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RC72-A-5

1972 census OF RETAIL TRADE



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U.S. DEPARTMENT
OF COMMERCE
Social and Economic
Statistics Administration

BUREAU OF
THE CENSUS



7010

1972 CENSUS OF RETAIL TRADE

AREA STATISTICS

California

RC72-A-5

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Issued September 1974



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BUREAU OF THE CENSUS

Vincent P. Barabba, Director

Robert L. Hagan, Deputy Director

Shirley Kallek, Acting Associate Director for Economic Fields

Gerald J. Post, Acting Chief, Economic Censuses and Surveys Division.

BUSINESS DIVISION

Melvin A. Hendry, Chief

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1972 CENSUS OF RETAIL TRADE

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

CHANGE SHEET

California: RC72-A-5

The partial tables reproduced here contain corrected figures which are encircled for your convenience.

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RETAIL TRADE—AREA STATISTICS

TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SALINAS-SEASIDE-MONTEREY SMSA									
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	43	53 609	7	2	30	53 522	8 239	1 675	1 369
531	DEPARTMENT STORES ²	9	45 491	-	-	9	45 491	7 215	1 440	1 113
533	VARIETY STORES	19	(D)	-	1	18	4 347	663	153	186
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	16	(D)	7	1	13	3 684	361	82	70

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RETAIL TRADE—AREA STATISTICS

TABLE 6. Counties; and Cities of

Line number	County and city	Total								Kind-of-business group				
		All establishments				Establishments with payroll				Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)		
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
				Sole proprie- torships (number)	Partner- ships (number)									
56	MONTEREY COUNTY	2 435	559 434	1 152	324	1 870	544 065	75 106	17 272	13 364	79	27 981	43	53 609
57	CARMEL-BY-THE-SEA	338	48 435	157	50	257	46 013	6 489	1 477	1 282	7	846	4	998
58	GONZALES	31	5 076	18	4	24	4 783	531	130	119	-	-	-	-
59	GREENFIELD	27	3 309	14	4	18	3 127	325	74	61	2	(D)	-	-
60	KING CITY	79	18 729	37	9	69	18 570	2 412	556	488	4	952	(D)	(D)
61	MONTEREY	483	137 359	195	61	406	135 211	19 017	4 499	3 530	15	5 182	11	17 061
62	PACIFIC GROVE	104	17 837	60	11	79	17 536	2 863	668	655	5	(D)	2	(D)

INTRODUCTION

GENERAL BACKGROUND AND HISTORY

The economic censuses constitute comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce's Social and Economic Statistics Administration, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing was begun. This census was conducted every 5 years until 1920 and every second year from 1921 to 1939.

Although limited distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. This included only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses, various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and, after a wartime interruption, resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, and 1967, the business census has been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7."

PURPOSE AND USES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. These censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, it is especially useful to analyze the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and serve as benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

There is widespread use of the economic censuses by manufacturers and distributors who need to establish measures

of their potential markets in terms of areas, kinds of businesses, and kinds of products; and by management in various industries and trades which need facts for purposes of economic or sales forecasting, analysis of sales performance, layout of sales territories, allocation of advertising budgets, and location of plants, warehouses, and stores. For these business purposes, census facts are invaluable. Census statistics also provide insight into changes in the structure of industry, information needed by trade organizations. The geographic detail describing the patterns of economic change in individual communities is valuable to State and local governments as well as to other local business organizations and research groups.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE

The economic censuses are required by law under Title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1972 Economic Censuses covered manufacturing; mining and quarrying; construction industries; retail trade; wholesale trade; selected service industries (including hotels and motels; personal, business, repair, and automotive services; amusement and recreation services, including the motion picture industry; dental laboratories; legal services; and architectural and engineering services); arrangement of passenger transportation (including travel agencies); truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission; and public warehousing.

CENSUS OF RETAIL TRADE

The 1972 Census of Retail Trade, part of the 1972 Economic Censuses, covered "retail trade" as defined in the Standard Industrial Classification (SIC) Manual.¹ It includes all establishments primarily engaged in selling merchandise for personal or household consumption, and rendering services incidental to the sale of the goods. In this report liquor stores operated by State and local governments also have been included in retail trade statistics; however, data for post

¹ Executive Office of the President, Office of Management and Budget, *Standard Industrial Classification Manual*, 1972.

INTRODUCTION—Continued

exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government, are not included. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organizations. Data for CAO's and auxiliaries will be found in a subsequent census of retail trade report. See the "Kind-of-Business Classifications" section of appendix A for definitions of the kind-of-business categories for which data are shown in this report.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure; therefore, this item may appear in instances where other items of information for the same kind of business or locality are withheld.

TYPES OF AREAS COVERED

This series of reports presents data by kind of business for the following areas:

1. The State as a whole;
2. Each standard metropolitan statistical area;
3. The area within the State outside standard metropolitan statistical areas;
4. Each county; and
5. Each "city" of 2,500 inhabitants or more. The term "city," for purposes of these reports, includes places having 2,500 inhabitants or more in the 1970 Census of Population and which were incorporated as cities, boroughs, villages, or towns. It does not include towns in New England, New York, and Wisconsin which are not considered "incorporated places" for Census Bureau purposes.

In addition, data are shown for the following areas not classified as incorporated places:

1. Towns in the New England States which had an urban population based on the 1970 Census of Population definitions, of 2,500 inhabitants or more, or which had a total population of 10,000 or more;

2. Townships in New Jersey and Pennsylvania which had 10,000 inhabitants or more; and
3. All other unincorporated places, based on 1970 Census of Population definitions, which had 25,000 inhabitants or more.

The standard metropolitan statistical areas for which data are shown are those defined by the Office of Management and Budget. A standard metropolitan statistical area (SMSA) is a county, or group of contiguous counties (except in New England), which contains at least one central city of 50,000 inhabitants or more, or twin cities with a combined population of at least 50,000. In addition to the county or counties containing such a city or cities, contiguous counties are included in an SMSA if, according to certain criteria, they are essentially metropolitan in character and are socially and economically integrated with the central city. In New England, towns and cities, rather than counties, are the units used in defining an SMSA.

In addition to the above areas, the series of reports for "Major Retail Centers" presents retail data for the central business districts (CBD's) of cities which have a population of 100,000 inhabitants or more and for major retail centers (other than CBD's) located in SMSA's.

GENERAL DESCRIPTION OF THE CENSUS

For the 1972 Census of Retail Trade, large and medium size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service and the Social Security Administration were used in lieu of direct collection by the Bureau. Basic information concerning location, kind of business, volume of sales and payrolls, and number of employees, was thus obtained for all firms by means of this combination of sources. In addition, the firms that were sent questionnaires were asked specific additional questions tailored to the particular kind of business.

Appendix A gives a more detailed explanation of census coverage and methodology.

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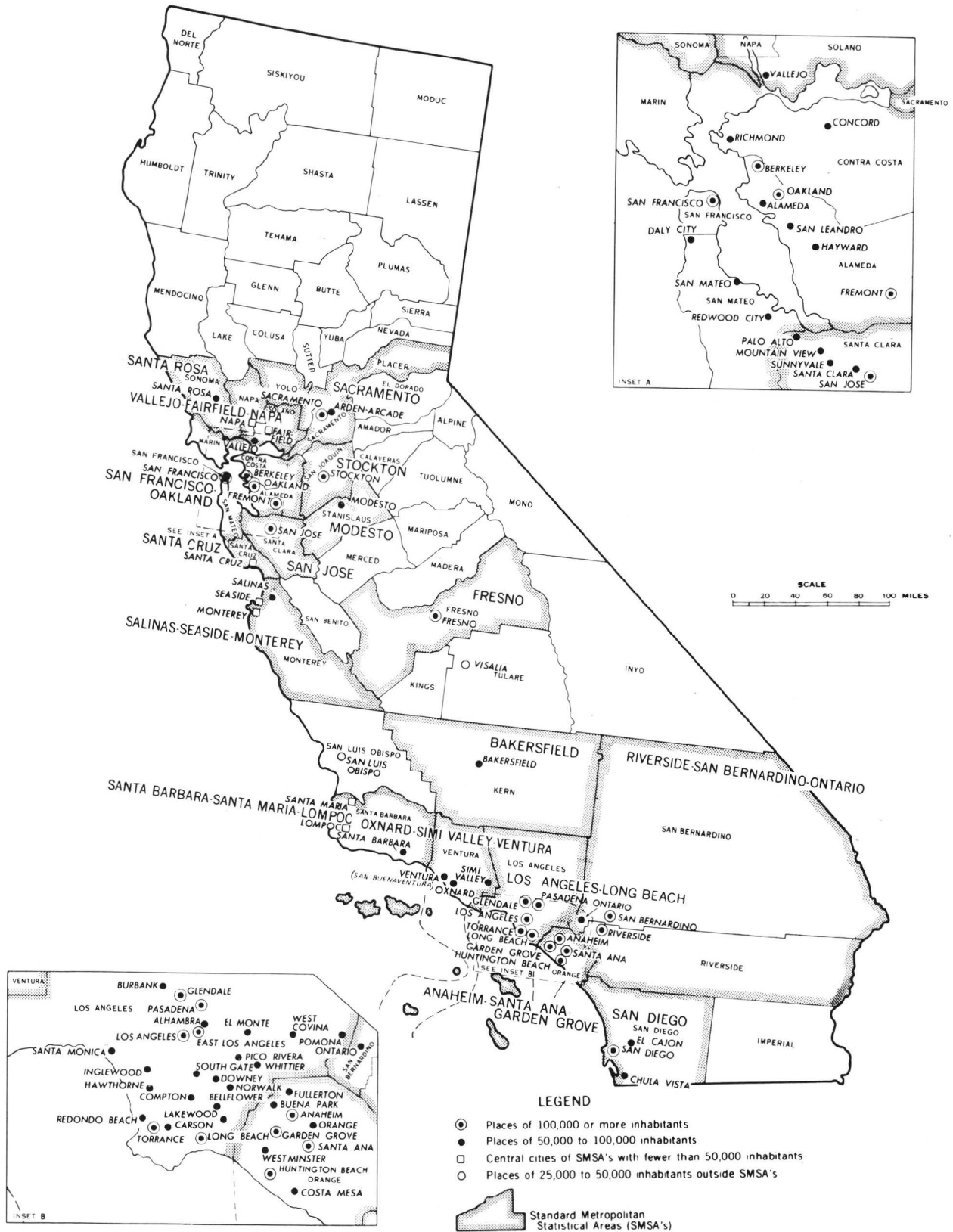
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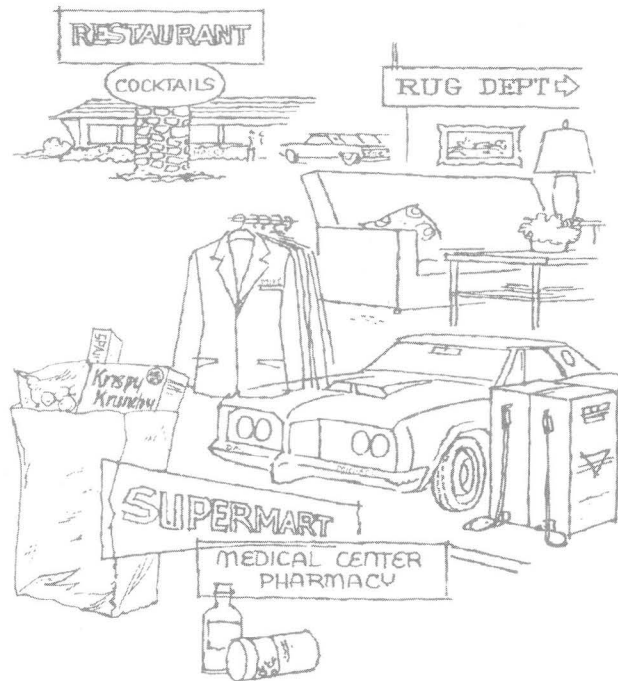
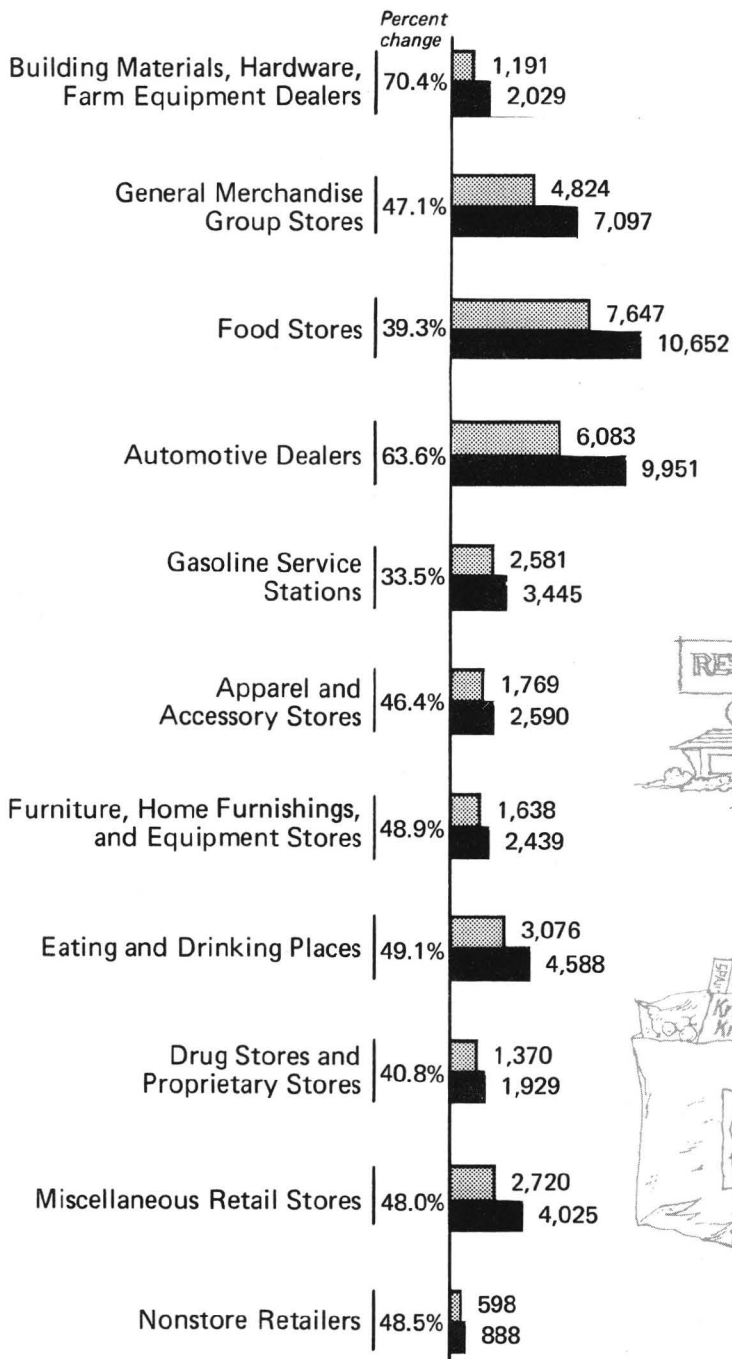
CALIFORNIA





CALIFORNIA Retail Trade: 1967 and 1972

Sales in millions of dollars



Note: Data are based on 1967 Standard Industrial Classification.

TABLE 1. The State: 1972

1972 SIC code	Kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	RETAIL TRADE, TOTAL	178 240	48 893 815	89 634	19 215	122 986	47 451 057	6 405 724	1 511 737	1 151 068
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	6 532	2 171 460	2 697	822	4 636	2 098 558	259 973	59 185	36 421
521,3	BUILDING MATERIALS AND SUPPLY STORES	2 949	1 249 652	985	343	2 308	1 223 166	153 689	35 305	19 398
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	1 491	1 026 609	124 536	28 239	15 596
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	817	196 557	29 153	7 066	3 802
525	HARDWARE STORES	1 838	423 377	877	285	1 245	399 745	55 953	12 761	9 615
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	938	117 245	526	104	532	104 787	19 766	4 374	3 486
527	MOBILE HOME DEALERS	807	381 186	309	90	551	370 860	30 565	6 745	3 922
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	3 835	6 905 153	1 075	218	3 097	6 885 142	963 645	219 706	176 257
531	DEPARTMENT STORES ²	662	5 972 210	1	3	662	5 972 210	832 565	188 389	145 161
533	VARIETY STORES	1 508	538 712	345	68	1 344	534 247	86 021	20 674	22 037
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	1 665	394 231	729	147	1 091	378 685	45 059	10 643	9 059
	FOOD STORES									
	TOTAL	19 238	10 652 042	8 240	2 471	14 473	10 401 056	1 079 865	256 272	159 399
541	GROCERY STORES	12 238	9 772 519	4 327	1 640	9 773	9 613 202	949 407	226 407	130 517
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	1 623	300 603	902	272	1 084	266 738	27 274	6 356	4 447
5422	MEAT MARKETS	**	**	**	**	51	13 032	1 487	348	249
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	894	224 439	22 275	5 270	3 554
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	139	29 267	3 512	738	644
543	FRUIT STORES AND VEGETABLE MARKETS	513	69 958	358	58	261	61 327	6 350	1 380	1 189
544	CANDY, NUT, AND CONFECTIONERY STORES	811	64 002	389	57	527	56 674	8 399	2 255	2 395
546	RETAIL BAKERIES	1 999	219 648	1 058	225	1 593	207 987	59 521	13 437	13 734
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	1 419	186 486	55 536	12 503	12 697
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	174	21 501	3 985	934	1 037
545,9	OTHER FOOD STORES	2 054	225 312	1 206	219	1 235	195 128	28 914	6 437	7 117
545	DAIRY PRODUCTS STORES	**	**	**	**	590	89 462	11 179	2 546	3 884
549	MISCELLANEOUS FOOD STORES	**	**	**	**	645	105 666	17 735	3 891	3 233
	AUTOMOTIVE DEALERS									
	TOTAL	10 523	9 569 871	3 883	1 084	7 927	9 463 425	1 046 568	253 227	112 476
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	2 260	7 645 981	160	134	2 198	7 640 726	816 733	200 331	79 703
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	1 122	4 566 268	469 515	115 915	45 505
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	649	1 443 788	179 754	43 100	17 488
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	427	1 630 670	167 464	41 316	16 710
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	1 935	380 085	1 147	206	1 087	332 294	26 688	6 207	3 799
553	AUTO AND HOME SUPPLY STORES	3 897	860 973	1 289	468	3 236	855 766	139 807	32 557	20 072
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	2 821	768 899	126 927	29 665	18 212
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	415	86 867	12 880	2 892	1 860
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	2 431	662 832	1 287	276	1 406	634 639	63 340	14 132	8 902
555	BOAT DEALERS	**	**	**	**	387	157 588	14 430	3 140	2 167
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	331	232 235	16 874	3 605	2 204
557	MOTORCYCLE DEALERS	**	**	**	**	497	177 927	25 096	5 813	3 445
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	191	66 889	6 940	1 574	1 086
	GASOLINE SERVICE STATIONS									
554	TOTAL	19 153	3 444 524	9 822	1 905	17 534	3 350 780	335 457	79 474	81 368
	APPAREL AND ACCESSORY STORES									
	TOTAL	13 104	2 590 199	4 843	1 299	10 428	2 513 965	369 681	88 920	77 434
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	5 707	1 021 599	2 277	541	4 545	984 052	143 992	34 753	33 024
562	WOMEN'S READY-TO-WEAR STORES	4 557	928 624	1 631	471	3 879	911 190	132 833	31 940	30 461
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	1 000	79 130	561	61	581	60 037	9 165	2 245	2 237
563 PT.	MILLINERY STORES	**	**	**	**	32	4 218	530	107	127
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	73	6 171	924	245	231
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	476	49 648	7 711	1 893	1 879
568	FURRIERS AND FUR SHOPS	150	13 845	85	9	85	12 825	1 994	568	326
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	2 293	624 855	631	273	2 046	615 667	91 909	21 943	15 486
565	FAMILY CLOTHING STORES	1 258	425 783	529	160	867	416 162	57 059	13 643	13 122
566	SHOE STORES	2 506	432 189	601	158	2 184	423 314	64 884	15 731	12 909
566 PT.	MEN'S SHOE STORES	**	**	**	**	267	44 484	6 346	1 509	1 030
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	452	107 968	18 212	4 358	3 453
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	128	14 692	2 456	623	520
566 PT.	FAMILY SHOE STORES	**	**	**	**	1 337	256 170	37 870	9 241	7 906
564,9	OTHER APPAREL AND ACCESSORY STORES	1 340	85 773	805	167	786	74 770	11 837	2 850	2 893
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	358	41 859	5 467	1 296	1 463
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	448	32 911	6 370	1 554	1 430

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 1. The State: 1972—Continued

1972 SIC code	Kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	11 882	2 439 291	5 662	1 137	8 249	2 335 338	331 937	78 396	47 782
571	FURNITURE AND HOME FURNISHINGS STORES	7 058	1 573 437	3 361	722	4 800	1 508 282	217 127	50 925	29 776
5712	FURNITURE STORES	3 731	1 150 729	1 452	422	2 815	1 117 939	155 948	36 662	20 476
OTHER 571	HOME FURNISHINGS STORES	3 327	422 708	1 909	300	1 985	390 343	61 179	14 263	9 300
5713	FLOOR COVERING STORES	**	**	**	**	986	267 484	40 786	9 451	5 318
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	477	52 621	9 534	2 262	1 824
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	522	70 238	10 859	2 550	2 158
572	HOUSEHOLD APPLIANCE STORES	1 562	293 876	798	156	1 052	279 161	39 492	9 034	5 787
573	RADIO, TELEVISION, AND MUSIC STORES	3 262	571 978	1 503	259	2 397	547 895	75 318	18 437	12 219
5732	RADIO AND TELEVISION STORES	**	**	**	**	1 540	374 020	51 802	12 850	8 063
5733	MUSIC STORES	**	**	**	**	857	173 875	23 516	5 587	4 156
5733 PT.	RECORD SHOPS	**	**	**	**	314	60 063	6 935	1 633	1 346
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	543	113 812	16 581	3 954	2 810
	EATING AND DRINKING PLACES									
58	TOTAL	36 913	4 588 259	15 485	5 562	31 196	4 434 771	1 177 984	277 635	304 381
5812	EATING PLACES	27 289	3 920 109	11 230	3 831	23 064	3 807 025	1 028 564	242 003	267 679
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	12 288	2 423 754	699 236	164 815	173 130
5812 PT.	CAFETERIAS	**	**	**	**	959	170 787	48 919	11 826	11 854
5812 PT.	REFRESHMENT PLACES	**	**	**	**	8 688	1 032 190	230 287	53 146	69 981
5812 PT.	OTHER EATING PLACES	**	**	**	**	1 129	180 294	50 122	12 216	12 714
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	9 624	668 150	4 255	1 731	8 132	627 746	149 420	35 632	36 702
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	4 314	1 928 931	1 045	446	4 096	1 918 303	280 005	66 976	47 516
591 PT.	DRUG STORES	**	**	**	**	4 009	1 893 844	277 061	66 303	46 904
591 PT.	PROPRIETARY STORES	**	**	**	**	87	24 459	2 944	673	612
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	52 746	4 604 085	36 882	4 271	21 350	4 049 719	560 609	131 946	108 034
592	LIQUOR STORES	5 246	1 278 531	1 972	1 084	4 799	1 239 354	93 706	21 890	19 531
593	USED MERCHANDISE STORES	3 676	203 408	2 586	301	1 563	171 580	31 991	7 675	6 719
596	NONSTORE RETAILERS	17 921	888 056	16 342	252	1 897	685 007	137 771	32 909	22 162
5961	MAIL-ORDER HOUSES	822	248 928	454	57	360	239 964	57 426	13 477	8 447
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	1 387	231 549	928	93	519	210 298	36 539	8 937	5 298
5963	DIRECT SELLING	15 712	407 589	14 960	102	998	234 745	43 806	10 495	8 417
598	FUEL AND ICE DEALERS	603	91 655	192	32	457	86 734	14 705	3 703	2 201
5983	FUEL OIL DEALERS	**	**	**	**	34	5 524	557	150	105
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	366	76 937	13 548	3 432	1 982
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	57	4 273	600	121	114
5992	FLORISTS	1 981	137 964	1 150	276	1 414	126 244	25 161	5 825	5 826
5993	CIGAR STORES AND STANDS	374	28 056	205	33	230	23 352	2 729	657	643
594	MISCELLANEOUS SHOPPING GOODS STORES	14 475	1 536 157	8 342	1 368	8 332	1 414 219	204 931	47 890	41 804
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	2 543	339 276	1 358	331	1 643	312 858	40 301	9 096	7 495
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	945	189 293	23 946	5 524	4 485
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	698	123 565	16 355	3 572	3 010
5942	BOOK STORES	1 107	146 219	598	98	646	137 667	19 933	4 858	4 733
5943	STATIONERY STORES	794	106 350	341	88	656	102 422	16 579	4 040	3 444
5944	JEWELRY STORES	2 816	340 510	1 562	218	1 627	312 899	54 827	12 857	8 606
5945	HOBBY, TOY, AND GAME SHOPS	1 250	111 431	867	63	579	99 677	11 870	2 567	2 554
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	859	133 446	483	61	512	125 548	15 345	3 660	2 510
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	2 699	138 927	1 764	308	1 349	118 462	17 861	3 971	4 628
5948	LUGGAGE AND LEATHER GOODS STORES	310	28 440	194	22	160	25 799	3 724	878	704
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	2 097	191 558	1 175	159	1 160	178 887	24 491	5 963	7 130
5994,9	OTHER MISCELLANEOUS RETAIL STORES	8 470	440 238	6 093	925	2 658	303 229	49 615	11 397	9 148
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	314	36 302	3 937	971	1 428
5999 PT.	PET SHOPS	**	**	**	**	396	37 432	5 584	1 324	1 344
5999 PT.	TYPEWRITER STORES	**	**	**	**	145	17 063	2 954	761	526
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	479	41 343	10 608	2 553	1 569
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	1 324	171 089	26 532	5 788	4 281

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.

TABLE 2. Standard Metropolitan Statistical Areas: 1972

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	ANAHEIM-SANTA ANA-GARDEN GROVE SMSA									
	RETAIL TRADE, TOTAL	12 764	3 925 564	6 718	1 047	8 273	3 825 666	503 449	118 969	93 489
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	470	208 356	195	48	322	203 305	24 029	5 509	3 468
52	BUILDING MATERIALS AND SUPPLY STORES	192	106 672	67	19	146	105 053	12 748	2 912	1 695
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	95	90 487	10 657	2 404	1 422
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	51	14 566	2 091	508	273
525	HARDWARE STORES	115	43 332	53	21	73	41 335	5 773	1 363	1 025
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	80	10 998	40	4	50	10 198	2 041	448	358
527	MOBILE HOME DEALERS	83	47 354	35	4	53	46 719	3 467	786	390
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	267	630 386	52	8	224	629 433	79 207	18 061	15 048
53	DEPARTMENT STORES ²	62	562 334	-	-	62	562 334	69 520	15 759	12 735
533	VARIETY STORES	65	30 355	9	2	57	30 050	5 406	1 311	1 457
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	140	37 697	43	6	105	37 049	4 281	991	856
	FOOD STORES									
	TOTAL	1 100	788 328	432	72	865	778 206	80 176	18 458	12 034
54	GROCERY STORES	613	726 563	151	30	536	722 319	70 863	16 480	9 789
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	95	20 634	60	9	69	19 349	1 998	429	314
5422	MEAT MARKETS	**	**	**	**	2	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	59	16 563	1 665	370	275
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	8	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	24	3 664	13	4	16	3 269	313	54	61
544	CANDY, NUT, AND CONFECTIONERY STORES	47	3 884	20	2	31	3 405	533	141	163
546	RETAIL BAKERIES	142	16 598	79	16	106	15 435	4 561	908	1 058
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	94	14 544	4 348	865	1 007
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	12	891	213	43	51
545,9	OTHER FOOD STORES	179	16 985	109	11	107	14 429	1 908	446	649
545	DAIRY PRODUCTS STORES	**	**	**	**	61	8 909	1 096	254	461
549	MISCELLANEOUS FOOD STORES	**	**	**	**	46	5 520	812	192	188
	AUTOMOTIVE DEALERS									
	TOTAL	785	799 595	282	56	565	791 925	86 180	20 625	8 721
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	148	(D)	5	1	147	634 414	66 468	16 209	5 970
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	66	378 132	37 321	9 279	3 309
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	58	131 355	15 955	3 871	1 541
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	23	124 927	13 192	3 059	1 120
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	113	(D)	74	8	53	14 712	1 089	248	185
553	AUTO AND HOME SUPPLY STORES	271	65 872	83	22	221	64 235	11 190	2 584	1 523
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	203	60 178	10 550	2 427	1 426
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	18	4 057	640	157	97
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	253	81 169	120	25	144	78 564	7 433	1 584	1 043
555	BOAT DEALERS	**	**	**	**	47	29 072	2 469	520	381
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	34	29 349	2 200	429	249
557	MOTORCYCLE DEALERS	**	**	**	**	39	14 124	2 184	500	292
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	24	6 019	580	135	121
	GASOLINE SERVICE STATIONS									
554	TOTAL	1 273	266 658	674	142	1 205	261 965	25 426	6 158	6 678
	APPAREL AND ACCESSORY STORES									
	TOTAL	964	170 802	373	68	754	166 536	23 805	5 672	5 339
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	450	67 450	189	35	356	65 503	9 011	2 191	2 305
562	WOMEN'S READY-TO-WEAR STORES	359	62 076	128	33	311	60 786	8 251	2 009	2 090
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	83	4 882	56	2	41	4 364	713	170	206
563 PT.	MILLINERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	36	3 560	569	134	169
568	FURRIERS AND FUR SHOPS	8	492	5	-	4	353	47	12	9
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	161	48 985	40	14	147	48 561	7 158	1 611	1 280
565	FAMILY CLOTHING STORES	69	18 283	26	5	45	17 761	2 336	534	595
566	SHOE STORES	163	28 916	45	5	136	28 317	4 351	1 089	929
566 PT.	MEN'S SHOE STORES	**	**	**	**	9	1 440	195	47	32
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	35	8 227	1 382	356	304
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	13	1 683	270	77	61
566 PT.	FAMILY SHOE STORES	**	**	**	**	79	16 967	2 504	609	532
564,9	OTHER APPAREL AND ACCESSORY STORES	121	7 168	73	9	70	6 394	949	247	230
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	31	4 009	537	131	130
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	39	2 385	412	116	100

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
ANAHEIM-SANTA ANA-GARDEN GROVE SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	925	198 787	473	73	615	189 583	25 453	6 003	3 624
571	FURNITURE AND HOME FURNISHINGS STORES	578	134 064	282	53	378	127 980	17 073	3 968	2 313
5712	FURNITURE STORES	278	89 644	99	32	209	86 878	11 307	2 588	1 404
OTHER 571	HOME FURNISHINGS STORES	300	44 420	183	21	169	41 102	5 766	1 380	909
5713	FLOOR COVERING STORES	**	**	**	**	75	27 029	3 591	772	451
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	44	4 978	777	234	164
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	50	9 095	1 398	374	294
572	HOUSEHOLD APPLIANCE STORES	103	22 012	68	6	58	20 648	2 720	621	374
573	RADIO, TELEVISION, AND MUSIC STORES	244	42 711	123	14	179	40 955	5 660	1 414	937
5732	RADIO AND TELEVISION STORES	**	**	**	**	106	24 386	3 048	829	524
5733	MUSIC STORES	**	**	**	**	73	16 569	2 612	585	413
5733 PT.	RECORD SHOPS	**	**	**	**	19	5 222	732	157	112
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	54	11 347	1 880	428	301
EATING AND DRINKING PLACES										
58	TOTAL	2 287	389 501	856	278	1 968	379 656	101 168	24 882	27 599
5812	EATING PLACES	1 812	352 605	632	209	1 550	344 571	92 907	22 874	25 377
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	770	235 878	68 068	17 032	17 610
5812 PT.	CAFETERIAS	**	**	**	**	44	8 635	2 323	573	658
5812 PT.	REFRESHMENT PLACES	**	**	**	**	61	91 032	19 887	4 623	6 350
5812 PT.	OTHER EATING PLACES	**	**	**	**	75	9 026	2 629	646	759
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	475	36 896	224	69	418	35 085	8 261	2 008	2 222
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	267	132 266	39	16	260	131 965	20 601	4 885	3 239
591 PT.	DRUG STORES	**	**	**	**	253	130 878	20 438	4 848	3 202
591 PT.	PROPRIETARY STORES	**	**	**	**	7	1 087	163	37	37
MISCELLANEOUS RETAIL STORES										
59 Ex. 591	TOTAL	4 426	340 885	3 342	286	1 495	293 092	37 404	8 716	7 739
592	LIQUOR STORES	318	93 833	123	59	304	92 571	7 226	1 639	1 463
593	USED MERCHANDISE STORES	223	13 142	173	16	75	11 004	1 902	459	404
596	NONSTORE RETAILERS	1 806	61 110	1 688	21	144	39 688	6 760	1 637	1 336
5961	MAIL-ORDER HOUSES	60	4 684	47	5	9	3 785	567	128	97
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	143	16 246	98	5	53	14 175	1 751	402	254
5963	DIRECT SELLING	1 603	40 180	1 543	11	82	21 728	4 442	1 107	985
598	FUEL AND ICE DEALERS	13	1 992	6	1	8	1 861	289	73	44
5983	FUEL OIL DEALERS	**	**	**	**	-	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	6	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	144	8 933	78	26	98	7 699	1 375	330	359
5993	CIGAR STORES AND STANDS	20	1 349	10	1	13	1 152	145	32	31
594	MISCELLANEOUS SHOPPING GOODS STORES	1 174	128 053	698	97	664	118 275	16 463	3 811	3 420
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	216	30 977	130	16	132	28 791	3 574	817	657
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	71	15 515	1 857	456	351
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	61	13 276	1 717	361	306
5942	BOOK STORES	78	11 786	38	5	50	11 210	1 665	406	344
5943	STATIONERY STORES	64	11 215	32	4	58	11 083	1 976	484	385
5944	JEWELRY STORES	189	21 566	110	10	104	19 940	3 293	750	531
5945	HOBBY, TOY, AND GAME SHOPS	134	13 478	99	11	58	12 121	1 310	263	307
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	57	8 351	35	2	28	7 349	851	212	142
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	198	14 120	128	27	100	12 747	1 898	400	413
5948	LUGGAGE AND LEATHER GOODS STORES	26	1 446	15	5	12	1 221	159	40	32
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	212	15 112	111	17	122	13 813	1 737	439	609
5994,9	OTHER MISCELLANEOUS RETAIL STORES	728	32 473	566	65	189	20 842	3 244	735	682
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	22	2 020	187	51	91
5999 PT.	PET SHOPS	**	**	**	**	35	4 143	722	185	193
5999 PT.	TYPEWRITER STORES	**	**	**	**	3	421	36	2	2
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	22	2 002	518	107	70
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	107	12 256	1 781	390	326

