	27
1939	10	14	14	17	10	31	154	11			16	10	26
1938	9	13	12	18	10	31	139	11			16	9	25
1937	10	15	13	21	12	34	139	9			18	10	26
1936	9	13	10	20	10	23	119	7			18	9	23
1935	7	11	8	18	8	17	98	5			16	7	18

Series T 485-491. Newspaper Advertising—Linage for 52 Cities: 1928 to 1970

[In thousands of lines]

Year	Total	Classified	Display					Year	Total	Classified	Display				
			Total	Auto-motive	Financial	General ¹	Retail				Total	Auto-motive	Financial	General ¹	Retail
			485	486	487	488	489				490	491	485	486	487
1970	3,443,755	917,262	2,526,512	161,570	74,907	275,156	2,014,880	1948	2,263,446	522,446	1,741,000	82,737	25,791	338,641	1,293,831
1969	3,575,126	1,017,084	2,558,042	173,283	81,677	300,080	2,008,022	1947	2,008,536	473,600	1,534,936	68,672	24,417	314,605	1,127,242
1968	3,381,058	923,725	2,457,334	170,958	72,839	296,134	1,917,404	1946	1,729,713	423,662	1,306,051	42,106	26,376	266,285	971,234
1967	3,297,750	878,114	2,419,636	158,506	66,943	297,106	1,897,081	1945	1,391,629	320,156	1,071,474	34,656	22,090	246,052	768,676
1966	3,354,253	924,255	2,429,998	182,894	73,184	310,287	1,863,632	1944	1,361,244	308,891	1,052,353	31,479	18,865	250,926	751,584
1965	3,164,577	865,631	2,298,946	170,366	63,350	288,528	1,776,702	1943	1,396,418	335,042	1,061,377	32,358	17,758	247,424	763,837
1964	2,973,466	787,135	2,186,331	159,729	60,867	292,549	1,673,186	1942	1,241,672	257,312	984,360	26,823	17,623	196,653	743,261
1963	2,856,483	749,734	2,106,749	150,555	58,841	285,778	1,611,576	1941	1,313,233	272,568	1,040,666	56,445	20,478	194,053	769,690
1962	2,798,250	725,507	2,072,743	149,307	58,017	301,495	1,563,923	1940	1,268,632	262,811	1,005,821	62,006	19,424	188,629	735,761
1961	2,776,958	697,740	2,079,217	147,598	59,175	323,043	1,549,401	1939	1,243,550	252,725	990,825	52,678	20,308	191,859	725,980
1960	2,843,617	735,212	2,108,405	165,208	54,234	345,694	1,588,269	1938	1,225,166	255,012	970,154	47,255	19,170	191,948	711,781
1959	2,865,238	727,574	2,137,664	155,080	54,704	368,580	1,564,299	1937	1,409,666	283,416	1,126,250	67,802	22,480	247,155	788,813
1958	2,685,618	628,748	2,056,869	141,761	46,400	360,844	1,507,864	1936	1,380,121	265,475	1,114,646	72,822	25,025	251,510	765,289
1957	2,829,132	685,470	2,143,662	181,400	47,515	377,714	1,537,033	1935	1,246,942	228,972	1,017,969	72,929	21,309	216,976	706,755
1956	2,910,781	724,610	2,186,170	170,021	45,274	408,645	1,562,231	1934	1,178,880	205,322	973,559	73,306	19,128	211,384	669,741
1955	2,843,395	704,461	2,138,934	191,034	40,593	376,201	1,531,107	1933	1,065,515	197,262	868,253	62,642	20,179	188,045	597,886
1954	2,581,175	602,772	1,978,403	143,015	36,347	358,040	1,441,002	1932	1,164,770	220,361	944,409	63,790	23,680	201,830	655,109
1953	2,610,670	648,841	1,961,829	140,145	33,424	368,049	1,420,212	1931	1,464,868	265,270	1,199,598	80,613	40,984	261,817	816,183
1952	2,505,393	617,512	1,887,881	107,424	32,284	349,131	1,399,041	1930	1,654,246	298,950	1,355,296	107,186	59,255	303,051	885,804
1951	2,478,463	582,014	1,896,449	109,996	30,164	366,661	1,389,629	1929	1,897,213	345,441	1,551,772	150,473	74,177	338,875	988,248
1950	2,440,150	510,633	1,929,517	120,592	28,274	389,564	1,391,086	1928	1,802,482	345,835	1,456,647	142,325	66,005	289,779	958,538
1949	2,301,968	484,024	1,817,944	105,485	25,345	354,781	1,332,333								

¹ Advertising of specific products on general sale, as distinguished from the advertising of retail stores, and automotive or financial advertising.