

U.S. DEPARTMENT OF COMMERCE

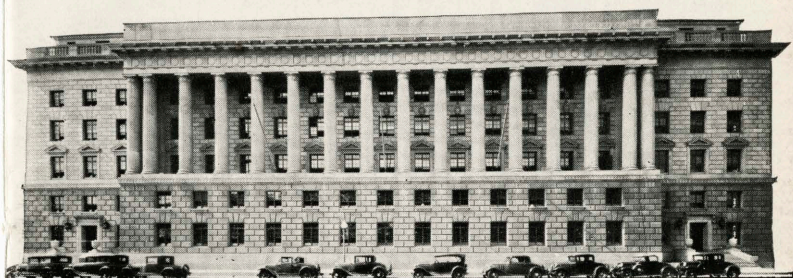
DANIEL C. ROPER, *Secretary*

BUREAU OF THE CENSUS

WILLIAM LANE AUSTIN, *Director*

10B

CENSUS *of* AMERICAN BUSINESS:1933

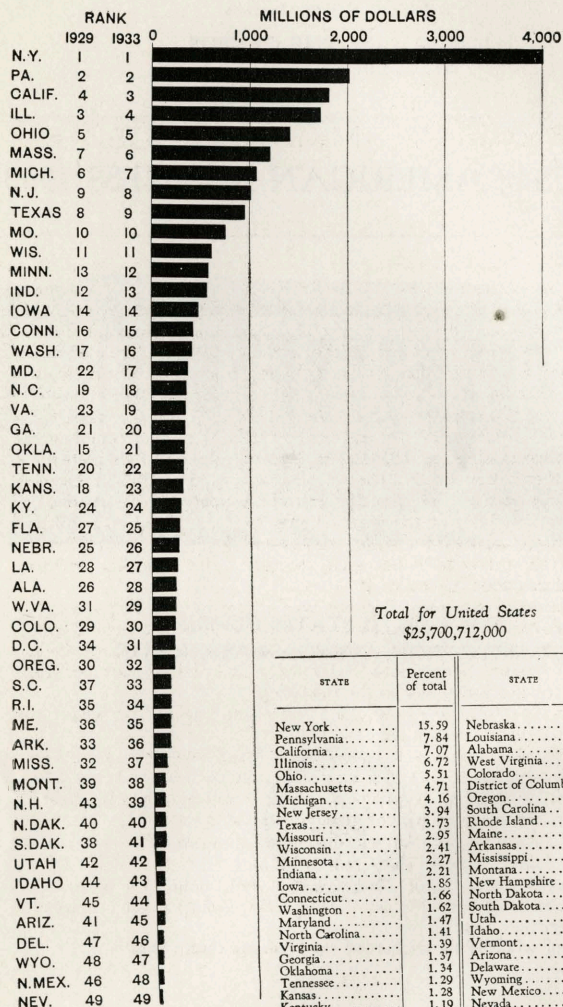


THE UNITED STATES CENSUS
CONSTITUTION AVENUE, WASHINGTON



UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1934

RETAIL SALES BY STATES: 1933



Total for United States
\$25,700,712,000

STATE	Percent of total	STATE	Percent of total
New York	15.59	Nebraska	1.07
Pennsylvania	7.84	Louisiana	1.03
California	7.07	Alabama	.97
Illinois	6.72	West Virginia	.95
Ohio	5.51	Colorado	.92
Massachusetts	4.71	District of Columbia	.91
Michigan	4.16	Oregon	.87
New Jersey	3.94	South Carolina	.72
Texas	3.73	Rhode Island	.72
Missouri	2.93	Maine	.71
Wisconsin	2.41	Arkansas	.70
Minnesota	2.27	Mississippi	.65
Indiana	2.21	Montana	.43
Iowa	1.85	New Hampshire	.43
Connecticut	1.66	North Dakota	.42
Washington	1.62	South Dakota	.41
Maryland	1.47	Utah	.37
North Carolina	1.41	Idaho	.34
Virginia	1.39	Vermont	.30
Georgia	1.37	Arizona	.30
Oklahoma	1.34	Delaware	.23
Tennessee	1.29	Wyoming	.22
Kansas	1.28	New Mexico	.21
Kentucky	1.19	Nevada	.11
Florida	1.12		

