



1997 ECONOMIC CENSUS

OFFICE SUPPLY, STATIONERY, AND GIFT STORES

OMB No. 0607-0826: Approval Expires 08/31/99

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-5906

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 **Acceptable**

| 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 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 2 No 3 No legal boundaries 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 Figures only
2 Temporarily or seasonally inactive Month Year
3 Ceased operation – Give date at right
4 Sold or leased to another operator – Give date at right AND enter name, etc., below

Name of new owner or operator

Number and street

City

State

ZIP Code

Item 5. PAYROLL
Payroll in 1997, BEFORE DEDUCTIONS

| Mil. | Thou. | Dol. |
|------|-------|------|
| 030 | | |
| 031 | | |

a. Annual

b. First quarter (January–March)

Item 6. EMPLOYMENT Number

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

| | |
|-----|--|
| 032 | |
|-----|--|

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

- Office supply store 5943201
- Stationery store 5943101
- Gift, novelty, souvenir store 5947001
- Greeting card store 5947002
- Party goods store 5999928
- Jewelry store 5944001
- Collectors' items and supplies store 5999602
- Craft supply store 5945201
- Hobby, toy, and game store 5945101
- Luggage and leather goods store 5948001
- Blind and shade store 5719101
- Homefurnishings store (china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.) 5719201
- School supplies store 5049281
- Book store, general 5942101
- Specialty book store 5942201
- Women's clothing store 5621001
- Other kind of business – Describe 7777777

ITEM 7 CONTINUED ON PAGE 2

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

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 |
| | 230 | 231 | | | 232 |
| 1. Greeting cards | 0855 | | | | |
| 2. Souvenirs and novelty items | 0877 | | | | |
| 3. Seasonal decorations (include decorative plates, napkins, and cups) | 0878 | | | | |
| 4. Stationery and computer paper | 0851 | | | | |
| 5. School supplies | 0852 | | | | |
| 6. Office supplies | 0853 | | | | |

| Merchandise lines | Census use | ESTIMATES are acceptable. Report dollars OR percents. | | | |
|--|------------|---|-------|------|----------|
| | | Mil. | Thou. | Dol. | Per-cent |
| 7. Books (Report audio tape books on line 16 and comic books on line 8) | 0420 | | | | |
| 8. Magazines and newspapers | 0856 | | | | |
| 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.) | 0386 | | | | |
| b. All other kitchenware and homefurnishings (include cookware and cooking accessories, dinnerware, decorative accessories, etc.) | 0387 | | | | |
| c. Sum of lines 9a and 9b | 0380 | | | | |
| 10. Luggage and leather goods (Report men's and women's small leather apparel accessories on line 24 or 25) | 0859 | | | | |
| 11. Typewriters | 0882 | | | | |
| 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.) | 0370 | | | | |
| 13. Office equipment (Include fax machines, dictaphones, copying machines, calculating machines, etc. Report office supplies on line 6.) | 0854 | | | | |
| 14. Jewelry (include watches, watch attachments, novelty jewelry, etc.) | 0400 | | | | |
| 15. Furniture, sleep equipment | 0340 | | | | |
| 16. Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, sheet music, accessories (include audio tape books) | 0330 | | | | |
| 17. Small electric appliances (include mixers, toasters, coffee makers, personal care appliances, etc.) | 0310 | | | | |
| 18. Tobacco products and accessories (exclude sales from vending machines operated by others) | 0150 | | | | |
| 19. Toys, hobby goods, and games (Include video and electronic games, and wheel goods, except bicycles. Report bicycles on line 32.) | 0460 | | | | |
| 20. Meals and snack items generally served for immediate consumption | 0120 | | | | |
| 21. Groceries and other food items for human consumption off the premises | 0100 | | | | |

