

★ ★ ★ ★ ★ ★ ★ ★

DEPARTMENT OF COMMERCE

WESLEY H. JONES, SECRETARY

BUREAU OF THE CENSUS

GIL D. REED, ACTING DIRECTOR

★ ★ ★ ★ ★ ★ ★ ★

**6TH CENSUS**

OF THE UNITED STATES

**1940**



★ ★ ★ ★ ★ ★ ★ ★

X512.7326sh

H0

39438

# Census of Business: 1939

# RETAIL TRADE

## Louisiana

Kinds of Business, by Areas  
Counties, and Cities

Prepared under the supervision of

FRED A. GOSNELL

Chief Statistician for Business

UNITED STATES GOVERNMENT PRINTING OFFICE • WASHINGTON • 1941

For sale by the Superintendent of Documents, Washington, D. C., Price 10 cents.

## CONTENTS

### INTRODUCTION

TABLE 1.—Comparison summary of stores, sales, personnel, and pay roll, by major groups and principal kinds of business: 1939, 1935, and 1929

TABLE 2.—Stores, sales, personnel, pay roll, and stocks by kinds of business

TABLE 15.—Counties and all places of more than 2,500 population. Stores and sales by major business groups and 5 separate kinds of business

TABLE 16.—Counties and all places of more than 2,500 population. Stores, sales, personnel, and pay roll

TABLE 17.—Cities of more than 10,000 population. Stores, sales, personnel, and pay roll, by kinds of business

### APPENDIX

## CENSUS OF BUSINESS: 1939

Results of the 1939 Census of Business will be published in bound volumes, a tentative list of which follows:

### Volume

- I. Retail Trade.
- II. Wholesale Trade.
- III. Service Businesses.
- IV. Construction Industry.
- V. Distribution of Manufacturers' Sales.

### Special Reports.

These volumes will, for the most part, contain information that has been or will be published in the form of State reports and other bulletins prior to the time that these bound volumes are available. The bound volumes will contain some summary information as well as special tables that may not be published in bulletin form. The volumes will be for sale by the Superintendent of Documents, and not for free distribution. Furthermore, they will not be available from the Superintendent of Documents until after all the information for the subject has been compiled and is ready for publication. Therefore, not more than one or two of these volumes will be available prior to 1942.

# RETAIL TRADE—1939

## Introduction

This report on retail trade is based upon results obtained in the 1939 Census of Business which covered retail trade, wholesale trade, the distribution of manufacturers' sales, the construction industry, service establishments, hotels, laundries, cleaning and dyeing plants, tourist courts and tourist camps, motion-picture theaters and other places of amusement, and a mail canvass of sales finance companies.

The first Census of Retail Trade was taken as a part of the Census of Distribution of 1929 which followed a trial census of 11 cities in 1926. The second Retail Census was taken as part of the Census of American Business of 1933, and the third as part of the Census of Business of 1935. In this report 1939 data are compared with those for the Census years 1929 and 1935. The data represent the operations of retailers during the years 1939, 1935, and 1929, respectively. The figures were collected by the Bureau of the Census during the year following that to which they pertain, in a complete field canvass of retail stores in every State, city, and county in the United States. The figures for 1929 and 1935 shown in tables 1 and 2 have been revised to exclude data for repair garages which were classified as retailers in those years but are now included in the Service Census.

The following statistics on retail trade are presented in this report:

Table 1 presents information on the number of stores, dollar volume of sales, the number of proprietors and employees, and the dollar volume of pay rolls for major business groups and principal kinds of business. Comparisons are with similar data for 1929 and 1935.

Table 2 presents the 1939 data by a more detailed kind-of-business classification, and in addition this table shows the number and pay roll of full-time and part-time employees, and merchandise stocks on hand at the end of the year.

Table 15 shows for each county, each city of more than 2,500 population, and for the remainder of each county, stores and sales for each of the 11 major business groups and five selected kinds of business.

Table 16 shows for each county, each city of more than 2,500 population, and for the remainder of each county, the total number of stores, dollar sales, number of proprietors, number of employees, and pay roll.

Table 17 shows, for each city of more than 10,000 population, the number of stores, dollar sales, number of proprietors, number of employees, and pay roll by kinds of business, the detail varying according to four city-size groups.

### DEFINITIONS AND GENERAL EXPLANATION OF TERMS

Retail trade as covered in this census includes establishments primarily engaged in selling merchandise for personal or household consumption or utilization, and rendering service incidental to the sale of goods. In addition to those kinds of business readily recognizable as retail stores under this general description, there are included retail businesses such as eating and drinking places, filling stations, lumber and building-materials dealers, and motor-vehicle dealers. The major portion of the sales or receipts must be from retail sales in order to classify an establishment, for census purposes, as a retail establishment. It must also operate as an established place of business open to the general public; thus peddlers or itinerant vendors are excluded. Also excluded are places of business connected with institutions which are open only to their members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, and cafeterias operated by industrial plants for their employees.

**STORES.**—A retail store or establishment is, for census purposes, the place where the business is conducted, readily recognizable as a place of business. Each separate place of business is counted as a separate store. Included are filling stations, motor-vehicle dealers, market stands (except farmers' stands), lumber and coal yards, eating and drinking places, milk dealers,

mail-order houses, and leased departments. It includes only those retail establishments which are found to be doing more than one-half of their business at retail. When an establishment is primarily engaged in service or wholesale trade, it is so classified even though it may be, in part, engaged in retail trade. The number of stores in any one classification is not equal to the number of "outlets" for any one commodity since the store is counted only in its major classification.