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	BAKERSFIELD SMSA									
	RETAIL TRADE, TOTAL	3 164	733 747	1 682	322	2 296	710 761	92 704	21 455	17 964
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	117	31 261	44	13	90	29 634	4 011	895	602
521,3	BUILDING MATERIALS AND SUPPLY STORES	58	21 164	17	4	48	20 967	2 990	670	403
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	39	17 466	2 454	544	336
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	9	3 501	536	126	67
525	HARDWARE STORES	25	5 113	11	5	20	4 862	647	150	117
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	18	1 474	9	3	13	1 348	188	37	44
527	MOBILE HOME DEALERS	16	3 510	7	1	9	2 457	186	38	38
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	85	94 697	29	4	69	94 322	14 300	3 289	2 629
531	DEPARTMENT STORES ²	41	78 370	-	-	11	78 370	12 154	2 787	2 094
533	VARIETY STORES	46	11 884	14	2	40	11 696	1 759	418	453
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	28	4 443	15	2	18	4 256	387	84	82
	FOOD STORES									
54	TOTAL	345	156 655	158	54	263	152 778	13 859	3 230	2 266
541	GROCERY STORES	255	147 405	98	47	209	144 935	12 598	2 928	1 969
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	19	3 533	15	1	12	2 977	233	52	37
5422	MEAT MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	10	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	14	1 034	10	2	6	799	38	9	12
544	CANDY, NUT, AND CONFECTIONERY STORES	11	954	7	1	7	897	148	35	33
546	RETAIL BAKERIES	25	2 036	15	2	17	1 687	608	144	147
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	16	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	1	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	21	1 693	13	1	12	1 483	234	62	68
545	DAIRY PRODUCTS STORES	**	**	**	**	7	873	94	26	40
549	MISCELLANEOUS FOOD STORES	**	**	**	**	5	610	140	36	28
	AUTOMOTIVE DEALERS									
55 EX, 554	TOTAL	239	150 324	92	35	181	147 843	16 313	3 881	2 171
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	39	103 510	3	3	39	103 510	10 813	2 604	1 239
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	23	55 267	5 416	1 354	644
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	7	12 596	1 520	346	152
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	9	35 647	3 877	904	443
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	55	20 625	27	8	31	18 982	2 210	505	407
553	AUTO AND HOME SUPPLY STORES	103	17 454	38	17	83	16 988	2 480	579	398
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	65	14 470	2 191	519	352
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	18	2 518	289	60	46
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	42	8 735	24	7	28	8 363	810	193	127
555	BOAT DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	8	3 771	279	66	35
557	MOTORCYCLE DEALERS	**	**	**	**	13	3 289	386	94	63
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	4	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	475	79 517	249	38	414	76 662	7 188	1 531	1 443
	APPAREL AND ACCESSORY STORES									
56	TOTAL	185	31 445	73	18	158	30 525	3 961	918	907
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	76	8 913	31	9	71	8 851	1 097	268	306
562	WOMEN'S READY-TO-WEAR STORES	64	(D)	28	9	61	8 215	995	244	278
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	2	-	10	636	102	24	28
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	-	-	-	-	-
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	10	636	102	24	28
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	28	(D)	5	3	26	5 814	791	166	127
565	FAMILY CLOTHING STORES	29	9 875	18	1	22	9 766	1 209	283	274
566	SHOE STORES	40	5 565	11	4	33	5 311	752	172	169
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	MEN'S SHOE STORES	**	**	**	**	4	1 109	165	36	33
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	26	3 846	534	128	130
564,9	OTHER APPAREL AND ACCESSORY STORES	12	(D)	8	1	6	783	112	29	31
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)

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TABLE 2. Standard Metropolitan Statistical Areas: 1972-Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
BAKERSFIELD SMSA-CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	185	35 500	97	19	135	34 063	5 026	1 165	751
571	FURNITURE AND HOME FURNISHINGS STORES	115	23 367	55	14	88	22 497	3 288	747	483
5712	FURNITURE STORES	70	16 675	29	10	55	15 979	2 127	500	321
OTHER 571	HOME FURNISHINGS STORES	45	6 692	26	4	33	6 518	1 161	247	162
5713	FLOOR COVERING STORES	**	**	**	**	24	5 805	1 006	222	130
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	5	430	112	15	23
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	4	283	43	10	9
572	HOUSEHOLD APPLIANCE STORES	29	5 169	18	2	18	4 935	662	151	102
573	RADIO, TELEVISION, AND MUSIC STORES	41	6 964	24	3	29	6 631	1 076	267	166
5732	RADIO AND TELEVISION STORES	**	**	**	**	23	5 363	892	220	136
5733	MUSIC STORES	**	**	**	**	6	1 268	184	47	30
5733 PT.	RECORD SHOPS	**	**	**	**	1	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
	TOTAL	686	66 945	362	78	591	64 532	17 569	4 074	5 099
5812	EATING PLACES	510	57 402	263	59	446	55 700	15 582	3 624	4 560
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	232	35 320	10 818	2 548	3 000
5812 PT.	CAFETERIAS	**	**	**	**	20	3 051	829	202	238
5812 PT.	REFRESHMENT PLACES	**	**	**	**	175	15 764	3 527	782	1 211
5812 PT.	OTHER EATING PLACES	**	**	**	**	19	1 565	408	92	111
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	176	9 543	99	19	145	8 832	1 987	450	539
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	73	26 483	25	4	68	26 318	4 211	986	753
591	DRUG STORES	**	**	**	**	65	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	774	60 920	553	59	327	54 084	6 266	1 486	1 343
592	LIQUOR STORES	98	(D)	39	20	96	21 155	1 415	332	372
593	USED MERCHANDISE STORES	64	2 529	46	5	29	2 178	352	97	82
596	NONSTORE RETAILERS	287	11 928	264	8	32	9 044	1 192	275	184
5961	MAIL-ORDER HOUSES	14	4 178	7	1	10	4 093	395	100	85
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	27	2 502	18	5	10	2 189	259	59	37
5963	DIRECT SELLING	246	5 248	239	2	12	2 762	538	116	62
598	FUEL AND ICE DEALERS	18	(D)	5	1	16	3 007	463	113	63
5983	FUEL OIL DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	11	2 533	412	103	52
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	29	2 299	20	3	25	2 218	381	86	97
5993	CIGAR STORES AND STANDS	4	173	3	-	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	183	15 933	105	17	104	14 519	1 986	443	461
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	34	3 758	20	6	19	3 366	480	102	87
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	13	2 482	397	84	71
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	6	884	83	18	16
5942	BOOK STORES	13	(D)	6	1	7	926	113	20	29
5943	STATIONERY STORES	5	(D)	1	2	5	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	40	4 082	22	2	27	3 794	640	153	109
5945	HOBBY, TOY, AND GAME SHOPS	17	1 066	14	2	5	953	99	19	26
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	11	1 019	6	2	5	895	106	23	21
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	27	1 052	17	1	15	940	112	23	37
5948	LUGGAGE AND LEATHER GOODS STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	33	2 983	17	1	20	2 809	324	75	116
5994,9	OTHER MISCELLANEOUS RETAIL STORES	91	3 550	71	5	23	(D)	(D)	(D)	(D)
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	6	442	35	10	12
5999 PT.	PET SHOPS	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	TYPEWRITER STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	9	532	171	37	27

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	FRESNO SMSA									
	RETAIL TRADE, TOTAL	4 012	977 408	1 971	504	2 952	947 009	122 510	28 354	24 076
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	150	58 514	53	28	120	57 239	6 253	1 332	941
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	72	30 772	19	14	56	30 294	3 446	731	452
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	47	26 091	2 872	598	378
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	9	4 203	574	133	74
525	HARDWARE STORES	37	9 775	16	10	29	9 437	1 143	254	197
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	20	3 664	11	1	17	3 560	647	158	115
527	MOBILE HOME DEALERS	21	14 303	7	3	18	13 948	1 017	189	177
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	96	140 486	22	9	84	139 939	21 047	4 726	4 184
531	DEPARTMENT STORES	12	123 468	-	-	12	123 468	18 566	4 144	3 545
533	VARIETY STORES	38	(D)	7	5	36	9 305	1 593	376	422
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	46	(D)	15	4	36	7 166	888	206	217
	FOOD STORES									
	TOTAL	515	208 876	224	80	402	202 735	19 127	4 589	3 245
541	GROCERY STORES	401	198 658	166	70	312	193 463	17 738	4 256	2 908
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	27	4 168	10	6	23	3 825	265	68	46
5422	MEAT MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	17	2 451	150	42	25
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	13	(D)	10	1	6	451	37	9	11
544	CANDY, NUT, AND CONFECTIONERY STORES	14	1 086	7	-	10	1 016	132	40	38
546	RETAIL BAKERIES	35	(D)	19	1	33	2 428	774	179	171
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	31	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	2	(D)	(D)	(D)	(D)
545, 9	OTHER FOOD STORES	25	1 686	12	2	18	1 552	181	37	71
545	DAIRY PRODUCTS STORES	**	**	**	**	10	1 081	137	22	51
549	MISCELLANEOUS FOOD STORES	**	**	**	**	8	471	44	15	20
	AUTOMOTIVE DEALERS									
	TOTAL	278	182 263	115	42	215	179 257	18 618	4 445	2 238
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	48	(D)	5	8	47	138 405	13 569	3 185	1 430
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	26	88 269	8 227	1 878	832
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	13	27 642	3 214	769	357
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES, MOTOR VEHICLE DEALERS--USED CARS ONLY	80	(D)	51	9	44	22 494	2 128	538	241
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	80	(D)	51	9	44	7 813	762	194	131
553	AUTO AND HOME SUPPLY STORES	103	21 672	36	16	95	21 364	3 248	815	520
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	81	19 355	3 005	759	476
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	14	2 009	243	56	44
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	47	12 603	23	9	29	11 675	1 039	251	157
555	BOAT DEALERS	**	**	**	**	6	(D)	(D)	(D)	(D)
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	8	4 494	234	50	34
557	MOTORCYCLE DEALERS	**	**	**	**	12	4 348	517	130	72
557	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	3	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	528	75 923	276	44	470	73 105	7 854	1 602	1 720
	APPAREL AND ACCESSORY STORES									
	TOTAL	272	47 505	98	33	232	46 399	7 099	1 730	1 690
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	103	16 446	37	15	92	15 759	2 387	571	622
562	WOMEN'S READY-TO-WEAR STORES	90	15 100	33	12	82	14 782	2 238	536	587
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	2	3	9	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	7	664	102	24	28
568	FURRIERS AND FUR SHOPS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	49	(D)	17	5	47	12 712	2 094	529	391
565	FAMILY CLOTHING STORES	38	9 944	11	8	31	9 856	1 339	324	365
566	SHOE STORES	53	7 416	14	-	47	7 339	1 177	281	268
566 PT.	MEN'S SHOE STORES	**	**	**	**	4	652	123	26	17
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	1 798	317	76	70
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	4	294	46	11	14
566 PT.	FAMILY SHOE STORES	**	**	**	**	28	4 595	691	168	167
564, 9	OTHER APPAREL AND ACCESSORY STORES	29	(D)	19	5	15	731	102	25	44
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	8	392	52	16	31
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	7	339	50	9	13

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				Sole proprie- torships (number)	Part- nerships (number)					
FRESNO SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	287	57 552	142	35	197	55 140	7 551	1 642	1 110
57	FURNITURE AND HOME FURNISHINGS STORES	175	37 017	89	23	122	35 818	5 081	1 080	698
5712	FURNITURE STORES	102	27 452	38	18	84	26 880	3 688	756	487
OTHER 571	HOME FURNISHINGS STORES	73	9 565	51	5	38	8 938	1 393	324	211
5713	FLOOR COVERING STORES	**	**	**	**	18	6 825	1 117	256	136
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	8	456	48	14	15
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	12	1 657	228	54	60
572	HOUSEHOLD APPLIANCE STORES	43	5 681	28	1	26	5 269	735	166	125
573	RADIO, TELEVISION, AND MUSIC STORES	69	14 854	25	11	49	14 053	1 735	396	287
5732	RADIO AND TELEVISION STORES	**	**	**	**	40	11 386	1 316	294	220
5733	MUSIC STORES	**	**	**	**	9	2 667	419	102	67
5733 PT.	RECORD SHOPS	**	**	**	**	4	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
	TOTAL	832	78 350	373	130	710	75 590	18 998	4 598	5 858
5812	EATING PLACES	600	64 465	269	82	520	62 733	16 476	4 020	5 150
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	282	35 763	9 984	2 500	3 050
5812 PT.	CAFETERIAS	**	**	**	**	28	3 835	1 019	251	305
5812 PT.	REFRESHMENT PLACES	**	**	**	**	192	21 591	5 068	1 179	1 678
5812 PT.	OTHER EATING PLACES	**	**	**	**	18	1 544	405	90	117
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	232	13 885	104	48	190	12 857	2 522	578	708
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	100	50 751	29	13	90	50 202	6 818	1 602	1 210
591 PT.	DRUG STORES	**	**	**	**	89	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	954	77 188	639	90	432	67 403	9 145	2 088	1 880
592	LIQUOR STORES	123	20 700	48	26	110	19 655	1 324	305	382
593	USED MERCHANDISE STORES	78	2 836	56	6	30	2 185	490	117	105
596	NONSTORE RETAILERS	304	14 659	265	10	45	11 390	2 057	440	318
5961	MAIL-ORDER HOUSES	10	1 955	4	1	6	1 795	145	32	39
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	30	3 134	20	3	12	2 675	277	75	53
5963	DIRECT SELLING	264	9 570	241	6	27	6 920	1 635	333	226
598	FUEL AND ICE DEALERS	28	3 465	11	2	24	3 066	398	106	73
5983	FUEL OIL DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	19	2 740	351	98	66
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	34	(D)	12	5	29	2 492	475	110	121
5993	CIGAR STORES AND STANDS	5	(D)	2	-	3	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	237	25 761	137	26	150	24 437	3 669	843	737
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	40	5 952	21	4	30	5 749	728	182	127
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	18	4 331	596	157	96
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	12	1 418	132	25	31
5942	BOOK STORES	14	1 852	8	3	9	1 817	206	53	48
5943	STATIONERY STORES	12	1 528	5	2	12	1 528	257	64	62
5944	JEWELRY STORES	48	7 439	22	7	34	6 947	1 459	314	213
5945	HOBBY, TOY, AND GAME SHOPS	17	1 693	12	1	8	1 532	235	47	38
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	12	(D)	10	1	9	1 584	160	40	31
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	59	1 927	39	5	24	1 621	233	58	88
5948	LUGGAGE AND LEATHER GOODS STORES	4	(D)	2	-	3	621	59	13	13
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	31	3 130	18	3	21	3 038	332	72	117
5994,9	OTHER MISCELLANEOUS RETAIL STORES	145	6 807	108	15	41	(D)	(D)	(D)	(D)
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	3	473	68	16	17
5999 PT.	TYPEWRITER STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	4	210	42	15	12
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	30	2 604	484	109	73

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.

TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partnerships (number)					
	LOS ANGELES-LONG BEACH SMSA									
	RETAIL TRADE, TOTAL	59 604	17 161 956	30 660	5 539	39 258	16 634 268	2 299 611	546 282	412 923
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	1 757	540 850	785	199	1 168	520 312	71 702	16 736	10 114
52	BUILDING MATERIALS AND SUPPLY STORES	809	325 760	281	95	603	317 432	43 696	10 349	5 607
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	349	244 087	33 249	7 774	4 198
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	254	73 345	10 447	2 575	1 409
525	HARDWARE STORES	555	130 335	276	69	347	122 967	18 114	4 163	2 967
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	266	34 081	172	25	141	30 931	5 953	1 329	975
527	MOBILE HOME DEALERS	127	50 674	56	10	77	48 982	3 939	895	565
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	1 162	2 482 918	342	59	887	2 475 854	338 569	77 544	63 456
53	DEPARTMENT STORES ²	216	2 210 082	1	1	216	2 210 082	300 819	68 304	54 157
533	VARIETY STORES	416	152 910	93	12	368	151 928	23 914	5 851	6 414
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	530	119 926	248	46	303	113 844	13 836	3 389	2 885
	FOOD STORES									
	TOTAL	5 703	3 643 167	2 601	569	4 096	3 565 142	386 130	91 502	58 630
54	GROCERY STORES	3 213	3 277 531	1 164	329	2 507	3 233 752	330 806	78 797	46 589
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	594	126 815	332	79	405	115 622	12 388	3 013	2 037
5422	MEAT MARKETS	**	**	**	**	9	3 996	392	103	65
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	355	103 316	10 976	2 673	1 734
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	41	8 310	1 020	237	238
543	FRUIT STORES AND VEGETABLE MARKETS	155	27 778	112	12	74	25 172	2 912	673	505
544	CANDY, NUT, AND CONFECTIONERY STORES	259	21 811	113	13	162	19 394	2 694	734	792
546	RETAIL BAKERIES	701	92 431	396	70	517	86 951	24 315	5 571	5 666
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	442	75 866	22 369	5 101	5 151
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	75	11 085	1 946	470	515
545,9	OTHER FOOD STORES	781	96 801	484	66	431	84 251	13 015	2 714	3 041
545	DAIRY PRODUCTS STORES	**	**	**	**	223	38 853	4 730	1 081	1 733
549	MISCELLANEOUS FOOD STORES	**	**	**	**	208	45 398	8 285	1 633	1 308
	AUTOMOTIVE DEALERS									
	TOTAL	3 185	3 409 354	1 250	257	2 261	3 373 788	368 095	90 161	38 829
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	621	2 807 632	35	20	601	2 806 027	292 876	72 593	28 290
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	295	1 718 345	173 633	43 106	16 374
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	206	506 479	63 464	15 404	6 350
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	100	581 203	55 779	14 083	5 566
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	627	126 836	379	56	324	109 989	8 545	2 099	1 116
553	AUTO AND HOME SUPPLY STORES	1 226	274 192	426	127	970	265 711	46 210	10 803	6 644
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	869	239 944	41 438	9 714	6 021
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	101	25 767	4 772	1 089	623
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	711	200 694	410	54	366	192 061	20 464	4 666	2 779
555	BOAT DEALERS	**	**	**	**	96	42 401	4 165	955	608
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	81	74 244	5 600	1 227	703
557	MOTORCYCLE DEALERS	**	**	**	**	146	61 864	9 378	2 208	1 268
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	43	13 552	1 321	276	200
	GASOLINE SERVICE STATIONS									
554	TOTAL	5 763	1 118 661	2 853	665	5 282	1 089 401	110 896	27 013	26 622
	APPAREL AND ACCESSORY STORES									
	TOTAL	4 975	981 504	1 997	429	3 733	940 343	141 229	33 850	29 030
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	2 195	413 335	976	181	1 633	389 819	57 250	13 722	12 886
562	WOMEN'S READY-TO-WEAR STORES	1 720	368 758	700	157	1 368	361 100	52 797	12 615	11 899
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	403	37 792	236	20	222	22 447	3 420	813	809
563 PT.	MILLINERY STORES	**	**	**	**	14	3 023	309	54	62
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	27	2 103	309	82	78
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	181	17 321	2 802	677	669
568	FURRIERS AND FUR SHOPS	72	6 785	40	4	43	6 272	1 033	294	178
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	887	254 046	247	86	766	249 903	39 027	9 315	6 246
565	FAMILY CLOTHING STORES	430	112 049	193	53	258	107 980	14 936	3 577	3 642
566	SHOE STORES	881	165 388	225	41	748	161 295	24 651	5 992	5 089
566 PT.	MEN'S SHOE STORES	**	**	**	**	100	18 763	2 659	627	432
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	158	40 599	6 753	1 657	1 367
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	43	5 705	886	246	225
566 PT.	FAMILY SHOE STORES	**	**	**	**	447	96 228	14 353	3 462	3 065
564,9	OTHER APPAREL AND ACCESSORY STORES	582	36 686	356	68	328	31 346	5 365	1 244	1 167
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	122	18 526	2 507	572	599
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	206	12 820	2 858	672	568

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
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				Sole proprie- torships (number)	Part- nerships (number)					
LOS ANGELES-LONG BEACH SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	4 143	856 230	1 995	347	2 719	814 325	114 592	26 859	16 370
571	FURNITURE AND HOME FURNISHINGS STORES	2 570	553 443	1 254	227	1 630	525 666	75 238	17 449	10 333
5712	FURNITURE STORES	1 342	401 662	546	109	947	387 703	54 973	12 649	7 141
OTHER 571	HOME FURNISHINGS STORES	1 228	151 781	708	118	683	137 963	20 265	4 800	3 192
5713	FLOOR COVERING STORES	**	**	**	**	329	90 478	11 947	2 833	1 669
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	182	22 138	4 224	990	739
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	172	25 347	4 094	977	784
372	HOUSEHOLD APPLIANCE STORES	456	99 779	231	42	294	94 432	12 346	2 893	1 673
573	RADIO, TELEVISION, AND MUSIC STORES	1 117	203 008	510	78	795	194 227	27 008	6 517	4 364
5732	RADIO AND TELEVISION STORES	**	**	**	**	504	133 126	18 453	4 468	2 817
5733	MUSIC STORES	**	**	**	**	291	61 101	8 555	2 049	1 547
5733 PT.	RECORD SHOPS	**	**	**	**	126	26 611	3 089	729	590
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	165	34 490	5 466	1 320	957
EATING AND DRINKING PLACES										
58	TOTAL	12 514	1 672 585	5 244	1 477	10 219	1 613 739	432 632	102 659	109 663
5812	EATING PLACES	9 453	1 451 589	3 928	1 081	7 659	1 405 682	380 909	90 387	96 952
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	3 961	890 070	257 761	61 029	62 007
5812 PT.	CAFETERIAS	**	**	**	**	301	62 573	18 738	4 532	4 468
5812 PT.	REFRESHMENT PLACES	**	**	**	**	3 038	362 781	84 544	20 115	25 879
5812 PT.	OTHER EATING PLACES	**	**	**	**	359	70 258	19 866	4 711	4 598
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	3 061	220 996	1 316	396	2 560	208 057	51 723	12 272	12 711
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	1 506	678 803	340	97	1 425	675 086	106 143	25 642	17 541
591 PT.	DRUG STORES	**	**	**	**	1 388	661 609	104 491	25 278	17 227
591 PT.	PROPRIETARY STORES	**	**	**	**	37	13 477	1 652	364	314
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	18 896	1 777 884	13 253	1 440	7 468	1 566 278	229 623	54 316	42 668
592	LIQUOR STORES	2 142	541 725	816	427	1 969	524 774	40 689	9 638	8 379
593	USED MERCHANDISE STORES	1 178	68 643	801	103	490	57 452	11 153	2 666	2 221
596	NONSTORE RETAILERS	6 542	391 432	5 896	80	744	310 844	74 658	17 746	11 499
5961	MAIL-ORDER HOUSES	346	122 392	191	22	149	118 317	40 922	9 536	5 479
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	498	91 050	311	22	196	83 588	15 033	3 763	2 152
5963	DIRECT SELLING	5 698	177 990	5 394	36	399	108 939	18 683	4 447	3 868
598	FUEL AND ICE DEALERS	75	7 200	42	3	36	5 353	944	245	150
5983	FUEL OIL DEALERS	**	**	**	**	6	966	119	35	21
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	17	3 325	674	178	98
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	13	1 062	151	32	31
5992	FLORISTS	672	46 676	412	88	442	42 257	8 609	2 033	1 983
5993	CIGAR STORES AND STANDS	145	8 265	86	9	77	6 411	760	194	182
594	MISCELLANEOUS SHOPPING GOODS STORES	5 026	542 808	2 972	407	2 709	496 480	73 241	17 232	14 541
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	721	111 296	379	76	454	103 499	13 567	3 115	2 343
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	254	61 535	7 759	1 808	1 364
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	200	41 964	5 808	1 307	979
5942	BOOK STORES	375	49 726	218	28	202	46 613	7 020	1 735	1 741
5943	STATIONERY STORES	311	40 185	143	29	240	38 216	6 495	1 580	1 294
5944	JEWELRY STORES	1 059	119 721	614	75	555	108 506	18 933	4 421	2 984
5945	HOBBY, TOY, AND GAME SHOPS	443	42 048	298	30	203	37 619	4 349	1 066	939
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	374	57 176	211	22	209	53 446	6 416	1 562	1 037
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	871	42 308	575	90	419	34 638	5 728	1 228	1 447
5948	LUGGAGE AND LEATHER GOODS STORES	111	13 457	70	5	57	12 617	1 728	415	281
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	761	66 891	464	52	370	61 326	9 005	2 170	2 475
5994,9	OTHER MISCELLANEOUS RETAIL STORES	3 116	171 135	2 228	323	1 001	122 707	19 569	4 562	3 713
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	152	17 344	2 061	505	815
5999 PT.	PET SHOPS	**	**	**	**	127	13 830	1 916	456	423
5999 PT.	TYPENRITER STORES	**	**	**	**	59	7 973	1 308	328	234
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	162	13 246	3 544	831	540
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	501	70 314	10 740	2 442	1 701

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				Sole proprietorships (number)	Partnerships (number)					
	MODESTO SMSA									
	RETAIL TRADE, TOTAL	1 981	501 142	962	229	1 428	485 184	60 541	14 153	10 733
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	96	40 668	36	7	74	39 627	4 347	987	568
52	BUILDING MATERIALS AND SUPPLY STORES	46	28 030	7	3	39	27 560	2 883	658	341
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	32	26 532	2 692	610	320
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	7	1 028	191	48	21
525	HARDWARE STORES	28	4 165	16	1	21	3 861	507	133	93
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	10	(D)	9	-	4	677	122	28	27
527	MOBILE HOME DEALERS	12	(D)	4	3	10	7 529	835	168	107
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	57	50 865	17	4	50	50 711	7 168	1 596	1 422
53	DEPARTMENT STORES ²	6	36 056	-	-	6	36 056	5 071	1 153	900
533	VARIETY STORES	28	(D)	6	-	26	10 048	1 495	314	401
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	23	(D)	11	4	18	4 607	602	129	121
	FOOD STORES									
	TOTAL	241	112 403	120	22	177	108 646	10 998	2 530	1 505
54	GROCERY STORES	176	106 072	78	18	134	103 272	10 037	2 321	1 312
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	21	2 241	17	-	12	1 987	141	31	28
5422	MEAT MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	8	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	7	(D)	5	-	4	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	1	1	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	22	1 987	12	1	15	1 707	645	136	117
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	15	1 707	645	136	117
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	-	-	-	-	-
545,9	OTHER FOOD STORES	12	1 155	7	2	9	831	120	29	35
545	DAIRY PRODUCTS STORES	**	**	**	**	6	603	95	22	28
549	MISCELLANEOUS FOOD STORES	**	**	**	**	3	228	25	7	7
	AUTOMOTIVE DEALERS									
	TOTAL	154	105 057	50	24	126	102 876	11 170	2 864	1 396
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	34	(D)	7	4	33	75 458	8 067	2 122	928
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	20	51 023	5 446	1 423	637
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	5	9 832	1 066	316	130
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	8	14 603	1 555	383	161
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	42	10 027	20	8	32	9 262	612	122	92
553	AUTO AND HOME SUPPLY STORES	49	13 251	11	9	41	12 698	1 958	501	290
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	38	12 355	1 939	498	286
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	3	343	19	3	4
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	29	(D)	12	3	20	5 458	533	119	86
555	BOAT DEALERS	**	**	**	**	5	(D)	(D)	(D)	(D)
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	7	2 635	177	39	27
557	MOTORCYCLE DEALERS	**	**	**	**	7	1 710	222	46	38
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	231	33 541	116	13	201	32 170	2 818	662	712
	APPAREL AND ACCESSORY STORES									
	TOTAL	135	27 030	43	24	112	26 524	3 498	762	775
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	51	8 125	17	9	43	7 984	950	223	260
562	WOMEN'S READY-TO-WEAR STORES	46	7 991	14	9	40	(D)	(D)	(D)	(D)
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	134	3	-	3	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	-	-	-	-	-
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	22	(D)	4	5	21	3 673	429	120	85
565	FAMILY CLOTHING STORES	17	9 910	4	3	14	9 856	1 381	245	265
566	SHOE STORES	33	4 391	15	2	26	4 170	619	145	127
566 PT.	MEN'S SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	4	594	92	21	24
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	17	3 156	459	109	88
564,9	OTHER APPAREL AND ACCESSORY STORES	12	(D)	3	5	8	841	119	29	38
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

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				Sole proprie- torships (number)	Part- nerships (number)					
MODESTO SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	139	31 593	66	16	105	30 472	4 193	1 005	670
571	FURNITURE AND HOME FURNISHINGS STORES	74	19 586	30	10	58	18 938	2 531	615	384
5712	FURNITURE STORES	44	13 526	13	10	38	13 147	1 551	371	221
OTHER 571	HOME FURNISHINGS STORES	30	6 060	17	-	20	5 791	980	244	163
5713	FLOOR COVERING STORES	**	**	**	**	10	3 889	817	206	122
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	8	(D)	(D)	(D)	(D)
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	27	7 092	11	6	21	6 963	1 047	243	179
573	RADIO, TELEVISION, AND MUSIC STORES	38	4 915	25	-	26	4 571	615	147	107
5732	RADIO AND TELEVISION STORES	**	**	**	**	14	2 860	468	122	78
5733	MUSIC STORES	**	**	**	**	12	1 711	147	25	29
5733 PT.	RECORD SHOPS	**	**	**	**	4	266	18	5	10
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	8	1 445	129	20	19
EATING AND DRINKING PLACES										
	TOTAL	366	31 543	142	56	309	30 042	7 652	1 734	2 130
5812	EATING PLACES	265	25 407	97	42	234	24 522	6 505	1 444	1 847
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	123	14 772	4 305	935	1 149
5812 PT.	CAFETERIAS	**	**	**	**	10	875	249	51	71
5812 PT.	REFRESHMENT PLACES	**	**	**	**	88	7 917	1 706	409	587
5812 PT.	OTHER EATING PLACES	**	**	**	**	13	958	245	49	40
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	101	6 136	45	14	75	5 520	1 147	290	283
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	55	30 675	15	11	52	30 435	3 970	941	647
591 PT.	DRUG STORES	**	**	**	**	52	30 435	3 970	941	647
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
MISCELLANEOUS RETAIL STORES										
	TOTAL	507	37 767	357	52	222	33 681	4 727	1 072	908
59 EX. 591	LIQUOR STORES	43	8 879	19	11	40	8 677	611	144	132
593	USED MERCHANDISE STORES	51	2 006	41	2	22	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	165	9 133	151	3	17	7 797	1 621	368	265
5961	MAIL-ORDER HOUSES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	8	(D)	5	2	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	155	2 784	145	1	13	1 489	277	68	68
598	FUEL AND ICE DEALERS	17	(D)	5	4	15	1 618	261	68	42
5983	FUEL OIL DEALERS	**	**	**	**	2	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	10	1 145	203	55	32
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	3	(D)	(D)	(D)	(D)
5992	FLORISTS	21	(D)	11	2	19	1 917	337	66	84
5993	CIGAR STORES AND STANDS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	136	11 448	71	23	89	10 567	1 297	274	258
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	33	2 938	15	9	24	2 689	261	54	60
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	15	1 841	147	29	30
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	9	848	114	25	30
5942	BOOK STORES	9	823	6	-	5	760	85	10	7
5943	STATIONERY STORES	3	(D)	-	1	3	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	28	2 791	16	1	18	2 586	483	105	65
5945	HOBBY, TOY, AND GAME SHOPS	6	380	4	1	4	(D)	(D)	(D)	(D)
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	4	(D)	1	2	3	(D)	(D)	(D)	(D)
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	25	1 232	15	5	14	1 106	116	27	37
5948	LUGGAGE AND LEATHER GOODS STORES	4	(D)	2	1	3	176	23	4	4
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	24	1 742	12	3	15	1 637	129	34	44
5994,9	OTHER MISCELLANEOUS RETAIL STORES	73	2 640	59	6	19	1 654	303	81	68
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	-	-	-	-	-
5999 PT.	PET SHOPS	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	TYPEWRITER STORES	**	**	**	**	6	537	80	23	17
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	10	753	139	36	38

