

1992 CENSUS OF RETAIL TRADE  
GIFTS, STATIONERY, LUGGAGE

OMB No. 0607-0719: Approval Expires 06/30/94

DUE DATE: FEBRUARY 15, 1993

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS  
1201 East 10th Street  
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m.,  
eastern time, Monday through Friday:

1-800-233-6136

CB-5906

Please read the accompanying  
instructions before answering  
the questions.

Census use

(Please correct any errors in name, address, and ZIP Code.)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

## Item 1. EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number shown in the label the same as the one used for this establishment on its latest 1992 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 ☐ Yes 2 ☐ No - Report current EI No. below

(9 digits)

HOW TO  
REPORT  
DOLLAR  
FIGURESDollar figures should be rounded  
to thousands of dollars.Example: If a figure  
is \$1,125,628.79 • Preferred  
report

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	126	
1	125	629

## Item 4. DOLLAR VOLUME OF BUSINESS

Sales of merchandise and other  
operating receipts for 1992 (Exclude  
sales or other taxes collected)

Mil. Thou. Dol.

010

## Item 2. PHYSICAL LOCATION

a. Is this establishment's physical location the same as  
the address shown in the label? (P.O. box and rural route  
addresses are not physical locations)

093 1 ☐ Yes 2 ☐ No - Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

b. Is this establishment physically located inside the legal  
boundaries of the city, town, village, etc.?

095 1 ☐ Yes 3 ☐ No legal boundaries  
2 ☐ No 4 ☐ Do not know

c. In what type of municipality is this establishment  
physically located?

096 1 ☐ City, village, or borough  
2 ☐ Town or township  
3 ☐ Other - Specify  
4 ☐ Do not know

d. In what county is this establishment physically located?

## Item 3. OPERATIONAL STATUS

Number of months

002

a. How many months during 1992 was  
this establishment actively operated?

b. Which of the following best describes this  
establishment's status at the end of 1992?  
Mark (X) only ONE box.

001 1 ☐ In operation  
2 ☐ Temporarily or seasonally inactive  
3 ☐ Ceased operation - Give date at right  
4 ☐ Sold or leased to another operator -  
Give date at right AND enter name,  
etc., below

Figures only

Month Year

Name of new owner or operator

Number and street

City

State

ZIP Code

## Item 6. EMPLOYMENT

Number of paid employees for pay  
period including March 12, 1992  
(Include both full- and part-time  
employees)

Number

032

## Item 7. KIND OF BUSINESS

What was this establishment's PRINCIPAL  
kind of business in 1992? Mark (X) only  
ONE box.

070

Gift, novelty, souvenir shop . . . . . ☐ 594701  
Greeting card store . . . . . ☐ 594702  
Party goods store . . . . . ☐ 594703  
Stationery store . . . . . ☐ 594311  
Luggage and leather goods store . . . . . ☐ 594801

Home furnishings store (china, glassware,  
metalware, lamps, lampshades, shades,  
blinds, pictures, frames, mirrors, etc.) . . . . . ☐ 571901

Office supplies store, wholesale (excluding  
office furniture and machines) . . . . . ☐ 511200

Office supplies store, retail (excluding office  
furniture and machines) . . . . . ☐ 594321

Office machines and equipment store . . . . . ☐ 504400

Office furniture store . . . . . ☐ 502120

Computer store (selling primarily to household  
consumers for personal use) . . . . . ☐ 573411

Book store, general . . . . . ☐ 594211

Specialty book store . . . . . ☐ 594221

Book store, school and college . . . . . ☐ 594231

Typewriter store . . . . . ☐ 599921

Fabric shop . . . . . ☐ 594912

Sewing, needlework, knitting supplies store . . . . . ☐ 594921

Other kind of business - Describe . . . . . ☐ 777777

**Item 8. METHOD OF SELLING**

What was this establishment's **PRINCIPAL** method of selling in 1992? Mark (X) only ONE box.

- Selling at this establishment . . . . . 235 ☐ 1
- Mail order (include catalog selling and home shopping via television or computer) . . . . . 2 ☐
- Telemarketing . . . . . 3 ☐
- Direct selling (include selling from house-to-house and nonfixed or temporary locations) . . . . . 4 ☐
- Operating merchandise vending machines . . . . . 5 ☐

**Item 9. CLASS OF CUSTOMER**

Whole percent of sales

Report the percentage of this establishment's total sales in 1992 (Item 4) to each class of customer.

a. General public (household consumers and individuals)

239

b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government

**Item 10. MERCHANDISE LINES**

Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)

**HOW TO REPORT PERCENTS**

If figure is **38.76%** of total sales:

• Report whole percents

Not acceptable

Mil.	Thou.	Dol.	Percent
			39
			38.76

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Percent
1. Greeting cards	230 855	231			232
2. Souvenirs and novelty items	877				
3. Seasonal decorations (include decorative plates, napkins, and cups)	878				
4. Stationery	851				
5. School supplies	852				
6. Office supplies	853				
7. Books (Report audio tape books on line 16)	420				
8. Magazines and newspapers	856				
9. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)					
a. Giftware and glassware (Include vases. Report candy and confections on line 21.)	386				
b. All other kitchenware and homefurnishings (include cookware and cooking accessories, dinnerware, decorative accessories, etc.)	387				
c. Sum of lines 9a and 9b	380				
10. Luggage and leather goods (Report men's and women's small leather apparel accessories on line 23 or 24)	859				
11. Typewriters	882				
12. Computer hardware, software, and supplies (Report computer-related furniture on line 15. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 13. Report office supplies on line 6.)	370				

**Item 10. MERCHANDISE LINES - Continued**

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Percent
13. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 6.)	854				
14. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	400				
15. Furniture, sleep equipment	340				
16. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books)	330				
17. Small electric appliances (include mixers, toasters, coffee makers, personal care appliances, etc.)	310				
18. Tobacco products and accessories (exclude sales from vending machines operated by others)	150				
19. Toys, hobby goods, and games (Include video and electronic games, and wheel goods, except bicycles. Report bicycles on line 30.)	460				
20. Meals and snack items generally served for immediate consumption	120				
21. Groceries and other food items for human consumption off the premises	100				
22. Photographic equipment and supplies (Report photofinishing on line 33d)	440				
23. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 25 and footwear on line 26)	220				
24. Men's wear (Report boys' wear on line 25 and footwear on line 26)	200				
25. Children's wear (Include boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories. Report footwear on line 26.)	240				
26. Footwear (include accessories)	280				
27. Curtains, draperies, blinds, slipcovers, bed and table coverings	280				
28. Sewing and knitting materials and supplies	270				
29. Drugs, health aids, beauty aids	160				
30. Sporting goods	500				
31. Lawn and garden equipment and supplies, cut flowers, plants, shrubs, fertilizers, etc.	620				
32. All other merchandise (Report receipts for services on line 33)	890				
Specify principal lines and estimated sales below					
a.	891				
b.	892				
c.	893				

ITEM 10 CONTINUED ON PAGE 3

FORM **CB-5906**U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS**1992 CENSUS OF RETAIL TRADE  
GIFTS, STATIONERY, LUGGAGE**Enter the 11-digit  
**CENSUS FILE NUMBER**  
as shown on this report  
(See label on page 1)**Item 10. MERCHANDISE LINES - Continued**

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
<b>33.</b> All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Printing or engraving to order	<b>938</b>				
b. Other labor charges	<b>906</b>				
c. Parts installed in repair	<b>907</b>				
d. All other nonmerchandise receipts (include receipts from customers for rental or lease of equipment, photofinishing, etc.)	<b>967</b>				
e. Sum of lines 33a through 33d	<b>900</b>				
<b>34. TOTAL</b> (Should equal item 4 if reporting in dollars)	<b>990</b>				<b>100%</b>

**Item 11. SPECIAL INQUIRIES**

Did sales of used or secondhand merchandise (including antiques and collectibles) account for more than half of the sales and receipts (Item 4) of this establishment in 1992?

- 248 1 ☐ Yes  
2 ☐ No

**Item 12. Not applicable to this report****Item 13. LEGAL FORM OF ORGANIZATION**

Which of the following best describes this establishment's legal form of organization during 1992? Mark (X) only ONE box.

- 003 1 ☐ Individual owner (sole proprietorship)  
2 ☐ Partnership  
3 ☐ Cooperative association (taxable)  
4 ☐ Cooperative association (tax-exempt)  
5 ☐ Government - Specify \_\_\_\_\_  
6 ☐ Corporation (Do not mark if any form of cooperative association)  
9 ☐ Other - Specify \_\_\_\_\_

**Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION**

a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?

- 1 ☐ Yes - Complete this item  
2 ☐ No - Skip to item 15

b. Is this company owned or controlled by another company?

- 097 1 ☐ Yes →  
2 ☐ No

Enter name, address, and EI Number of the owning or controlling company

EI No. (9 digits)

c. Does this company own or control any other company or companies?

- 098 1 ☐ Yes →  
2 ☐ No

Enter name, address, and EI Number of the owned or controlled company

EI No. (9 digits)

**Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION - Continued**

d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in Item 1) AT THE END of 1992?

Number  
079

If more than one, provide the physical location address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.

Estimates are acceptable if book figures are not available.

Name	1992	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use 088				
Name	1992	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use 088				
Name	1992	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use 088				
Name	1992	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use 088				

**REMARKS** - Please use this space for any explanations that may be essential in understanding your reported data.**Item 15. CERTIFICATION** - This report is substantially accurate and has been prepared in accordance with instructions.

Period covered by this report FROM: Mo. Year TO: Mo. Year

Name of person to contact regarding this report - Print or type

Title

Telephone

Area code Number

Extension

Signature of authorized person

Date