**SALES.**—The term "sales" means total operating receipts of retail stores after deduction of refunds or allowances for merchandise returned by customers. There is excluded the amount of local and State sales taxes which are collected by the store directly from customers over and above the marked selling price and paid directly by the store to the local or State taxing agency. Excise taxes, gasoline, and other taxes which are paid by the manufacturer or wholesaler and passed along to the retailer, are included in census reports in the amount of sales. In previous censuses the schedule called for any State or local sales tax to be included. In many instances these instructions were not followed.

**ACTIVE PROPRIETORS OF UNINCORPORATED BUSINESSES.**—The number of active proprietors includes owners or partners of unincorporated businesses devoting the major portion of their time to the operation of the business. They are not included in the count of employees nor is their compensation included in pay roll. Salaried officers of corporations and executives are classified as employees, not as proprietors or firm members, and their compensation is therefore included in pay roll.

**EMPLOYEES.**—This term represents the number of full-time and part-time paid employees, including salaried officers of corporations and executives. The number of employees shown is an aggregate of the average employment of each establishment; this average was obtained by totaling the number reported monthly (full-time and part-time separately) for the period ended nearest the 15th of each month, and dividing the sum by 12.

**FULL-TIME AND PART-TIME EMPLOYEES.**—Full-time employees are those who work or are paid for the full number of hours of the workweek. Also reported as full-time employees are extras and contingents who worked the full number of hours during the particular week for which employment data were requested. All other employees were reported as part-time employees.

**PAY ROLL.**—This includes all compensation (salaries, wages, commissions, and bonuses) paid during the year to all employees. This item does not include compensation for proprietors or firm members of unincorporated businesses. Excluded from pay roll are payments in kind, such as free meals, lodging, etc. Pay roll is reported before deductions for social security, insurance, dues, etc.

**STOCKS ON HAND.**—The retail schedule form employed in the 1939 Census of Business asked for the value of inventory of merchandise on hand at cost value as of December 31, 1939, or the nearest inventory date, with further instructions to report the cost equivalent if inventory were taken at retail. However, it is probable that in a few cases these instructions were not followed.

**DESCRIPTION OF KINDS OF BUSINESS.**—At the end of this report are to be found descriptions of kinds of business. Kinds of business not described in detail in this report are included in a more complete list of definitions provided in part 3 of volume I, Retail Trade: 1939.

Although comparability in the data has been maintained between the retail censuses, some of the data may reflect changes in classification of individual establishments as well as developments in distribution. Each place of business is classified according to its major kind of business. A change in sales emphasis of borderline establishments may shift the establishment's entire business from one classification to another within the Retail Census or from the Retail to the Wholesale or Service Census.



<b>Other Retail Stores</b>	<b>1,279</b>	<b>1,052</b>	<b>1,854</b>	<b>22,861</b>	<b>15,947</b>	<b>50,551</b>	<b>1,088</b>	<b>859</b>	<b>1,948</b>	<b>5,182</b>	<b>2,845</b>	<b>4,070</b>	<b>5,517</b>	<b>2,505</b>	<b>4,815</b>
Fuel, ice, fuel-oil dealers	241	251	518	1,097	1,258	3,191	220	237	575	228	509	482	159	185	372
Hay, grain and feed stores	95	50	241	2,709	1,635	6,827	91	59	262	199	129	489	142	98	358
Farm and garden supply stores	78	85	58	2,158	1,919	1,084	57	70	51	343	199	113	210	184	108
Jewelry stores	144	150	204	5,023	2,714	5,253	122	108	212	606	585	568	913	483	854
Cigar stores, cigar stands	89	68	147	909	1,178	1,998	40	59	124	121	218	255	69	114	211
Florists	139	98	59	1,183	787	1,123	158	89	69	211	175	179	186	117	181
News dealers	55	42	47	258	243	828	30	58	41	98	259	16	22	170	
Other retail stores	460	508	402	9,545	6,237	10,429	590	241	332	1,415	1,150	1,745	1,643	1,322	2,408
<b>Second-hand Stores</b>	<b>225</b>	<b>255</b>	<b>137</b>	<b>2,153</b>	<b>1,844</b>	<b>2,224</b>	<b>215</b>	<b>225</b>	<b>140</b>	<b>599</b>	<b>457</b>	<b>502</b>	<b>505</b>	<b>525</b>	<b>528</b>

\* Employees and pay roll include paid executives of corporations but not the number and compensation of proprietors of unincorporated businesses.

† Previously published totals for the State and for the automotive group, for 1935 and 1929, are revised to exclude service garages and other automotive service businesses whose receipts from service sales exceed their sales of merchandise. These are now included in the Census of Service Establishments.