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				Sole proprie- torships (number)	Partne- rships (number)					
	OXNARD-SIMI VALLEY-VENTURA SMSA									
	RETAIL TRADE, TOTAL	3 040	894 278	1 588	337	2 129	872 643	108 516	25 170	20 602
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	129	54 653	54	16	97	52 350	5 567	1 243	857
521,3	BUILDING MATERIALS AND SUPPLY STORES	59	25 902	25	5	45	25 362	3 124	671	421
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	30	21 622	2 587	537	342
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	15	3 740	537	134	79
525	HARDWARE STORES	36	7 829	17	5	25	7 214	949	222	183
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	17	3 384	7	2	13	2 942	462	113	88
527	MOBILE HOME DEALERS	17	17 538	5	4	14	16 832	1 032	237	165
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	73	123 515	11	1	63	123 297	17 689	4 118	3 447
531	DEPARTMENT STORES	15	99 412	-	-	15	99 412	13 895	3 201	2 584
533	VARIETY STORES	32	(D)	3	-	30	13 842	2 657	674	666
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	26	(D)	8	1	18	10 043	1 137	243	197
	FOOD STORES									
	TOTAL	291	198 820	118	32	228	196 239	19 895	4 474	2 893
541	GROCERY STORES	174	185 548	50	18	151	184 214	18 051	4 070	2 479
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	24	6 302	14	5	17	6 104	492	96	74
5422	FREEZER AND LOCKER MEAT PROVISIONERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	MEAT MARKETS	**	**	**	**	13	4 995	413	80	54
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	8	408	5	1	4	327	33	12	14
544	CANDY, NUT, AND CONFECTIONERY STORES	17	985	11	2	8	743	100	26	32
546	RETAIL BAKERIES	35	2 766	20	2	31	2 667	796	175	199
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	31	2 667	796	175	199
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	-	-	-	-	-
545,9	OTHER FOOD STORES	33	2 811	18	4	17	2 184	423	95	95
545	DAIRY PRODUCTS STORES	**	**	**	**	5	390	51	9	33
549	MISCELLANEOUS FOOD STORES	**	**	**	**	12	1 794	372	86	62
	AUTOMOTIVE DEALERS									
	TOTAL	222	185 290	85	27	177	183 348	18 768	4 387	2 043
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	52	149 074	5	1	52	149 074	14 415	3 417	1 488
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	35	108 595	9 685	2 266	970
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	11	20 147	2 393	576	250
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	6	20 332	2 337	575	268
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	26	7 499	12	2	18	7 089	840	170	84
553	AUTO AND HOME SUPPLY STORES	82	15 398	34	17	71	14 861	2 480	568	323
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	58	13 381	2 303	541	299
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	13	1 480	177	27	24
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	62	13 319	34	7	36	12 324	1 033	232	148
555	BOAT DEALERS	**	**	**	**	9	2 830	204	55	35
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	7	5 032	307	53	29
557	MOTORCYCLE DEALERS	**	**	**	**	10	2 780	347	83	52
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	10	1 682	175	41	32
	GASOLINE SERVICE STATIONS									
554	TOTAL	354	67 829	181	39	328	66 241	6 000	1 409	1 517
	APPAREL AND ACCESSORY STORES									
	TOTAL	223	33 547	82	29	184	32 703	4 555	1 070	1 058
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	104	11 813	38	14	87	11 533	1 623	389	443
562	WOMEN'S READY-TO-WEAR STORES	85	11 042	28	14	76	10 858	1 523	366	413
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	18	(D)	9	-	11	675	100	23	30
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	10	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	35	7 557	10	9	32	7 459	942	214	173
565	FAMILY CLOTHING STORES	20	6 437	10	2	14	6 226	840	191	195
566	SHOE STORES	54	7 078	19	2	45	6 873	1 068	258	223
566 PT.	MEN'S SHOE STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	8	1 078	180	40	41
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	33	5 384	828	204	171
564,9	OTHER APPAREL AND ACCESSORY STORES	10	662	5	2	6	612	82	18	24
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	3	539	62	16	21
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	3	73	20	2	3

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				Sole proprie- torships (number)	Partner- ships (number)					
OXNARD-SIMI VALLEY-VENTURA SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	204	37 621	108	25	147	36 039	4 971	1 181	747
571	FURNITURE AND HOME FURNISHINGS STORES	114	24 825	55	18	81	23 902	3 407	798	476
5712	FURNITURE STORES	56	17 653	20	8	45	17 293	2 318	556	326
OTHER 571	HOME FURNISHINGS STORES	58	7 172	35	10	36	6 609	1 089	242	150
5713	FLOOR COVERING STORES	**	**	**	**	16	4 141	716	158	72
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	9	1 272	234	51	50
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	11	1 196	139	33	28
572	HOUSEHOLD APPLIANCE STORES	27	4 398	19	3	18	4 166	468	113	76
573	RADIO, TELEVISION, AND MUSIC STORES	63	8 398	34	4	48	7 971	1 096	270	195
5732	RADIO AND TELEVISION STORES	**	**	**	**	28	5 517	763	188	117
5733	MUSIC STORES	**	**	**	**	20	2 454	333	82	78
5733 PT.	RECORD SHOPS	**	**	**	**	10	1 099	164	41	43
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	10	1 355	169	41	35
EATING AND DRINKING PLACES										
	TOTAL	556	64 084	263	84	481	62 385	16 123	3 844	5 244
5812	EATING PLACES	425	56 253	188	67	368	54 900	14 399	3 433	4 752
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	189	31 660	9 219	2 156	2 703
5812 PT.	CAFETERIAS	**	**	**	**	14	2 380	579	132	184
5812 PT.	REFRESHMENT PLACES	**	**	**	**	148	19 564	4 206	1 043	1 724
5812 PT.	OTHER EATING PLACES	**	**	**	**	17	1 296	395	102	141
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	131	7 831	75	17	113	7 485	1 724	411	492
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	83	32 548	18	14	80	32 392	5 141	1 152	834
591 PT.	DRUG STORES	**	**	**	**	78	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	905	96 371	668	70	344	87 649	9 807	2 292	1 962
592	LIQUOR STORES	78	18 409	31	12	74	18 119	1 372	312	291
593	USED MERCHANDISE STORES	50	3 124	39	2	26	2 752	522	117	119
596	NONSTORE RETAILERS	359	45 354	334	3	34	41 693	4 272	1 005	733
5961	MAIL-ORDER HOUSES	9	(D)	5	1	4	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	21	1 339	15	1	10	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	329	(D)	314	1	20	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	8	1 099	1	-	7	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	6	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	36	2 148	20	7	22	1 602	264	50	64
5993	CIGAR STORES AND STANDS	4	211	4	-	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	229	19 468	136	24	135	17 371	2 414	574	565
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	54	5 125	31	8	33	4 366	661	154	163
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	20	2 782	403	104	111
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	13	1 584	258	50	52
5942	BOOK STORES	17	891	10	-	9	821	82	18	25
5943	STATIONERY STORES	10	(D)	5	3	9	1 333	164	36	38
5944	JEWELRY STORES	41	4 517	22	3	26	4 258	827	209	136
5945	HOBBY, TOY, AND GAME SHOPS	24	1 246	19	2	11	1 090	90	17	25
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	8	1 622	7	-	4	1 316	121	26	19
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	32	1 062	19	5	18	(D)	(D)	(D)	(D)
5948	LUGGAGE AND LEATHER GOODS STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	40	3 537	21	3	24	3 271	372	95	125
5994,9	OTHER MISCELLANEOUS RETAIL STORES	141	6 558	103	22	44	4 833	730	176	156
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	7	547	49	11	24
5999 PT.	PET SHOPS	**	**	**	**	10	865	123	30	43
5999 PT.	TYPEWRITER STORES	**	**	**	**	4	317	31	12	10
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	7	1 062	304	74	42
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	16	2 042	223	49	37

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				Sole proprie- torships (number)	Part- nerships (number)					
	RIVERSIDE-SAN BERNARDINO-ONTARIO SMSA									
	RETAIL TRADE, TOTAL	10 221	2 598 496	5 269	941	7 207	2 522 194	326 903	78 035	62 985
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	501	162 876	220	61	346	156 447	17 382	3 883	2 380
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	217	81 500	70	26	177	79 284	9 706	2 186	1 193
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	117	65 590	7 820	1 726	948
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	60	13 694	1 686	460	245
525	HARDWARE STORES	107	26 786	58	22	65	24 471	3 233	688	587
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	52	5 557	33	6	23	4 901	995	197	141
527	MOBILE HOME DEALERS	125	49 033	59	7	81	47 791	3 448	812	459
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	216	355 553	59	10	182	354 533	50 613	11 756	10 066
531	DEPARTMENT STORES	37	289 093	-	-	37	289 093	41 193	9 547	7 922
533	VARIETY STORES	100	43 279	24	3	88	42 830	6 846	1 612	1 677
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	79	23 181	35	7	57	22 610	2 574	597	467
	FOOD STORES									
	TOTAL	1 110	591 539	435	81	858	580 307	59 490	14 310	9 348
541	GROCERY STORES	782	551 058	256	49	646	544 453	53 687	12 963	7 940
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	48	7 702	30	7	29	6 475	577	139	106
5422	MEAT MARKETS	**	**	**	**	7	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	21	5 011	367	95	66
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	35	7 113	19	6	21	6 420	815	196	143
544	CANDY, NUT, AND CONFECTIONERY STORES	39	4 595	18	2	25	4 195	559	138	149
546	RETAIL BAKERIES	88	7 350	46	8	69	6 806	2 053	456	558
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	61	5 908	1 920	426	522
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	8	898	133	30	36
545, 9	OTHER FOOD STORES	118	13 721	66	9	68	11 958	1 799	418	452
545	DAIRY PRODUCTS STORES	**	**	**	**	37	7 825	1 045	243	330
549	MISCELLANEOUS FOOD STORES	**	**	**	**	31	4 133	754	175	122
	AUTOMOTIVE DEALERS									
	TOTAL	702	518 499	237	72	563	511 221	58 291	14 124	6 553
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	138	(D)	4	6	136	392 848	43 725	10 865	4 451
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	75	241 763	26 120	6 325	2 763
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	40	71 747	9 063	2 348	902
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	21	79 338	8 542	2 192	786
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	124	(D)	81	10	65	17 610	1 217	245	167
553	AUTO AND HOME SUPPLY STORES	305	63 900	89	31	270	62 407	10 125	2 287	1 463
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	224	51 044	8 351	1 883	1 191
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	46	11 363	1 774	404	272
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	135	39 692	63	25	92	38 356	3 224	727	472
555	BOAT DEALERS	**	**	**	**	10	2 333	175	37	28
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	30	18 565	1 063	235	140
557	MOTORCYCLE DEALERS	**	**	**	**	33	11 989	1 482	345	224
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	19	5 449	504	110	80
	GASOLINE SERVICE STATIONS									
554	TOTAL	1 316	222 713	708	110	1 186	215 672	21 716	5 054	5 036
	APPAREL AND ACCESSORY STORES									
	TOTAL	683	117 217	259	56	569	114 550	15 154	3 673	3 389
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	303	46 590	132	19	252	45 364	5 804	1 473	1 479
562	WOMEN'S READY-TO-WEAR STORES	252	42 435	102	16	224	41 527	5 211	1 323	1 334
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	47	4 095	26	3	27	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	24	3 615	555	139	135
568	FURRIERS AND FUR SHOPS	4	60	4	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	112	25 163	29	15	102	24 762	3 529	798	648
565	FAMILY CLOTHING STORES	72	19 712	25	12	59	19 234	2 220	547	539
566	SHOE STORES	146	23 109	40	6	127	22 843	3 272	772	630
566 PT.	MEN'S SHOE STORES	**	**	**	**	13	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	20	4 849	750	182	146
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	92	16 068	2 252	526	437
564, 9	OTHER APPAREL AND ACCESSORY STORES	50	2 643	33	4	29	2 327	329	83	93
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	12	1 243	161	43	48
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	17	1 084	168	40	45

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

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				Sole proprietorships (number)	Partnerships (number)					
RIVERSIDE-SAN BERNARDINO-ONTARIO SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	640	119 867	315	68	459	114 775	16 177	3 808	2 436
57	FURNITURE AND HOME FURNISHINGS STORES	374	76 159	180	44	268	73 188	10 372	2 405	1 457
5712	FURNITURE STORES	218	59 807	83	30	176	58 232	7 932	1 806	1 098
OTHER 571	HOME FURNISHINGS STORES	156	16 352	97	14	92	14 956	2 440	599	359
5713	FLOOR COVERING STORES	**	**	**	**	56	11 247	1 758	437	242
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	25	2 566	511	125	92
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	11	1 143	171	37	25
572	HOUSEHOLD APPLIANCE STORES	94	16 943	48	8	68	16 438	2 253	532	356
573	RADIO, TELEVISION, AND MUSIC STORES	172	26 765	87	16	123	25 149	3 552	871	623
5732	RADIO AND TELEVISION STORES	**	**	**	**	84	17 299	2 402	595	435
5733	MUSIC STORES	**	**	**	**	39	7 850	1 150	276	188
5733 PT.	RECORD SHOPS	**	**	**	**	9	1 302	150	39	35
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	30	6 548	1 000	237	153
EATING AND DRINKING PLACES										
	TOTAL	2 072	227 315	967	266	1 751	218 637	55 272	13 521	17 078
5812	EATING PLACES	1 511	193 380	691	181	1 291	187 435	48 547	11 883	15 135
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	718	118 675	32 731	8 081	9 933
5812 PT.	CAFETERIAS	**	**	**	**	52	9 702	2 820	694	836
5812 PT.	REFRESHMENT PLACES	**	**	**	**	475	54 190	11 773	2 779	3 930
5812 PT.	OTHER EATING PLACES	**	**	**	**	46	4 868	1 223	329	436
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	561	33 935	276	85	460	31 202	6 725	1 638	1 943
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	200	81 278	42	17	197	81 081	11 881	2 856	2 092
591 PT.	DRUG STORES	**	**	**	**	189	79 416	11 688	2 808	2 038
591 PT.	PROPRIETARY STORES	**	**	**	**	8	1 665	193	48	54
MISCELLANEOUS RETAIL STORES										
	TOTAL	2 781	201 639	2 027	200	1 096	174 971	20 927	5 050	4 607
59 EX. 591	LIQUOR STORES	266	61 386	98	58	250	60 123	4 863	1 168	1 148
593	USED MERCHANDISE STORES	193	7 870	145	17	77	6 390	1 111	286	257
596	NONSTORE RETAILERS	972	31 705	907	7	87	21 630	2 976	720	600
5961	MAIL-ORDER HOUSES	43	11 756	22	1	22	11 330	1 308	329	270
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	55	4 468	35	2	20	3 534	390	91	81
5963	DIRECT SELLING	874	15 481	850	4	45	6 766	1 278	300	249
598	FUEL AND ICE DEALERS	55	6 756	15	2	44	6 476	1 187	287	194
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	42	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	93	6 849	49	17	80	6 530	1 117	262	269
5993	CIGAR STORES AND STANDS	12	919	6	2	8	722	101	23	21
594	MISCELLANEOUS SHOPPING GOODS STORES	720	64 668	444	50	419	58 994	7 850	1 891	1 713
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	135	14 735	91	8	92	13 741	1 588	386	319
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	51	7 631	900	220	176
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	41	6 110	688	166	143
5942	BOOK STORES	50	4 727	28	1	27	4 307	518	125	130
5943	STATIONERY STORES	39	6 784	14	2	32	6 500	983	232	180
5944	JEWELRY STORES	137	12 644	82	9	80	11 269	1 816	444	315
5945	HOBBY, TOY, AND GAME SHOPS	73	6 669	55	4	30	5 937	718	159	135
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	32	4 899	19	3	19	4 657	521	132	92
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	126	5 045	82	12	61	4 026	588	148	180
5948	LUGGAGE AND LEATHER GOODS STORES	9	586	5	1	5	508	68	15	15
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	119	8 579	68	10	73	8 049	1 050	250	347
5994,9	OTHER MISCELLANEOUS RETAIL STORES	470	21 486	363	47	131	14 106	1 722	413	405
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	23	2 617	237	62	96
5999 PT.	PET SHOPS	**	**	**	**	7	1 489	197	46	52
5999 PT.	TYPEWRITER STORES	**	**	**	**	17	904	119	30	29
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	17	1 319	323	83	66
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	67	7 777	846	192	162

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				Sole proprie- torships (number)	Part- nerships (number)					
	SACRAMENTO SMSA									
	RETAIL TRADE, TOTAL	7 187	2 014 579	3 449	837	5 212	1 967 506	253 077	58 551	45 999
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	285	104 312	117	40	220	102 200	11 903	2 587	1 691
52	BUILDING MATERIALS AND SUPPLY STORES	135	57 022	51	14	105	55 826	5 930	1 325	767
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	74	49 785	5 096	1 140	656
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	31	6 041	834	185	111
525	HARDWARE STORES	76	18 660	38	10	59	18 270	2 434	508	409
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	24	3 845	15	4	18	3 792	920	188	178
527	MOBILE HOME DEALERS	50	24 785	13	12	38	24 312	2 619	566	337
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	142	299 903	42	8	113	299 113	40 194	8 824	7 783
53	DEPARTMENT STORES ²	29	263 319	-	-	29	263 319	35 087	7 617	6 436
533	VARIETY STORES	61	26 827	19	4	53	26 440	4 206	1 009	1 159
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	52	9 757	23	4	31	9 354	901	198	188
	FOOD STORES									
	TOTAL	799	454 055	271	97	657	446 353	44 485	10 350	6 131
54	GROCERY STORES	546	427 428	149	62	465	421 908	40 609	9 501	5 248
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	49	7 285	26	7	36	6 568	653	114	90
5422	MEAT MARKETS	**	**	**	**	4	348	112	19	14
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	26	5 670	503	88	71
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	6	550	38	7	5
543	FRUIT STORES AND VEGETABLE MARKETS	16	1 040	12	1	7	659	43	8	12
544	CANDY, NUT, AND CONFECTIONERY STORES	39	2 452	18	3	29	1 984	357	99	100
546	RETAIL BAKERIES	61	5 765	30	12	50	5 537	1 662	368	389
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	44	5 105	1 571	348	358
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	6	432	91	20	31
545,9	OTHER FOOD STORES	88	10 085	36	12	70	9 697	1 161	260	292
545	DAIRY PRODUCTS STORES	**	**	**	**	23	2 418	267	50	90
549	MISCELLANEOUS FOOD STORES	**	**	**	**	47	7 279	894	210	202
	AUTOMOTIVE DEALERS									
	TOTAL	478	427 245	171	59	372	423 284	45 677	10 897	5 085
55 EX, 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	97	336 324	9	9	89	335 995	34 995	8 517	3 540
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	54	201 789	20 189	4 896	1 965
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	19	56 387	7 077	1 710	698
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	16	77 819	7 729	1 911	877
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	85	18 686	44	15	58	17 126	1 334	333	196
553	AUTO AND HOME SUPPLY STORES	179	37 337	57	18	149	36 413	5 816	1 333	861
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	137	33 407	5 344	1 232	807
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	12	3 006	472	101	54
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	117	34 898	61	17	76	33 750	3 532	714	488
555	BOAT DEALERS	**	**	**	**	22	11 055	1 172	254	183
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	19	8 935	711	126	92
557	MOTORCYCLE DEALERS	**	**	**	**	23	7 545	1 074	219	147
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	12	6 215	575	115	66
	GASOLINE SERVICE STATIONS									
554	TOTAL	904	148 736	435	83	850	145 521	14 891	3 263	3 479
	APPAREL AND ACCESSORY STORES									
	TOTAL	444	92 956	121	41	382	91 315	13 356	3 085	2 818
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	181	32 243	54	17	151	31 496	4 382	995	1 028
562	WOMEN'S READY-TO-WEAR STORES	142	29 907	35	15	127	29 512	4 082	925	953
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	34	(D)	16	1	21	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	4	231	28	7	8
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	14	1 203	215	49	50
568	FURRIERS AND FUR SHOPS	5	(D)	3	1	3	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	74	18 736	13	9	68	18 565	2 552	650	434
565	FAMILY CLOTHING STORES	60	22 709	23	6	49	22 285	3 307	783	764
566	SHOE STORES	98	17 207	12	7	94	17 153	2 811	588	505
566 PT.	MEN'S SHOE STORES	**	**	**	**	13	1 979	297	77	52
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	26	4 984	865	156	122
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	8	786	144	35	36
566 PT.	FAMILY SHOE STORES	**	**	**	**	47	9 404	1 505	320	295
564,9	OTHER APPAREL AND ACCESSORY STORES	31	2 061	19	2	20	1 816	304	69	87
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	10	1 232	177	39	52
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	10	584	127	30	35

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				Sole proprie- torships (number)	Partne- rships (number)					
SACRAMENTO SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	418	105 563	185	38	305	101 999	14 794	3 573	2 075
57	FURNITURE AND HOME FURNISHINGS STORES	210	64 677	104	13	148	63 057	9 273	2 303	1 247
5712	FURNITURE STORES	118	53 727	44	10	97	52 867	7 714	1 944	1 009
OTHER 571	HOME FURNISHINGS STORES	92	10 950	60	3	51	10 190	1 559	359	238
5713	FLOOR COVERING STORES	**	**	**	**	35	7 731	1 289	289	174
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	11	1 808	210	54	52
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	5	651	60	16	12
572	HOUSEHOLD APPLIANCE STORES	83	17 328	34	15	56	16 253	2 495	546	350
573	RADIO, TELEVISION, AND MUSIC STORES	125	23 558	47	10	101	22 689	3 026	724	478
5732	RADIO AND TELEVISION STORES	**	**	**	**	69	14 352	2 083	512	326
5733	MUSIC STORES	**	**	**	**	32	8 337	943	212	152
5733 PT.	RECORD SHOPS	**	**	**	**	10	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	22	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	1 556	164 670	634	301	1 370	160 164	40 778	9 607	11 603
5812	EATING PLACES	1 121	134 960	451	187	1 000	131 978	34 298	8 090	9 987
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	476	74 628	20 758	4 907	5 659
5812 PT.	CAFETERIAS	**	**	**	**	46	6 772	1 727	435	504
5812 PT.	REFRESHMENT PLACES	**	**	**	**	409	41 344	9 102	2 055	2 840
5812 PT.	OTHER EATING PLACES	**	**	**	**	69	9 234	2 711	693	984
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	435	29 710	183	114	370	28 186	6 480	1 517	1 616
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	173	75 480	50	27	165	75 175	10 040	2 359	1 815
591 PT.	DRUG STORES	**	**	**	**	163	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 Ex. 591	TOTAL	1 988	141 659	1 423	143	778	122 382	16 959	4 006	3 519
592	LIQUOR STORES	130	26 451	52	29	119	25 727	1 927	436	423
593	USED MERCHANDISE STORES	158	8 647	101	20	81	7 606	1 459	339	320
596	NONSTORE RETAILERS	724	25 825	675	7	57	18 080	2 935	740	471
5961	MAIL-ORDER HOUSES	16	1 937	11	1	4	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	62	8 775	50	3	12	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	646	15 113	614	3	41	8 933	1 505	379	275
598	FUEL AND ICE DEALERS	38	4 804	11	6	23	4 456	788	200	112
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	21	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	76	(D)	48	6	58	3 960	684	156	174
5993	CIGAR STORES AND STANDS	17	(D)	8	2	15	963	89	26	29
594	MISCELLANEOUS SHOPPING GOODS STORES	555	58 163	317	42	341	54 714	7 932	1 868	1 748
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	141	15 354	83	16	96	14 138	1 703	398	411
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	48	7 261	748	161	178
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	48	6 877	955	217	233
5942	BOOK STORES	37	5 610	16	2	29	5 443	625	148	187
5943	STATIONERY STORES	21	(D)	9	-	18	2 396	369	69	68
5944	JEWELRY STORES	87	12 015	47	3	55	11 454	2 220	516	347
5945	HOBBY, TOY, AND GAME SHOPS	52	3 527	36	3	29	3 227	474	133	120
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	28	6 379	9	-	20	6 236	954	249	159
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	114	4 377	79	15	42	3 673	571	96	119
5948	LUGGAGE AND LEATHER GOODS STORES	9	(D)	5	-	7	801	56	14	14
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	66	7 608	33	3	45	7 346	960	245	323
5994,9	OTHER MISCELLANEOUS RETAIL STORES	290	12 340	211	31	84	6 876	1 145	241	242
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	15	1 157	155	37	38
5999 PT.	TYPEWRITER STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	26	1 990	417	85	65
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	38	3 447	544	113	132

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SALINAS-SEASIDE-MONTEREY SMSA									
	RETAIL TRADE, TOTAL	2 435	559 434	1 152	324	1 870	544 065	75 106	17 272	13 364
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	79	27 981	29	15	62	27 173	3 072	672	409
52	BUILDING MATERIALS AND SUPPLY STORES	33	18 637	8	6	29	18 540	2 051	463	247
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	19	17 301	1 916	430	225
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	10	1 239	135	33	22
525	HARDWARE STORES	21	(D)	9	4	19	4 289	592	125	104
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	17	(D)	9	2	9	1 083	196	47	40
527	MOBILE HOME DEALERS	8	3 379	3	3	5	3 261	233	37	18
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	43	53 609	7	2	39	53 522	8 239	1 675	1 369
53	DEPARTMENT STORES	8	45 491	-	-	8	45 491	7 215	1 440	1 113
533	VARIETY STORES	19	(D)	-	1	18	4 347	663	153	186
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	16	(D)	7	1	13	3 684	361	82	70
	FOOD STORES									
	TOTAL	258	123 130	114	41	213	120 197	12 560	2 903	1 729
54	GROCERY STORES	156	113 235	59	23	132	111 585	11 147	2 594	1 362
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	15	(D)	9	-	7	1 026	55	13	16
5422	MEAT MARKETS	**	**	**	**	7	1 026	55	13	16
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	-	-	-	-	-
5423 PT.		**	**	**	**	-	-	-	-	-
543	FRUIT STORES AND VEGETABLE MARKETS	16	2 696	12	3	10	2 394	188	41	40
544	CANDY, NUT, AND CONFECTIONERY STORES	19	(D)	6	1	18	1 098	139	30	45
546	RETAIL BAKERIES	30	2 544	15	5	25	2 475	761	171	203
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	22	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	3	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	22	(D)	13	5	21	1 619	270	54	63
545	DAIRY PRODUCTS STORES	**	**	**	**	7	569	120	19	33
549	MISCELLANEOUS FOOD STORES	**	**	**	**	14	1 050	150	35	30
	AUTOMOTIVE DEALERS									
	TOTAL	155	109 988	46	19	127	108 716	13 760	3 383	1 596
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	45	81 898	5	4	45	81 898	10 009	2 483	1 052
551	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	15	44 764	5 255	1 358	535
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	20	23 725	3 186	781	358
551 PT.	DEALERS WITH DOMESTIC IMPORTED CAR FRANCHISES	**	**	**	**	10	13 409	1 568	344	159
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	29	5 186	14	4	19	4 560	299	74	47
553	AUTO AND HOME SUPPLY STORES	49	16 065	13	8	43	15 683	2 370	576	365
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	36	14 958	2 292	559	349
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	7	725	78	17	16
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	32	6 839	14	3	20	6 575	1 082	250	132
555	BOAT DEALERS	**	**	**	**	4	888	136	28	14
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	4	1 002	120	26	17
557	MOTORCYCLE DEALERS	**	**	**	**	6	2 350	494	108	49
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	6	2 335	332	88	52
	GASOLINE SERVICE STATIONS									
554	TOTAL	262	44 661	125	24	246	43 649	4 335	1 006	973
	APPAREL AND ACCESSORY STORES									
	TOTAL	206	35 069	80	27	174	34 079	5 453	1 257	1 100
56	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	89	12 766	31	12	80	12 423	1 816	440	413
562	WOMEN'S READY-TO-WEAR STORES	73	11 900	23	10	67	11 719	1 723	418	384
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	14	(D)	7	2	11	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	5	331	51	12	12
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	30	7 089	12	4	30	7 089	1 307	290	197
565	FAMILY CLOTHING STORES	28	8 250	12	-	19	7 944	1 377	293	300
566	SHOE STORES	38	4 622	12	9	35	4 519	619	148	117
566 PT.	MEN'S SHOE STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	9	1 171	182	46	33
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	19	2 714	378	90	74
564,9	OTHER APPAREL AND ACCESSORY STORES	21	2 342	13	2	10	2 104	334	86	73
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	8	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)

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² Includes sales from catalog order desks.

TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

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		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
SALINAS-SEASIDE-MONTEREY SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	177	29 680	86	20	143	28 667	4 277	1 035	634
571	FURNITURE AND HOME FURNISHINGS STORES	100	17 729	48	9	81	17 204	2 787	670	398
5712	FURNITURE STORES	54	11 607	28	4	44	11 392	1 696	421	254
OTHER 571	HOME FURNISHINGS STORES	46	6 122	20	5	37	5 812	1 091	249	144
5713	FLOOR COVERING STORES	**	**	**	**	12	3 913	790	183	81
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	7	483	95	29	18
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	18	1 416	206	37	45
572	HOUSEHOLD APPLIANCE STORES	25	4 320	13	2	21	4 252	554	128	74
573	RADIO, TELEVISION, AND MUSIC STORES	52	7 631	25	9	41	7 211	936	237	162
5732	RADIO AND TELEVISION STORES	**	**	**	**	32	5 894	722	181	123
5733	MUSIC STORES	**	**	**	**	9	1 317	214	56	39
5733 PT.	RECORD SHOPS	**	**	**	**	2	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	7	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	523	58 693	232	89	463	57 464	14 727	3 318	3 811
5812	EATING PLACES	396	50 934	173	68	351	49 894	13 017	2 945	3 382
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	220	35 668	9 652	2 164	2 425
5812 PT.	CAFETERIAS	**	**	**	**	10	1 370	300	70	92
5812 PT.	REFRESHMENT PLACES	**	**	**	**	106	11 423	2 595	617	767
5812 PT.	OTHER EATING PLACES	**	**	**	**	15	1 433	470	94	98
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	127	7 759	59	21	112	7 570	1 710	373	429
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	54	21 911	16	10	50	21 799	2 645	632	479
591 PT.	DRUG STORES	**	**	**	**	48	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 Ex. 591	TOTAL	678	54 712	417	77	353	48 799	6 038	1 391	1 264
592	LIQUOR STORES	67	14 447	19	15	59	13 818	1 042	242	202
593	USED MERCHANDISE STORES	69	4 072	44	9	43	3 792	635	150	113
596	NONSTORE RETAILERS	176	9 586	152	3	28	7 590	1 174	266	241
5961	MAIL-ORDER HOUSES	15	2 458	8	-	9	2 366	246	76	69
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	12	1 619	9	1	3	1 314	121	29	19
5963	DIRECT SELLING	149	5 509	135	2	16	3 910	807	161	153
598	FUEL AND ICE DEALERS	10	1 712	2	-	9	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	7	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	7	1 643	244	71	40
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	25	1 837	9	9	22	1 809	339	71	83
5993	CIGAR STORES AND STANDS	4	276	3	-	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	229	17 490	120	28	153	15 944	2 016	460	475
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	31	2 899	14	4	22	2 618	299	69	50
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	15	1 790	218	49	34
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	7	828	81	20	16
5942	BOOK STORES	24	1 455	12	1	16	1 325	155	37	50
5943	STATIONERY STORES	5	239	-	2	4	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	32	3 466	14	4	23	3 279	500	128	88
5945	HOBBY, TOY, AND GAME SHOPS	20	1 369	14	2	11	1 139	123	27	30
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	11	1 283	6	3	8	1 230	117	23	23
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	71	3 912	40	10	47	3 411	499	102	141
5948	LUGGAGE AND LEATHER GOODS STORES	3	52	2	-	1	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	32	2 815	18	2	21	2 700	289	66	84
5994,9	OTHER MISCELLANEOUS RETAIL STORES	98	5 292	68	13	37	3 960	539	118	100
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	6	745	75	13	13
5999 PT.	TYPEWRITER STORES	**	**	**	**	4	127	21	5	5
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	22	2 578	325	72	68

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				Sole proprietorships (number)	Partnerships (number)					
SAN DIEGO SMSA										
	RETAIL TRADE, TOTAL	11 272	3 290 059	5 834	1 048	7 812	3 210 837	416 492	98 195	77 605
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	397	192 552	159	39	287	189 400	22 221	5 197	2 845
521,3	BUILDING MATERIALS AND SUPPLY STORES	166	132 957	45	17	140	131 782	15 672	3 685	1 876
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	85	111 243	12 660	2 954	1 517
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	55	20 539	3 012	731	359
525	HARDWARE STORES	88	16 086	46	15	53	15 292	1 970	462	328
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	67	8 954	37	4	40	8 270	1 345	311	233
527	MOBILE HOME DEALERS	76	34 555	31	3	54	34 056	3 234	739	408
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	242	527 664	59	8	207	526 980	63 492	14 335	12 230
531	DEPARTMENT STORES	55	460 195	-	-	55	460 195	54 247	12 151	10 007
533	VARIETY STORES	90	41 403	19	4	81	41 227	6 336	1 486	1 613
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	97	26 066	40	4	71	25 558	2 909	698	610
	FOOD STORES									
54	TOTAL	1 153	645 245	425	140	915	633 922	61 532	14 547	9 610
541	GROCERY STORES	777	602 482	222	90	666	595 994	54 846	13 095	8 121
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	64	11 366	36	8	49	10 566	1 028	232	189
5422	MEAT MARKETS	**	**	**	**	2	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	35	7 111	440	109	95
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	12	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	22	1 710	13	6	10	1 349	158	20	29
544	CANDY, NUT, AND CONFECTIONERY STORES	47	2 916	28	6	30	2 562	427	97	98
546	RETAIL BAKERIES	104	11 333	46	15	83	10 682	3 000	661	722
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	71	8 938	2 657	581	629
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	12	1 744	343	80	93
545,9	OTHER FOOD STORES	139	15 438	80	15	77	12 769	2 073	442	451
545	DAIRY PRODUCTS STORES	**	**	**	**	27	4 794	538	105	198
549	MISCELLANEOUS FOOD STORES	**	**	**	**	50	7 975	1 535	337	253
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	684	690 149	251	57	526	682 936	77 677	18 222	8 364
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	136	550 154	2	9	129	548 900	60 566	14 364	5 915
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	59	308 157	33 477	7 795	3 035
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	41	107 792	13 265	3 104	1 360
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	29	132 951	13 824	3 465	1 520
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	143	25 299	82	16	92	22 336	1 898	408	270
553	AUTO AND HOME SUPPLY STORES	214	59 331	78	16	179	58 229	9 654	2 199	1 426
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	164	55 657	9 346	2 127	1 379
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	15	2 572	308	72	47
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	191	55 365	89	16	126	53 471	5 559	1 251	753
555	BOAT DEALERS	**	**	**	**	23	8 273	601	127	86
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	37	21 766	1 632	363	227
557	MOTORCYCLE DEALERS	**	**	**	**	50	17 539	2 798	634	340
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	16	5 893	528	127	100
	GASOLINE SERVICE STATIONS									
554	TOTAL	1 182	214 513	699	79	1 111	209 710	20 812	4 978	5 479
	APPAREL AND ACCESSORY STORES									
56	TOTAL	830	142 211	300	79	667	138 886	19 912	4 996	4 380
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	355	57 931	145	33	280	56 643	7 973	2 028	2 007
562	WOMEN'S READY-TO-WEAR STORES	259	52 521	86	23	230	51 768	7 296	1 859	1 850
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	92	(D)	57	10	48	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	4	329	41	10	13
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	40	3 460	479	125	113
568	FURRIERS AND FUR SHOPS	4	(D)	2	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	138	34 059	33	13	123	33 640	4 974	1 176	920
565	FAMILY CLOTHING STORES	83	20 261	31	9	58	19 492	2 661	686	586
566	SHOE STORES	178	26 158	38	17	162	25 839	3 815	996	737
566 PT.	MEN'S SHOE STORES	**	**	**	**	16	1 557	219	50	36
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	23	5 004	833	206	160
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	8	670	120	17	14
566 PT.	FAMILY SHOE STORES	**	**	**	**	115	18 608	2 643	723	527
564,9	OTHER APPAREL AND ACCESSORY STORES	76	3 802	53	7	44	3 272	489	110	130
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	20	1 845	271	60	81
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	24	1 427	218	50	49