THE CENSUS OF AMERICAN BUSINESS

SCOPE AND USES

In 1930 the first Census of Distribution was taken by the Bureau of the Census, covering the operations of wholesale establishments and retail stores during 1929. In 1934, with funds supplied by the Civil Works Administration, the Bureau undertook a second census of wholesale and retail business, collecting data for 1933—the fourth year of one of the severest depressions in our history. This second census included also, for the first time, business activities devoted to service and amusements. Hotels were included in both enumerations.

In taking the new census, known as the Census of American Business, approximately 15,000 white-collar workers were furnished temporary employment as enumerators, canvassing about 2,200,000 places of business. Complete information was gathered from each of the establishments and assembled for every city, county, and State. The schedules showed the number of persons employed in the business during the year, by months, by sex, and on a full-time and part-time basis; salaries and wages paid to the employees; total operating expenses incurred; net sales or operating receipts; value of stocks on hand; amount of business done on credit; etc.

Since the Census of American Business was similar in most respects to the 1929 Census of Distribution, a comparison of the two censuses—one during a year of prosperity and the other in a year of depression—depicts the shifts and adjustments in business since 1929. It provides answers to such pertinent business and economic questions as the following:

What happened to the consumer's dollar? How was it spent? In what types of stores, and for what kinds of merchandise?

How much of the consumer's dollar was spent for services and amusements?

What changes have taken place in buying habits of consumers and of retailers?

What was the decrease in the business volume between 1929 and 1933?

What kinds of business suffered the greatest decline in trade?

What kinds of business held up best during the depression?

How did the "small business man" fare in 1933?

What types of stores weathered the depression best, chains or independents?

What was the wholesaler's position during 1933, and how does it compare with the predepression era?

What types of wholesaling withstood the business slump best?

(3)

Which sections of the United States were most seriously affected by the depression, as far as the merchandising and service trades are concerned?

What is the extent of the reduction in employment and pay rolls in the various kinds of business as compared with 1929?

To what extent did the various recovery measures contribute to the increased employment during 1933?

How did the costs of doing business change from 1929?

What significant changes have taken place in our business structure since 1929?

The results of the Census of American Business are calculated to give the intelligent citizen a statistical portrayal of our business mechanism, as a basis for clear thinking and sane action on economic questions. To the business man they should prove exceedingly valuable in comparing his accomplishments with those of groups similarly operating in his city, county, or State. In this wise, leaks and losses may be discovered that would lead to more efficient distribution. To the various trade associations, code authorities, and to others interested in the recovery program the statistics will appeal as a basis for planning and for the determination of the scope of each line of trade. The specific uses to which the data can be put are too numerous even to mention within the covers of this limited presentation.

Reports on wholesale trade, retail trade, service, amusements and hotels, by geographic areas and for the United States, are now available for distribution. They will be supplied upon request free of charge by the Bureau of the Census, United States Department of Commerce, Washington, D.C.

EMPLOYMENT IN THE MERCHANDISING, SERVICE AND AMUSEMENT ESTABLISHMENTS

The establishments covered by the Census of American Business employed during 1933 an average of 4,184,091 persons on a full-time basis and 1,030,154 as part-timers, exclusive of 2,161,000 proprietors and firm members. The number of employees increased from a low of 4,874,659 in February to a peak of 5,838,182 in December. Improvement in employment began in April and was gradual and consistent to the end of the year, as shown graphically on pages 6 and 7. The total number of persons employed in merchandising trades and in service and amusements in December 1933 consisted of about 8,000,000 men and women including proprietors and partners, which is over one-fifth of all employment in the United States during the year.

EMPLOYMENT IN WHOLESALE TRADE

Paid employees engaged in wholesale trade in the United States during 1933 totaled 1,179,358, of whom 1,058,767 men and women were employed on a full-time basis and 120,591 were part-timers, making a ratio between full-time and part-time employment of approximately 9 to 1.