TABLE 2.—STORES, SALES, PERSONNEL, PAY ROLL AND STOCKS  
BY KINDS OF BUSINESS—Continued

KIND OF BUSINESS	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	NUMBER OF EMPLOYEES * (average for year)			PAY ROLL * (add 000)			Stocks on hand, end of year, at cost (add 000)	
				Total	Full-time	Part-time	Total	Full-time	Part-time		
Liquor Stores (packaged goods)	221	\$2,797	172	293	269	24	\$186	\$182	\$4	\$390	
Other Retail Stores	1,279	22,881	1,068	3,162	2,785	377	3,317	3,193	124	4,127	
Fuel and ice dealers	237	969	217	202	151	51	158	117	21	74	
Fuel-oil retailers	4	128	3	24	20	4	21	19	2	15	
Hay, grain, and feed stores (with groceries)	21	1,122	25	61	58	3	45	44	1	112	
Hay, grain, and feed—farm implements	9	401	6	21	20	1	20	19	1	20	
Hay, grain, and feed stores—other	65	1,186	60	117	98	19	77	70	7	80	
Farm and garden supply stores	76	2,156	57	343	277	66	210	194	16	228	
Jewelry stores	144	5,023	122	606	586	20	913	904	9	1,778	
Book stores	23	749	21	123	108	15	157	155	2	108	
Stationery stores	15	218	13	36	27	9	42	37	5	45	
Cigar stores, cigar stands	69	909	40	121	107	14	68	66	2	75	
Florists	139	1,186	138	211	188	23	168	156	12	85	
Gift, novelty, souvenir shops	72	654	73	83	71	12	60	57	3	140	
News dealers	35	236	30	41	27	14	18	14	4	9	
Office, store appliance and equipment dealers	47	2,650	35	420	396	24	565	552	13	502	
Office, store, school supply dealers	18	847	12	120	117	3	142	141	1	162	
Opticians	47	618	37	77	70	7	108	103	5	42	
Photographic supply—camera stores	5	128	1	21	20	1	28	27	1	27	
Sporting goods stores	18	257	13	32	27	5	34	35	1	58	
Bicycle shops	18	156	18	24	21	3	17	16	1	26	
Luggage stores	4	127	3	15	15	—	13	13	—	26	
Piano, musical instrument stores	28	994	16	171	161	10	229	224	5	172	
Scientific, medical instrument and supply dealers	9	223	8	28	28	—	35	35	—	37	
Other retail stores	151	1,746	140	265	198	69	215	197	18	310	
Second-hand Stores	225	2,153	215	399	352	47	305	291	14	674	
Book stores (second-hand)				Five stores combined with "Other second-hand stores."							
Clothing, shoe stores (second-hand)	38	91	35	19	14	5	8	7	1	20	
Furniture stores (second-hand)	80	502	74	85	78	7	52	50	2	194	
Tires, accessories, parts (second-hand)	64	294	67	111	79	32	51	48	3	80	
Pawn shops (sales)	12	861	10	89	84	5	117	114	3	474	
Other second-hand stores	31	405	29	95	77	18	77	72	5	106	

\* Employees and pay roll include paid executives of corporations but not the number and compensation of proprietors of unincorporated businesses.

<sup>1</sup> Previously published totals for the State, for 1935 and 1929, are revised to exclude service garages and other automotive service businesses whose receipts from service sales exceed their sales of merchandise. These are now included in the Census of Service Establishments.

<sup>2</sup> Not available.











TABLE 15.—PARISHES AND ALL PLACES  
STORES AND SALES BY MAJOR BUSINESS GROUPS  
(Sales are expressed in

Line No.	PARISH AND CITY	Total		1 Food group		2 General stores (with food)		3 General merchandise group		4 Apparel group		5 Furniture- household- radio group		6 Automotive group		7 Filling stations		8 Lumber- building- hardware	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
131	Verdilion Parish	441	\$4,717	211	\$811	19	\$235	25	\$724	8	\$134	11	\$155	9	\$819	55	\$292	26	\$959
132	Abbeville	129	2,522	41	292	1	(x)	9	424	5	96	7	140	5	716	15	159	9	445
133	Remainder of Parish	312	2,195	170	519	18	(x)	16	300	3	38	4	15	4	103	20	153	17	514
134	Vernon Parish	175	2,195	58	604	21	350	4	166	2	(x)	2	(x)	4	456	34	189	3	86
135	Leesville	85	1,490	21	315	2	(x)	4	166	2	(x)	2	(x)	4	456	19	139	5	86
136	Remainder of Parish	90	705	37	289	19	(x)	—	—	—	—	—	—	—	15	50	—	—	—
137	Washington Parish	512	5,945	123	1,235	20	390	16	1,025	12	174	8	309	9	654	32	374	7	509
138	Bogalusa	189	4,352	76	940	4	146	12	754	10	(x)	6	(x)	6	661	16	273	3	463
139	Remainder of Parish	123	1,595	47	295	16	234	6	271	2	(x)	2	(x)	3	293	16	101	4	28
140	Webster Parish	311	5,434	105	1,021	19	732	22	582	11	97	6	106	10	1,282	55	472	11	602
141	Minden	116	3,078	37	590	5	149	12	353	8	83	2	(x)	6	1,063	17	278	5	243
142	Remainder of Parish	195	2,356	68	431	14	583	10	209	3	14	4	(x)	4	199	38	194	6	359
143	West Baton Rouge Parish	85	1,179	48	493	8	309	1	(x)	—	—	1	(x)	—	—	12	140	1	(x)
144	West Carroll Parish	147	1,805	56	440	22	359	7	250	3	45	1	(x)	2	(x)	22	125	6	215
145	West Feliciana Parish	75	666	38	216	17	209	2	(x)	—	—	2	(x)	2	(x)	3	40	1	(x)
146	Winn Parish	130	2,059	46	545	10	169	5	292	4	107	1	(x)	5	400	23	217	5	103
147	Winnfield	73	1,717	14	374	3	71	5	292	4	107	1	(x)	5	400	12	(x)	5	103
148	Remainder of Parish	57	341	34	171	7	118	—	—	—	—	—	—	—	—	11	(x)	—	—

x Withheld to avoid disclosure.