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 | | | | | |
|--|------------|---|-------|------|----------|
| Merchandise lines | Census use | ESTIMATES are acceptable. Report dollars OR percents. | | | |
| | | Mil. | Thou. | Dol. | Per-cent |
| 22. Paper and related products (Include paper towels, toilet tissue, wraps, bags, foils, etc. Report stationery and computer paper on line 4.) | 0190 | | | | |
| 23. Photographic equipment and supplies (Report photofinishing on line 39e) | 0440 | | | | |
| 24. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 26 and footwear on line 27) | 0220 | | | | |
| 25. Men's wear (Report boys' wear on line 26 and footwear on line 27) | 0200 | | | | |
| 26. 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 27.) | 0240 | | | | |
| 27. Footwear (include accessories) | 0260 | | | | |
| 28. Curtains, draperies, blinds, slipcovers, bed and table coverings | 0280 | | | | |
| 29. Hardware, tools, and plumbing and electrical supplies | 0600 | | | | |
| 30. Sewing and knitting materials and supplies | 0270 | | | | |
| 31. Drugs, health aids, beauty aids | 0160 | | | | |
| 32. Sporting goods | 0500 | | | | |
| 33. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. | 0620 | | | | |
| 34. Collectibles (items which are old, but less than 100 years old, and limited in supply) | 0862 | | | | |
| 35. Art goods (Include original pictures and sculptures. Report reproductions on line 9b.) | 0863 | | | | |
| 36. Artificial/silk flowers, plants, and trees | 0879 | | | | |
| 37. Craft supplies | 0881 | | | | |
| 38. All other merchandise (Report receipts for services on line 39) <i>Specify principal lines and estimated sales below</i> | 9810 | | | | |
| a. 076 | 9811 | | | | |
| b. 077 | 9812 | | | | |
| c. 078 | 9813 | | | | |

| Item 10. MERCHANDISE LINES - Continued | | | | | |
|--|------------|---|-------|------|----------|
| Merchandise lines | Census use | ESTIMATES are acceptable. Report dollars OR percents. | | | |
| | | Mil. | Thou. | Dol. | Per-cent |
| 39. 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 | 9938 | | | | |
| b. Other labor charges | 9906 | | | | |
| c. Parts installed in repair | 9907 | | | | |
| d. Value of service contracts | 9943 | | | | |
| e. All other nonmerchandise receipts (include receipts from customers for rental or lease of equipment, photofinishing, etc.) | 9979 | | | | |
| f. Sum of lines 39a through 39e | 9900 | | | | |
| 40. TOTAL (Should equal item 4 if reporting in dollars) | 9990 | | | | 100% |
| Item 11. SPECIAL INQUIRIES | | | | | |
| Did sales of used or secondhand merchandise (including antiques and collectibles) 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 | | | | | |
| 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 1997? Mark (X) only ONE box. | | | | | |
| 003 1 <input type="checkbox"/> Individual owner (sole proprietorship) 2 <input type="checkbox"/> Partnership 3 <input type="checkbox"/> Cooperative association (taxable) 4 <input type="checkbox"/> Cooperative association (tax-exempt) 5 <input type="checkbox"/> Government - Specify _____ 0 <input type="checkbox"/> Corporation (Do not mark if any form of cooperative association) 9 <input type="checkbox"/> 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 <input type="checkbox"/> Yes - Complete this item 2 <input type="checkbox"/> No - Skip to item 15 | | | | | |
| b. Is this company owned or controlled by another company? | | Enter name, address, and EIN of the owning or controlling company | | | |
| 097 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No | | EIN (9 digits) _____ | | | |
| c. Does this company own or control any other company or companies? | | Enter name, address, and EIN of the owned or controlled company | | | |
| 098 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No | | EIN (9 digits) _____ | | | |
| ITEM 14 CONTINUED ON PAGE 4 | | | | | |

Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued

Number

079

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?

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. |
| | 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 | | | | |
| 2 | Name | | | 1997 | 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 | | | | |
| 3 | Name | | | 1997 | 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 – <i>Print or type</i> | | | |
| Telephone | Area code | Number | Extension | Title | | |
| Signature of authorized person | | | | | | Date |