If the average number of full-time employees for the year be expressed as 100, the fourth quarter registered an improvement over the first quarter of 10.9 points. Similarly, part-time employment during the last quarter was 21.7 points higher than for the first quarter. This improvement was substantial and apparently more than seasonal, for the 1929 Census of Distribution (the only basis of comparison) showed a corresponding increase between the same quarters of about four points only for full-time and part-time employment combined.

EMPLOYMENT IN RETAIL TRADE

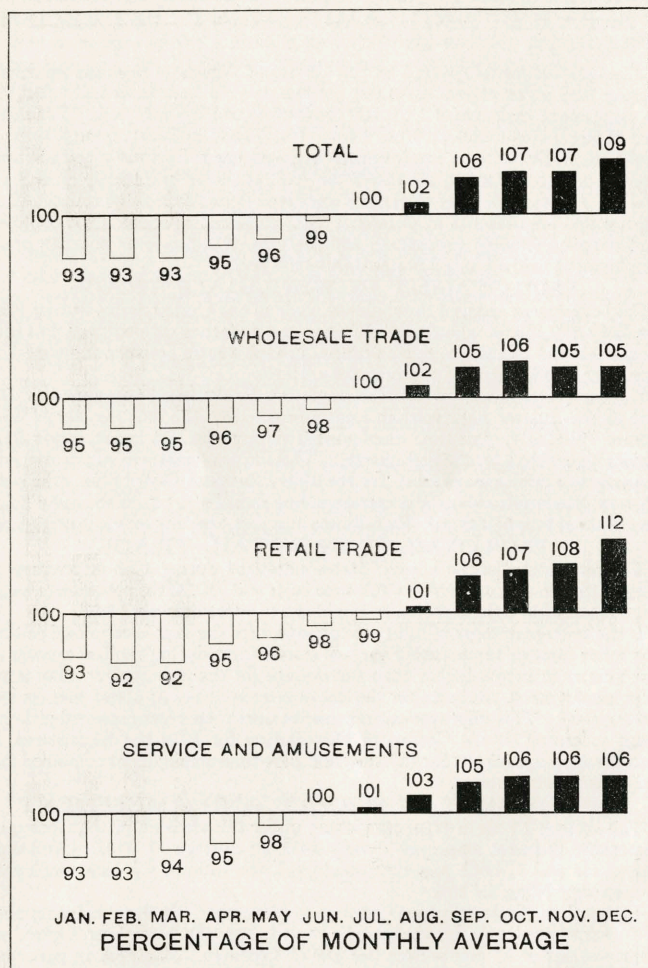
The retail stores of the United States employed during 1933 an average of 2,691,310 men and women on a full-time basis and 730,900 as part-timers, making a ratio of full-time to part-time employees of approximately 4 to 1.

If the average number of full-time employees for the year is expressed as 100, the index number representing average employment during the last quarter of the year is 17 points higher than the average for the first quarter. For part-time employment, the index for the last quarter is 31 points above that for the first quarter. This improvement represents more than a mere seasonal pick-up, since according to the Census of Distribution for 1929 the fluctuations in retail-trade employment for full-time and part-time employment combined did not exceed seven points.