OF MORE THAN 2,500 POPULATION  
AND 5 SEPARATE KINDS OF BUSINESS—Continued  
(thousands of dollars)

9		10		11		SEPARATE KINDS OF BUSINESS (INCLUDED ALSO IN GROUP TOTALS)										Line No.
Eating and drinking places		Drug stores		Other stores		Grocery, combination stores (Part of Group 1)		Hardware stores (Part of Group 8)		Restaurants, other eating places (Part of Group 9)		Liquor stores (packaged goods) (Part of Group 11)		Feed, farm, garden supplies (Part of Group 11)		
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
69	\$275	15	\$192	15	\$121	191	\$741	5	\$81	26	\$121	2	(x)	5	\$66	131
29	159	4	87	4	(x)	34	253	2	(x)	12	95	1	(x)	—	—	132
40	136	9	105	11	(x)	157	488	3	(x)	14	28	1	(x)	5	66	133
38	170	2	(x)	6	40	54	588	2	(x)	20	71	1	(x)	2	(x)	134
25	142	2	(x)	1	(x)	19	(x)	2	(x)	16	65	—	—	—	—	135
14	28	—	—	5	(x)	35	(x)	—	—	4	6	1	(x)	2	(x)	136
60	413	12	290	11	282	111	1,128	6	(x)	34	182	—	—	2	(x)	137
39	332	8	203	9	(x)	68	837	2	(x)	23	160	—	—	1	(x)	138
21	61	4	87	2	(x)	45	281	4	28	11	22	—	—	1	(x)	139
48	180	16	274	8	105	99	988	3	173	38	106	—	—	3	71	140
13	34	6	173	5	(x)	33	574	2	(x)	13	34	—	—	1	(x)	141
35	146	10	101	5	(x)	66	424	1	(x)	25	72	—	—	2	(x)	142
18	100	2	(x)	4	20	44	457	—	—	7	10	1	(x)	—	—	143
15	59	5	107	8	66	54	435	2	(x)	14	(x)	—	—	2	(x)	144
4	(x)	2	(x)	4	41	33	177	1	(x)	4	(x)	4	\$41	—	—	145
21	60	5	112	3	(x)	45	540	2	(x)	21	60	—	—	2	(x)	146
17	54	4	(x)	3	(x)	13	370	2	(x)	17	54	—	—	2	(x)	147
4	6	1	(x)	—	—	32	170	—	—	4	6	—	—	—	—	148



TABLE 16.—PARISHES AND ALL PLACES OF MORE THAN 2,500 POPULATION  
STORES, SALES, PERSONNEL, AND PAY ROLL—Continued

PARISH AND CITY	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	Number of employees* (average for year)	Total pay roll* (add 000)	PARISH AND CITY	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	Number of employees* (average for year)	Total pay roll* (add 000)
<b>Louisiana—Con.</b>						West Carroll Parish	147	\$1,805	137	162	\$102
Webster Parish	311	\$5,454	292	556	\$423	West Feliciana Parish	75	668	71	70	35
Minden	116	5,078	114	306	247	Winn Parish	130	2,058	107	234	155
Remainder of Parish	195	2,856	165	230	186	Winnfield	73	1,717	56	215	144
West Baton Rouge Parish	95	1,179	70	118	75	Remainder of Parish	57	341	51	19	11

\* Employees and pay roll include paid executives of corporations but not the number and compensation of proprietors of unincorporated businesses.