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
SAN DIEGO SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	797	176 940	369	56	580	171 697	25 866	5 819	3 474
571	FURNITURE AND HOME FURNISHINGS STORES	451	116 623	212	29	321	113 293	17 432	3 777	2 171
5712	FURNITURE STORES	240	81 175	90	18	187	79 290	12 086	2 711	1 428
OTHER 571	HOME FURNISHINGS STORES	211	35 448	122	11	134	34 003	5 346	1 066	743
5713	FLOOR COVERING STORES	**	**	**	**	61	26 011	3 790	748	434
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	32	3 019	671	156	143
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	41	4 973	885	162	166
572	HOUSEHOLD APPLIANCE STORES	117	18 449	53	13	84	17 853	2 385	558	365
573	RADIO, TELEVISION, AND MUSIC STORES	229	41 868	104	14	175	40 551	6 049	1 484	938
5732	RADIO AND TELEVISION STORES	**	**	**	**	112	27 359	4 218	1 041	599
5733	MUSIC STORES	**	**	**	**	63	13 192	1 831	443	339
5733 PT.	RECORD SHOPS	**	**	**	**	17	3 072	271	72	61
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	46	10 120	1 560	371	278
EATING AND DRINKING PLACES										
58	TOTAL	2 209	294 652	941	325	1 962	287 223	74 313	17 989	21 331
5812	EATING PLACES	1 520	248 929	600	199	1 334	243 325	62 783	15 076	17 885
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	734	157 936	44 188	10 813	12 252
5812 PT.	CAFETERIAS	**	**	**	**	53	8 646	2 388	593	696
5812 PT.	REFRESHMENT PLACES	**	**	**	**	498	69 176	14 043	3 037	4 179
5812 PT.	OTHER EATING PLACES	**	**	**	**	49	7 567	2 164	633	758
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	689	45 723	341	126	628	43 898	11 530	2 913	3 446
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	210	120 943	49	9	194	120 239	17 075	4 147	2 898
591 PT.	DRUG STORES	**	**	**	**	190	119 556	17 012	4 132	2 884
591 PT.	PROPRIETARY STORES	**	**	**	**	4	683	63	15	14
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	3 568	285 190	2 582	256	1 363	249 844	33 592	7 965	6 994
592	LIQUOR STORES	318	76 164	131	52	294	74 549	5 443	1 282	1 251
593	USED MERCHANDISE STORES	234	12 437	170	19	96	10 296	2 121	498	441
596	NONSTORE RETAILERS	1 363	57 692	1 271	18	116	43 052	7 657	1 797	1 431
5961	MAIL-ORDER HOUSES	48	5 223	31	3	20	4 399	507	92	99
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	91	22 761	63	11	34	21 236	3 724	876	664
5963	DIRECT SELLING	1 224	29 708	1 177	4	62	17 417	3 426	829	668
598	FUEL AND ICE DEALERS	36	6 360	15	1	27	6 190	1 137	284	155
5983	FUEL OIL DEALERS	**	**	**	**	4	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	21	5 325	1 050	251	135
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	126	8 760	75	15	87	7 739	1 632	379	368
5993	CIGAR STORES AND STANDS	24	2 582	11	5	14	2 151	191	40	51
594	MISCELLANEOUS SHOPPING GOODS STORES	902	95 180	516	78	528	88 125	12 027	2 875	2 619
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	168	19 816	89	29	102	18 040	2 104	468	429
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	52	9 886	1 279	281	239
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	50	8 154	825	187	190
5942	BOOK STORES	75	11 155	42	7	45	10 611	1 453	372	301
5943	STATIONERY STORES	48	4 508	24	4	41	4 264	658	150	157
5944	JEWELRY STORES	162	23 985	84	12	97	22 946	3 389	843	605
5945	HOBBY, TOY, AND GAME SHOPS	75	4 824	50	-	41	4 173	519	114	130
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	38	5 285	30	-	21	5 006	588	126	105
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	158	9 100	112	14	80	7 698	1 151	278	350
5948	LUGGAGE AND LEATHER GOODS STORES	17	671	10	1	6	602	101	23	14
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	161	15 836	75	11	95	14 785	2 064	501	528
5994,9	OTHER MISCELLANEOUS RETAIL STORES	565	26 015	393	68	201	17 742	3 384	810	678
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	22	1 800	215	49	79
5999 PT.	PET SHOPS	**	**	**	**	32	2 041	334	83	88
5999 PT.	TYPEWRITER STORES	**	**	**	**	8	773	209	50	42
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	44	3 575	848	191	130
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	95	9 553	1 778	437	339

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				Sole proprie- torships (number)	Partner- ships (number)					
SAN FRANCISCO-OAKLAND SMSA										
	RETAIL TRADE, TOTAL	27 014	7 736 544	12 635	3 673	18 965	7 492 617	1 093 588	260 728	178 163
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	880	236 295	371	117	619	225 990	32 014	7 366	4 372
521,3	BUILDING MATERIALS AND SUPPLY STORES	424	156 162	156	48	319	151 807	20 821	4 853	2 508
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	175	123 035	15 931	3 661	1 922
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	144	28 772	4 890	1 192	586
525	HARDWARE STORES	282	48 213	133	46	198	44 319	6 834	1 570	1 195
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	136	19 998	68	20	76	18 169	3 370	752	570
527	MOBILE HOME DEALERS	38	11 922	14	3	26	11 695	989	211	99
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	562	1 131 782	159	47	452	1 128 505	183 283	41 852	28 349
531	DEPARTMENT STORES ²	88	988 668	-	-	88	988 668	162 348	36 731	23 836
533	VARIETY STORES	240	73 655	62	14	209	72 891	12 763	3 128	2 929
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	234	69 459	97	33	155	66 946	8 172	1 993	1 584
	FOOD STORES									
54	TOTAL	3 470	1 738 607	1 493	637	2 520	1 678 501	179 286	43 904	24 100
541	GROCERY STORES	2 203	1 579 733	861	430	1 609	1 536 195	156 284	38 461	19 437
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	363	66 010	183	91	233	57 341	6 263	1 439	943
5422	MEAT MARKETS	**	**	**	**	2	(0)	(0)	(0)	(0)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	196	47 414	5 082	1 210	776
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	35	(0)	(0)	(0)	(0)
543	FRUIT STORES AND VEGETABLE MARKETS	75	10 768	53	11	40	9 623	848	175	154
544	CANDY, NUT, AND CONFECTIONERY STORES	163	14 208	69	11	113	13 113	2 147	617	564
546	RETAIL BAKERIES	362	35 207	169	51	314	33 668	9 607	2 216	1 986
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	285	29 458	8 821	2 031	1 813
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	29	4 210	786	185	173
545,9	OTHER FOOD STORES	304	32 681	158	43	211	28 561	4 137	996	1 016
545	DAIRY PRODUCTS STORES	**	**	**	**	101	13 310	1 845	459	550
549	MISCELLANEOUS FOOD STORES	**	**	**	**	110	15 251	2 292	537	466
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	1 320	1 354 840	465	130	991	1 340 930	153 127	37 877	15 207
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	327	1 105 635	22	11	317	1 104 860	123 746	31 015	11 109
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	158	646 007	68 492	17 440	6 344
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	107	239 693	31 935	7 735	2 733
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	52	219 160	23 319	5 840	2 032
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	226	41 715	136	26	122	36 227	2 949	671	354
553	AUTO AND HOME SUPPLY STORES	441	114 511	127	62	370	111 163	17 401	4 200	2 528
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	334	102 701	16 004	3 898	2 333
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	36	8 462	1 397	302	195
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	326	92 979	180	31	182	88 680	9 031	1 991	1 216
555	BOAT DEALERS	**	**	**	**	80	34 299	3 174	655	439
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	35	26 005	1 849	394	226
557	MOTORCYCLE DEALERS	**	**	**	**	53	21 104	3 027	715	419
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	14	7 272	981	227	132
	GASOLINE SERVICE STATIONS									
554	TOTAL	2 419	479 770	1 143	273	2 234	467 955	50 393	12 114	11 565
	APPAREL AND ACCESSORY STORES									
56	TOTAL	2 022	487 083	660	217	1 623	477 476	74 466	18 138	14 497
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	871	195 003	306	97	706	191 097	31 363	7 501	6 383
562	WOMEN'S READY-TO-WEAR STORES	688	179 219	214	88	595	176 390	28 922	6 847	5 859
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	143	11 492	70	7	88	10 640	1 810	465	433
563 PT.	MILLINERY STORES	**	**	**	**	8	421	74	20	19
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	12	1 131	231	69	45
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	68	9 088	1 505	376	369
568	FURRIERS AND FUR SHOPS	40	4 292	22	2	23	4 067	631	189	91
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	373	117 862	100	41	331	116 492	17 431	4 317	2 898
565	FAMILY CLOTHING STORES	169	83 353	73	20	111	82 138	11 262	2 767	2 482
566	SHOE STORES	404	76 543	77	23	347	75 020	12 381	3 037	2 216
566 PT.	MEN'S SHOE STORES	**	**	**	**	66	12 669	1 904	463	298
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	92	26 426	4 764	1 136	786
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	21	2 363	458	114	68
566 PT.	FAMILY SHOE STORES	**	**	**	**	168	33 562	5 255	1 324	1 064
564,9	OTHER APPAREL AND ACCESSORY STORES	205	14 322	104	36	128	12 729	2 029	516	518
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	52	5 954	745	183	213
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	76	6 775	1 284	333	305

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				Sole proprie- torships (number)	Partner- ships (number)					
SAN FRANCISCO-OAKLAND SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	1 822	386 491	835	184	1 267	371 189	54 140	13 234	7 808
571	FURNITURE AND HOME FURNISHINGS STORES	1 085	248 066	498	124	740	238 172	35 595	8 684	4 761
5712	FURNITURE STORES	575	187 917	229	71	421	183 076	25 995	6 447	3 330
OTHER 571	HOME FURNISHINGS STORES	510	60 149	269	53	319	55 096	9 600	2 237	1 431
5713	FLOOR COVERING STORES	**	**	**	**	141	33 877	5 934	1 402	783
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	72	6 921	1 340	296	234
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	106	14 298	2 326	539	414
572	HOUSEHOLD APPLIANCE STORES	209	36 297	105	24	134	33 926	5 398	1 276	989
573	RADIO, TELEVISION, AND MUSIC STORES	528	102 128	232	36	393	99 091	13 147	3 274	2 058
5732	RADIO AND TELEVISION STORES	**	**	**	**	245	67 932	9 393	2 411	1 439
5733	MUSIC STORES	**	**	**	**	148	31 159	3 754	863	619
5733 PT.	RECORD SHOPS	**	**	**	**	60	9 538	1 177	278	222
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	88	21 621	2 577	585	397
EATING AND DRINKING PLACES										
	TOTAL	6 055	806 990	2 293	1 199	5 121	777 360	220 206	51 679	46 767
5812	EATING PLACES	4 389	673 737	1 644	798	3 694	652 152	189 287	44 245	40 533
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	2 023	415 712	128 475	29 995	26 080
5812 PT.	CAFETERIAS	**	**	**	**	220	37 926	11 086	2 670	2 135
5812 PT.	REFRESHMENT PLACES	**	**	**	**	1 238	154 645	37 348	8 585	9 677
5812 PT.	OTHER EATING PLACES	**	**	**	**	213	43 879	12 378	2 995	2 641
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	1 666	133 253	649	401	1 427	125 198	30 919	7 434	6 234
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	738	325 372	206	82	694	323 095	44 305	10 656	7 452
591 PT.	DRUG STORES	**	**	**	**	682	320 221	43 924	10 564	7 372
591 PT.	PROPRIETARY STORES	**	**	**	**	12	2 874	381	92	80
MISCELLANEOUS RETAIL STORES										
	TOTAL	7 726	789 314	5 010	787	3 444	701 616	102 368	23 888	18 046
592	LIQUOR STORES	785	205 022	278	170	679	195 747	14 205	3 255	2 591
593	USED MERCHANDISE STORES	614	41 978	414	46	288	36 659	6 757	1 621	1 408
596	NONSTORE RETAILERS	2 134	107 627	1 909	48	254	83 428	19 818	4 902	2 949
5961	MAIL-ORDER HOUSES	115	17 573	56	14	52	16 254	5 707	1 404	899
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	202	44 040	135	16	74	40 904	8 259	2 049	1 084
5963	DIRECT SELLING	1 817	46 014	1 718	18	128	26 270	5 852	1 449	966
598	FUEL AND ICE DEALERS	35	3 659	23	1	15	2 840	406	102	58
5983	FUEL OIL DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	9	2 233	345	87	44
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	5	(D)	(D)	(D)	(D)
5992	FLORISTS	335	25 814	192	56	234	23 918	5 294	1 208	1 041
5993	CIGAR STORES AND STANDS	96	9 913	47	7	68	8 894	1 121	260	236
594	MISCELLANEOUS SHOPPING GOODS STORES	2 368	302 591	1 247	291	1 427	281 193	42 902	10 001	8 033
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	373	59 685	166	62	264	55 762	7 777	1 729	1 345
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	155	34 731	4 689	1 057	838
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	109	21 031	3 088	672	507
5942	BOOK STORES	231	32 420	108	32	142	30 181	4 239	1 026	919
5943	STATIONERY STORES	135	15 815	54	18	107	14 995	2 224	541	491
5944	JEWELRY STORES	507	76 245	261	56	290	70 132	13 405	3 130	1 905
5945	HOBBY, TOY, AND GAME SHOPS	178	20 206	117	14	81	18 051	2 293	485	467
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	152	28 333	76	13	100	27 258	3 366	777	502
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	453	31 322	262	71	266	28 570	4 209	1 025	1 038
5948	LUGGAGE AND LEATHER GOODS STORES	60	5 834	33	7	39	5 174	898	217	198
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	279	32 731	170	18	138	31 070	4 491	1 071	1 168
5994,9	OTHER MISCELLANEOUS RETAIL STORES	1 359	92 710	900	168	479	68 937	11 865	2 539	1 730
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	33	6 473	636	161	160
5999 PT.	PET SHOPS	**	**	**	**	79	7 040	1 080	255	248
5999 PT.	TYPEWRITER STORES	**	**	**	**	26	3 202	574	148	84
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	102	10 116	2 553	637	343
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	239	42 106	7 022	1 338	895

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				Sole proprietorships (number)	Partnerships (number)					
	SAN JOSE SMSA									
	RETAIL TRADE, TOTAL	8 620	2 761 527	4 060	946	6 041	2 698 905	358 518	84 776	61 935
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	307	117 727	120	39	220	114 381	14 967	3 322	2 179
521,3	BUILDING MATERIALS AND SUPPLY STORES	121	47 159	38	15	97	46 254	6 004	1 402	815
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	57	39 050	4 726	1 096	649
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	40	7 204	1 278	306	166
525	HARDWARE STORES	96	35 494	49	13	61	34 449	4 822	1 068	792
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	59	9 291	27	8	38	8 391	1 689	357	301
527	MOBILE HOME DEALERS	31	25 783	6	3	24	25 287	2 452	495	271
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	157	441 414	33	4	137	440 891	61 111	14 174	11 143
531	DEPARTMENT STORES ²	35	392 540	-	-	35	392 540	53 226	12 238	9 234
533	VARIETY STORES	63	35 186	7	2	60	35 142	6 305	1 583	1 549
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	59	13 688	26	2	42	13 209	1 580	353	360
	FOOD STORES									
54	TOTAL	968	613 662	318	139	788	603 214	63 626	15 262	8 658
541	GROCERY STORES	627	575 198	125	100	549	568 837	57 236	13 835	7 223
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	54	9 605	30	6	31	7 998	920	206	138
5422	MEAT MARKETS	**	**	**	**	4	1 256	133	31	19
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	22	5 879	678	147	100
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	5	863	109	28	19
543	FRUIT STORES AND VEGETABLE MARKETS	35	4 146	25	4	20	3 782	384	74	77
544	CANDY, NUT, AND CONFECTIONERY STORES	50	3 979	31	3	34	3 405	487	124	158
546	RETAIL BAKERIES	109	12 024	55	12	96	11 746	3 502	755	827
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	84	10 894	3 347	717	779
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	12	852	155	38	48
545,9	OTHER FOOD STORES	93	8 710	52	14	58	7 446	1 097	268	235
545	DAIRY PRODUCTS STORES	**	**	**	**	25	2 532	366	83	98
549	MISCELLANEOUS FOOD STORES	**	**	**	**	33	4 914	731	185	137
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	504	538 668	167	54	379	533 071	59 657	14 335	5 935
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	89	(D)	4	2	88	425 820	46 470	11 268	4 079
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	40	233 928	25 175	6 544	2 353
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	36	127 995	14 032	2 959	1 115
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	12	63 897	7 263	1 765	611
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	100	(D)	54	12	60	16 858	1 291	301	207
553	AUTO AND HOME SUPPLY STORES	191	49 585	49	24	161	48 329	8 178	1 971	1 126
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	153	47 279	8 064	1 945	1 107
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	8	1 050	114	26	19
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	124	43 485	60	16	70	42 064	3 718	795	523
555	BOAT DEALERS	**	**	**	**	16	6 584	701	146	92
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	19	18 821	1 419	291	209
557	MOTORCYCLE DEALERS	**	**	**	**	19	7 161	797	182	103
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	16	9 498	801	176	119
	GASOLINE SERVICE STATIONS									
554	TOTAL	933	184 810	453	90	885	181 422	18 000	4 319	4 488
	APPAREL AND ACCESSORY STORES									
56	TOTAL	625	164 771	186	56	544	163 049	22 930	5 592	4 838
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	259	64 558	74	25	224	63 921	9 137	2 243	2 016
562	WOMEN'S READY-TO-WEAR STORES	216	60 935	53	21	198	60 555	8 611	2 116	1 894
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	40	(D)	21	2	24	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	22	2 795	470	115	109
568	FURRIERS AND FUR SHOPS	3	(D)	-	2	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	124	30 552	36	15	115	30 206	4 258	1 016	718
565	FAMILY CLOTHING STORES	51	40 063	25	4	37	39 754	5 081	1 230	1 135
566	SHOE STORES	134	25 118	21	5	127	24 923	3 872	955	818
566 PT.	MEN'S SHOE STORES	**	**	**	**	19	3 038	379	89	61
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	29	6 985	1 204	278	222
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	15	1 498	290	73	51
566 PT.	FAMILY SHOE STORES	**	**	**	**	64	13 402	1 999	515	484
564,9	OTHER APPAREL AND ACCESSORY STORES	57	4 480	30	7	41	4 245	572	148	151
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	17	2 014	261	68	78
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	24	2 231	311	80	73

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
SAN JOSE SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	613	151 889	272	58	440	146 864	21 074	5 105	2 805
57	FURNITURE AND HOME FURNISHINGS STORES	358	92 013	166	34	246	88 683	12 094	3 042	1 654
5712	FURNITURE STORES	164	67 448	63	22	126	65 564	8 232	2 080	1 060
OTHER 571	HOME FURNISHINGS STORES	194	24 565	103	12	120	23 119	3 862	962	594
5713	FLOOR COVERING STORES	**	**	**	**	60	16 716	2 848	715	365
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	25	2 527	463	115	97
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	35	3 876	531	132	132
572	HOUSEHOLD APPLIANCE STORES	84	20 772	39	9	58	19 959	3 884	725	363
573	RADIO, TELEVISION, AND MUSIC STORES	171	39 104	67	15	136	38 222	5 096	1 338	788
5732	RADIO AND TELEVISION STORES	**	**	**	**	74	24 488	3 318	893	484
5733	MUSIC STORES	**	**	**	**	62	13 734	1 778	445	304
5733 PT.	RECORD SHOPS	**	**	**	**	22	4 756	470	121	108
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	40	8 978	1 308	324	196
EATING AND DRINKING PLACES										
	TOTAL	1 494	208 446	514	251	1 348	203 781	55 037	12 862	14 221
5812	EATING PLACES	1 138	178 127	380	181	1 021	174 341	47 682	11 195	12 630
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	482	101 518	29 254	6 807	7 395
5812 PT.	CAFETERIAS	**	**	**	**	63	11 030	3 252	838	773
5812 PT.	REFRESHMENT PLACES	**	**	**	**	411	53 140	12 475	2 863	3 770
5812 PT.	OTHER EATING PLACES	**	**	**	**	65	8 653	2 701	687	692
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	356	30 319	134	70	327	29 440	7 355	1 667	1 591
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	218	95 667	51	31	210	95 282	12 992	3 051	2 280
591 PT.	DRUG STORES	**	**	**	**	208	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	2 801	244 473	1 946	224	1 090	216 950	29 124	6 754	5 388
592	LIQUOR STORES	245	68 229	66	64	228	66 239	4 805	1 100	856
593	USED MERCHANDISE STORES	169	10 759	121	16	78	9 088	1 536	367	306
596	NONSTORE RETAILERS	1 081	35 915	1 009	19	80	24 784	4 525	1 027	618
5961	MAIL-ORDER HOUSES	27	2 272	20	1	9	2 115	185	38	32
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	89	13 978	61	11	32	12 548	1 860	420	249
5963	DIRECT SELLING	965	19 665	928	7	39	10 121	2 480	569	337
598	FUEL AND ICE DEALERS	23	6 682	3	-	20	6 618	855	206	117
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	19	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	116	7 930	68	12	84	7 298	1 453	357	386
5993	CIGAR STORES AND STANDS	19	1 285	9	2	12	917	102	24	27
594	MISCELLANEOUS SHOPPING GOODS STORES	736	92 294	376	69	463	87 467	12 914	2 946	2 587
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	138	21 840	74	19	92	20 744	2 777	556	459
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	40	12 551	1 735	374	300
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	52	8 193	1 042	182	159
5942	BOOK STORES	64	13 305	28	6	43	13 016	1 893	456	435
5943	STATIONERY STORES	39	5 925	11	8	33	5 804	1 018	284	207
5944	JEWELRY STORES	148	17 163	72	11	88	15 630	2 783	684	446
5945	HOBBY, TOY, AND GAME SHOPS	52	8 341	28	4	33	8 104	1 105	179	166
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	46	6 409	23	4	33	6 202	843	174	127
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	131	5 742	89	8	62	4 813	625	137	205
5948	LUGGAGE AND LEATHER GOODS STORES	18	1 720	10	-	12	1 659	252	49	55
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	100	11 849	41	9	67	11 495	1 618	427	487
5994,9	OTHER MISCELLANEOUS RETAIL STORES	412	21 379	294	42	125	14 539	2 934	727	491
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	4	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	25	2 881	490	110	110
5999 PT.	TYPEWRITER STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	34	3 256	1 026	275	144
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	60	7 779	1 269	306	208

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				Sole proprie- torships (number)	Partne- rships (number)					
	SANTA BARBARA-SANTA MARIA-LOMPOC SMSA									
	RETAIL TRADE, TOTAL	2 601	626 689	1 253	324	1 928	609 993	84 613	19 670	16 599
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	98	29 774	25	22	73	28 681	4 191	939	608
521,3	BUILDING MATERIALS AND SUPPLY STORES	42	18 295	8	8	34	17 938	2 522	535	286
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	23	15 315	1 992	422	222
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	11	2 623	530	113	64
525	HARDWARE STORES	27	7 990	8	10	19	7 617	1 164	284	212
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	19	1 803	5	2	13	1 535	360	83	60
527	MOBILE HOME DEALERS	10	1 686	4	2	7	1 591	145	37	50
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	51	69 591	14	1	43	69 486	9 794	2 286	1 937
531	DEPARTMENT STORES ²	12	58 090	-	-	12	58 090	8 036	1 896	1 557
533	VARIETY STORES	19	(D)	3	-	18	5 947	953	217	247
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	20	(D)	11	1	13	5 449	805	173	133
	FOOD STORES									
54	TOTAL	263	134 180	102	26	206	131 492	13 885	3 314	2 179
541	GROCERY STORES	152	122 283	42	14	130	121 127	11 773	2 779	1 611
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	20	2 427	11	1	13	1 817	221	57	53
5422	MEAT MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	9	1 499	149	44	34
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	3	38	3	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	16	1 411	5	4	11	1 321	193	51	59
546	RETAIL BAKERIES	35	3 490	19	5	31	3 378	1 033	256	301
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	29	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	37	4 531	22	2	21	3 849	665	171	155
545	DAIRY PRODUCTS STORES	**	**	**	**	8	1 081	130	36	40
549	MISCELLANEOUS FOOD STORES	**	**	**	**	13	2 768	535	135	115
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	148	110 830	43	20	119	110 063	12 774	3 097	1 431
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	39	85 187	-	2	39	85 187	9 654	2 386	1 006
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	12	39 285	4 486	1 137	427
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	15	16 516	2 174	551	231
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	12	29 386	2 994	698	348
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	19	6 346	9	3	14	6 232	476	103	56
553	AUTO AND HOME SUPPLY STORES	46	9 745	12	6	41	9 543	1 754	401	228
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	36	8 892	1 705	393	219
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	5	651	49	8	9
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	44	9 552	22	9	25	9 101	890	207	141
555	BOAT DEALERS	**	**	**	**	7	1 404	107	21	23
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	3	1 115	132	24	25
557	MOTORCYCLE DEALERS	**	**	**	**	11	4 930	474	120	65
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	4	1 652	177	42	28
	GASOLINE SERVICE STATIONS									
554	TOTAL	307	47 162	177	28	288	46 509	4 514	1 086	1 261
	APPAREL AND ACCESSORY STORES									
56	TOTAL	196	33 072	70	25	166	32 027	4 823	1 223	1 087
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	90	15 545	30	12	77	14 965	2 369	629	584
562	WOMEN'S READY-TO-WEAR STORES	74	13 370	23	11	64	12 804	1 972	500	512
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	15	(D)	7	1	12	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	10	1 727	318	103	59
568	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	31	(D)	6	5	30	8 219	1 129	273	222
565	FAMILY CLOTHING STORES	15	2 155	8	2	10	2 087	312	85	77
566	SHOE STORES	36	(D)	8	4	34	5 838	864	209	171
566 PT.	MEN'S SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	9	1 930	249	58	52
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	21	3 586	572	141	110
564,9	OTHER APPAREL AND ACCESSORY STORES	24	987	18	2	15	918	149	27	33
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	7	646	83	13	18
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	8	272	66	14	15

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				Sole Proprie- torships (number)	Partnerships (number)					
SANTA BARBARA-SANTA MARIA-LOMPOC SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	188	38 327	85	19	147	37 044	5 396	1 313	830
57	FURNITURE AND HOME FURNISHINGS STORES	116	28 067	53	13	93	27 359	4 042	999	587
5712	FURNITURE STORES	61	19 811	26	7	55	19 658	2 712	639	384
OTHER 571	HOME FURNISHINGS STORES	55	8 256	27	6	38	7 701	1 330	360	203
5713	FLOOR COVERING STORES	**	**	**	**	16	5 271	929	276	113
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	9	994	162	33	32
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	13	1 436	239	51	58
572	HOUSEHOLD APPLIANCE STORES	28	5 776	10	3	25	5 737	666	157	124
573	RADIO, TELEVISION, AND MUSIC STORES	44	4 484	22	3	29	3 948	688	157	119
5732	RADIO AND TELEVISION STORES	**	**	**	**	17	2 405	397	90	64
5733	MUSIC STORES	**	**	**	**	12	1 543	291	67	55
5733 PT.	RECORD SHOPS	**	**	**	**	5	603	95	20	20
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	7	940	196	47	35
EATING AND DRINKING PLACES										
	TOTAL	524	70 436	220	105	467	68 725	17 654	3 675	4 859
5812	EATING PLACES	417	62 112	166	84	376	60 914	15 958	3 282	4 399
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	227	42 331	11 470	2 303	2 916
5812 PT.	CAFETERIAS	**	**	**	**	11	1 918	607	90	119
5812 PT.	REFRESHMENT PLACES	**	**	**	**	124	13 795	3 093	684	1 152
5812 PT.	OTHER EATING PLACES	**	**	**	**	14	2 870	788	205	212
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	107	8 324	54	21	91	7 811	1 696	393	460
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	62	28 077	12	9	59	27 791	3 895	911	722
591 PT.	DRUG STORES	**	**	**	**	59	27 791	3 895	911	722
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	764	65 240	505	69	360	58 175	7 687	1 826	1 685
592	LIQUOR STORES	75	(D)	22	15	74	18 176	1 403	342	334
593	USED MERCHANDISE STORES	54	2 226	36	5	26	1 871	329	72	91
596	NONSTORE RETAILERS	200	9 255	178	3	26	6 910	1 150	306	228
5961	MAIL-ORDER HOUSES	14	3 118	7	1	6	3 031	439	109	90
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	13	2 877	9	1	6	2 619	455	120	77
5963	DIRECT SELLING	173	3 260	162	1	14	1 260	256	77	61
598	FUEL AND ICE DEALERS	7	540	3	-	4	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	4	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	-	-	-	-
5992	FLORISTS	29	3 096	12	4	23	3 001	655	150	140
5993	CIGAR STORES AND STANDS	5	(D)	4	1	3	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	280	26 931	167	24	169	24 756	3 568	826	764
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	47	6 383	22	8	33	5 781	717	176	179
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	17	3 181	359	89	83
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	16	2 600	358	87	96
5942	BOOK STORES	21	1 543	16	-	10	1 382	211	57	44
5943	STATIONERY STORES	12	(D)	4	-	11	2 597	434	121	79
5944	JEWELRY STORES	41	4 933	23	1	28	4 732	829	177	114
5945	HOBBY, TOY, AND GAME SHOPS	24	(D)	17	3	11	716	64	16	27
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	14	2 457	8	2	6	2 328	281	62	45
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	80	3 770	55	7	46	3 113	422	81	113
5948	LUGGAGE AND LEATHER GOODS STORES	10	1 245	7	1	5	1 160	209	47	42
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	31	3 042	15	2	19	2 947	401	89	121
5994,9	OTHER MISCELLANEOUS RETAIL STORES	114	4 820	83	17	35	2 770	455	97	108
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	9	532	104	18	28
5999 PT.	TYPEWRITER STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	7	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	17	1 440	212	44	52

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partnerships (number)					
	SANTA CRUZ SMSA									
	RETAIL TRADE, TOTAL	1 640	342 852	844	236	1 136	329 324	42 694	9 742	7 964
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	84	25 287	38	7	56	23 309	2 161	494	329
52	BUILDING MATERIALS AND SUPPLY STORES	34	12 980	17	2	26	12 605	1 118	276	169
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	16	11 229	928	239	142
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	10	1 376	190	37	27
525	HARDWARE STORES	21	4 262	9	2	15	3 997	568	123	101
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	20	(D)	10	2	8	1 177	139	30	28
527	MOBILE HOME DEALERS	9	(D)	2	1	7	5 530	336	65	31
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	40	38 585	16	3	34	38 391	5 530	1 211	990
53	DEPARTMENT STORES ²	7	33 217	-	1	7	33 217	4 882	1 053	818
531	VARIETY STORES	20	(D)	8	1	16	3 715	514	130	147
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	13	(D)	8	1	11	1 459	134	28	25
	FOOD STORES									
	TOTAL	183	82 942	86	33	132	80 566	8 396	1 916	1 074
54	GROCERY STORES	106	77 068	41	21	83	75 493	7 723	1 755	871
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	14	2 125	6	5	9	1 842	193	40	40
5422	MEAT MARKETS	**	**	**	**	-	-	-	-	-
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	6	(D)	(D)	(D)	(D)
5423 PT.	FRUIT STORES AND VEGETABLE MARKETS	10	(D)	3	-	3	224	13	3	5
544	CANDY, NUT, AND CONFECTIONERY STORES	8	(D)	8	-	7	215	34	9	16
	RETAIL BAKERIES									
546	RETAIL BAKERIES--BAKING AND SELLING	25	1 286	15	2	16	1 058	289	66	80
5462	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	16	1 058	289	66	80
5463	OTHER FOOD STORES	20	1 877	13	5	14	1 734	144	43	62
545	DAIRY PRODUCTS STORES	**	**	**	**	4	857	76	25	39
549	MISCELLANEOUS FOOD STORES	**	**	**	**	10	877	68	18	23
	AUTOMOTIVE DEALERS									
	TOTAL	92	55 285	30	14	78	54 566	6 583	1 495	782
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	27	(D)	1	3	26	43 828	5 370	1 201	581
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	13	24 786	2 789	647	312
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	6	7 597	989	227	98
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	7	11 445	1 592	327	171
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	12	(D)	6	2	9	1 927	173	37	28
	AUTO AND HOME SUPPLY STORES									
553	TIRE, BATTERY, AND ACCESSORY DEALERS	31	5 055	12	5	27	4 775	686	160	97
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	19	3 845	595	139	81
553 PT.	MISCELLANEOUS AUTOMOTIVE DEALERS	**	**	**	**	8	930	91	21	16
555,6,7,9	BOAT DEALERS	22	4 272	11	4	16	4 036	354	97	76
555	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	6	(D)	(D)	(D)	(D)
556	MOTORCYCLE DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
557	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	7	893	131	28	21
559	GASOLINE SERVICE STATIONS	**	**	**	**	-	(D)	(D)	(D)	(D)
554	TOTAL	166	24 466	81	13	152	23 821	2 254	510	581
	APPAREL AND ACCESSORY STORES									
	TOTAL	111	14 568	37	27	89	13 962	1 953	467	437
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	58	4 657	23	12	46	4 434	506	123	140
562	WOMEN'S READY-TO-WEAR STORES	46	4 245	16	10	39	4 070	464	117	129
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	6	2	7	364	42	6	11
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	20	(D)	4	7	18	2 857	276	73	61
565	FAMILY CLOTHING STORES	7	(D)	1	3	5	2 713	492	128	101
566	SHOE STORES	17	2 701	2	5	14	2 542	403	78	61
566 PT.	MEN'S SHOE STORES	**	**	**	**	-	-	-	-	-
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	-	-	-	-	-
566 PT.	FAMILY SHOE STORES	**	**	**	**	12	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	9	1 512	7	-	6	1 416	276	65	74
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)

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 1 Includes only establishments for which legal form of organization is known. See appendix A for additional information.
 2 Includes sales from catalog order desks.

TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
SANTA CRUZ SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	101	14 809	43	14	72	14 121	1 858	445	316
571	FURNITURE AND HOME FURNISHINGS STORES	68	9 181	32	12	44	8 688	1 149	263	194
5712	FURNITURE STORES	34	7 347	16	6	22	7 014	958	217	157
OTHER 571	HOME FURNISHINGS STORES	34	1 834	16	6	22	1 674	191	46	37
5713	FLOOR COVERING STORES	**	**	**	**	11	1 169	141	35	23
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	3	59	8	1	1
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	8	446	42	10	13
572	HOUSEHOLD APPLIANCE STORES	13	(D)	6	-	10	2 352	316	85	45
573	RADIO, TELEVISION, AND MUSIC STORES	20	(D)	5	2	18	3 081	393	97	77
5732	RADIO AND TELEVISION STORES	**	**	**	**	14	2 420	314	81	57
5733	MUSIC STORES	**	**	**	**	4	661	79	16	20
5733 PT.	RECORD SHOPS	**	**	**	**	1	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	343	32 703	150	77	295	31 424	7 485	1 632	2 184
5812	EATING PLACES	266	29 030	118	52	237	28 370	6 923	1 515	2 060
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	139	18 398	4 693	1 033	1 347
5812 PT.	CAFETERIAS	**	**	**	**	9	1 291	329	81	98
5812 PT.	REFRESHMENT PLACES	**	**	**	**	79	7 166	1 548	312	501
5812 PT.	OTHER EATING PLACES	**	**	**	**	10	1 495	353	89	114
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	77	3 673	32	25	58	3 054	562	117	124
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	34	17 829	9	4	33	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	33	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 Ex. 591	TOTAL	486	36 378	354	44	195	(D)	(D)	(D)	(D)
592	LIQUOR STORES	43	11 332	20	11	40	11 124	928	203	180
593	USED MERCHANDISE STORES	64	1 837	51	6	15	1 241	251	60	60
596	NONSTORE RETAILERS	131	4 372	122	1	12	2 870	381	97	59
5961	MAIL-ORDER HOUSES	8	1 374	4	1	5	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	12	1 246	10	-	3	1 154	153	37	19
5963	DIRECT SELLING	111	1 752	108	-	4	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	8	1 658	1	-	8	1 658	327	84	45
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	8	1 658	327	84	45
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	-	-	-	-
5992	FLORISTS	20	(D)	14	-	15	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	4	(D)	3	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	148	13 591	86	19	89	12 435	1 973	491	469
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	27	2 650	9	5	19	2 363	294	70	68
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	10	1 145	154	33	33
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	9	1 218	140	37	35
5942	BOOK STORES	11	2 473	8	-	6	2 403	533	131	126
5943	STATIONERY STORES	6	(D)	1	1	6	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	19	3 347	13	1	13	3 102	490	117	98
5945	HOBBY, TOY, AND GAME SHOPS	12	(D)	7	1	4	(D)	(D)	(D)	(D)
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	11	1 251	8	1	6	(D)	(D)	(D)	(D)
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	44	1 611	27	8	22	1 322	192	35	52
5948	LUGGAGE AND LEATHER GOODS STORES	2	(D)	2	-	-	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	16	1 285	11	2	13	1 271	177	67	60
5994,9	OTHER MISCELLANEOUS RETAIL STORES	68	2 360	57	6	15	1 124	181	43	40
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	4	(D)	(D)	(D)	(D)
5999 PT.	TYPEWRITER STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	3	309	88	21	13
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	6	(D)	(D)	(D)	(D)

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				Sole proprietorships (number)	Partnerships (number)					
	SANTA ROSA SMSA									
	RETAIL TRADE, TOTAL	2 292	542 589	1 187	268	1 636	525 514	66 758	15 173	11 456
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	136	45 142	50	19	101	43 569	4 914	999	587
52	BUILDING MATERIALS AND SUPPLY STORES	59	23 725	20	8	46	22 764	2 784	584	304
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	31	20 887	2 578	537	264
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	15	1 877	206	47	40
525	HARDWARE STORES	31	7 838	13	4	27	7 764	1 029	202	139
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	22	1 285	9	4	12	924	133	31	49
527	MOBILE HOME DEALERS	24	12 294	8	3	16	12 117	968	182	95
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	50	59 671	19	1	38	59 497	7 793	1 802	1 394
53	DEPARTMENT STORES ²	5	47 566	-	-	5	47 566	6 149	1 419	978
533	VARIETY STORES	19	(D)	4	-	18	9 261	1 344	325	361
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	26	(D)	15	1	15	2 670	300	58	55
	FOOD STORES									
	TOTAL	289	136 850	126	45	229	133 096	13 174	3 024	1 809
54	GROCERY STORES	182	125 540	62	33	157	123 375	11 848	2 737	1 511
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	30	3 448	20	3	18	2 674	232	53	32
5422	FREEZER AND LOCKER MEAT PROVISIONERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	MEAT MARKETS	**	**	**	**	14	2 301	193	43	27
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	12	(D)	7	1	10	2 951	296	55	55
544	CANDY, NUT, AND CONFECTIONERY STORES	11	(D)	5	3	6	512	65	13	13
546	RETAIL BAKERIES	29	1 722	17	-	24	1 657	478	105	128
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	23	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	1	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	25	2 443	15	5	14	1 927	253	61	70
545	DAIRY PRODUCTS STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
549	MISCELLANEOUS FOOD STORES	**	**	**	**	11	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	136	97 806	50	19	106	96 788	11 376	2 556	1 129
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	39	(D)	4	4	37	76 962	9 187	2 102	841
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	20	40 822	4 845	1 108	440
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	9	16 882	2 208	484	187
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	8	19 258	2 134	510	214
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	19	(D)	13	-	12	3 696	325	37	28
553	AUTO AND HOME SUPPLY STORES	44	8 291	16	7	39	8 150	1 127	255	161
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	32	7 051	1 021	232	144
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	7	1 099	106	23	17
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	34	8 375	17	8	18	7 980	737	162	99
555	BOAT DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	8	3 527	237	45	35
557	MOTORCYCLE DEALERS	**	**	**	**	6	2 352	269	67	42
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	312	44 739	171	21	288	43 562	4 181	930	1 065
	APPAREL AND ACCESSORY STORES									
	TOTAL	109	26 114	37	16	93	25 768	3 744	863	771
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	47	(D)	16	5	45	6 878	941	219	241
562	WOMEN'S READY-TO-WEAR STORES	39	(D)	14	3	37	6 239	848	195	219
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	639	2	2	8	639	93	24	22
563 PT.	MILLINERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	5	489	71	19	14
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	14	(D)	-	5	12	4 759	719	166	116
565	FAMILY CLOTHING STORES	18	10 693	5	6	13	10 660	1 615	362	313
566	SHOE STORES	18	(D)	7	-	16	2 877	402	99	77
566 PT.	MEN'S SHOE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	-	-	-	-	-
566 PT.	FAMILY SHOE STORES	**	**	**	**	11	2 211	304	76	55
564,9	OTHER APPAREL AND ACCESSORY STORES	12	689	9	-	7	594	67	17	24
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	3	281	25	5	9
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	4	313	42	12	15

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TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
SANTA ROSA SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	130	21 238	62	13	94	20 395	3 023	771	521
57	FURNITURE AND HOME FURNISHINGS STORES	68	12 290	36	6	48	11 891	1 862	474	304
5712	FURNITURE STORES	43	9 964	18	5	37	9 869	1 400	361	247
OTHER 571	HOME FURNISHINGS STORES	25	2 326	18	1	11	2 022	462	113	57
5713	FLOOR COVERING STORES	**	**	**	**	6	1 621	372	93	42
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	22	2 742	14	3	13	2 527	327	79	65
573	RADIO, TELEVISION, AND MUSIC STORES	40	6 206	12	4	33	5 977	834	218	152
5732	RADIO AND TELEVISION STORES	**	**	**	**	23	3 998	614	162	108
5733	MUSIC STORES	**	**	**	**	10	1 979	220	56	44
5733 PT.	RECORD SHOPS	**	**	**	**	2	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	8	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
	TOTAL	473	41 862	220	84	394	40 065	9 961	2 211	2 499
5812	EATING PLACES	339	32 981	154	58	287	32 064	8 171	1 810	2 108
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	157	22 254	6 074	1 384	1 496
5812 PT.	CAFETERIAS	**	**	**	**	8	673	150	42	51
5812 PT.	REFRESHMENT PLACES	**	**	**	**	108	7 432	1 562	305	462
5812 PT.	OTHER EATING PLACES	**	**	**	**	14	1 705	385	79	99
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	134	8 881	66	26	107	8 001	1 790	401	391
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	52	(D)	11	18	50	27 165	3 373	787	618
591 PT.	DRUG STORES	**	**	**	**	48	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	605	(D)	441	32	243	35 609	5 219	1 230	1 063
59 EX. 591	LIQUOR STORES	42	7 614	14	5	38	7 197	597	154	120
593	USED MERCHANDISE STORES	56	2 765	43	2	23	2 359	523	135	126
596	NONSTORE RETAILERS	200	7 873	189	1	23	5 462	816	211	141
5961	MAIL-ORDER HOUSES	13	2 748	10	-	7	2 615	246	59	53
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	14	1 776	10	1	7	1 712	392	95	55
5963	DIRECT SELLING	173	3 349	169	-	9	1 135	178	57	33
598	FUEL AND ICE DEALERS	16	3 688	4	1	13	3 655	766	184	105
5983	FUEL OIL DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	10	3 049	682	164	91
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	22	1 477	13	2	17	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS SHOPPING GOODS STORES	169	14 873	104	11	94	13 316	1 794	388	435
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	32	3 087	14	5	22	2 624	335	90	75
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	15	2 036	283	81	62
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	7	588	52	9	13
5942	BOOK STORES	17	1 666	11	-	8	1 442	218	49	78
5943	STATIONERY STORES	8	1 754	2	2	8	1 754	242	56	70
5944	JEWELRY STORES	34	3 171	23	1	20	2 716	393	84	64
5945	HOBBY, TOY, AND GAME SHOPS	12	1 059	9	-	6	990	87	15	20
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	7	656	4	-	4	628	83	14	13
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	33	973	28	1	9	750	103	8	18
5948	LUGGAGE AND LEATHER GOODS STORES	4	16	4	-	-	-	-	-	-
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	22	2 491	9	2	17	2 412	333	72	97
5994,9	OTHER MISCELLANEOUS RETAIL STORES	99	3 477	73	10	34	2 167	417	96	71
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	4	375	36	8	12
5999 PT.	PET SHOPS	**	**	**	**	5	309	53	14	11
5999 PT.	TYPEWRITER STORES	**	**	**	**	3	167	31	9	7
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	11	840	184	38	20
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	11	476	113	27	21

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				Sole proprietorships (number)	Partnerships (number)					
	STOCKTON SMSA									
	RETAIL TRADE, TOTAL	2 674	662 426	1 299	380	2 004	644 775	82 057	19 009	15 056
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	102	37 066	27	21	84	36 316	4 035	942	587
52	BUILDING MATERIALS AND SUPPLY STORES	46	21 075	12	10	39	20 849	2 208	490	256
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	29	19 869	2 051	447	229
521	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	10	980	157	43	27
523	HARDWARE STORES	25	7 522	6	5	21	7 273	912	232	191
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	18	1 842	6	5	14	1 667	261	55	51
526	MOBILE HOME DEALERS	13	6 627	3	1	10	6 527	654	165	89
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	56	89 686	18	4	42	89 441	11 862	2 682	2 154
53	DEPARTMENT STORES ²	9	76 707	-	-	9	76 707	10 362	2 370	1 812
531	VARIETY STORES	24	8 031	3	2	21	7 949	1 102	243	272
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	23	4 948	15	2	12	4 785	398	69	70
	FOOD STORES									
	TOTAL	335	138 576	148	63	249	133 654	13 401	3 167	1 999
54	GROCERY STORES	233	128 057	90	45	180	124 415	11 994	2 850	1 706
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	32	5 414	14	12	25	4 900	440	99	88
542	MEAT MARKETS	**	**	**	**	4	447	70	19	14
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	18	3 665	324	69	61
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	3	788	46	11	13
543	FRUIT STORES AND VEGETABLE MARKETS	11	377	11	-	4	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	13	816	8	-	5	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	25	2 225	11	4	20	2 166	727	159	140
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	18	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	21	1 687	14	2	15	1 480	168	34	45
545	DAIRY PRODUCTS STORES	**	**	**	**	9	1 121	107	16	28
549	MISCELLANEOUS FOOD STORES	**	**	**	**	6	359	61	18	17
	AUTOMOTIVE DEALERS									
	TOTAL	207	138 783	76	29	170	137 307	14 867	3 520	1 764
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	41	106 528	3	2	41	106 528	11 567	2 717	1 222
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	23	72 054	7 674	1 861	782
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	9	15 545	1 914	413	253
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	9	18 929	1 979	443	187
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	47	10 601	26	9	33	9 839	595	146	108
553	AUTO AND HOME SUPPLY STORES	81	15 427	25	12	70	14 864	2 176	542	336
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	55	11 926	1 800	455	276
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	15	2 938	376	87	60
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	38	6 227	22	6	26	6 076	529	115	98
555	BOAT DEALERS	**	**	**	**	11	2 851	186	41	44
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	5	(D)	(D)	(D)	(D)
557	MOTORCYCLE DEALERS	**	**	**	**	8	1 756	147	21	18
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	326	50 855	150	34	304	49 338	4 585	1 065	1 155
	APPAREL AND ACCESSORY STORES									
	TOTAL	145	31 025	53	16	124	30 497	4 547	1 050	955
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	65	12 404	25	5	54	12 299	1 826	427	462
562	WOMEN'S READY-TO-WEAR STORES	51	11 794	18	4	46	11 721	1 749	412	445
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	10	(D)	5	1	6	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	4	(D)	2	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	28	7 470	9	5	25	7 164	1 166	261	183
565	FAMILY CLOTHING STORES	15	(D)	5	2	13	5 735	924	211	181
566	SHOE STORES	26	(D)	6	4	25	4 558	570	139	108
566 PT.	MEN'S SHOE STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	6	947	121	36	27
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	13	2 676	339	78	62
564,9	OTHER APPAREL AND ACCESSORY STORES	11	772	8	-	7	741	61	12	21
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)

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				Sole proprie- torships (number)	Partner- ships (number)					
STOCKTON SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	151	36 996	59	23	127	36 310	5 107	1 236	785
571	FURNITURE AND HOME FURNISHINGS STORES	85	26 636	32	12	70	26 268	3 841	949	570
5712	FURNITURE STORES	46	20 611	13	5	40	20 493	2 906	733	434
OTHER 571	HOME FURNISHINGS STORES	39	6 025	19	7	30	5 775	935	215	136
5713	FLOOR COVERING STORES	**	**	**	**	21	3 939	694	156	79
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	6	644	113	26	25
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	3	1 192	128	34	32
572	HOUSEHOLD APPLIANCE STORES	30	5 368	12	6	26	5 233	677	156	111
573	RADIO, TELEVISION, AND MUSIC STORES	36	4 992	15	5	31	4 809	589	131	104
5732	RADIO AND TELEVISION STORES	**	**	**	**	19	2 703	360	82	66
5733	MUSIC STORES	**	**	**	**	12	2 106	229	49	38
5733 PT.	RECORD SHOPS	**	**	**	**	4	388	29	6	6
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	8	1 718	200	43	32
EATING AND DRINKING PLACES										
58	TOTAL	601	54 683	294	102	524	52 813	12 855	2 843	3 471
5812	EATING PLACES	412	44 331	200	62	367	43 334	10 905	2 392	2 975
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	182	25 950	7 091	1 584	1 875
5812 PT.	CAFETERIAS	**	**	**	**	17	1 453	340	72	75
5812 PT.	REFRESHMENT PLACES	**	**	**	**	150	14 465	3 234	684	947
5812 PT.	OTHER EATING PLACES	**	**	**	**	18	1 466	240	52	78
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	189	10 352	94	40	157	9 479	1 950	451	496
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	78	(D)	16	14	77	29 288	4 214	972	810
591 PT.	DRUG STORES	**	**	**	**	77	29 288	4 214	972	810
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
MISCELLANEOUS RETAIL STORES										
59 EX, 591	TOTAL	673	(D)	458	74	303	49 811	6 584	1 532	1 376
592	LIQUOR STORES	72	15 022	24	26	65	14 693	1 008	237	227
593	USED MERCHANDISE STORES	46	6 112	29	5	25	5 900	936	223	207
596	NONSTORE RETAILERS	231	7 188	211	7	23	4 965	837	199	176
5961	MAIL-ORDER HOUSES	6	1 097	3	1	3	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	21	2 459	15	3	9	2 217	284	69	54
5963	DIRECT SELLING	204	3 632	193	3	11	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	11	2 200	3	-	7	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	6	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	26	(D)	15	3	24	2 440	471	96	99
5993	CIGAR STORES AND STANDS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	173	17 055	98	20	113	15 887	2 420	543	492
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	41	4 767	21	7	37	4 553	649	129	121
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	24	2 852	392	63	71
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	13	1 701	257	66	50
5942	BOOK STORES	10	657	5	1	6	548	75	18	19
5943	STATIONERY STORES	8	(D)	2	2	7	1 181	166	38	43
5944	JEWELRY STORES	33	4 377	15	3	26	4 161	767	169	137
5945	HOBBY, TOY, AND GAME SHOPS	14	494	11	-	5	(D)	(D)	(D)	(D)
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	7	1 909	1	2	7	1 909	333	87	54
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	34	1 323	32	1	7	1 031	150	36	38
5948	LUGGAGE AND LEATHER GOODS STORES	4	(D)	2	-	3	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	22	1 646	9	4	15	1 543	140	31	49
5994,9	OTHER MISCELLANEOUS RETAIL STORES	113	5 324	78	12	45	3 731	534	140	124
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	9	1 126	88	22	31
5999 PT.	PET SHOPS	**	**	**	**	6	(D)	(D)	(D)	(D)
5999 PT.	TYPEWRITER STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	9	845	191	61	35
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	17	1 087	147	31	34

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				Sole proprietorships (number)	Partnerships (number)					
	VALLEJO-FAIRFIELD-NAPA SMSA									
	RETAIL TRADE, TOTAL	2 125	551 956	1 007	262	1 603	537 898	72 233	16 698	12 804
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	101	32 816	36	13	81	32 276	3 798	929	497
521,3	BUILDING MATERIALS AND SUPPLY STORES	52	16 132	18	5	45	15 856	2 160	441	243
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	28	13 960	1 885	374	199
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	17	1 896	274	67	44
525	HARDWARE STORES	25	(D)	9	5	18	5 008	651	165	106
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	14	1 691	5	2	10	1 612	279	61	52
527	MOBILE HOME DEALERS	10	(D)	4	1	8	9 800	708	262	96
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	53	64 136	11	4	45	63 952	9 630	1 983	1 480
531	DEPARTMENT STORES ²	11	52 018	-	-	11	52 018	7 984	1 600	1 127
533	VARIETY STORES	21	(D)	2	1	20	5 846	827	196	196
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	21	(D)	9	3	14	6 088	819	187	157
	FOOD STORES									
	TOTAL	227	126 837	86	33	185	124 311	13 474	3 233	1 889
541	GROCERY STORES	155	113 354	44	20	136	112 085	10 941	2 630	1 375
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	22	3 145	13	6	12	2 109	146	39	25
5422	MEAT MARKETS	**	**	**	**	10	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	2	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	11	(D)	8	1	7	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	21	7 692	10	1	17	7 599	2 142	509	410
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	15	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	16	1 461	10	5	11	1 403	110	25	36
545	DAIRY PRODUCTS STORES	**	**	**	**	7	793	66	13	25
549	MISCELLANEOUS FOOD STORES	**	**	**	**	4	610	44	12	11
	AUTOMOTIVE DEALERS									
	TOTAL	160	114 406	59	20	126	113 258	12 691	3 061	1 397
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	49	(D)	4	5	48	92 887	10 450	2 535	1 051
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	22	49 787	5 184	1 231	509
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	7	11 183	1 461	360	124
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	19	31 917	3 805	944	418
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	28	(D)	18	3	16	4 877	260	68	58
553	AUTO AND HOME SUPPLY STORES	55	10 270	23	8	43	9 775	1 354	301	187
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	36	8 730	1 264	278	169
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	7	1 045	90	23	18
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	28	5 861	14	4	19	5 719	627	157	101
555	BOAT DEALERS	**	**	**	**	5	(D)	(D)	(D)	(D)
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	4	2 239	220	67	42
557	MOTORCYCLE DEALERS	**	**	**	**	7	2 129	251	55	38
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	3	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	270	46 453	140	12	251	45 016	4 463	1 102	1 160
	APPAREL AND ACCESSORY STORES									
	TOTAL	127	21 677	47	19	104	20 847	2 487	588	496
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	55	7 782	21	7	43	7 259	878	206	190
562	WOMEN'S READY-TO-WEAR STORES	43	5 828	14	6	37	5 398	753	184	168
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	7	1	5	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	22	(D)	10	4	20	5 194	524	124	89
565	FAMILY CLOTHING STORES	17	5 410	4	6	14	5 238	596	141	114
566	SHOE STORES	24	(D)	6	1	23	2 896	443	104	84
566 PT.	MEN'S SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	19	2 611	388	93	75
564,9	OTHER APPAREL AND ACCESSORY STORES	9	340	6	1	4	260	46	13	19
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)

Note: For description of each SMSA see appendix E.
 Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 2. Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Standard metropolitan statistical area and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
VALLEJO-FAIRFIELD-NAPA SMSA—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	149	25 037	67	17	111	23 554	3 436	794	494
57	FURNITURE AND HOME FURNISHINGS STORES	86	16 649	42	8	66	15 854	2 349	542	315
5712	FURNITURE STORES	43	12 669	15	6	38	12 386	1 762	413	247
OTHER 571	HOME FURNISHINGS STORES	43	3 980	27	2	28	3 468	587	129	68
5713	FLOOR COVERING STORES	**	**	**	**	12	2 720	479	103	43
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	9	317	57	14	14
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	7	431	51	12	11
572	HOUSEHOLD APPLIANCE STORES	19	3 156	5	3	16	3 002	422	105	76
573	RADIO, TELEVISION, AND MUSIC STORES	44	5 232	20	6	29	4 698	665	147	103
5732	RADIO AND TELEVISION STORES	**	**	**	**	23	3 948	607	131	89
5733	MUSIC STORES	**	**	**	**	6	750	58	16	14
5733 PT.	RECORD SHOPS	**	**	**	**	4	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
	TOTAL	448	58 170	187	85	404	56 962	14 762	3 279	3 902
5812	EATING PLACES	298	47 830	128	53	270	47 015	12 349	2 708	3 319
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	136	27 618	7 988	1 707	2 043
5812 PT.	CAFETERIAS	**	**	**	**	9	2 313	575	132	152
5812 PT.	REFRESHMENT PLACES	**	**	**	**	111	12 287	2 704	598	882
5812 PT.	OTHER EATING PLACES	**	**	**	**	14	4 797	1 082	271	242
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	150	10 340	59	32	134	9 947	2 413	571	583
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	47	(D)	10	7	45	23 450	3 063	697	499
591 PT.	DRUG STORES	**	**	**	**	44	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	543	(D)	364	52	251	34 272	4 429	1 032	990
592	LIQUOR STORES	54	10 502	20	16	51	10 084	996	240	245
593	USED MERCHANDISE STORES	55	1 665	36	3	25	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	172	5 035	157	1	22	3 313	371	84	81
5961	MAIL-ORDER HOUSES	6	(D)	1	-	5	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	15	(D)	10	1	8	1 325	166	40	23
5963	DIRECT SELLING	151	2 170	146	-	9	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	7	(D)	2	-	6	1 331	280	68	45
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	4	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	16	(D)	7	2	14	1 653	291	65	73
5993	CIGAR STORES AND STANDS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	159	13 609	94	18	101	12 544	1 680	396	373
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	31	3 617	18	4	24	3 448	473	92	83
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	17	2 427	323	62	55
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	7	1 021	150	30	28
5942	BOOK STORES	14	459	9	2	9	420	52	13	14
5943	STATIONERY STORES	8	(D)	6	-	8	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	36	4 632	17	6	24	4 423	679	172	119
5945	HOBBY, TOY, AND GAME SHOPS	13	914	8	-	6	731	89	19	24
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	5	486	4	-	4	(D)	(D)	(D)	(D)
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	34	961	22	3	19	772	87	26	40
5948	LUGGAGE AND LEATHER GOODS STORES	3	(D)	3	-	-	-	-	-	-
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	15	1 459	7	3	7	1 304	135	31	48
5994.9	OTHER MISCELLANEOUS RETAIL STORES	79	4 859	47	12	31	(D)	(D)	(D)	(D)
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	6	337	66	15	17
5999 PT.	TYPEWRITER STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	7	408	84	20	16
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	12	2 250	258	48	46

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1972

1972 SIC code	Kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partnerships (number)					
	RETAIL TRADE, TOTAL	15 594	3 012 569	8 064	1 998	11 236	2 891 898	346 354	79 505	67 351
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	843	225 330	338	118	616	216 349	23 406	5 133	3 387
52	BUILDING MATERIALS AND SUPPLY STORES	384	125 708	126	44	314	122 993	13 826	3 074	1 815
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	245	113 060	12 441	2 746	1 627
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	69	9 933	1 385	328	188
525	HARDWARE STORES	243	40 456	110	38	175	37 320	4 611	1 049	869
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	79	4 625	54	10	33	3 610	666	149	176
527	MOBILE HOME DEALERS	137	54 541	48	26	94	52 426	4 303	861	527
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	483	250 692	165	41	388	247 275	34 124	7 792	7 176
53	DEPARTMENT STORES ²	44	155 584	-	1	44	155 584	21 811	4 979	4 306
531	VARIETY STORES	207	52 501	62	15	185	51 783	7 338	1 648	1 888
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	232	42 607	103	25	159	39 908	4 975	1 165	982
	FOOD STORES									
	TOTAL	1 988	758 170	983	307	1 490	731 697	66 371	15 559	10 300
54	GROCERY STORES	1 487	715 306	669	241	1 171	695 780	61 226	14 355	9 066
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	132	(D)	76	22	84	13 558	1 029	236	191
5422	MEAT MARKETS	**	**	**	**	7	960	92	21	24
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	68	11 184	809	184	145
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	9	1 414	128	31	22
543	FRUIT STORES AND VEGETABLE MARKETS	55	4 005	39	6	24	2 885	207	36	49
544	CANDY, NUT, AND CONFECTIONERY STORES	44	1 670	31	4	21	1 179	185	48	81
546	RETAIL BAKERIES	150	(D)	84	18	129	10 340	2 568	602	632
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	122	9 761	2 474	580	603
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	7	579	94	22	29
545,9	OTHER FOOD STORES	120	(D)	84	16	61	7 955	1 156	282	281
545	DAIRY PRODUCTS STORES	**	**	**	**	27	(D)	(D)	(D)	(D)
549	MISCELLANEOUS FOOD STORES	**	**	**	**	34	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	1 074	581 489	414	150	845	572 248	60 944	14 297	7 835
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	291	438 660	42	40	284	438 125	44 786	10 748	5 511
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	166	263 495	26 101	6 267	3 274
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	40	40 675	4 838	1 145	649
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	78	133 955	13 847	3 335	1 588
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	160	(D)	101	15	85	23 159	1 813	446	265
553	AUTO AND HOME SUPPLY STORES	427	83 617	160	63	363	80 578	11 600	2 482	1 596
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	281	63 726	9 715	2 066	1 297
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	82	16 852	1 885	416	299
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	196	(D)	111	32	113	30 386	2 745	621	463
555	BOAT DEALERS	**	**	**	**	34	9 546	857	183	140
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	19	7 122	390	84	61
557	MOTORCYCLE DEALERS	**	**	**	**	47	10 054	1 118	258	194
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	13	3 664	380	96	68
	GASOLINE SERVICE STATIONS									
	TOTAL	2 132	293 517	1 191	197	1 839	279 061	25 131	5 672	6 434
	APPAREL AND ACCESSORY STORES									
	TOTAL	852	132 603	327	119	720	128 479	16 709	3 986	3 867
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	355	(D)	132	34	305	37 804	4 679	1 105	1 259
562	WOMEN'S READY-TO-WEAR STORES	310	36 861	102	30	277	(D)	(D)	(D)	(D)
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	44	2 218	29	4	28	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	4	290	32	8	13
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	24	1 646	187	43	56
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	145	29 299	56	28	133	28 598	3 593	844	698
565	FAMILY CLOTHING STORES	120	38 135	55	18	95	37 435	5 171	1 256	1 194
566	SHOE STORES	163	21 488	43	23	145	21 001	2 814	669	580
566 PT.	MEN'S SHOE STORES	**	**	**	**	5	507	62	18	24
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	1 144	168	42	36
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	126	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	69	(D)	41	16	42	3 641	452	112	136
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	25	2 082	196	48	74
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	17	1 559	256	64	62

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² Includes sales from catalog order desks.

