



1997 ECONOMIC CENSUS

CLOTHING AND ACCESSORIES STORES

DUE DATE ▶ **FEBRUARY 12, 1998**

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

RT-5601

RT

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 Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No – Report current EIN below

(9 digits)

HOW TO REPORT DOLLAR FIGURES

Dollar 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 1997 (Exclude receipts of leased departments or concessions and all 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 (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS Number of months

a. How many months during 1997 was this establishment actively operated?

002

b. Which of the following best describes this establishment's status at the end of 1997? 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 5. PAYROLL
Payroll in 1997, BEFORE DEDUCTIONS

a. Annual

b. First quarter (January–March)

Mil.	Thou.	Dol.
030		
031		

Item 6. EMPLOYMENT

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

Number
032 <input type="text"/>

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.

- 070
- Women's clothing store 5621001
 - Women's accessory store 5632401
 - Men's clothing store 5611001
 - Men's and boys' clothing store 5611002
 - Family clothing store 5651001
 - Sports apparel store (golf, tennis, ski, riding, etc.) 5699101
 - Children's and infants' clothing store 5641001
 - Women's lingerie store 5632302
 - Hat shop 5632404
 - Furrier or fur shop 5632201
 - Costume jewelry/accessory store 5632402

ITEM 7 CONTINUED ON PAGE 2

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued 070

Jewelry store 5944001

Custom tailor 5699211

Secondhand clothing store 5932212

Bridal shop 5632301

Maternity clothing shop 5621002

T-shirt shop (custom printed) 5699301

Uniform store, except athletic (business, nurses', etc.) 5699302

Western wear store 5651002

Sporting goods store (general-line, including athletic uniforms) 5941101

Formal wear rental. 7299801

Men's shoe store 5661101

Women's shoe store. 5661201

Children's and juveniles' shoe store 5661301

Family shoe store 5661401

Athletic footwear store 5661501

Hiking/rugged outdoor shoe store 5661502

Garment repair or alteration service 7219101

Other kind of business – Describe 7777777

b. Selling characteristics

1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box. 068

From physical displays of priced merchandise 1

From a counter (little or no display) 2

From a warehouse or office 3

Other – Describe 4

2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box. 069

Location and store attractiveness 1

Advertising to the general public, including direct mail advertising 2

Advertising to the trade or calls directly to customers 3

Other – Describe 4

Item 8. METHOD OF SELLING

What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box. 235

Selling at this establishment 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 1997 (item 4) to each class of customer. 237

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:	Mil.	Thou.	Dol.	Per-cent
	• Report whole percents				39
	Not acceptable				38.76

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 3, custom-made garments on line 1n, and footwear on line 4)	230	231			232
a. Furs, fur garments	0221				
b. Dresses (all types)	0222				
c. Dressy and tailored coats, outer jackets, rainwear	0223				
d. Suits, pantsuits, sport jackets, blazers	0224				
e. Slacks/pants, jeans, walking shorts, skirts	0225				
f. Tops (include t-shirts, knit and woven shirts, blouses, sweaters)	0226				
g. Women's sweat tops, pants, and warm-ups	0236				
h. Women's sports apparel (tennis, golf, jogging, swimming, and other exercise apparel)	0227				
i. Hosiery (include pantyhose, socks, tights)	0229				
j. Bras, girdles, corsets	0231				
k. Lingerie, sleepwear, loungewear	0232				
l. Hats, wigs, hairpieces	0233				
m. Accessories (Include handbags, wallets, neckwear, gloves, belts, rain accessories, etc. Report costume jewelry on line 7a.)	0234				
n. Custom-made garments	0235				
o. Other apparel (include uniforms, smocks, and other apparel items not listed above)	0237				
p. Sum of lines 1a through 1o	0220				
2. Men's wear (Report boys' wear on line 3a, custom-made garments on line 2n, and footwear on line 4)					
a. Men's overcoats, topcoats, raincoats, outer jackets	0201				
b. Men's suits and formal wear	0202				
c. Men's sport coats and blazers	0203				
d. Men's tailored and dress slacks	0204				
e. Men's casual slacks and jeans, walking shorts, etc.	0205				
f. Men's career and work uniforms	0206				
g. Men's dress shirts	0207				
h. Men's sport shirts (include t-shirts, knit and woven shirts, etc.)	0208				
i. Men's sweaters	0209				