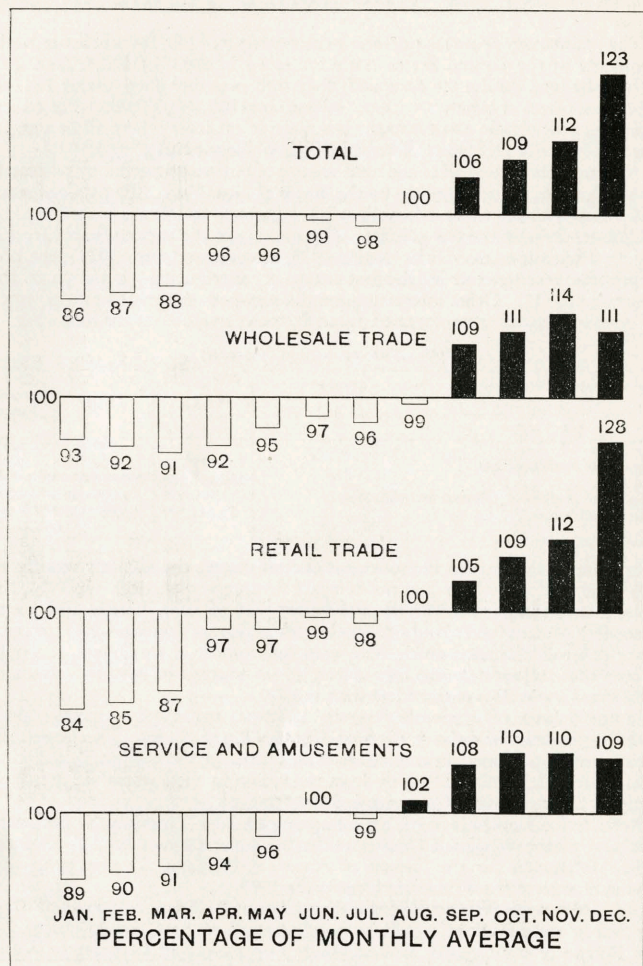
EMPLOYMENT IN SERVICE AND AMUSEMENT

The various places of business coming under this division of the Census of American Business employed during 1933 an average of 434,014 full-time employees and 178,663 part-time employees, the ratio of full-time employees to part-time being 2.4 to 1.

The peak in employment was reached in November. If the average number of full-time employees for the year be regarded as 100, November showed an improvement of 13 points over the low of February. The peak in part-time employment also reached in November was 21 points higher than the low for such employment recorded in January. Corresponding figures for 1929 are unavailable in the case of this group.



TREND IN EMPLOYMENT IN THE UNITED STATES DURING 1933—FULL-TIME EMPLOYMENT



TREND IN EMPLOYMENT IN THE UNITED STATES DURING 1933—PART-TIME EMPLOYMENT

SUMMARY OF WHOLESALE TRADE IN 1933

The preliminary census figures show the existence of 159,724 wholesale establishments in the United States with net sales, in 1933, of \$30,512,000,000. When the final results are compiled, they will probably show about 164,000 wholesale places of business with net sales around \$32,000,000,000. For census purposes a wholesale establishment is a place of business where all or a major part of the goods are sold or distributed on a wholesale basis.

Approximately one-half of the total volume of business reported by wholesale establishments is accounted for by the States of New York, Illinois, California, and Pennsylvania. Ohio, Massachusetts, Missouri, and Texas contributed an additional one-third of the volume. The ranking of the various States according to wholesale-trade volume during 1933, as compared with 1929—the pre-depression year covered by the first census of distribution—is shown on the chart on page 11. Other interesting comparisons between these years in regard to wholesale distribution for the United States as a whole are the following:

[All values expressed in thousands]

	1933	1929	Percent change
Number of establishments.....	159,724	169,655	-5.9
Net sales.....	\$30,512,000	\$69,056,604	-55.8
Number of employees (full-time and part-time).....	1,179,358	1,605,042	-26.5
Salaries and wages.....	\$1,645,539	\$3,010,130	-45.3

In spite of the marked improvement shown during the last few months of 1933, the year as a whole does not compare favorably with 1929. In 1933, the volume of business was 55.8 percent below that of 1929, salaries and wages were 45.3 percent lower, and the number of employees decreased 26.5 percent. Since pay roll decreased much more than the number of employees, it would appear that the average earnings of employees engaged in wholesale trade in 1933 were about 25.6 percent less than in 1929.

In the volume of wholesale business 18 States registered a decrease since 1929 larger than the average decrease for the United States. The largest decreases are to be found in the wheat States, most of the Cotton Belt, and in Michigan which suffered heavily from the slump in the automobile industry. Only 13 States showed a decrease under 50 percent.

Reports for wholesale trade are being prepared by Theodore N. Beckman, in charge of the Wholesale Census, under the supervision of Fred A. Gosnell, chief statistician for the Census of American Business. Dr. Beckman was also in charge of the Wholesale Census for 1929.

Separate reports on wholesale trade for cities of 50,000 population and over, for States, and for counties will be supplied upon request, free of charge, by the Bureau of the Census, United States Department of Commerce, Washington, D.C.