TABLE 3. Area Outside Standard Metropolitan Statistical Areas: 1972—Continued

1972 SIC code	Kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	813	115 171	403	112	586	109 101	15 003	3 408	2 332
571	FURNITURE AND HOME FURNISHINGS STORES	431	73 045	193	73	318	69 824	9 713	2 160	1 431
5712	FURNITURE STORES	243	52 034	82	51	194	50 218	6 591	1 470	928
OTHER 571	HOME FURNISHINGS STORES	188	21 011	111	22	124	19 606	3 122	690	503
5713	FLOOR COVERING STORES	**	**	**	**	83	15 102	2 568	567	359
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	21	2 769	312	69	87
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	20	1 735	242	54	57
572	HOUSEHOLD APPLIANCE STORES	153	(D)	84	10	106	15 216	2 137	500	340
573	RADIO, TELEVISION, AND MUSIC STORES	229	(D)	126	29	162	24 061	3 153	748	561
5732	RADIO AND TELEVISION STORES	**	**	**	**	113	18 584	2 434	550	381
5733	MUSIC STORES	**	**	**	**	49	5 477	719	198	180
5733 PT.	RECORD SHOPS	**	**	**	**	14	972	116	28	35
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	35	4 505	603	170	145
	EATING AND DRINKING PLACES									
58	TOTAL	3 374	266 631	1 593	575	2 819	254 209	60 792	13 228	17 062
5812	EATING PLACES	2 417	216 037	1 148	368	2 059	208 085	51 866	11 080	14 628
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	1 237	139 603	36 707	7 837	10 190
5812 PT.	CAFETERIAS	**	**	**	**	44	6 344	1 608	368	399
5812 PT.	REFRESHMENT PLACES	**	**	**	**	677	54 458	11 872	2 476	3 445
5812 PT.	OTHER EATING PLACES	**	**	**	**	101	7 680	1 679	399	594
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	957	50 594	445	207	760	46 124	8 926	2 148	2 434
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	364	130 673	107	63	347	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	343	128 924	17 314	4 130	3 236
591 PT.	PROPRIETARY STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	3 671	258 293	2 543	316	1 586	(D)	(D)	(D)	(D)
592	LIQUOR STORES	347	59 171	152	68	309	56 926	3 852	861	935
593	USED MERCHANDISE STORES	320	10 760	240	19	114	8 053	1 323	328	332
596	NONSTORE RETAILERS	1 074	52 377	964	12	153	42 467	4 571	1 089	832
5961	MAIL-ORDER HOUSES	70	26 360	26	4	59	26 107	2 524	570	494
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	74	(U)	54	5	27	5 056	700	161	105
5963	DIRECT SELLING	930	(D)	884	3	67	11 304	1 347	358	233
598	FUEL AND ICE DEALERS	198	33 693	40	10	175	33 138	5 643	1 432	859
5983	FUEL OIL DEALERS	**	**	**	**	14	2 059	180	42	32
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	146	30 031	5 336	1 364	806
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	15	1 048	125	26	21
5992	FLORISTS	161	8 106	95	19	121	7 446	1 298	303	375
5993	CIGAR STORES AND STANDS	11	922	7	1	6	720	86	23	21
594	MISCELLANEOUS SHOPPING GOODS STORES	1 051	76 251	654	124	584	67 195	8 785	2 028	2 114
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	281	24 397	161	45	148	20 586	2 314	509	519
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	110	15 316	1 707	396	393
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	38	5 270	607	113	126
5942	BOOK STORES	47	(D)	29	9	23	4 442	790	184	236
5943	STATIONERY STORES	60	7 707	28	8	54	7 581	1 122	280	254
5944	JEWELRY STORES	175	14 416	105	13	119	13 024	1 921	441	330
5945	HOBBY, TOY, AND GAME SHOPS	84	2 955	69	5	33	2 439	229	49	70
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	42	3 506	25	4	26	3 200	346	83	81
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	209	9 080	143	25	98	(D)	(D)	(D)	(D)
5948	LUGGAGE AND LEATHER GOODS STORES	20	(D)	18	1	5	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	133	8 822	76	14	78	8 071	934	228	332
5994,9	OTHER MISCELLANEOUS RETAIL STORES	509	17 013	391	63	124	(D)	(D)	(D)	(D)
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	20	1 571	105	29	45
5999 PT.	PET SHOPS	**	**	**	**	13	697	86	17	25
5999 PT.	TYPEWRITER STORES	**	**	**	**	7	716	102	21	19
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	17	952	197	45	33
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	67	(D)	(D)	(D)	(D)

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TABLE 4. Counties With 500 Establishments or More: 1972

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
	ALAMEDA COUNTY									
	RETAIL TRADE, TOTAL	8 518	2 509 532	4 127	1 001	5 962	2 441 491	348 065	82 940	56 682
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	303	83 978	129	36	214	81 246	11 390	2 697	1 667
52	BUILDING MATERIALS AND SUPPLY STORES	160	56 367	57	17	122	55 153	7 447	1 794	994
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	60	42 622	5 183	1 191	716
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	62	12 531	2 264	603	278
525	HARDWARE STORES	80	14 767	42	10	56	14 027	2 360	526	405
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	48	8 163	23	9	27	7 446	1 128	285	230
527	MOBILE HOME DEALERS	15	4 681	7	-	9	4 620	455	92	38
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	172	351 354	45	7	144	350 734	57 988	12 822	9 676
53	DEPARTMENT STORES	30	312 214	-	-	30	312 214	52 155	11 315	8 348
533	VARIETY STORES	83	22 862	19	4	74	22 675	3 885	974	991
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	59	16 278	26	3	40	15 845	1 948	533	337
	FOOD STORES									
	TOTAL	981	553 014	428	152	730	541 008	57 611	14 301	7 518
54	GROCERY STORES	630	513 722	242	110	489	505 914	51 854	12 976	6 328
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	90	13 811	46	19	59	11 810	1 411	334	236
5422	MEAT MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	50	10 150	1 243	284	203
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	8	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	21	3 417	14	4	12	3 086	294	61	56
544	CANDY, NUT, AND CONFECTIONERY STORES	44	3 244	23	-	25	2 884	470	122	108
546	RETAIL BAKERIES	91	8 315	44	9	76	8 039	2 438	541	512
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	72	7 565	2 365	531	500
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	4	474	73	10	12
545,9	OTHER FOOD STORES	105	10 505	59	10	69	9 275	1 144	267	278
545	DAIRY PRODUCTS STORES	**	**	**	**	32	3 964	475	114	151
549	MISCELLANEOUS FOOD STORES	**	**	**	**	37	5 311	669	153	127
	AUTOMOTIVE DEALERS									
	TOTAL	491	492 408	185	47	364	487 476	57 133	13 845	5 509
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	110	389 893	10	5	104	389 459	45 383	11 075	3 896
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	51	243 917	27 591	7 085	2 466
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	38	83 016	11 064	2 380	885
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	15	62 526	6 728	1 610	545
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	98	22 394	58	11	56	20 180	1 401	314	164
553	AUTO AND HOME SUPPLY STORES	173	47 672	55	22	140	46 263	7 117	1 733	1 041
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	122	42 143	6 382	1 572	944
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	18	4 120	735	161	97
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	110	32 449	62	9	64	31 574	3 232	723	408
555	BOAT DEALERS	**	**	**	**	25	11 776	1 069	200	118
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	14	9 156	655	163	82
557	MOTORCYCLE DEALERS	**	**	**	**	21	8 271	1 126	268	164
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	4	2 371	382	92	44
	GASOLINE SERVICE STATIONS									
554	TOTAL	893	172 437	424	73	822	168 056	17 399	4 210	4 116
	APPAREL AND ACCESSORY STORES									
	TOTAL	568	147 676	176	54	470	145 527	20 982	5 047	4 286
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	231	50 302	80	20	188	49 336	7 034	1 676	1 632
562	WOMEN'S READY-TO-WEAR STORES	183	46 572	56	18	161	45 948	6 379	1 509	1 491
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	43	3 674	20	2	26	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	5	561	112	38	18
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	16	2 550	487	116	109
568	FURRIERS AND FUR SHOPS	5	56	4	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	119	32 551	29	11	106	32 207	4 996	1 227	775
565	FAMILY CLOTHING STORES	34	39 492	19	3	21	39 220	4 964	1 168	1 038
566	SHOE STORES	125	20 327	21	8	110	20 012	3 293	816	660
566 PT.	MEN'S SHOE STORES	**	**	**	**	23	3 833	570	142	84
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	25	5 760	1 073	265	175
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	6	407	70	19	15
566 PT.	FAMILY SHOE STORES	**	**	**	**	56	10 012	1 580	390	386
564,9	OTHER APPAREL AND ACCESSORY STORES	59	5 004	27	12	45	4 752	695	160	181
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	18	1 682	214	56	69
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	29	3 070	481	104	112

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partner- ships (number)					
ALAMEDA COUNTY--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	565	129 901	246	53	403	125 981	18 574	4 581	2 666
571	FURNITURE AND HOME FURNISHINGS STORES	316	83 725	136	32	219	81 171	12 356	3 110	1 683
5712	FURNITURE STORES	156	58 928	53	17	120	57 517	8 371	2 119	1 083
OTHER 571	HOME FURNISHINGS STORES	160	24 797	83	15	99	23 654	3 985	991	600
5713	FLOOR COVERING STORES	**	**	**	**	61	17 413	2 966	750	407
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	18	2 326	373	91	79
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	20	3 915	646	150	114
572	HOUSEHOLD APPLIANCE STORES	78	12 521	39	9	48	11 769	1 565	388	254
573	RADIO, TELEVISION, AND MUSIC STORES	171	33 655	71	12	136	33 041	4 653	1 083	729
5732	RADIO AND TELEVISION STORES	**	**	**	**	84	23 677	3 454	820	519
5733	MUSIC STORES	**	**	**	**	52	9 364	1 199	263	210
5733 PT.	RECORD SHOPS	**	**	**	**	18	2 161	257	59	49
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	34	7 203	942	204	161
EATING AND DRINKING PLACES										
58	TOTAL	1 861	215 187	782	320	1 533	206 188	57 784	13 747	12 475
5812	EATING PLACES	1 348	178 813	553	214	1 103	172 494	49 747	11 805	10 906
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	543	97 082	30 757	7 400	6 233
5812 PT.	CAFETERIAS	**	**	**	**	65	10 217	2 886	681	505
5812 PT.	REFRESHMENT PLACES	**	**	**	**	436	56 953	13 914	3 213	3 740
5812 PT.	OTHER EATING PLACES	**	**	**	**	59	8 242	2 190	511	428
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	513	36 374	229	106	430	33 694	8 037	1 942	1 569
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	242	117 080	81	23	224	116 250	15 606	3 752	2 663
591 PT.	DRUG STORES	**	**	**	**	222	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	2 442	246 497	1 631	236	1 058	219 025	33 598	7 938	6 106
592	LIQUOR STORES	326	77 477	124	72	288	73 640	5 276	1 201	1 064
593	USED MERCHANDISE STORES	218	12 040	156	17	101	10 241	2 095	496	452
596	NONSTORE RETAILERS	779	41 308	711	12	84	32 486	9 906	2 429	1 443
5961	MAIL-ORDER HOUSES	36	8 388	24	1	12	7 796	4 661	1 137	664
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	74	18 359	50	6	28	17 001	3 778	918	495
5963	DIRECT SELLING	669	14 561	637	5	44	7 689	1 467	374	284
598	FUEL AND ICE DEALERS	7	1 030	4	-	3	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	(D)	(D)	(D)	(D)
5992	FLORISTS	97	6 224	52	20	63	5 674	1 195	278	265
5993	CIGAR STORES AND STANDS	15	1 313	6	1	9	1 085	148	38	37
594	MISCELLANEOUS SHOPPING GOODS STORES	617	84 308	310	68	383	(D)	(D)	(D)	(D)
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	113	18 888	55	15	83	17 655	2 318	515	401
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	45	9 606	1 189	278	209
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	38	8 049	1 129	237	192
5942	BOOK STORES	62	11 787	30	4	38	11 282	1 638	417	394
5943	STATIONERY STORES	37	4 873	9	6	31	4 555	727	196	159
5944	JEWELRY STORES	127	16 942	63	14	73	15 761	3 737	825	525
5945	HOBBY, TOY, AND GAME SHOPS	50	7 700	30	5	23	6 849	890	179	151
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	47	7 290	18	5	36	7 024	755	168	136
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	85	4 681	51	15	46	4 209	535	143	131
5948	LUGGAGE AND LEATHER GOODS STORES	18	1 371	10	1	13	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	78	10 776	44	3	40	10 457	1 428	331	384
5994,9	OTHER MISCELLANEOUS RETAIL STORES	383	22 797	268	46	127	15 932	2 581	620	475
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	7	1 412	106	26	33
5999 PT.	PET SHOPS	**	**	**	**	27	2 501	455	106	113
5999 PT.	TYPEWRITER STORES	**	**	**	**	9	1 020	130	33	26
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	25	2 915	701	176	99
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	59	8 084	1 189	279	204

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				Sole proprie- torships (number)	Part- nerships (number)					
	BUTTE COUNTY									
	RETAIL TRADE, TOTAL	1 201	245 514	594	166	836	236 075	29 210	6 810	5 648
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	86	22 769	34	12	59	22 067	2 236	501	340
521,3	BUILDING MATERIALS AND SUPPLY STORES	35	8 840	16	4	23	8 571	840	197	110
525	HARDWARE STORES	17	2 259	6	4	13	2 139	260	68	52
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	10	800	3	2	7	751	183	40	58
527	MOBILE HOME DEALERS	24	10 870	9	2	16	10 606	953	196	120
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	26	20 217	10	1	19	19 858	2 957	676	600
531	DEPARTMENT STORES ²	4	(D)	-	1	4	(D)	(D)	(D)	(D)
533	VARIETY STORES	14	(D)	4	-	13	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	728	6	-	2	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	140	58 762	68	21	104	57 335	5 441	1 293	789
541	GROCERY STORES	97	54 286	45	16	75	53 315	4 857	1 137	648
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	8	1 181	4	2	4	1 073	56	14	10
543	CANDY, NUT, AND CONFECTIONERY STORES	7	795	4	1	4	701	53	8	10
544	RETAIL BAKERIES	4	103	4	-	-	-	-	-	-
546	OTHER FOOD STORES	10	(D)	6	-	9	435	96	25	30
545,9	OTHER FOOD STORES	14	(U)	5	2	12	1 811	379	109	91
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	92	46 582	43	9	68	45 660	5 337	1 242	678
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	22	(D)	3	2	21	33 648	3 942	923	470
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	17	(D)	11	1	8	1 935	208	48	39
553	AUTO AND HOME SUPPLY STORES	31	5 679	15	3	27	5 465	834	190	117
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	22	4 851	14	3	12	4 612	353	81	52
	GASOLINE SERVICE STATIONS									
554	TOTAL	156	17 600	76	13	132	16 388	1 410	326	436
	APPAREL AND ACCESSORY STORES									
56	TOTAL	62	11 776	13	14	57	11 551	1 480	356	349
562	WOMEN'S READY-TO-WEAR STORES	28	(D)	5	3	25	4 791	722	179	161
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	(D)	2	1	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	12	2 928	1	5	12	2 928	323	73	85
565	FAMILY CLOTHING STORES	5	1 582	1	2	5	1 582	161	41	41
566	SHOE STORES	11	1 823	2	3	11	1 823	229	50	50
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	2	-	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	77	12 378	40	14	51	11 815	1 650	389	263
5712	FURNITURE STORES	22	6 181	8	4	18	6 008	822	195	105
OTHER 571	HOME FURNISHINGS STORES	20	2 141	12	4	11	1 991	269	65	63
572	HOUSEHOLD APPLIANCE STORES	12	1 248	8	1	5	1 103	191	47	25
573	RADIO, TELEVISION, AND MUSIC STORES	23	2 806	12	5	17	2 713	368	82	70
	EATING AND DRINKING PLACES									
58	TOTAL	238	18 824	104	42	196	17 968	4 424	1 010	1 312
5812	EATING PLACES	157	14 899	68	25	139	14 687	3 729	842	1 119
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	81	3 925	36	17	57	3 281	695	168	193
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	26	(D)	5	4	25	14 416	1 858	445	295
591 PT.	DRUG STORES	**	**	**	**	25	14 416	1 858	445	295
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	298	(D)	201	36	125	19 017	2 417	572	586
592	LIQUOR STORES	30	5 661	10	7	26	5 365	373	90	91
593	USED MERCHANDISE STORES	20	752	16	2	8	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	83	3 285	75	1	9	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	3	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	77	(D)	71	1	5	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	8	(D)	1	1	6	1 120	146	30	24
5992	FLORISTS	15	(D)	6	2	13	716	132	30	31
5993	CIGAR STORES AND STANDS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	97	8 980	57	18	50	8 203	1 323	312	343
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	34	(D)	16	12	16	2 177	224	46	55
5944	JEWELRY STORES	12	(D)	6	1	10	1 066	167	40	24
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	51	5 316	35	5	24	4 960	932	226	264
5994,9	OTHER MISCELLANEOUS RETAIL STORES	43	1 585	36	5	11	719	107	26	24

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TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
	CONTRA COSTA COUNTY									
	RETAIL TRADE, TOTAL	4 158	1 283 143	2 085	489	2 876	1 251 131	160 122	37 844	27 111
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	179	56 842	70	20	133	55 263	7 607	1 741	1 012
521,3	BUILDING MATERIALS AND SUPPLY STORES	95	37 522	36	10	73	36 548	5 068	1 174	596
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	43	29 863	3 941	909	467
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	30	6 685	1 127	265	129
525	HARDWARE STORES	47	10 948	19	6	34	10 475	1 372	294	221
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	22	(D)	11	2	15	3 583	801	191	152
527	MOBILE HOME DEALERS	15	(D)	4	2	11	4 657	366	82	43
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	95	212 964	26	7	81	212 652	27 985	6 416	4 939
531	DEPARTMENT STORES ²	18	186 504	-	-	18	186 504	24 497	5 570	4 127
533	VARIETY STORES	40	(D)	12	2	39	13 571	2 184	544	535
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	37	(D)	14	5	24	12 577	1 304	302	277
	FOOD STORES									
54	TOTAL	465	315 664	178	63	363	310 611	32 435	7 787	4 323
541	GROCERY STORES	323	300 486	91	44	270	297 400	30 490	7 317	3 901
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	40	4 756	27	5	21	3 688	269	70	43
5422	FREEZER AND LOCKER MEAT PROVISIONERS	**	**	**	**	-	-	-	-	-
5423 PT.	MEAT MARKETS	**	**	**	**	16	3 018	240	62	38
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	5	670	29	8	5
543	FRUIT STORES AND VEGETABLE MARKETS	9	1 539	7	1	6	1 465	101	16	20
544	CANDY, NUT, AND CONFECTIONERY STORES	22	(D)	10	4	16	1 535	231	61	55
546	RETAIL BAKERIES	42	(D)	29	4	32	2 752	806	176	200
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	26	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	6	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	29	4 124	14	5	18	3 771	538	147	104
545	DAIRY PRODUCTS STORES	**	**	**	**	13	3 079	434	118	80
549	MISCELLANEOUS FOOD STORES	**	**	**	**	5	692	104	29	24
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	257	232 878	101	35	201	229 829	24 485	6 104	2 532
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	52	185 978	3	3	62	185 978	19 123	4 854	1 722
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	32	102 218	9 815	2 496	906
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	17	33 936	4 317	991	349
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	13	49 824	4 991	1 367	467
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	38	4 050	24	6	20	3 292	341	77	44
553	AUTO AND HOME SUPPLY STORES	95	22 741	29	18	81	22 075	3 285	784	501
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	71	20 354	3 072	739	469
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	10	1 721	213	45	32
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	72	20 109	45	8	38	18 484	1 736	389	265
555	BOAT DEALERS	**	**	**	**	13	6 634	587	120	93
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	12	7 248	486	109	68
557	MOTORCYCLE DEALERS	**	**	**	**	9	3 213	360	85	46
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	4	1 389	303	75	58
	GASOLINE SERVICE STATIONS									
554	TOTAL	479	86 424	227	47	438	84 010	8 676	1 997	2 078
	APPAREL AND ACCESSORY STORES									
56	TOTAL	287	69 122	87	26	240	68 157	9 086	2 161	1 893
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	120	23 487	36	18	100	23 081	3 055	690	689
562	WOMEN'S READY-TO-WEAR STORES	104	22 873	26	17	93	22 543	2 988	670	659
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	13	(D)	8	1	6	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	-	-	-	-	-
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	3	(D)	2	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	49	13 396	17	3	44	13 300	1 660	383	286
565	FAMILY CLOTHING STORES	31	18 563	11	2	25	18 460	2 438	599	545
566	SHOE STORES	61	11 838	10	2	56	11 770	1 745	446	332
566 PT.	MEN'S SHOE STORES	**	**	**	**	6	1 000	132	35	21
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	13	4 016	617	159	114
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	4	600	111	24	12
566 PT.	FAMILY SHOE STORES	**	**	**	**	33	6 154	885	230	185
564,9	OTHER APPAREL AND ACCESSORY STORES	26	1 838	13	1	15	1 546	188	43	41
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	6	1 237	144	34	32
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	9	209	44	9	9

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				Sole proprietorships (number)	Partnerships (number)					
	CONTRA COSTA COUNTY--CONTINUED									
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	308	61 972	162	30	215	59 545	8 698	2 144	1 422
571	FURNITURE AND HOME FURNISHINGS STORES	190	36 848	101	21	128	35 380	4 901	1 209	664
5712	FURNITURE STORES	110	29 941	56	13	77	29 089	3 920	986	517
OTHER 571	HOME FURNISHINGS STORES	80	6 907	45	8	51	6 291	981	223	147
5713	FLOOR COVERING STORES	**	**	**	**	20	3 736	603	144	74
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	18	1 284	215	43	39
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	13	1 271	163	36	34
572	HOUSEHOLD APPLIANCE STORES	35	9 807	20	5	24	9 365	2 041	458	469
573	RADIO, TELEVISION, AND MUSIC STORES	83	15 317	41	4	63	14 600	1 756	477	289
5732	RADIO AND TELEVISION STORES	**	**	**	**	43	11 150	1 388	385	225
5733	MUSIC STORES	**	**	**	**	20	3 650	368	92	64
5733 PT.	RECORD SHOPS	**	**	**	**	7	1 248	125	34	22
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	13	2 402	243	58	42
	EATING AND DRINKING PLACES									
	TOTAL	765	90 593	338	146	658	87 994	23 693	5 375	5 620
5812	EATING PLACES	561	76 379	242	96	481	74 518	20 542	4 625	4 959
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	227	44 343	13 331	2 939	2 939
5812 PT.	CAFETERIAS	**	**	**	**	20	2 508	765	202	165
5812 PT.	REFRESHMENT PLACES	**	**	**	**	202	24 487	5 696	1 309	1 569
5812 PT.	OTHER EATING PLACES	**	**	**	**	32	3 180	750	175	286
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	204	14 214	96	50	177	13 476	3 151	750	661
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	109	63 903	24	20	104	63 751	7 582	1 792	1 216
591 PT.	DRUG STORES	**	**	**	**	103	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
	TOTAL	1 204	92 781	872	95	443	79 319	9 875	2 327	2 076
592	LIQUOR STORES	114	31 198	44	23	106	30 409	2 197	509	413
593	USED MERCHANDISE STORES	71	4 385	53	4	31	3 789	738	192	196
596	NONSTORE RETAILERS	436	9 798	413	3	25	4 803	869	197	168
5961	MAIL-ORDER HOUSES	13	(D)	5	2	5	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	25	(D)	20	-	7	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	398	6 478	388	1	13	1 988	349	81	67
598	FUEL AND ICE DEALERS	6	(D)	2	-	4	1 017	145	38	18
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	4	1 017	145	38	18
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	-	-	-	-
5992	FLORISTS	41	3 103	24	9	30	2 863	476	98	114
5993	CIGAR STORES AND STANDS	4	(D)	2	-	3	242	27	6	10
594	MISCELLANEOUS SHOPPING GOODS STORES	322	33 592	188	31	178	30 119	4 395	1 044	982
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	75	8 745	38	13	46	7 801	1 070	239	220
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	31	5 640	788	167	160
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	15	2 161	282	72	60
5942	BOOK STORES	13	1 379	8	1	5	(D)	(D)	(D)	(D)
5943	STATIONERY STORES	11	1 107	4	1	8	1 075	154	37	46
5944	JEWELRY STORES	62	8 407	33	3	39	7 250	1 256	295	188
5945	HOBBY, TOY, AND GAME SHOPS	38	2 010	32	1	17	1 734	200	47	71
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	19	1 909	9	3	13	1 854	229	65	37
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	42	2 031	28	5	17	1 744	287	64	86
5948	LUGGAGE AND LEATHER GOODS STORES	8	463	6	1	3	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	54	7 541	30	3	30	7 096	1 005	251	288
5994,9	OTHER MISCELLANEOUS RETAIL STORES	210	9 426	146	25	66	6 077	1 028	243	175
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	5	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	11	816	94	24	24
5999 PT.	TYPEWRITER STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	20	1 748	373	93	57
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	29	2 776	417	84	71

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				Sole proprie- torships (number)	Partne- rships (number)					
	EL DORADO COUNTY									
	RETAIL TRADE, TOTAL	597	121 015	317	67	407	115 894	13 970	2 995	2 376
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	37	11 061	17	6	26	10 325	805	154	96
52	BUILDING MATERIALS AND SUPPLY STORES	19	8 814	7	4	14	8 447	578	108	61
525,3	HARDWARE STORES	13	(D)	6	2	9	1 461	192	37	23
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	3	-	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	16	2 756	4	4	10	2 602	305	68	67
53	DEPARTMENT STORES ²	8	-	-	-	5	-	-	-	-
533	VARIETY STORES	8	1 400	3	-	5	1 349	205	44	48
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	1 356	1	4	5	1 253	100	24	19
	FOOD STORES									
	TOTAL	68	32 150	36	10	52	31 381	2 806	617	300
54	GROCERY STORES	47	30 692	21	8	37	30 034	2 635	584	271
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	2	(D)	2	-	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	1	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	4	52	4	-	1	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	10	585	5	1	10	585	127	26	23
545,9	OTHER FOOD STORES	3	90	3	-	1	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	34	18 648	11	3	27	18 521	2 078	492	264
55 EX. 554	MOTOR VEHICLE DEALERS—NEW AND USED CARS	12	15 551	2	1	12	15 551	1 658	397	208
552	MOTOR VEHICLE DEALERS—USED CARS ONLY	1	(D)	1	-	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	17	(D)	6	1	12	2 529	374	86	49
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	4	(D)	2	1	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
	TOTAL	83	13 256	43	6	69	12 183	1 175	249	243
	APPAREL AND ACCESSORY STORES									
	TOTAL	28	6 192	14	4	20	6 068	674	151	139
562	WOMEN'S READY-TO-WEAR STORES	8	(D)	3	-	7	1 792	192	42	38
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	(D)	2	-	3	139	11	3	3
566	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	8	3 459	6	2	5	(D)	(D)	(D)	(D)
566	SHOE STORES	3	(D)	-	1	3	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	3	(D)	2	1	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	34	3 632	20	-	20	3 408	497	79	52
57	FURNITURE STORES	9	(D)	4	-	8	1 388	211	38	27
5712	HOME FURNISHINGS STORES	7	(D)	4	-	4	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	8	(D)	5	-	3	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	10	803	7	-	5	743	64	7	7
	EATING AND DRINKING PLACES									
	TOTAL	147	13 827	76	22	114	13 165	3 137	604	783
5812	EATING PLACES	117	12 280	59	18	93	11 790	2 861	544	703
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	30	1 547	17	4	21	1 375	276	60	80
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	15	(D)	4	2	14	6 584	910	192	148
591 PT.	DRUG STORES	**	**	**	**	14	6 584	910	192	148
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	135	(D)	92	10	55	11 657	1 583	389	284
59 EX. 591	LIQUOR STORES	4	1 614	1	1	4	1 614	143	23	16
593	USED MERCHANDISE STORES	13	230	12	2	2	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	38	3 046	32	1	6	2 569	306	77	47
5961	MAIL-ORDER HOUSES	4	(D)	-	1	3	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	3	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	31	556	29	-	2	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	11	2 762	-	-	11	2 762	492	131	78
5992	FLORISTS	4	(D)	2	-	3	325	71	13	12
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	41	(D)	27	3	24	4 081	543	140	123
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	6	(D)	1	-	5	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	6	(D)	3	-	5	(D)	(D)	(D)	(D)
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	29	1 434	23	3	14	1 245	134	31	43
5994,9	OTHER MISCELLANEOUS RETAIL STORES	24	566	18	5	5	(D)	(D)	(D)	(D)

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				Sole proprie- torships (number)	Partne- rships (number)					
	FRESNO COUNTY (COEXTENSIVE WITH FRESNO SMSA; SEE TABLE 2.)									
	HUMBOLDT COUNTY									
	RETAIL TRADE, TOTAL	1 119	226 080	584	141	811	218 095	27 186	6 351	4 906
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	56	14 984	20	8	40	14 602	1 724	377	254
52	BUILDING MATERIALS AND SUPPLY STORES	24	7 456	9	3	18	7 311	869	199	133
521,3	HARDWARE STORES	15	(D)	6	2	10	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	14	4 875	4	2	10	4 784	467	92	45
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	41	24 504	13	6	33	24 262	3 248	732	651
53	DEPARTMENT STORES ²	5	18 446	-	-	5	18 446	2 498	573	466
531	VARIETY STORES	19	3 719	7	3	16	3 557	483	107	134
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	17	2 339	6	3	12	2 259	267	52	51
539										
	FOOD STORES									
	TOTAL	145	55 120	67	20	118	53 470	5 049	1 208	710
54	GROCERY STORES	103	52 275	44	13	85	50 952	4 672	1 124	609
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	16	1 334	7	4	11	1 091	91	18	20
542	CANDY, NUT, AND CONFECTIONERY STORES	-	-	-	-	-	-	-	-	-
543	CANDY, NUT, AND CONFECTIONERY STORES	5	(D)	5	-	3	225	41	10	15
544	RETAIL BAKERIES	16	(D)	9	1	15	876	211	49	56
546	OTHER FOOD STORES	5	(D)	2	2	4	326	34	7	10
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	72	45 717	24	12	60	45 177	5 264	1 262	553
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	24	(D)	3	3	22	35 921	4 311	1 054	424
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	2 216	6	1	5	1 972	93	23	17
552										
553	AUTO AND HOME SUPPLY STORES	31	5 136	11	6	28	5 051	675	150	89
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	4	2	7	2 233	185	35	23
	GASOLINE SERVICE STATIONS									
	TOTAL	140	18 619	91	4	126	18 081	1 470	337	362
554										
	APPAREL AND ACCESSORY STORES									
	TOTAL	58	12 152	19	8	46	11 572	1 846	435	394
56	WOMEN'S READY-TO-WEAR STORES	20	2 223	6	3	17	2 075	289	64	68
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	2	-	2	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	12	(D)	3	3	10	2 047	226	61	35
561	FAMILY CLOTHING STORES	10	5 207	4	1	6	5 088	963	218	206
565	SHOE STORES	12	(D)	3	-	11	(D)	(D)	(D)	(D)
566	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	1	-	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	51	6 093	28	6	33	5 875	918	234	148
57	FURNITURE STORES	11	(D)	2	1	9	3 450	625	162	89
5712	HOME FURNISHINGS STORES	6	(D)	3	2	3	264	40	11	7
OTHER 571	HOUSEHOLD APPLIANCE STORES	9	318	6	-	5	273	38	10	10
572	RADIO, TELEVISION, AND MUSIC STORES	25	2 005	17	3	16	1 888	215	51	42
573										
	EATING AND DRINKING PLACES									
	TOTAL	243	19 938	120	38	209	19 046	4 503	993	1 188
58	EATING PLACES	166	14 837	82	22	140	14 183	3 589	775	978
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	77	5 101	38	16	69	4 863	914	218	210
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	27	9 806	6	5	24	9 639	1 072	281	231
591	DRUG STORES	**	**	**	**	24	9 639	1 072	281	231
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	286	19 147	196	34	122	16 371	2 092	492	415
59 EX. 591	LIQUOR STORES	22	(D)	8	8	20	3 391	179	45	42
592	USED MERCHANDISE STORES	22	879	16	4	10	660	146	37	35
593	NONSTORE RETAILERS	80	2 994	78	-	8	2 321	316	79	45
596	MAIL-ORDER HOUSES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	2	-	2	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	74	1 209	73	-	4	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	14	(D)	3	1	12	2 038	370	92	56
598	FLORISTS	14	620	9	-	11	569	89	24	35
5992	CIGAR STORES AND STANDS	1	(D)	1	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	84	7 143	46	16	49	6 301	855	187	179
594	SPORTING GOODS STORES AND BICYCLE SHOPS	19	1 822	9	5	10	1 432	206	30	29
5941	JEWELRY STORES	13	1 297	8	2	10	1 194	172	39	30
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	52	4 024	29	9	29	3 675	477	118	120
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	49	1 982	35	5	12	1 091	137	28	23
5994,9										

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972-Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	IMPERIAL COUNTY									
	RETAIL TRADE, TOTAL	772	195 318	357	75	580	189 531	23 032	5 440	4 532
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	30	9 536	18	1	19	9 096	1 094	220	148
52	BUILDING MATERIALS AND SUPPLY STORES	16	(D)	9	1	11	(D)	(D)	(D)	(D)
521,3	HARDWARE STORES	7	(D)	3	-	6	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	84	5	-	1	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	29	21 305	6	3	26	21 172	3 073	796	641
53	DEPARTMENT STORES ²	3	11 835	-	-	3	11 835	1 756	456	319
531	VARIETY STORES	14	7 712	2	1	14	7 712	1 105	280	267
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	12	1 758	4	2	9	1 625	212	60	55
539										
	FOOD STORES									
	TOTAL	122	53 047	56	17	92	51 411	4 410	1 110	749
54	GROCERY STORES	100	51 116	38	17	78	49 793	4 066	1 030	671
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	3	(D)	3	-	3	(D)	(D)	(D)	(D)
542	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	-	-	-	-	-
544	RETAIL BAKERIES	6	321	5	-	6	321	122	29	33
546	OTHER FOOD STORES	10	(D)	7	-	4	952	201	47	41
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	63	41 016	21	5	44	40 335	4 489	970	543
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	15	(D)	1	-	14	28 075	2 653	671	359
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	6	(D)	5	-	1	(D)	(D)	(D)	(D)
552										
553	AUTO AND HOME SUPPLY STORES	27	11 557	5	4	22	11 402	1 741	274	156
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	15	987	10	1	7	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	94	16 994	47	12	80	16 372	1 724	413	413
	APPAREL AND ACCESSORY STORES									
	TOTAL	64	15 824	17	4	59	15 419	2 110	496	485
56	WOMEN'S READY-TO-WEAR STORES	27	5 011	5	2	27	5 011	599	133	159
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	1	-	3	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	(D)	6	1	7	1 261	169	41	28
561	FAMILY CLOTHING STORES	11	(D)	3	1	10	7 303	1 066	258	245
565	SHOE STORES	11	1 631	-	-	11	1 631	251	60	46
566	OTHER APPAREL AND ACCESSORY STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	29	5 436	13	3	21	5 160	771	185	121
57	FURNITURE STORES	12	2 963	4	2	8	2 786	435	99	57
5712	HOME FURNISHINGS STORES	4	(D)	3	-	3	944	201	52	36
OTHER 571	HOUSEHOLD APPLIANCE STORES	6	(D)	2	1	5	664	84	22	15
572	RADIO, TELEVISION, AND MUSIC STORES	7	(D)	4	-	5	766	51	12	13
573										
	EATING AND DRINKING PLACES									
	TOTAL	170	12 075	81	20	139	11 550	2 862	672	944
58	EATING PLACES	117	9 605	58	11	97	9 285	2 377	554	784
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	53	2 470	23	9	42	2 265	485	118	160
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	20	7 201	3	4	20	7 201	1 272	296	203
591	DRUG STORES	**	**	**	**	18	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	151	12 884	95	6	80	11 815	1 227	282	285
59 EX. 591	LIQUOR STORES	20	(D)	7	2	19	2 920	211	51	56
592	USED MERCHANDISE STORES	16	596	8	-	9	524	98	32	38
593	NONSTORE RETAILERS	50	4 394	41	-	10	3 995	312	67	39
596	MAIL-ORDER HOUSES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	1	-	3	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	45	3 829	40	-	6	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	5	774	1	1	5	774	114	22	20
598	FLORISTS	6	(D)	4	-	5	241	47	10	18
5992	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
5993										
594	MISCELLANEOUS SHOPPING GOODS STORES	38	3 450	22	-	28	3 243	434	98	108
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	8	(D)	5	-	5	417	23	6	7
5944	JEWELRY STORES	10	(D)	6	-	8	1 038	164	35	32
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	20	1 819	11	-	15	1 788	247	57	69
5994,9	OTHER MISCELLANEOUS RETAIL STORES	16	(D)	12	3	4	118	11	2	6