TABLE 17.—CITIES OF MORE THAN 10,000 POPULATION  
STORES, SALES, PERSONNEL, AND PAY ROLL, BY KINDS OF BUSINESS

CITY AND KIND OF BUSINESS	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	Number of employeas* (average for year)	Total pay roll* (add 000)	CITY AND KIND OF BUSINESS	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	Number of employeas* (average for year)	Total pay roll* (add 000)
<b>ALEXANDRIA</b>						<b>BOGALUSA</b>					
Total, all stores.....	425	\$12,278	355	1,735	\$1,409	Total, all stores.....	189	\$4,352	171	457	\$338
Grocery stores (without fresh meats)	60	118	59	4	1	Grocery, combination stores	66	837	59	64	37
Combination stores (groceries-meats)	65	1,538	58	182	105	Other food stores	10	103	4	12	10
Dairy products stores, milk dealers	—	—	—	—	—	General stores (with food)	4	146	3	12	12
Meat markets, fish markets	—	—	—	—	—	General merchandise group	12	754	9	116	79
Other food stores	21	62	18	12	6	Apparel group, except shoe stores	8	138	6	15	11
General stores (with food)	2	(x)	(x)	(x)	(x)	Shoe stores (all kinds)	2	(x)	(x)	(x)	(x)
Gen'l mdse group except variety stores	17	2,920	11	452	334	Furniture—household—radio group	6	(x)	(x)	(x)	(x)
Variety stores	2	—	—	—	—	Automotive group	6	661	9	36	41
Men's-boys' clothing, furnshgs, hat stores	4	135	5	15	10	Filling stations	16	278	15	31	21
Family clothing stores	2	(x)	(x)	(x)	(x)	Lumber and building-materials dealers	—	—	—	—	—
Women's ready-to-wear stores	11	280	7	48	27	Plumbing, paint, electrical stores	1	—	—	—	—
Accessories, other apparel stores	2	(x)	(x)	(x)	(x)	Hardware stores	2	485	9	54	28
Shoe stores (all kinds)	6	168	2	22	17	Farm implement—tractor—hardware dir.	—	—	—	—	—
Furniture, home-furnishings stores	7	479	4	61	97	Restaurants, other eating places	25	160	21	45	19
Household appliance, radio dealers	6	243	5	43	52	Drinking places	16	172	14	24	17
Automotive group	14	2,028	10	157	221	Drug stores	8	203	9	16	16
Filling stations	55	1,048	49	154	93	Liquor stores (packaged goods)	—	—	—	—	—
Lumber and building-materials dealers	8	620	4	112	110	Fuel, ice, fuel-oil dealers	—	—	—	—	—
Plumbing, paint, electrical stores	4	126	3	17	17	Feed stores, farm and garden supplies	1	(x)	(x)	(x)	(x)
Hardware stores	2	—	—	—	—	Jewelry stores	2	(x)	(x)	(x)	(x)
Farm implement—tractor—hardware dir.	4	324	2	33	36	Other stores	6	116	4	13	9
Restaurants, other eating places	54	406	55	177	60	<b>GREYNA</b>					
Drinking places	21	196	18	54	16	Total, all stores.....	186	2,296	166	226	162
Drug stores	15	555	11	107	65	Grocery, combination stores	77	727	67	39	23
Liquor stores (packaged goods)	6	(x)	(x)	(x)	(x)	Other food stores	26	126	28	15	6
Fuel, ice, fuel-oil dealers	1	—	—	—	—	General stores (with food)	—	—	—	—	—
Feed stores, farm and garden supplies	2	280	1	41	36	General merchandise group	5	61	4	8	4
Jewelry stores	4	336	6	42	54	Apparel group, except shoe stores	4	170	4	21	13
Book, stationery stores	1	(x)	(x)	(x)	(x)	Shoe stores (all kinds)	—	—	—	—	—
Other retail stores	19	242	15	37	7	Furniture—household—radio group	1	(x)	(x)	(x)	(x)
Second-hand stores	10	35	8	9	35	Automotive group	3	(x)	(x)	(x)	(x)
<b>BATON ROUGE</b>						<b>LAFAYETTE</b>					
Total, all stores.....	545	27,780	409	3,391	2,888	Total, all stores.....	320	7,024	280	1,072	687
Grocery stores (without fresh meats)	109	1,744	88	145	107	Grocery, combination stores	118	602	109	85	51
Combination stores (groceries-meats)	29	2,213	11	202	136	Other food stores	20	61	17	15	6
Dairy products stores, milk dealers	20	358	19	54	50	General stores (with food)	3	174	3	25	13
Meat markets, fish markets	13	210	12	46	26	General merchandise group	7	1,670	5	358	201
Other food stores	1	(x)	(x)	(x)	(x)	Apparel group, except shoe stores	14	286	8	30	25
General stores (with food)	1	(x)	(x)	(x)	(x)	Shoe stores (all kinds)	3	(x)	(x)	(x)	(x)
Gen'l mdse group except variety stores	16	4,228	8	565	484	Furniture—household—radio group	11	(x)	(x)	(x)	(x)
Variety stores	3	(x)	(x)	(x)	(x)	Automotive group	12	(x)	(x)	(x)	(x)
Men's-boys' clothing, furnshgs, hat stores	11	912	5	96	115	Filling stations	31	420	27	46	29
Family clothing stores	7	243	3	39	38	Lumber and building-materials dealers	4	—	—	—	—
Women's ready-to-wear stores	17	790	4	89	58	Plumbing, paint, electrical stores	—	—	—	—	—
Accessories, other apparel stores	9	98	4	16	61	Hardware stores	—	—	—	—	—
Shoe stores (all kinds)	14	656	5	69	61	Farm implement—tractor—hardware dir.	2	—	—	—	—
Furniture, home-furnishings stores	19	1,508	14	157	167	Restaurants, other eating places	—	—	—	—	—
Household appliance, radio dealers	8	(x)	(x)	(x)	(x)	Drinking places	33	728	28	148	87
Automotive group	18	(x)	(x)	(x)	(x)	Drug stores	30	1,363	23	200	153
Filling stations	48	1,654	47	235	185	Liquor stores (packaged goods)	8	150	3	14	11
Lumber and building-materials dealers	6	1,359	2	135	184	Fuel, ice, fuel-oil dealers	8	—	—	—	—
Plumbing, paint, electrical stores	9	784	5	50	76	Feed stores, farm and garden supplies	2	43	11	7	7
Hardware stores	3	—	—	—	—	Jewelry stores	5	453	3	47	64
Farm implement—tractor—hardware dir.	1	967	2	78	75	Book, stationery stores	2	743	28	90	94
Restaurants, other eating places	63	666	59	276	118	Other retail stores	30	—	—	—	—
Drinking places	33	728	28	148	87	Second-hand stores	3	20	2	7	4

\* Employees and pay roll include paid executives of corporations but not the number and compensation of proprietors of unincorporated businesses.  
x Withheld to avoid disclosure.