ITEM 10 CONTINUED ON PAGE 3

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

RT

Item 10. MERCHANDISE LINES – Continued	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
2. Men's wear – Continued					
j. Men's hosiery, pajamas, robes, underwear	0211				
k. Men's sweat tops, pants, and warm-ups	0216				
l. Men's sports apparel (tennis, golf, jogging, swimming, and other exercise apparel)	0212				
m. Men's accessories (hats, gloves, neckwear, handkerchiefs, belts, rain accessories, etc.)	0214				
n. Custom-made garments	0215				
o. Sum of lines 2a through 2n	0200				
3. 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 4.)					
a. Boys' (sizes 2 to 7 and 8 to 20) clothing and accessories	0241				
b. Girls' (sizes 4 to 6x and 7 to 14) clothing and accessories	0242				
c. Infants' and toddlers' clothing and accessories	0243				
d. Sum of lines 3a through 3c	0240				
4. Footwear (include accessories)					
a. Men's footwear (include dress and casual footwear)	0261				
b. Women's footwear (include dress and casual footwear)	0262				
c. Children's footwear (Include boys', girls', and infants' and toddlers' footwear. Include dress and casual footwear.)	0263				
d. Men's athletic footwear (include sneakers and outdoor hiking/sports boots)	0265				
e. Women's athletic footwear (include sneakers and outdoor hiking/sports boots)	0266				
f. Children's athletic footwear (Include boys', girls', and infants' and toddlers' athletic footwear. Include sneakers and outdoor hiking/sports boots.)	0267				
g. Footwear accessories (include polishes, laces, trees, storage bags, etc.)	0268				
h. Sum of lines 4a through 4g	0260				
5. Curtains, draperies, blinds, slipcovers, bed and table coverings	0280				
6. Sewing, knitting, needlework goods (include fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.)	0270				
7. Jewelry (include watches, watch attachments, novelty jewelry, etc.)					
a. Costume and novelty jewelry	0412				
b. All other jewelry (include karat gold jewelry; pearl, diamond, and other gemstone jewelry; watches; etc.)	0413				
c. Sum of lines 7a and 7b	0400				

Item 10. MERCHANDISE LINES – Continued	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
8. Sporting goods	0500				
9. Drugs, health aids, beauty aids (include cosmetics)	0160				
10. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)	0380				
11. Optical goods (include eyeglasses, contact lenses, sunglasses, etc.)	0490				
12. Toys, hobby goods, and games	0460				
13. Luggage and leather goods (Report men's and women's small leather apparel accessories on line 2m or 1m)	0859				
14. Souvenirs and novelty items	0877				
15. Seasonal decorations	0878				
16. Furniture, sleep equipment	0340				
17. All other merchandise (Report receipts for services on line 18)	9810				
Specify principal lines and estimated sales below					
076					
a.	9811				
077					
b.	9812				
078					
c.	9813				
18. All nonmerchandise receipts (include receipts from rentals, storage, and other services provided to customers) EXCLUDING SALES AND OTHER TAXES					
a. Labor charges for work performed by this establishment (include alteration charges)	9904				
b. Rental of clothing, formal wear, etc.	9933				
c. All other nonmerchandise receipts (include charges for delivery, storage, etc.)	9976				
d. Sum of lines 18a through 18c	9900				
19. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%
Item 11. SPECIAL INQUIRIES					
a. Did sales of used or secondhand merchandise account for more than 75 percent of the sales and receipts (item 4) of this establishment in 1997?					
248 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No					
b. Did sales of garments MADE TO CUSTOMER'S ORDER account for more than half of the sales and receipts (item 4) of this establishment in 1997?					
313 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No					

Item 12. DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1997? (Exclude coin-operated amusement or vending machines operated by others)

Mark "Yes" if – • Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

• Any department is operated by a subsidiary firm or the parent firm.

241 1 Yes – Enter number → List each one in b below 2 No – Skip to item 13

b. If "Yes," list each department or concession. If more space is needed, use the leased department continuation sheet on the reverse side of the "Supplemental Instructions for Coding Leased Departments."

Line No.	Name of owner or trading name of department or concession (1)	Kind-of-business DESCRIPTION for department or concession (2)	Kind-of-business CODE (from supplemental instruction sheet) (3)	Estimated sales and receipts (4)			Are sales excluded from item 4? (5)	Is payroll excluded from item 5? (6)
				Mil.	Thou.	Dol.		
242			244	243			245	246
1							1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No
242			244	243			245	246
2							1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No
242			244	243			245	246
3							1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No

Item 13. LEGAL FORM OF ORGANIZATION

Which of the following best describes this establishment's legal form of organization during 1997? 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
- 0 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 EIN of the owning or controlling company

EIN (9 digits)

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

098 1 Yes →
2 No

Enter name, address, and EIN of the owned or controlled company

EIN (9 digits)

d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1997?

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.

1	Name			1997	Mil.	Thou.	Dol.	2	Name			1997	Mil.	Thou.	Dol.
					081									081	
	Number and street			Sales					Number and street			Sales			
	City	State	ZIP Code	Annual payroll	082				City	State	ZIP Code	Annual payroll	082		
	Kind-of-business description			Paid employees for pay period including March 12					Kind-of-business description			Paid employees for pay period including March 12			
				083								083			
				Census use 088								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		
Telephone	Area code	Number	Extension	Title	
Signature of authorized person					Date