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 1 Includes only establishments for which legal form of organization is known. See appendix A for additional information.
 2 Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	KERN COUNTY (COEXTENSIVE WITH BAKERSFIELD SMSA; SEE TABLE 2.)									
	KINGS COUNTY									
	RETAIL TRADE, TOTAL	538	112 588	275	74	415	109 029	13 103	3 025	2 447
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	18	5 135	5	4	15	4 997	524	125	80
52	BUILDING MATERIALS AND SUPPLY STORES	10	(D)	4	-	9	3 249	357	85	47
521,3	HARDWARE STORES	5	1 333	-	2	4	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	1	1	1	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	12	(D)	3	-	11	10 671	1 755	409	307
53	DEPARTMENT STORES ²	2	(D)	-	-	2	(D)	(D)	(D)	(D)
531	VARIETY STORES	6	1 310	1	-	6	1 310	191	44	51
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	1 143	2	-	3	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	67	27 156	28	12	53	26 258	2 376	567	415
54	GROCERY STORES	55	(D)	22	11	43	24 847	2 161	514	369
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	5	(D)	2	-	4	495	57	16	17
542	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	44	26 319	15	9	39	26 020	2 503	562	330
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	10	19 277	2	1	10	19 277	1 662	379	215
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	5	(D)	4	-	4	997	73	17	10
552										
553	AUTO AND HOME SUPPLY STORES	20	(D)	5	6	18	4 393	645	140	88
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	4	2	7	1 353	123	26	17
	GASOLINE SERVICE STATIONS									
	TOTAL	75	9 418	51	8	59	8 500	743	162	170
	APPAREL AND ACCESSORY STORES									
	TOTAL	29	5 851	6	5	29	5 851	802	185	162
56	WOMEN'S READY-TO-WEAR STORES	9	2 023	-	2	9	2 023	288	73	67
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	-	-	-	-	-	-	-	-	-
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	2 136	2	1	9	2 136	300	58	42
561	FAMILY CLOTHING STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
565	SHOE STORES	5	905	1	1	5	905	106	26	24
566	OTHER APPAREL AND ACCESSORY STORES	4	(D)	3	1	4	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	34	6 194	18	5	28	6 081	853	210	129
57	FURNITURE STORES	11	(D)	2	3	9	3 323	417	99	58
5712	HOME FURNISHINGS STORES	8	(D)	6	1	4	363	174	37	21
OTHER 571	HOUSEHOLD APPLIANCE STORES	9	1 046	5	1	9	1 046	115	38	27
572	RADIO, TELEVISION, AND MUSIC STORES	6	1 349	5	-	6	1 349	147	36	23
573										
	EATING AND DRINKING PLACES									
	TOTAL	119	8 754	60	17	106	8 421	1 902	436	532
58	EATING PLACES	91	7 149	47	11	82	6 885	1 609	366	453
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	28	1 605	13	6	24	1 536	293	70	79
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	15	(D)	5	1	14	4 381	701	168	125
591	DRUG STORES	**	**	**	**	14	4 381	701	168	125
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	125	(D)	84	13	61	7 849	944	201	197
59 EX. 591	LIQUOR STORES	16	2 585	8	3	16	2 585	159	30	45
592	USED MERCHANDISE STORES	12	879	5	-	9	834	185	30	33
593	NONSTORE RETAILERS	42	1 047	39	-	5	(D)	(D)	(D)	(D)
596	MAIL-ORDER HOUSES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	1	(D)	1	-	-	-	-	-	-
5962	DIRECT SELLING	40	(D)	38	-	4	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	6	(D)	1	-	5	1 034	177	49	25
598	FLORISTS	4	(D)	2	2	3	367	77	15	20
5992	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	36	2 423	23	7	20	2 164	210	44	50
594	SPORTING GOODS STORES AND BICYCLE SHOPS	6	437	5	1	3	369	32	6	4
5941	JEWELRY STORES	10	903	4	4	6	757	85	18	16
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	20	1 083	14	2	11	1 018	93	20	30
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	9	330	6	1	3	(D)	(D)	(D)	(D)
5994,9										

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
	LOS ANGELES COUNTY (COEXTENSIVE WITH LOS ANGELES-LONG BEACH SMSA; SEE TABLE 2.)									
	MARIN COUNTY									
	RETAIL TRADE, TOTAL	1 955	529 808	878	283	1 377	514 210	69 305	15 736	11 285
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	87	23 497	38	8	64	22 624	3 357	740	432
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	37	17 352	13	2	30	17 125	2 355	534	277
525	HARDWARE STORES	28	3 869	13	4	20	3 360	516	114	97
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	19	(D)	10	2	12	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	3	(D)	2	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	45	52 506	14	5	33	51 976	6 832	1 448	1 142
531	DEPARTMENT STORES ²	6	42 866	-	-	6	42 866	5 296	1 059	826
533	VARIETY STORES	18	3 900	6	-	14	3 691	548	160	162
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	21	5 740	8	5	13	5 419	988	229	154
	FOOD STORES									
	TOTAL	208	138 281	53	47	177	136 276	14 297	3 456	1 999
541	GROCERY STORES	121	130 042	22	26	108	128 836	12 846	3 109	1 650
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	15	2 289	6	7	10	2 153	172	44	35
543	FRUIT STORES AND VEGETABLE MARKETS	-	-	-	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	13	(D)	4	2	10	659	93	27	35
546	RETAIL BAKERIES	32	(D)	10	6	30	2 516	837	196	166
545, 9	OTHER FOOD STORES	27	2 562	11	6	19	2 112	349	80	113
	AUTOMOTIVE DEALERS									
	TOTAL	124	104 224	47	13	87	103 220	11 460	2 656	1 218
55 Ex, 554	MOTOR VEHICLE DEALERS—NEW AND USED CARS	32	81 675	3	-	32	81 675	9 016	2 094	831
552	MOTOR VEHICLE DEALERS—USED CARS ONLY	12	3 356	8	-	7	3 302	315	70	51
553	AUTO AND HOME SUPPLY STORES	30	7 440	8	8	25	7 100	1 191	272	196
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	50	11 753	28	5	23	11 143	938	220	140
	GASOLINE SERVICE STATIONS									
	TOTAL	145	30 973	78	18	137	30 222	3 375	841	856
	APPAREL AND ACCESSORY STORES									
	TOTAL	175	26 764	58	28	140	25 728	3 483	819	738
562	WOMEN'S READY-TO-WEAR STORES	74	9 623	25	13	62	9 151	1 238	270	268
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	9	(D)	4	-	7	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	21	(D)	7	3	19	3 935	435	99	75
565	FAMILY CLOTHING STORES	16	4 441	5	7	10	(D)	(D)	(D)	(D)
566	SHOE STORES	37	6 014	8	3	31	5 807	860	243	144
564, 9	OTHER APPAREL AND ACCESSORY STORES	16	(D)	9	2	9	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	161	23 712	67	21	111	21 746	3 148	722	445
5712	FURNITURE STORES	55	10 409	22	9	39	9 808	1 351	319	177
OTHER 571	HOME FURNISHINGS STORES	47	4 927	21	7	32	4 279	753	143	102
572	HOUSEHOLD APPLIANCE STORES	16	1 885	8	2	9	1 533	243	56	29
573	RADIO, TELEVISION, AND MUSIC STORES	43	6 491	16	3	31	6 126	801	204	137
	EATING AND DRINKING PLACES									
	TOTAL	326	44 416	106	75	293	43 343	12 414	2 910	2 727
5812	EATING PLACES	260	37 982	79	60	234	37 134	10 708	2 499	2 397
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	66	6 434	27	15	59	6 209	1 706	411	330
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	51	27 153	13	8	48	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	46	26 227	3 324	722	538
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
	TOTAL	633	58 282	404	60	287	(D)	(D)	(D)	(D)
592	LIQUOR STORES	44	(D)	17	4	42	10 187	731	161	151
593	USED MERCHANDISE STORES	52	2 288	40	1	16	1 876	365	80	73
596	NONSTORE RETAILERS	147	5 026	126	5	21	3 383	558	127	79
5961	MAIL-ORDER HOUSES	18	(D)	6	3	10	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	11	(D)	11	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	118	3 518	109	2	9	2 097	374	83	42
598	FUEL AND ICE DEALERS	8	(D)	5	-	3	(D)	(D)	(D)	(D)
5992	FLORISTS	23	1 482	12	5	18	1 426	323	68	65
5993	CIGAR STORES AND STANDS	3	(D)	1	1	2	(D)	(D)	(D)	(D)
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	226	22 604	119	29	130	(D)	(D)	(D)	(D)
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	39	7 266	16	4	29	7 103	1 149	244	189
5944	JEWELRY STORES	46	4 344	24	3	25	3 906	683	159	124
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	141	10 994	79	22	76	(D)	(D)	(D)	(D)
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	130	15 911	84	15	55	14 408	2 269	202	147

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² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
	MENDOCINO COUNTY									
	RETAIL TRADE, TOTAL	722	129 636	372	89	533	124 270	14 985	3 355	2 845
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	55	14 843	22	3	43	14 428	1 854	403	282
521,3	BUILDING MATERIALS AND SUPPLY STORES	26	9 475	7	1	23	9 422	1 315	306	184
525	HARDWARE STORES	12	(D)	7	-	11	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	7	(D)	5	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	10	3 760	3	2	7	3 515	349	57	52
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	26	11 703	8	5	22	11 649	1 348	279	238
531	DEPARTMENT STORES ²	3	5 808	-	-	3	5 808	785	161	131
533	VARIETY STORES	9	(D)	1	2	8	2 053	232	42	48
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	14	(D)	7	3	11	3 788	331	76	59
	FOOD STORES									
54	TOTAL	82	32 964	41	9	64	31 519	2 724	669	415
541	GROCERY STORES	58	31 251	26	6	47	30 265	2 595	636	374
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	12	1 175	7	2	8	749	34	9	9
543	CANDY, NUT, AND CONFECTIONERY STORES	-	-	-	-	-	-	-	-	-
544	RETAIL BAKERIES	3	129	2	-	2	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	5	(D)	4	-	4	227	48	12	16
545,9	OTHER FOOD STORES	4	(D)	2	1	3	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	51	19 799	19	11	42	19 633	2 301	499	269
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	15	15 087	1	3	15	15 087	1 710	376	178
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	5	(D)	3	-	3	397	30	7	4
553	AUTO AND HOME SUPPLY STORES	22	(D)	11	4	20	3 435	489	101	75
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	802	4	4	4	714	72	15	12
	GASOLINE SERVICE STATIONS									
554	TOTAL	85	12 085	37	7	74	11 306	1 137	269	257
	APPAREL AND ACCESSORY STORES									
56	TOTAL	39	4 510	25	2	31	4 181	422	104	131
562	WOMEN'S READY-TO-WEAR STORES	16	1 140	9	1	13	1 085	115	31	53
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	103	3	-	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	7	(D)	6	1	5	947	92	22	19
565	FAMILY CLOTHING STORES	4	(D)	2	-	3	1 120	104	25	28
566	SHOE STORES	6	(D)	4	-	5	546	56	12	14
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	36	3 949	14	4	30	3 856	502	100	68
5712	FURNITURE STORES	10	1 765	3	3	7	1 744	199	35	23
OTHER 571	HOME FURNISHINGS STORES	6	(D)	3	-	5	499	96	17	9
572	HOUSEHOLD APPLIANCE STORES	6	(D)	2	-	5	371	61	14	13
573	RADIO, TELEVISION, AND MUSIC STORES	14	(D)	6	1	13	1 242	146	34	23
	EATING AND DRINKING PLACES									
58	TOTAL	146	11 958	67	33	126	11 550	2 650	569	791
5812	EATING PLACES	102	9 360	49	20	86	9 027	2 219	466	671
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	44	2 598	18	13	40	2 523	431	103	120
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	15	4 991	3	2	15	4 991	678	162	131
591 PT.	DRUG STORES	**	**	**	**	15	4 991	678	162	131
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	187	12 834	136	13	86	11 157	1 369	301	263
592	LIQUOR STORES	16	(D)	11	2	15	2 080	147	30	40
593	USED MERCHANDISE STORES	11	719	8	-	7	656	120	29	25
596	NONSTORE RETAILERS	57	3 709	49	1	13	3 380	355	71	62
5961	MAIL-ORDER HOUSES	8	2 539	4	-	5	2 493	268	56	48
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	2	1	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	45	(D)	43	-	7	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	7	1 875	-	-	7	1 875	340	80	51
5992	FLORISTS	6	(D)	6	1	6	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	52	2 963	33	6	28	2 421	317	70	59
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	8	(D)	5	1	6	630	39	9	8
5944	JEWELRY STORES	8	(D)	5	-	4	377	52	12	6
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	36	1 635	23	5	18	1 414	226	49	45
5994,9	OTHER MISCELLANEOUS RETAIL STORES	34	1 138	28	3	9	465	41	9	11

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				Sole proprie- torships (number)	Partne- rships (number)					
	MERCED COUNTY									
	RETAIL TRADE, TOTAL	967	203 378	468	123	751	197 554	23 932	5 640	4 896
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	38	11 914	12	9	31	11 821	1 185	297	206
521,3	BUILDING MATERIALS AND SUPPLY STORES	19	7 875	4	4	15	7 838	874	205	140
525	HARDWARE STORES	14	(D)	6	3	12	2 818	240	70	49
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	2	1	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	-	1	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	28	(D)	9	-	26	19 922	2 936	664	659
531	DEPARTMENT STORES ²	5	14 984	-	-	5	14 984	2 225	496	454
533	VARIETY STORES	11	(D)	3	-	10	3 027	484	114	150
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	12	(D)	6	-	11	1 911	227	54	55
	FOOD STORES									
54	TOTAL	111	41 511	57	13	87	40 490	3 763	920	624
541	GROCERY STORES	84	39 441	37	11	72	38 908	3 553	869	565
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	9	1 042	8	1	5	863	65	17	12
543	FRUIT STORES AND VEGETABLE MARKETS	5	246	3	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	-	-	-	-	-	-	-	-	-
546	RETAIL BAKERIES	8	459	5	1	5	382	97	25	31
545,9	OTHER FOOD STORES	5	323	4	-	3	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	67	40 473	18	18	55	39 864	4 546	1 114	605
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	20	32 028	2	5	20	32 028	3 646	902	464
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	982	3	2	5	874	57	9	17
553	AUTO AND HOME SUPPLY STORES	25	5 091	7	6	20	4 730	641	163	97
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	14	2 372	6	5	10	2 232	202	40	27
	GASOLINE SERVICE STATIONS									
554	TOTAL	161	24 057	81	13	149	23 506	2 054	474	531
	APPAREL AND ACCESSORY STORES									
56	TOTAL	65	9 137	23	10	59	8 884	1 125	261	263
562	WOMEN'S READY-TO-WEAR STORES	23	(D)	7	4	21	2 648	305	70	89
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	11	3 274	7	-	11	3 274	464	102	82
565	FAMILY CLOTHING STORES	6	(D)	4	1	5	418	32	8	14
566	SHOE STORES	17	(D)	4	2	16	2 164	271	67	60
564,9	OTHER APPAREL AND ACCESSORY STORES	6	431	1	3	4	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	54	10 058	23	10	43	9 520	1 319	305	212
5712	FURNITURE STORES	15	4 844	5	5	12	4 623	566	130	83
OTHER 571	HOME FURNISHINGS STORES	13	(D)	5	3	12	1 560	224	49	38
572	HOUSEHOLD APPLIANCE STORES	11	(D)	5	2	10	880	127	30	22
573	RADIO, TELEVISION, AND MUSIC STORES	15	(D)	8	-	9	2 457	402	96	69
	EATING AND DRINKING PLACES									
58	TOTAL	212	17 641	102	33	172	16 545	4 002	877	1 179
5812	EATING PLACES	146	14 984	66	23	127	14 342	3 575	783	1 054
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	66	2 657	36	10	45	2 203	427	94	125
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	22	11 722	6	4	22	11 722	1 516	367	256
591 PT.	DRUG STORES	**	**	**	**	22	11 722	1 516	367	256
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	209	(D)	137	13	107	15 280	1 486	361	361
592	LIQUOR STORES	30	6 548	15	4	26	6 366	420	107	111
593	USED MERCHANDISE STORES	17	685	11	-	9	550	69	20	27
596	NONSTORE RETAILERS	61	1 948	57	1	8	1 474	87	17	17
5961	MAIL-ORDER HOUSES	2	(D)	-	1	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	3	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	55	(D)	54	-	4	796	46	8	6
598	FUEL AND ICE DEALERS	12	(D)	2	-	11	1 593	268	69	40
5992	FLORISTS	7	534	3	-	7	534	89	23	29
5993	CIGAR STORES AND STANDS	1	(D)	1	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	46	4 206	25	4	31	3 834	448	103	112
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	11	819	4	3	7	675	54	13	14
5944	JEWELRY STORES	13	1 279	9	-	6	1 093	153	31	23
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	22	2 108	12	1	18	2 066	241	59	75
5994,9	OTHER MISCELLANEOUS RETAIL STORES	35	1 310	23	4	15	929	105	22	25

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				Sole proprie- torships (number)	Partner- ships (number)					
	MONTEREY COUNTY (COEXTENSIVE WITH SALINAS—SEASIDE—MONTEREY SMSA; SEE TABLE 2.)									
	NAPA COUNTY									
	RETAIL TRADE, TOTAL	744	175 884	347	96	556	170 652	21 137	4 971	3 766
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	42	12 868	17	5	33	12 666	1 640	368	230
521,3	BUILDING MATERIALS AND SUPPLY STORES	22	(D)	8	1	20	6 145	840	168	100
525	HARDWARE STORES	11	3 163	5	3	7	3 031	395	105	57
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	7	1 055	4	1	4	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	20	(D)	4	1	19	15 061	2 205	510	448
531	DEPARTMENT STORES	3	9 764	-	-	3	9 764	1 506	346	296
533	VARIETY STORES	7	2 311	-	-	7	2 311	283	74	77
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	10	(D)	4	1	9	2 986	416	90	75
	FOOD STORES									
54	TOTAL	86	44 870	33	12	71	44 258	4 420	1 070	618
541	GROCERY STORES	60	41 907	16	8	54	41 577	3 860	936	509
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	7	(D)	4	2	5	604	24	7	6
543	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	6	352	5	1	2	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	8	(D)	4	1	6	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	55	38 530	20	7	44	38 372	4 013	1 030	458
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	19	32 804	2	1	19	32 804	3 428	888	376
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	10	1 303	7	-	5	1 262	56	14	10
553	AUTO AND HOME SUPPLY STORES	16	3 097	6	3	13	3 001	424	101	56
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	10	1 326	5	3	7	1 305	105	27	16
	GASOLINE SERVICE STATIONS									
554	TOTAL	87	12 836	47	3	77	11 923	1 044	251	252
	APPAREL AND ACCESSORY STORES									
56	TOTAL	46	10 443	18	10	36	10 061	1 096	255	209
562	WOMEN'S READY-TO-WEAR STORES	14	1 925	5	2	11	1 756	234	57	56
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	309	3	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	8	(D)	2	3	6	2 794	258	65	42
565	FAMILY CLOTHING STORES	9	(D)	3	4	8	4 225	451	98	82
566	SHOE STORES	9	1 000	4	1	8	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	45	5 775	24	3	33	5 294	686	161	117
5712	FURNITURE STORES	12	(D)	5	-	10	2 575	359	85	63
OTHER 571	HOME FURNISHINGS STORES	15	1 077	10	1	12	967	114	22	15
572	HOUSEHOLD APPLIANCE STORES	6	(D)	2	1	5	1 130	151	40	26
573	RADIO, TELEVISION, AND MUSIC STORES	12	904	7	1	6	622	62	14	13
	EATING AND DRINKING PLACES									
58	TOTAL	143	14 009	55	30	131	13 572	3 286	719	854
5812	EATING PLACES	99	11 035	39	22	93	10 779	2 670	577	704
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	44	2 974	16	8	38	2 793	616	142	150
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	19	7 264	3	3	19	7 264	1 046	234	198
591 PT.	DRUG STORES	**	**	**	**	19	7 264	1 046	234	198
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	201	(D)	126	22	93	12 181	1 701	373	382
592	LIQUOR STORES	15	(D)	5	4	14	3 332	440	100	114
593	USED MERCHANDISE STORES	22	481	15	2	7	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	51	1 458	45	1	9	930	121	23	25
5961	MAIL-ORDER HOUSES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	(D)	3	1	4	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	42	585	41	-	3	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
5992	FLORISTS	6	(D)	2	1	5	614	126	24	26
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	70	4 976	41	9	42	4 379	548	120	125
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	12	1 748	7	1	9	1 681	230	39	35
5944	JEWELRY STORES	12	1 096	6	3	7	1 008	138	36	24
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	46	2 132	28	5	26	1 690	180	45	66
5994,9	OTHER MISCELLANEOUS RETAIL STORES	35	2 518	18	5	14	2 044	271	58	51

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TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partners- hips (number)					
	ORANGE COUNTY (COEXTENSIVE WITH ANAHEIM-SANTA ANA-GARDEN GROVE SMSA; SEE TABLE 2.)									
	PLACER COUNTY									
	RETAIL TRADE, TOTAL	935	196 270	469	125	691	189 960	23 094	5 299	4 278
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	45	11 432	22	8	32	10 964	1 103	256	155
521,3	BUILDING MATERIALS AND SUPPLY STORES	20	(D)	10	2	15	7 432	714	168	84
525	HARDWARE STORES	14	(D)	8	4	11	2 121	245	60	48
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	3	-	3	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	7	(D)	1	2	3	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	21	(D)	8	2	14	7 943	802	211	177
531	DEPARTMENT STORES ²	1	(D)	-	-	1	(D)	(D)	(D)	(D)
533	VARIETY STORES	8	1 306	3	1	5	1 172	172	43	40
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	12	2 932	5	1	8	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	110	46 087	44	16	86	44 880	4 488	965	608
541	GROCERY STORES	69	(D)	24	7	55	41 881	4 140	891	531
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	13	(D)	6	3	10	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	6	304	4	-	4	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	7	(D)	5	2	5	501	115	24	25
545,9	OTHER FOOD STORES	14	(D)	5	3	11	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	70	52 457	27	8	57	52 185	5 479	1 308	665
551	MOTOR VEHICLE DEALERS—NEW AND USED CARS	23	(D)	3	3	20	42 956	4 419	1 073	489
552	MOTOR VEHICLE DEALERS—USED CARS ONLY	5	(D)	2	1	5	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	25	4 594	11	1	20	4 518	634	148	104
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	17	3 538	11	3	12	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	130	21 206	64	13	118	20 419	2 103	468	470
	APPAREL AND ACCESSORY STORES									
56	TOTAL	39	8 917	14	4	34	8 859	1 274	330	283
562	WOMEN'S READY-TO-WEAR STORES	12	(D)	4	2	12	(D)	(D)	(D)	(D)
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	2	-	-	-	-	-	-
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	869	1	-	4	889	114	34	22
565	FAMILY CLOTHING STORES	13	6 210	3	1	12	(D)	(D)	(D)	(D)
566	SHOE STORES	6	664	2	1	6	664	80	16	16
564,9	OTHER APPAREL AND ACCESSORY STORES	1	(D)	1	-	-	-	-	-	-
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	44	6 648	24	4	32	6 269	836	180	126
5712	FURNITURE STORES	15	(D)	9	1	11	(D)	(D)	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	9	(D)	7	1	5	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	8	(D)	3	1	7	1 313	204	47	30
573	RADIO, TELEVISION, AND MUSIC STORES	12	1 463	5	1	9	1 297	175	38	28
	EATING AND DRINKING PLACES									
58	TOTAL	226	19 788	91	48	200	19 155	4 463	1 055	1 337
5812	EATING PLACES	171	16 805	66	35	155	16 475	3 977	943	1 194
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	55	2 983	25	13	45	2 680	486	112	143
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	19	6 277	6	3	19	6 277	854	168	147
591 PT.	DRUG STORES	**	**	**	**	19	6 277	854	168	147
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	231	(D)	169	19	99	13 009	1 692	358	310
592	LIQUOR STORES	18	(D)	6	7	17	2 385	150	32	29
593	USED MERCHANDISE STORES	21	1 194	16	3	5	938	130	31	27
596	NONSTORE RETAILERS	74	2 333	68	1	8	1 254	189	39	35
5961	MAIL-ORDER HOUSES	5	(D)	3	1	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	(D)	5	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	63	1 207	60	-	6	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	13	2 537	3	1	10	2 430	431	114	60
5992	FLORISTS	6	(D)	3	1	6	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	66	5 110	47	5	44	4 846	643	109	116
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	20	1 614	14	-	16	1 534	180	50	62
5944	JEWELRY STORES	9	902	7	-	6	862	150	33	18
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	37	2 594	26	5	22	2 430	313	26	36
5994,9	OTHER MISCELLANEOUS RETAIL STORES	32	(D)	25	1	8	794	95	21	27

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				Sole proprie- torships (number)	Part- nerships (number)					
	RIVERSIDE COUNTY									
	RETAIL TRADE, TOTAL	4 366	1 112 995	2 243	388	3 047	1 077 904	142 624	34 630	27 754
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	243	75 117	108	25	170	72 367	8 054	1 715	1 070
52	BUILDING MATERIALS AND SUPPLY STORES	100	34 549	37	11	80	33 676	4 129	883	444
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	52	28 065	3 338	703	351
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	28	5 611	791	180	93
525	HARDWARE STORES	46	11 972	20	10	33	11 050	1 581	333	298
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	26	3 564	17	2	11	3 300	702	124	85
527	MOBILE HOME DEALERS	71	25 032	34	2	46	24 341	1 642	375	243
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	99	129 277	32	5	84	128 629	19 278	4 360	3 863
53	DEPARTMENT STORES ²	13	93 449	-	-	13	93 449	13 833	3 044	2 581
533	VARIETY STORES	49	24 998	15	2	43	24 677	4 142	1 008	1 046
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	37	10 830	17	3	28	10 503	1 303	308	236
	FOOD STORES									
	TOTAL	461	258 012	183	29	344	252 873	25 791	6 274	4 042
54	GROCERY STORES	316	240 709	109	18	255	237 500	23 233	5 674	3 441
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	20	2 578	13	2	9	1 929	220	55	41
5422	MEAT MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	5	1 393	117	34	22
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	17	5 354	8	1	11	5 196	685	166	113
544	CANDY, NUT, AND CONFECTIONERY STORES	20	1 093	10	-	12	966	124	33	39
546	RETAIL BAKERIES	37	2 767	18	3	29	2 644	800	174	203
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	24	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	5	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	51	5 511	25	5	28	4 638	729	172	205
545	DAIRY PRODUCTS STORES	**	**	**	**	14	3 028	475	107	150
549	MISCELLANEOUS FOOD STORES	**	**	**	**	14	1 610	254	65	55
	AUTOMOTIVE DEALERS									
	TOTAL	279	226 875	84	34	226	224 455	26 294	6 642	3 004
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	68	(D)	2	6	67	175 428	20 087	5 220	2 093
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	38	105 882	11 781	2 948	1 298
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	19	31 471	3 815	986	398
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	10	38 075	4 491	1 286	397
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	36	(D)	27	3	13	4 437	268	52	41
553	AUTO AND HOME SUPPLY STORES	118	28 130	35	15	105	27 619	4 498	1 017	640
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	85	22 571	3 765	842	522
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	20	5 048	733	175	118
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	55	17 279	20	10	41	16 971	1 441	353	230
555	BOAT DEALERS	**	**	**	**	5	717	68	13	9
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	13	8 282	521	124	74
557	MOTORCYCLE DEALERS	**	**	**	**	16	5 668	647	163	109
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	7	2 304	205	53	38
	GASOLINE SERVICE STATIONS									
554	TOTAL	526	92 378	292	43	470	89 045	9 046	2 070	2 049
	APPAREL AND ACCESSORY STORES									
	TOTAL	332	57 179	126	26	283	55 838	7 509	1 911	1 634
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	148	26 828	62	10	128	26 278	3 385	907	811
562	WOMEN'S READY-TO-WEAR STORES	124	24 849	49	8	113	24 480	3 089	825	737
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	23	(D)	12	2	15	1 798	296	82	74
563 PT.	MILLINERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	12	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	51	11 335	17	4	46	11 044	1 595	387	305
565	FAMILY CLOTHING STORES	37	8 820	13	7	31	8 606	1 032	260	238
566	SHOE STORES	67	9 313	14	2	62	9 253	1 409	338	255
566 PT.	MEN'S SHOE STORES	**	**	**	**	8	762	115	29	17
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	10	(D)	(D)	(D)	(D)
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	42	6 402	934	217	159
564,9	OTHER APPAREL AND ACCESSORY STORES	29	883	20	3	16	657	88	19	25
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	7	356	48	11	16
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	9	301	40	8	9

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				Sole proprie- torships (number)	Partner- ships (number)					
RIVERSIDE COUNTY--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	301	47 138	160	28	208	44 671	6 506	1 559	1 012
571	FURNITURE AND HOME FURNISHINGS STORES	186	30 662	99	18	127	28 979	4 285	1 001	614
5712	FURNITURE STORES	101	22 577	44	14	80	21 751	3 060	705	450
OTHER 571	HOME FURNISHINGS STORES	85	8 085	55	4	47	7 228	1 225	296	164
5713	FLOOR COVERING STORES	**	**	**	**	25	4 655	758	188	94
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	16	1 731	330	77	52
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	6	842	137	31	18
572	HOUSEHOLD APPLIANCE STORES	41	6 743	22	3	28	6 510	1 017	231	147
573	RADIO, TELEVISION, AND MUSIC STORES	74	9 733	39	7	53	9 182	1 204	327	251
5732	RADIO AND TELEVISION STORES	**	**	**	**	33	6 359	815	225	170
5733	MUSIC STORES	**	**	**	**	20	2 823	389	102	81
5733 PT.	RECORD SHOPS	**	**	**	**	7	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	13	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	865	103 560	374	112	733	99 674	25 759	6 621	8 144
5812	EATING PLACES	658	90 723	285	81	559	87 929	23 181	5 969	7 422
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	324	59 091	16 605	4 312	5 197
5812 PT.	CAFETERIAS	**	**	**	**	25	3 837	961	253	294
5812 PT.	REFRESHMENT PLACES	**	**	**	**	185	21 812	4 814	1 182	1 659
5812 PT.	OTHER EATING PLACES	**	**	**	**	25	3 189	801	222	272
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	207	12 837	89	31	174	11 745	2 578	652	722
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	92	(D)	20	9	90	39 733	5 745	1 398	1 027
591 PT.	DRUG STORES	**	**	**	**	85	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	1 168	(D)	864	77	439	70 619	8 642	2 080	1 909
592	LIQUOR STORES	103	25 037	37	17	92	24 215	2 134	514	504
593	USED MERCHANDISE STORES	86	3 020	69	5	28	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	386	12 837	364	2	32	8 558	1 256	279	244
5961	MAIL-ORDER HOUSES	17	4 225	9	-	8	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	23	2 093	16	1	7	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	346	6 519	339	1	17	3 055	655	141	111
598	FUEL AND ICE DEALERS	25	3 242	9	-	18	3 140	577	138	90
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	18	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	(D)	(D)	(D)	(D)
5992	FLORISTS	33	(D)	14	7	29	2 787	533	121	112
5993	CIGAR STORES AND STANDS	3	178	2	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	327	26 104	209	25	185	22 716	2 961	743	691
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	65	6 796	44	4	44	6 159	740	195	153
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	26	3 609	424	114	87
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	18	2 550	316	81	66
5942	BOOK STORES	22	1 891	12	-	13	1 673	239	58	54
5943	STATIONERY STORES	19	(D)	7	2	14	3 083	440	112	81
5944	JEWELRY STORES	64	5 485	41	6	33	4 569	701	176	129
5945	HOBBY, TOY, AND GAME SHOPS	27	1 815	20	2	14	1 462	157	34	35
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	15	1 197	9	1	10	1 098	106	23	29
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	59	2 391	43	5	27	(D)	(D)	(D)	(D)
5948	LUGGAGE AND LEATHER GOODS STORES	6	(D)	3	1	3	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	50	2 820	30	4	27	2 577	310	81	131
5994,9	OTHER MISCELLANEOUS RETAIL STORES	205	10 283	160	20	54	6 788	811	194	181
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	8	757	86	22	32
5999 PT.	PET SHOPS	**	**	**	**	9	1 022	135	27	26
5999 PT.	TYPEWRITER STORES	**	**	**	**	3	449	44	11	10
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	10	897	214	51	41
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	24	3 663	332	83	72