## RETAIL TRADE—LOUISIANA—1939

TABLE 17.—CITIES OF MORE THAN 10,000 POPULATION  
STORES, SALES, PERSONNEL, AND PAY ROLL, BY KINDS OF BUSINESS—Continued

CITY AND KIND OF BUSINESS	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	Number of employees* (average for year)	Total pay roll* (add 000)	CITY AND KIND OF BUSINESS	Number of stores	Sales (add 000)	Active proprietors of unincorporated businesses	Number of employees* (average for year)	Total pay roll* (add 000)
<b>SHREVEPORT</b>						<b>SHREVEPORT—Con.</b>					
Total, all stores.....	1,215	\$48,959	1,006	6,512	\$5,657	Filling Stations.....	169	\$2,677	157	577	\$281
<b>Food Group</b>	357	8,130	317	919	878	Lumber—Building Group.....	20	2,470	15	211	268
Grocery stores (without fresh meats).....	44	1,151	39	101	84	Lumber and building-materials dealers.....	12	2,109	9	177	211
Combination stores (groceries-meats).....	255	5,381	220	593	553	Heating—plumbing equipment dealers.....	1	361	6	34	55
Dairy products stores, milk dealers.....	11	758	—	128	158	Paint, glass, wallpaper stores.....	7	—	—	—	—
Meat markets, fish markets.....	21	554	14	52	51	Electrical supply stores.....	—	—	—	—	—
Candy, nut, confectionery stores.....	21	79	21	10	4	<b>Hardware Group</b>	9	542	10	45	56
Delicatessen stores.....	One store combined with "Other food stores."					Hardware stores.....	7	542	10	45	56
Fruit stores, vegetable markets.....	15	65	15	6	4	Farm implement—tractor—hardware dlr.....	2	—	—	—	—
Bakeries, caterers.....	4	22	3	4	3	<b>Eating Places</b>	169	1,721	184	748	548
Egg and poultry dealers.....	4	140	5	55	21	Restaurants, cafeterias, lunchrooms.....	112	1,445	128	656	501
Other food stores.....	2	—	—	—	—	Lunch counters and stands.....	52	261	53	87	43
<b>General Stores (with food)</b> .....	3	33	3	4	3	Soft drink, juice, ice cream stands.....	5	15	3	5	2
<b>General Merchandise Group</b>	29	6,291	13	1,000	838	<b>Drinking Places</b>	62	901	59	183	98
Department stores.....	6	4,348	—	627	649	<b>Drug Stores</b>	48	2,849	28	536	399
Dry goods and gen'l merchandise stores.....	17	279	11	36	24	<b>Liquor Stores (packaged goods)</b>	19	488	13	42	55
Variety stores.....	6	1,664	2	357	165	<b>Other Retail Stores</b>	106	2,684	76	349	417
<b>Apparel Group</b>	112	6,301	57	722	801	Fuel, ice, fuel-oil dealers.....	1	90	2	7	4
Men's-boys' furnishings, hat stores.....	7	187	7	16	14	Hay, grain and feed stores.....	2	—	—	—	—
Men's-boys' cloth'g stores (and furnshgs).....	10	1,093	7	90	150	Farm and garden supply stores.....	6	\$17	6	30	28
Family clothing stores.....	13	979	7	134	174	Jewelry stores.....	14	733	8	78	150
Women's ready-to-wear stores.....	25	2,101	6	257	228	Book stores.....	6	79	7	13	6
Furriers, fur shops.....	Two stores combd with "Other apparel stores."					Stationery stores.....	2	—	—	—	—
Millinery stores.....	15	283	5	48	58	Cigar stores, cigar stands.....	15	94	11	14	9
Women's accessories stores.....	8	193	4	31	19	Florists.....	13	183	11	33	30
Infants', other apparel stores.....	10	149	7	13	14	Gift, novelty, souvenir shops.....	3	65	3	9	7
Custom tailors.....	7	24	9	—	—	News dealers.....	6	50	6	6	4
Shoe stores (all kinds).....	17	1,292	5	135	164	Office, school supply and equipment dlr.....	8	426	6	69	84
<b>Furniture—Household—Radio Group</b>	36	2,979	26	459	539	Opticians.....	4	36	3	5	8
Furniture stores.....	23	2,514	23	361	439	Photographic supply—camera stores.....	1	—	—	—	—
Floorcoverings, drapery stores.....	1	—	—	—	—	Sporting goods stores.....	2	124	1	10	18
Other home-furnishings stores.....	3	56	2	33	17	Other retail stores.....	21	487	12	75	97
Household appliance dealers.....	9	409	1	65	82	<b>Second-hand Stores</b>	27	351	23	62	47
Radio—household appliance stores.....	—	—	—	—	—						
Radio stores—other.....	—	—	—	—	—						
<b>Automotive Group</b>	49	9,542	25	655	843						
Motor-vehicle dealers (new).....	14	5,980	3	418	561						
Used-car dealers.....	12	1,062	6	56	77						
Accessory, tire, battery dealers.....	21	1,500	14	181	206						
Other automotive.....	2	—	—	—	—						

\* Employees and pay roll include paid executives of corporations but not the number and compensation of proprietors of unincorporated businesses.