SUMMARY OF RETAIL TRADE IN 1933

In 1933 there were 1,520,339 retail stores in operation, according to preliminary figures. These had net sales during the year of \$25,700,000,000. Nearly 5,000,000 persons were employed in the operation of these stores, including 1,572,588 proprietors and partners.

Some of the more important changes in retail trade within the United States between 1929 and 1933 were the following:

[All values expressed in thousands]

	1933	1929	Percent change
Number of stores.....	1,520,339	1,543,158	-1.5
Sales.....	\$25,700,712	\$49,114,653	-47.7
Full-time employees.....	2,691,310	3,833,381	-29.8
Part-time employees.....	730,900	676,359	+8.0
Proprietors (active).....	1,572,588	1,510,607	+4.1
Total pay roll ¹	\$2,921,949	\$5,189,669	-43.7

¹ Exclusive of compensation of proprietors and partners.

The number of stores in operation during 1933 was only 1.5 percent lower than in 1929, but the volume of retail sales dropped 47.7 percent. The average annual wage per full-time employee dropped from \$1,312 in 1929 to \$922 for 1933, a reduction of 24.4 percent. The decrease in full-time employment is partly offset by an increase in the number of persons employed on a part-time basis and in the larger number of proprietors and partners. Stores have apparently found it necessary to dispense with their usual number of regular employees, replacing them with more part-timers who were employed a greater proportion of time than in previous years.

Reports for Retail Trade are being prepared by John Guernsey, in charge of the Retail Census, under the supervision of Fred A. Gosnell, Chief Statistician for the Census of American Business. Mr. Guernsey was also in charge of the Retail Census for 1929.

Separate reports on retail trade for each of the States, containing retail trade data for the State as a whole and for cities and counties within the State, will be supplied upon request, free of charge, by the Bureau of the Census, United States Department of Commerce, Washington, D.C.

SUMMARY OF SERVICE ESTABLISHMENTS AND PLACES OF AMUSEMENT IN 1933

Under this heading preliminary figures show the existence of 471,950 establishments, having total 1933 receipts of \$2,214,000,000. On the average, 1,116,118 persons were employed. This number includes 503,441 proprietors and firm members. The total pay roll, exclusive of compensation or drawing accounts of proprietors and partners, aggregated \$538,770,000, which is approximately one-fourth of the total net receipts.

Only four States reported annual income or net receipts from such establishments in excess of \$100,000,000 each. These States, in the order of importance based on net receipts, are New York, California, Illinois, and Pennsylvania. Together, they accounted for about 48 percent of all receipts, although they contained somewhat less than 35 percent of the establishments. Since this is the first time that a census covering service establishments and places of amusement is taken, no comparable data are available for the previous years as in the case of retail and wholesale trade.

For the purposes of this census the classification "service establishments" includes places of business performing personal services for the public, such as barber shops, beauty parlors, shoe-shine parlors, laundry agencies, and similar establishments. It also included business services, such as advertising agencies, dental laboratories, delivery services, etc., and mechanical repair services, such as locksmiths and gunsmiths, typewriter repair shops, bicycle and motorcycle repair shops, and other classes of shops making mechanical repairs. The census did not include doctors, lawyers, dentists, and others performing professional and scientific services. Automobile repair shops were treated as retail establishments and not as service establishments since a large portion of this business represents the sale of parts. All places of amusement serving the public for revenue, such as theaters, amusement parks, shooting galleries, dance halls, etc., were included in the survey.

Reports for service, amusement, and hotel establishments are being prepared by W. A. Ruff, in charge of this phase of the census, under the supervision of Fred A. Gosnell, chief statistician for the Census of American Business. Mr. Ruff was also identified with the 1929 Census of Distribution.

Separate reports for service establishments, places of amusement, and hotels for each of the States, containing data for the State as a whole and for cities and counties within the State, will be supplied upon request, free of charge, by the Bureau of the Census, United States Department of Commerce, Washington, D.C.

(10)

VOLUME OF WHOLESALE TRADE BY STATES: 1933