## APPENDIX

### DESCRIPTION OF KINDS OF BUSINESS

Kind of business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell more than food, and food also is sold in other kinds of stores, including variety, general, and department stores. Likewise, apparel, furniture, and drugs are sold in many stores not classified as apparel, furniture, or drug stores. For the purpose of this classification it is necessary to include each establishment in a particular group on the basis of the activity from which it derives the principal part of its receipts. Many establishments sell such a wide range of articles that they cannot be classified on a basis of commodity sales; in such cases establishments are classified on the basis of usual trade designations, such as drug stores, delicatessens, and variety stores.

Ninety-nine kinds of business are shown in table 2 of this report. These 99 are combined into 15 major classifications. At the head of table 1, these are further reduced to 11 major business groups, summarizing the 1939, 1935, and 1929 information. Each major group, except the miscellaneous group, includes stores dealing in related commodities, such as food, apparel and accessories, furniture, household appliances, etc.

These kinds of business defined below are arranged by groups, with special attention given to principal kinds of business within each group. A more complete list of definitions is provided in another publication entitled Retail Trade - United States Summary - 1939.

#### FOOD GROUP

The Food Group includes 13 classifications. Establishments primarily engaged in selling prepared foods and meals for consumption on the premises, such as eating and drinking places, are included in classifications under those names, and stores primarily engaged in selling packaged liquor are also classified elsewhere.

**GROCERY STORES (without fresh meats).**—These stores are primarily engaged in selling at retail all sorts of canned foods, such as soups, vegetables, fruits, and meats, in addition to dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers. They may carry smoked and prepared meats, and fresh fish and poultry in limited quantities, but not fresh meats. Usually fresh vegetables and fruits are carried.

**COMBINATION STORES (groceries—meats).**—These stores are primarily engaged in selling the same line of merchandise as grocery stores, in combination with fresh meats.

**DAIRY PRODUCTS STORES, MILK DEALERS.**—These establishments are primarily engaged in selling at retail such dairy products as milk, cream, butter, cheese, and related products. The dairy products store is engaged in over-the-counter sales to customers and this classification is differentiated from milk dealers in method of distribution and not by kind of commodity. Milk dealers are concerns selling by daily delivery to the home. Dealers who sell primarily to retailers or hotels and restaurants are considered, for census purposes, as engaged in wholesaling and are included in the Wholesale Census reports.

**BAKERIES, CATERERS.**—This classification includes the bakery goods store that purchases its goods from a bakery and the retail branch of a manufacturing bakery. This classification also includes the bakery whose business amounts to less than \$5,000 for the year. Caterers represent a specialized business in which service plays an important part, whose primary source of revenue is from the preparation of food and the serving of that food elsewhere than at the place of business.

**OTHER CLASSIFICATIONS.**—The Food Group also includes meat markets; fish (sea food) markets; candy, nut stores; confectionery stores; delicatessen stores; fruit stores, vegetable markets; and egg and poultry dealers. These stores handle food lines limited in major part to the merchandise indicated by the classification, except in the case of delicatessen stores. These latter handle a wide range of products, many of which are cooked foods ready for consumption in the home without further preparation. "Other food stores" is a further miscellaneous classification in the Food Group and includes stores and house-to-house distributors specializing in coffee, tea, and spices, stores handling special health foods, and other specialty food stores.

#### GENERAL STORES (WITH FOOD)

These stores sell a general line of merchandise, such as hardware, farm supplies, apparel and notions, with a substantial volume of food. These stores frequently sell gasoline and related automotive supplies and accessories. They are located typically but not exclusively in the smaller communities, and are frequently known as general merchandise stores. Many general stores designated as such on their schedules but shown by their commodity sales analysis to be predominantly food stores are therefore classified as grocery or combination stores. Others were found to be feed stores, or filling stations, or general merchandise stores, and are so classified.

#### GENERAL MERCHANDISE GROUP

The General Merchandise Group includes five classifications; these stores selling a number of lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and often food. Mail-order houses in the general merchandise field are included in this group but not as a separate kind of business.

**DEPARTMENT STORES.**—Department stores are general merchandise stores with sales in excess of \$100,000, usually of the full service type, carrying men's, women's, and children's apparel and shoes, furnishings and accessories, dry goods, homewares, and many other lines. Furniture and hardware are often but not necessarily represented, although home furnishings, draperies, curtains, and linens are almost invariably carried.

**VARIETY STORES.**—These stores carry a variety of small wares, especially lower-priced lines of stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery, etc. Sales are usually for cash without delivery service. They are frequently distinguished by advertised price ranges of "5 and 10 cent" or "5 cents to a dollar."

**OTHER CLASSIFICATIONS.**—Three other classifications are included in the General Merchandise Group. Dry goods stores sell piece goods in combination with notions, women's and children's ready-to-wear apparel and accessories, and home furnishings. Price range is unrestricted. If additional lines are reported, such as men's clothing, the store is classified as a general merchandise store. "General merchandise stores with food" is the fifth classification.

#### APPAREL GROUP

This group includes 16 classifications; these stores selling primarily clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

The principal stores in the apparel field are men's stores, family stores, women's apparel stores, and shoe stores.

**MEN'S-BOYS' FURNISHINGS, HAT AND CLOTHING STORES.**—These three classifications are marked by their specialization in men's clothing. Men's-boys' furnishings stores are primarily engaged in selling men's and boys' furnishings such as shirts, gloves, hosiery, and underwear. Stores primarily engaged in selling hats are separately classified. Men's-boys' clothing stores (and furnishings) are primarily engaged in selling men's and boys' overcoats, topcoats, suits, and work clothing.

**FAMILY CLOTHING STORES.**—These establishments are primarily engaged in selling clothing, furnishings and accessories for men, women, and children, without specializing in any line.

**WOMEN'S APPAREL.**—Of the six classifications of women's apparel stores, "Women's ready-to-wear stores" carry the most general line, although they are primarily engaged in selling ready-to-wear coats, suits, and dresses. Frequently accessories and shoes also are sold. The other classifications are furriers, fur shops; millinery stores; corset and lingerie shops; hosiery shops; and other women's accessories stores. The classification indicates the principal merchandise sold. The "Other women's accessories stores" includes places of business selling both general and specialized lines of accessories, such as costume jewelry, gloves, handbags, and umbrellas.

**SHOE STORES.**—Three classifications of shoe stores are recognized, men's shoe stores, family shoe stores, and women's shoe stores. The family stores are primarily engaged in selling footwear for men, women, and children, without specializing in any one line, while the men's shoe stores and women's shoe stores specialize in men's and boys' footwear and women's and misses' footwear, respectively.

**OTHER CLASSIFICATIONS.**—Infants' wear shops, custom tailors, and other apparel stores are three additional classifications in the Apparel Group. Custom tailors are primarily engaged in making and selling men's and women's clothing to individual order.

#### FURNITURE—HOUSEHOLD—RADIO GROUP

This group includes 11 classifications; these stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and china wear, stoves, refrigerators, radios, and other household electric and gas appliances.

**FURNITURE STORES.**—These stores are primarily engaged in selling household furniture in combination with home furnishings and appliances.

**OTHER CLASSIFICATIONS.**—The other ten classifications in this group are based upon specialization in types of home furnishings and are as follows: floor coverings stores; drapery, curtain, upholstery stores; china, glassware, metalware stores; interior decorators; antiques shops; other home-furnishings stores; household appliance dealers; radio—household appliance stores; radio stores; and radio—musical instrument stores.

#### AUTOMOTIVE GROUP

This group includes eight classifications; dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, and motorcycles. Automotive distributors, the greater part of whose sales are to dealers, are excluded from this group, and are included in the Census of Wholesale Trade. The distributor is frequently the largest single retailer in the area, but is classified as a wholesaler since more than 50 percent of total receipts are from sales of automobiles to other retailers. The effect of this factor is important enough to cause an understatement of retail automobile sales in many areas. Establishments primarily engaged in selling trucks and motorized industrial equipment are, for census purposes, classified as wholesale establishments.

**MOTOR VEHICLE DEALERS.**—These dealers specialize in the sale of automobiles. The establishments frequently carry stocks of replacement parts and maintain repair departments to provide service and repairs from which income is derived. Limited quantities of tires, batteries, and automotive accessories are ordinarily carried, the sales of which are included in the total sales reported. There are four classifications of motor-vehicle dealers. Motor-vehicle dealers (new and trade-in) are primarily engaged in selling new and used automobiles at retail. Motor-vehicle—farm implement dealers carry lines of tractors or farm implements and machinery and are usually found only in smaller cities and towns, and in rural communities. Motor-vehicle dealers (retail-wholesale) are engaged in selling new and used automobiles in combination with a subsidiary amount of wholesale sales. Used-car dealers include only those establishments engaged primarily in the sale of used cars.

**ACCESSORY, TIRE, BATTERY DEALERS.**—These establishments are primarily engaged in selling automobile tires, batteries, and other accessories.

**OTHER CLASSIFICATIONS.**—Three other classifications distinguished by the specialization indicated are: motorcycle dealers; aircraft dealers; and motorboat, yacht dealers.

#### FILLING STATIONS

This classification includes establishments primarily engaged in selling gasoline and lubricating oils. Places of business operating under the name "garage" but which derive the larger part of their receipts from gasoline and oil sales also are included. Filling stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

#### LUMBER—BUILDING GROUP

This group includes five classifications; these establishments selling in retail quantities, lumber, heating and plumbing equipment, paint, glass, wallpaper, electrical supplies, and other construction material and supplies. The retail dealer sells to contractors and farmers, as well as other ultimate consumers. Distributors of lumber and building materials who sell primarily to dealers for resale are considered, for census purposes, as engaged in wholesaling and are included in the Wholesale Census reports.

**LUMBER YARDS AND BUILDING-MATERIALS DEALERS.**—Lumber yards are establishments primarily engaged in selling lumber, while building-materials dealers are establishments primarily engaged in selling at retail a specialized line of brick, tile, cement, roofing materials, sand, gravel, crushed stone, etc.

**HEATING—PLUMBING EQUIPMENT DEALERS.**—This classification includes only those dealers whose receipts are derived primarily from the retail sales of plumbing, heating, and air-conditioning equipment. Establishments primarily engaged