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TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
SACRAMENTO COUNTY										
	RETAIL TRADE, TOTAL	5 513	1 643 370	2 621	615	3 965	1 606 662	208 507	47 968	37 421
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	201	76 102	82	26	154	74 557	9 058	1 951	1 293
521,3	BUILDING MATERIALS AND SUPPLY STORES	99	43 441	34	10	77	42 414	4 664	1 037	615
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	53	37 144	3 927	872	517
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	24	5 270	737	165	98
525	HARDWARE STORES	51	(D)	26	4	39	12 596	1 731	333	268
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	18	(D)	10	4	13	3 216	817	166	159
527	MOBILE HOME DEALERS	33	16 475	12	8	25	16 331	1 846	415	251
GENERAL MERCHANDISE GROUP STORES										
53	TOTAL	107	285 088	31	5	87	284 535	38 694	8 447	7 432
531	DEPARTMENT STORES ²	27	(D)	-	-	27	(D)	(D)	(D)	(D)
533	VARIETY STORES	48	22 230	15	3	43	21 977	3 666	874	1 006
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	32	(D)	16	2	17	(D)	(D)	(D)	(D)
FOOD STORES										
54	TOTAL	616	358 425	197	71	509	352 512	35 182	8 144	4 877
541	GROCERY STORES	417	336 043	102	46	359	332 074	31 847	7 415	4 122
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	34	5 840	19	4	24	5 240	517	88	70
5422	MEAT MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	16	4 514	389	68	54
5423 PT.	MEAT MARKETS	**	**	**	**	5	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	9	(D)	7	1	3	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	38	(D)	18	2	28	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	47	4 597	21	9	39	4 406	1 391	306	323
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	33	3 974	1 300	286	292
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	6	432	91	20	31
545,9	OTHER FOOD STORES	71	8 773	30	9	56	8 405	1 046	232	258
545	DAIRY PRODUCTS STORES	**	**	**	**	18	1 826	215	39	76
549	MISCELLANEOUS FOOD STORES	**	**	**	**	38	6 579	831	193	182
AUTOMOTIVE DEALERS										
55 Ex, 554	TOTAL	343	342 586	120	46	266	339 445	36 315	8 547	3 912
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	54	266 728	3	5	51	266 568	27 405	6 548	2 648
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	32	168 387	16 584	3 977	1 554
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	13	46 772	5 903	1 377	544
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	6	51 409	4 918	1 194	550
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	74	16 542	38	13	50	15 141	1 206	295	161
553	AUTO AND HOME SUPPLY STORES	132	29 513	41	15	110	28 764	4 643	1 072	690
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	99	(D)	(D)	(D)	(D)
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	11	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	83	29 803	38	13	55	28 972	3 061	632	413
555	BOAT DEALERS	**	**	**	**	14	(D)	(D)	(D)	(D)
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	18	(D)	(D)	(D)	(D)
557	MOTORCYCLE DEALERS	**	**	**	**	14	6 332	963	196	124
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	9	5 960	550	110	62
GASOLINE SERVICE STATIONS										
554	TOTAL	684	110 601	314	64	648	108 365	11 074	2 425	2 673
APPAREL AND ACCESSORY STORES										
56	TOTAL	365	75 347	89	32	314	73 907	10 877	2 495	2 261
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	157	29 580	41	15	131	28 860	3 922	895	917
562	WOMEN'S READY-TO-WEAR STORES	122	(D)	26	13	108	26 967	3 630	827	844
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	31	2 021	13	1	20	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	13	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	4	(D)	2	1	3	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	63	(D)	11	7	58	16 926	2 309	584	389
565	FAMILY CLOTHING STORES	36	(D)	15	5	27	(D)	(D)	(D)	(D)
566	SHOE STORES	85	15 287	8	4	81	15 233	2 554	538	451
566 PT.	MEN'S SHOE STORES	**	**	**	**	13	1 979	297	77	52
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	25	(D)	(D)	(D)	(D)
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	8	786	144	35	36
566 PT.	FAMILY SHOE STORES	**	**	**	**	35	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	24	1 644	14	1	17	(D)	(D)	(D)	(D)
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	8	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	9	(D)	(D)	(D)	(D)

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				Sole proprie- torships (number)	Partne- rships (number)					
SACRAMENTO COUNTY--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	337	95 046	149	28	243	92 083	13 390	3 246	1 849
571	FURNITURE AND HOME FURNISHINGS STORES	181	59 909	87	10	128	58 564	8 667	2 175	1 163
5712	FURNITURE STORES	100	50 129	34	8	84	49 424	7 244	1 844	942
OTHER 571	HOME FURNISHINGS STORES	81	9 780	53	2	44	9 140	1 423	331	221
5713	FLOOR COVERING STORES	**	**	**	**	28	6 681	1 153	261	157
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	11	1 808	210	54	52
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	5	651	60	16	12
572	HOUSEHOLD APPLIANCE STORES	62	15 110	29	9	38	14 128	2 180	470	287
573	RADIO, TELEVISION, AND MUSIC STORES	94	20 027	33	9	77	19 391	2 543	601	399
5732	RADIO AND TELEVISION STORES	**	**	**	**	50	11 504	1 639	395	254
5733	MUSIC STORES	**	**	**	**	27	7 887	904	206	145
5733 PT.	RECORD SHOPS	**	**	**	**	8	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	19	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	1 160	127 209	470	213	1 032	124 282	32 131	7 521	8 875
5812	EATING PLACES	836	103 917	338	125	750	101 886	26 825	6 275	7 577
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	342	57 100	16 125	3 798	4 303
5812 PT.	CAFETERIAS	**	**	**	**	39	5 278	1 401	349	408
5812 PT.	REFRESHMENT PLACES	**	**	**	**	317	33 837	7 609	1 731	2 399
5812 PT.	OTHER EATING PLACES	**	**	**	**	52	5 671	1 690	397	467
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	324	23 292	132	88	282	22 396	5 306	1 246	1 298
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	135	61 054	41	22	127	60 749	8 005	1 909	1 432
591 PT.	DRUG STORES	**	**	**	**	125	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 Ex. 591	TOTAL	1 565	111 912	1 128	108	585	96 227	13 781	3 283	2 817
592	LIQUOR STORES	98	(D)	46	15	88	20 099	1 580	363	354
593	USED MERCHANDISE STORES	125	6 842	78	16	69	6 088	1 194	278	262
596	NONSTORE RETAILERS	589	21 061	553	5	38	14 720	2 550	646	370
5961	MAIL-ORDER HOUSES	9	122	7	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	47	8 316	37	3	10	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	533	12 623	509	2	27	7 456	1 337	341	230
598	FUEL AND ICE DEALERS	18	(D)	5	5	9	1 009	178	39	26
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	8	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	62	(D)	41	5	45	3 386	585	133	148
5993	CIGAR STORES AND STANDS	16	1 048	7	2	14	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	418	46 902	225	34	248	44 116	6 589	1 586	1 421
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	101	11 298	57	14	65	10 383	1 295	298	290
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	32	5 593	581	139	132
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	33	4 790	714	159	158
5942	BOOK STORES	25	4 697	9	1	21	4 558	510	118	144
5943	STATIONERY STORES	14	(D)	5	-	11	1 655	265	44	38
5944	JEWELRY STORES	68	10 325	32	3	42	9 827	1 944	451	304
5945	HOBBY, TOY, AND GAME SHOPS	40	3 272	28	2	21	2 995	440	125	111
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	25	5 942	7	-	18	(D)	(D)	(D)	(D)
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	91	2 613	64	11	30	2 013	337	86	104
5948	LUGGAGE AND LEATHER GOODS STORES	7	(D)	3	-	6	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	47	6 287	20	3	34	6 137	829	212	274
5994,9	OTHER MISCELLANEOUS RETAIL STORES	239	10 550	173	26	74	(D)	(D)	(D)	(D)
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	13	(D)	(D)	(D)	(D)
5999 PT.	TYPEWRITER STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	24	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	34	2 941	491	101	112

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				Sole proprie- torships (number)	Partners- hips (number)					
	SAN BERNARDINO COUNTY									
	RETAIL TRADE, TOTAL	5 855	1 485 501	3 026	553	4 160	1 444 290	184 279	43 405	35 231
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	258	87 759	112	36	176	84 080	9 328	2 168	1 310
52	BUILDING MATERIALS AND SUPPLY STORES	117	46 951	33	15	97	45 608	5 577	1 303	749
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	65	37 525	4 462	1 023	597
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	32	8 083	1 095	280	152
525	HARDWARE STORES	61	14 814	38	12	32	13 421	1 652	355	289
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	26	1 993	16	4	12	1 601	293	73	56
527	MOBILE HOME DEALERS	54	24 001	25	5	35	23 450	1 806	437	216
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	117	226 276	27	5	98	225 904	31 335	7 396	6 203
53	DEPARTMENT STORES ¹	24	195 644	-	-	24	195 644	27 360	6 503	5 341
533	VARIETY STORES	51	18 281	9	1	45	18 153	2 704	604	631
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	42	12 351	18	4	29	12 107	1 271	269	231
	FOOD STORES									
	TOTAL	649	333 527	252	52	514	327 434	33 699	8 036	5 306
54	GROCERY STORES	466	310 349	147	31	391	306 953	30 454	7 289	4 499
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	28	5 124	17	5	20	4 546	357	84	65
5422	MEAT MARKETS	**	**	**	**	16	3 618	107	23	21
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	-	-	250	61	44
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	-	-	-	-	-
543	FRUIT STORES AND VEGETABLE MARKETS	18	1 759	11	5	10	1 224	130	30	30
544	CANDY, NUT, AND CONFECTIONERY STORES	19	3 502	8	2	13	3 229	435	105	110
546	RETAIL BAKERIES	51	4 583	28	5	40	4 162	1 253	282	355
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	37	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	3	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	67	8 210	41	4	40	7 320	1 070	246	247
545	DAIRY PRODUCTS STORES	**	**	**	**	23	4 797	570	136	180
549	MISCELLANEOUS FOOD STORES	**	**	**	**	17	2 523	500	110	67
	AUTOMOTIVE DEALERS									
	TOTAL	423	291 624	153	38	337	286 766	31 997	7 482	3 549
55	MOTOR VEHICLE DEALERS--NEW AND USED CARS	70	(D)	2	-	69	217 420	23 638	5 645	2 358
551	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	37	135 881	14 339	3 377	1 465
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	21	40 276	5 248	1 362	504
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	11	41 263	4 051	906	389
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	86	(D)	54	7	52	13 173	949	193	126
553	AUTO AND HOME SUPPLY STORES	187	35 770	54	16	165	34 788	5 627	1 270	823
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	139	28 473	4 586	1 041	669
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	26	6 315	1 041	229	154
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	80	22 413	43	15	51	21 385	1 783	374	242
555	BOAT DEALERS	**	**	**	**	5	1 616	107	24	19
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	17	10 303	542	111	66
557	MOTORCYCLE DEALERS	**	**	**	**	17	6 321	835	182	115
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	12	3 145	299	57	42
	GASOLINE SERVICE STATIONS									
554	TOTAL	790	130 335	416	67	716	126 627	12 670	2 984	2 987
	APPAREL AND ACCESSORY STORES									
	TOTAL	351	60 038	133	30	286	58 712	7 645	1 762	1 755
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	195	19 762	70	9	124	19 106	2 419	566	668
562	WOMEN'S READY-TO-WEAR STORES	128	17 586	53	8	111	17 047	2 122	498	597
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	24	(D)	14	1	12	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	12	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	3	(D)	3	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	61	13 828	12	11	56	13 718	1 934	411	343
565	FAMILY CLOTHING STORES	35	10 892	12	5	28	10 628	1 188	287	301
566	SHOE STORES	79	13 796	26	4	65	13 590	1 863	434	375
566 PT.	MEN'S SHOE STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	10	(D)	(D)	(D)	(D)
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	50	9 666	1 318	309	278
564,9	OTHER APPAREL AND ACCESSORY STORES	21	1 760	13	1	13	1 670	241	64	68
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	5	887	113	32	32
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	8	783	128	32	36

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TABLE 4. Counties With 500 Establishments or More: 1972—Continued

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		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
SAN BERNARDINO COUNTY--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	339	72 729	155	40	251	70 104	9 671	2 249	1 424
571	FURNITURE AND HOME FURNISHINGS STORES	188	45 497	81	26	141	44 209	6 087	1 404	843
5712	FURNITURE STORES	117	37 230	39	16	96	36 481	4 872	1 101	648
OTHER 571	HOME FURNISHINGS STORES	71	8 267	42	10	45	7 728	1 215	303	195
5713	FLOOR COVERING STORES	**	**	**	**	31	6 592	1 000	249	148
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	9	835	181	48	40
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	5	301	34	6	7
572	HOUSEHOLD APPLIANCE STORES	53	10 200	26	5	40	9 928	1 236	301	209
573	RADIO, TELEVISION, AND MUSIC STORES	98	17 032	48	9	70	15 967	2 348	544	372
5732	RADIO AND TELEVISION STORES	**	**	**	**	51	10 940	1 587	370	265
5733	MUSIC STORES	**	**	**	**	19	5 027	761	174	107
5733 PT.	RECORD SHOPS	**	**	**	**	2	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	17	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
	TOTAL	1 207	123 755	593	154	1 018	118 963	29 513	6 900	8 934
5812	EATING PLACES	853	102 657	406	100	732	99 506	25 366	5 914	7 713
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	394	59 584	16 126	3 769	4 736
5812 PT.	CAFETERIAS	**	**	**	**	27	5 865	1 859	441	542
5812 PT.	REFRESHMENT PLACES	**	**	**	**	290	32 378	6 959	1 597	2 271
5812 PT.	OTHER EATING PLACES	**	**	**	**	21	1 679	422	107	164
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	354	21 098	187	54	286	19 457	4 147	986	1 221
DRUG STORES AND PROPRIETARY STORES										
	TOTAL	108	(D)	22	8	107	41 348	6 136	1 458	1 065
591 PT.	DRUG STORES	**	**	**	**	104	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
	TOTAL	1 613	(D)	1 163	123	657	104 352	12 285	2 970	2 698
592	LIQUOR STORES	163	36 349	61	41	158	35 908	2 729	654	644
593	USED MERCHANDISE STORES	107	4 850	76	12	49	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	586	18 868	543	5	55	13 072	1 720	441	356
5961	MAIL-ORDER HOUSES	26	7 531	13	1	14	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	32	2 375	19	1	13	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	528	8 962	511	3	28	3 711	623	159	138
598	FUEL AND ICE DEALERS	30	3 514	6	2	26	3 336	610	149	104
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	24	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	60	(D)	35	10	51	3 743	584	141	157
5993	CIGAR STORES AND STANDS	9	741	4	1	7	(D)	(D)	(D)	(D)
	MISCELLANEOUS SHOPPING GOODS STORES	393	38 564	235	25	234	36 278	4 889	1 148	1 022
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	70	7 939	47	4	48	7 582	848	191	166
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	25	4 022	476	106	89
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	23	3 560	372	85	77
5942	BOOK STORES	28	2 836	16	1	14	2 634	279	67	76
5943	STATIONERY STORES	20	(D)	7	-	18	3 417	543	120	99
5944	JEWELRY STORES	73	7 159	41	3	47	6 700	1 115	268	186
5945	HOBBY, TOY, AND GAME SHOPS	46	4 854	35	2	16	4 475	561	125	100
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	17	3 702	10	2	9	3 559	413	109	63
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	67	2 654	39	7	34	(D)	(D)	(D)	(D)
5948	LUGGAGE AND LEATHER GOODS STORES	3	(D)	2	-	2	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	69	5 759	38	6	46	5 472	740	169	216
5994,9	OTHER MISCELLANEOUS RETAIL STORES	265	11 203	203	27	77	7 318	911	219	224
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	15	1 860	151	40	64
5999 PT.	PET SHOPS	**	**	**	**	8	467	62	19	26
5999 PT.	TYPEWRITER STORES	**	**	**	**	4	455	75	19	19
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	7	422	109	32	25
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	43	4 114	514	109	90

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TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SAN DIEGO COUNTY (COEXTENSIVE WITH SAN DIEGO SMSA; SEE TABLE 2.)									
	SAN FRANCISCO COUNTY									
	RETAIL TRADE, TOTAL	8 028	1 994 702	3 582	1 330	5 581	1 902 286	327 679	79 108	52 438
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	149	31 827	65	31	89	28 640	4 338	1 060	533
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	64	21 022	24	13	39	19 547	2 837	686	274
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	19	15 670	2 231	543	209
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	20	3 877	606	143	65
525	HARDWARE STORES	70	9 627	32	16	44	8 051	1 334	328	234
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	15	1 178	9	2	6	1 042	167	46	25
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	155	292 711	53	18	115	291 752	60 566	14 702	7 938
53	DEPARTMENT STORES ²	12	247 024	-	-	12	247 024	53 540	13 022	6 564
533	VARIETY STORES	67	23 889	19	6	52	23 623	4 471	1 053	821
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	76	21 798	34	12	51	21 105	2 555	627	553
	FOOD STORES									
	TOTAL	1 270	401 279	622	287	806	366 054	39 838	9 610	5 674
541	GROCERY STORES	808	329 942	408	190	465	301 389	29 872	7 182	3 781
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	155	35 346	68	50	104	31 798	3 512	833	503
5422	MEAT MARKETS	**	**	**	**	-	-	-	-	-
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	91	27 463	2 917	700	412
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	13	4 335	595	133	91
543	FRUIT STORES AND VEGETABLE MARKETS	31	4 113	21	6	17	3 667	297	73	57
544	CANDY, NUT, AND CONFECTIONERY STORES	60	6 121	24	3	45	5 915	975	305	271
546	RETAIL BAKERIES	127	15 658	56	22	111	14 852	3 945	916	738
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	97	12 055	3 510	107	632
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	14	2 797	435	809	106
545, 9	OTHER FOOD STORES	89	10 099	45	16	64	8 433	1 237	301	324
545	DAIRY PRODUCTS STORES	**	**	**	**	29	3 322	519	129	165
549	MISCELLANEOUS FOOD STORES	**	**	**	**	35	5 111	718	172	159
	AUTOMOTIVE DEALERS									
	TOTAL	185	245 339	56	13	142	242 721	28 915	7 283	2 897
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	51	(D)	3	1	50	204 013	23 492	6 048	2 220
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	24	122 835	12 318	3 193	1 304
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	22	48 386	7 368	1 941	665
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	4	32 792	3 806	914	251
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	40	(D)	22	5	20	5 897	613	155	67
553	AUTO AND HOME SUPPLY STORES	62	19 718	15	5	53	19 022	3 105	740	420
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	50	17 662	2 885	687	385
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	3	1 360	220	53	35
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	32	14 134	16	2	19	13 789	1 705	340	190
555	BOAT DEALERS	**	**	**	**	12	4 179	513	113	72
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
557	MOTORCYCLE DEALERS	**	**	**	**	5	(D)	(D)	(D)	(D)
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	437	92 435	192	74	393	89 331	10 680	2 581	2 207
	APPAREL AND ACCESSORY STORES									
	TOTAL	673	172 216	251	70	502	168 106	30 241	7 530	5 137
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	274	79 943	108	22	212	78 584	15 522	3 830	2 657
562	WOMEN'S READY-TO-WEAR STORES	194	71 803	66	20	161	70 939	14 275	3 477	2 441
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	51	4 216	26	1	33	3 889	641	171	133
563 PT.	MILLINERY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	26	3 412	531	139	108
568	FURRIERS AND FUR SHOPS	29	3 924	16	1	18	3 756	606	182	83
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	133	50 553	38	16	113	49 797	7 869	1 986	1 253
565	FAMILY CLOTHING STORES	63	11 667	29	7	36	11 107	1 760	490	367
566	SHOE STORES	122	25 936	34	6	94	25 050	4 360	1 039	698
566 PT.	MEN'S SHOE STORES	**	**	**	**	23	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	33	12 492	2 319	546	361
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	34	7 714	1 213	298	202
564, 9	OTHER APPAREL AND ACCESSORY STORES	81	4 117	42	19	47	3 568	730	185	162
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	14	883	105	28	29
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	33	2 685	625	157	133

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² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partnerships (number)					
SAN FRANCISCO COUNTY--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	484	94 977	232	54	316	90 085	13 649	3 285	1 795
57	FURNITURE AND HOME FURNISHINGS STORES	300	59 267	141	40	198	55 994	9 260	2 209	1 148
5712	FURNITURE STORES	162	47 102	67	27	110	45 553	7 190	1 738	838
OTHER 571	HOME FURNISHINGS STORES	138	12 165	74	13	88	10 441	2 070	471	310
5713	FLOOR COVERING STORES	**	**	**	**	30	4 996	1 081	241	147
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	18	1 456	322	73	45
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	40	3 989	667	157	118
572	HOUSEHOLD APPLIANCE STORES	44	5 904	24	5	27	5 505	596	148	108
573	RADIO, TELEVISION, AND MUSIC STORES	140	29 806	67	9	91	28 586	3 793	928	539
5732	RADIO AND TELEVISION STORES	**	**	**	**	55	16 614	2 270	597	335
5733	MUSIC STORES	**	**	**	**	36	11 972	1 523	331	204
5733 PT.	RECORD SHOPS	**	**	**	**	18	2 863	405	84	75
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	18	9 109	1 118	247	129
EATING AND DRINKING PLACES										
58	TOTAL	2 286	331 309	791	489	1 921	321 177	93 338	21 984	18 667
5812	EATING PLACES	1 605	271 369	562	315	1 342	264 880	79 023	18 547	15 723
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	839	187 516	57 935	13 554	11 240
5812 PT.	CAFETERIAS	**	**	**	**	99	17 969	5 498	1 364	1 093
5812 PT.	REFRESHMENT PLACES	**	**	**	**	336	39 904	10 078	2 254	2 258
5812 PT.	OTHER EATING PLACES	**	**	**	**	68	19 491	5 512	1 375	1 132
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	681	59 940	229	174	579	56 297	14 315	3 437	2 944
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	215	62 537	59	20	203	61 600	9 893	2 416	1 690
591 PT.	DRUG STORES	**	**	**	**	196	60 544	9 777	2 389	1 666
591 PT.	PROPRIETARY STORES	**	**	**	**	7	1 056	116	27	24
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	2 174	270 072	1 261	274	1 094	242 820	36 221	8 657	5 900
592	LIQUOR STORES	196	53 709	74	43	145	49 775	3 379	782	565
593	USED MERCHANDISE STORES	190	17 075	112	19	93	14 965	2 593	612	475
596	NONSTORE RETAILERS	363	39 208	288	16	79	34 853	7 128	1 789	1 002
5961	MAIL-ORDER HOUSES	35	5 428	13	7	18	5 075	579	147	113
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	55	19 680	28	5	28	18 973	3 484	889	433
5963	DIRECT SELLING	273	14 100	247	4	33	10 805	3 065	753	456
598	FUEL AND ICE DEALERS	6	356	5	1	2	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	118	9 607	71	16	79	8 687	2 009	472	330
5993	CIGAR STORES AND STANDS	64	7 101	31	5	48	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	820	111 702	426	115	494	104 718	15 951	3 757	2 726
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	69	12 500	23	12	53	11 831	1 622	370	274
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	36	8 823	1 147	260	202
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	15	3 008	475	110	72
5942	BOOK STORES	104	12 438	48	15	67	11 659	1 568	365	326
5943	STATIONERY STORES	45	5 062	20	6	35	4 919	719	174	142
5944	JEWELRY STORES	203	38 645	103	30	113	36 231	6 446	1 538	853
5945	HOBBY, TOY, AND GAME SHOPS	44	3 652	26	3	19	3 007	393	93	81
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	49	13 108	26	3	29	12 786	1 546	339	204
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	213	17 318	111	35	141	16 095	2 358	565	597
5948	LUGGAGE AND LEATHER GOODS STORES	19	2 774	8	4	14	2 539	362	98	65
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	74	6 205	59	7	23	5 651	937	215	184
5994,9	OTHER MISCELLANEOUS RETAIL STORES	417	31 314	254	59	154	23 064	4 292	1 045	635
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	10	899	147	38	32
5999 PT.	PET SHOPS	**	**	**	**	15	1 648	198	44	39
5999 PT.	TYPEWRITER STORES	**	**	**	**	5	427	21	5	5
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	29	3 079	787	200	92
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	95	17 011	3 139	758	467

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TABLE 4. Counties With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Part- nerships (number)					
	SAN JOAQUIN COUNTY (COEXTENSIVE WITH STOCKTON SMSA; SEE TABLE 2.)									
	SAN LUIS OBISPO COUNTY									
	RETAIL TRADE, TOTAL	1 303	242 214	723	134	935	233 425	28 967	6 648	6 334
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	62	19 309	31	10	38	18 378	1 782	358	239
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	23	10 959	8	2	20	10 872	1 262	266	152
525	HARDWARE STORES	17	2 147	9	4	9	1 537	137	35	42
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	13	331	10	2	4	207	23	7	8
527	MOBILE HOME DEALERS	9	5 872	4	2	5	5 762	360	50	37
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	32	17 569	12	1	25	17 418	2 606	598	583
531	DEPARTMENT STORES	3	6 541	-	-	3	6 541	901	202	225
533	VARIETY STORES	15	(D)	5	-	14	5 152	750	183	193
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	14	(D)	7	1	8	5 725	945	213	165
	FOOD STORES									
	TOTAL	145	53 311	66	17	113	52 081	4 889	1 139	872
541	GROCERY STORES	101	49 936	38	14	86	49 166	4 580	1 069	766
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	9	949	6	-	6	758	66	15	21
543	FRUIT STORES AND VEGETABLE MARKETS	5	123	4	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	8	273	3	1	4	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	12	660	7	1	12	660	91	17	33
545, 9	OTHER FOOD STORES	10	1 370	8	1	3	1 211	109	29	30
	AUTOMOTIVE DEALERS									
	TOTAL	81	40 542	27	8	66	39 928	4 026	1 042	594
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	23	(D)	3	2	22	30 352	2 889	757	372
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	10	545	7	1	3	306	12	3	3
553	AUTO AND HOME SUPPLY STORES	31	(D)	10	3	29	5 091	816	202	145
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	17	4 267	7	2	12	4 179	309	80	74
	GASOLINE SERVICE STATIONS									
554	TOTAL	191	27 175	125	16	169	26 241	2 357	540	636
	APPAREL AND ACCESSORY STORES									
	TOTAL	83	10 211	40	10	63	9 890	1 272	316	336
562	WOMEN'S READY-TO-WEAR STORES	31	2 275	17	-	27	2 224	261	74	95
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	3	1	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	13	(D)	4	2	11	2 822	376	95	101
565	FAMILY CLOTHING STORES	10	1 977	5	1	6	1 912	241	55	53
566	SHOE STORES	16	2 402	6	4	13	2 311	316	73	67
564, 9	OTHER APPAREL AND ACCESSORY STORES	8	341	5	2	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	82	9 962	48	7	61	9 591	1 377	308	251
5712	FURNITURE STORES	25	3 567	12	2	21	3 516	472	107	75
OTHER 571	HOME FURNISHINGS STORES	23	2 952	17	1	16	2 858	462	102	92
572	HOUSEHOLD APPLIANCE STORES	15	1 640	9	2	10	1 509	188	44	34
573	RADIO, TELEVISION, AND MUSIC STORES	19	1 803	10	2	14	1 708	255	55	50
	EATING AND DRINKING PLACES									
	TOTAL	256	26 219	119	40	224	25 550	6 472	1 367	1 852
5812	EATING PLACES	195	22 207	92	26	170	21 669	5 732	1 210	1 651
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	61	4 012	27	14	54	3 881	740	157	201
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	30	(D)	7	1	28	10 831	1 684	428	343
591 PT.	DRUG STORES	**	**	**	**	28	10 831	1 684	428	343
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	341	(D)	248	24	148	23 517	2 502	552	628
592	LIQUOR STORES	37	7 023	19	4	32	6 610	437	106	130
593	USED MERCHANDISE STORES	35	744	13	2	4	369	50	14	14
596	NONSTORE RETAILERS	86	5 956	78	-	12	5 318	512	112	109
5961	MAIL-ORDER HOUSES	6	(D)	2	-	4	3 856	309	69	68
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	10	1 109	8	-	3	993	105	21	16
5963	DIRECT SELLING	70	(D)	68	-	5	469	98	22	25
598	FUEL AND ICE DEALERS	10	(D)	2	-	9	1 033	226	57	33
5992	FLORISTS	10	553	8	-	5	414	59	13	18
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	113	9 536	72	11	70	8 782	1 113	226	284
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	23	3 035	12	4	17	2 916	389	59	84
5944	JEWELRY STORES	18	1 387	14	-	13	1 200	184	38	30
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	72	5 114	46	7	40	4 666	540	129	170
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	50	2 189	36	7	16	991	105	24	40

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 1 Includes only establishments for which legal form of organization is known. See appendix A for additional information.
 2 Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	SAN MATEO COUNTY									
	RETAIL TRADE, TOTAL	4 355	1 419 359	1 963	570	3 169	1 383 499	188 417	45 100	30 647
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	162	40 151	69	22	119	38 217	5 322	1 148	728
52, 3	BUILDING MATERIALS AND SUPPLY STORES	66	23 899	26	6	55	23 434	3 114	665	367
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	35	20 065	2 612	573	305
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	20	3 369	502	92	62
525	HARDWARE STORES	57	9 002	27	10	44	8 406	1 252	308	238
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	32	(D)	15	5	16	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	5	(D)	1	1	4	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	95	222 247	21	10	79	221 391	29 912	6 464	4 654
53	DEPARTMENT STORES ²	22	200 060	-	-	22	200 060	26 860	5 765	3 971
531	VARIETY STORES	32	(D)	6	2	30	9 331	1 675	397	420
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	41	(D)	15	8	27	12 000	1 377	302	263
	FOOD STORES									
	TOTAL	546	330 369	212	88	444	324 552	35 105	8 750	4 586
54	GROCERY STORES	321	305 541	98	60	277	302 656	31 222	7 877	3 777
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	63	9 808	36	10	39	7 892	899	158	126
5422	MEAT MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	30	5 002	530	124	93
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	8	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	14	1 699	11	-	5	1 405	156	25	21
544	CANDY, NUT, AND CONFECTIONERY STORES	24	2 322	8	2	17	2 120	378	102	95
546	RETAIL BAKERIES	70	5 608	30	10	65	5 509	1 581	387	370
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	61	4 971	1 433	351	343
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	4	538	148	36	27
545, 9	OTHER FOOD STORES	54	5 391	29	6	41	4 970	869	201	197
545	DAIRY PRODUCTS STORES	**	**	**	**	20	2 079	239	55	89
549	MISCELLANEOUS FOOD STORES	**	**	**	**	21	2 891	630	146	108
	AUTOMOTIVE DEALERS									
	TOTAL	253	279 991	76	22	197	277 684	31 134	7 989	3 051
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	72	(D)	3	2	69	243 735	26 732	6 944	2 440
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	36	130 381	13 791	3 606	1 214
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	21	54 475	6 796	1 816	606
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	12	58 879	6 145	1 522	620
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	38	(D)	24	4	19	3 556	279	55	28
553	AUTO AND HOME SUPPLY STORES	81	16 940	20	9	71	16 703	2 703	671	370
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	69	(D)	(D)	(D)	(D)
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	62	14 534	29	7	38	13 690	1 420	319	213
555	BOAT DEALERS	**	**	**	**	16	5 696	578	124	91
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	6	3 306	223	50	36
557	MOTORCYCLE DEALERS	**	**	**	**	13	4 348	554	144	85
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	3	340	65	1	1
	GASOLINE SERVICE STATIONS									
554	TOTAL	465	97 501	222	61	444	96 336	10 263	2 485	2 308
	APPAREL AND ACCESSORY STORES									
	TOTAL	319	71 305	88	39	271	69 958	10 674	2 581	2 443
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	161	30 177	53	24	135	29 485	4 323	991	1 074
562	WOMEN'S READY-TO-WEAR STORES	133	28 348	41	20	118	27 809	4 042	921	1 000
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	27	(D)	12	3	16	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	14	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	51	(D)	9	8	49	17 253	2 471	622	509
565	FAMILY CLOTHING STORES	25	9 190	9	1	19	(D)	(D)	(D)	(D)
566	SHOE STORES	59	12 428	4	4	56	12 381	2 123	493	382
566 PT.	MEN'S SHOE STORES	**	**	**	**	10	2 433	350	84	51
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	14	2 919	556	115	102
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	5	858	157	40	23
566 PT.	FAMILY SHOE STORES	**	**	**	**	27	6 171	1 060	254	206
564, 9	OTHER APPAREL AND ACCESSORY STORES	23	(D)	13	2	12	(D)	(D)	(D)	(D)
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	8	(D)	(D)	(D)	(D)
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	4	(D)	(D)	(D)	(D)

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Part- nerships (number)					
SAN MATEO COUNTY--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	304	75 929	128	26	222	73 832	10 071	2 502	1 480
571	FURNITURE AND HOME FURNISHINGS STORES	177	52 890	77	15	124	51 540	6 974	1 694	987
5712	FURNITURE STORES	92	41 537	31	5	75	41 109	5 163	1 285	715
OTHER 571	HOME FURNISHINGS STORES	85	11 353	46	10	49	10 431	1 811	409	272
5713	FLOOR COVERINGS STORES	**	**	**	**	20	5 936	1 060	229	121
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	9	860	171	40	40
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	20	3 635	580	140	111
572	HOUSEHOLD APPLIANCE STORES	36	6 180	14	3	26	5 754	953	226	129
573	RADIO, TELEVISION, AND MUSIC STORES	91	16 859	37	8	72	16 538	2 144	582	364
5732	RADIO AND TELEVISION STORES	**	**	**	**	46	12 344	1 703	463	267
5733	MUSIC STORES	**	**	**	**	26	4 194	441	119	97
5733 PT.	RECORD SHOPS	**	**	**	**	11	2 190	273	67	54
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	15	2 004	168	52	43
EATING AND DRINKING PLACES										
58	TOTAL	817	125 485	276	169	716	118 658	32 977	7 663	7 278
5812	EATING PLACES	615	109 194	208	113	534	103 136	29 267	6 769	6 548
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	289	62 725	18 876	4 331	4 078
5812 PT.	CAFETERIAS	**	**	**	**	27	5 285	1 449	311	260
5812 PT.	REFRESHMENT PLACES	**	**	**	**	172	22 656	5 163	1 226	1 463
5812 PT.	OTHER EATING PLACES	**	**	**	**	46	12 470	3 779	901	747
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	202	16 291	68	56	182	15 522	3 710	894	730
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	121	54 699	29	11	115	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	115	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	1 273	121 682	842	122	562	(D)	(D)	(D)	(D)
592	LIQUOR STORES	105	(D)	19	28	98	31 736	2 622	602	398
593	USED MERCHANDISE STORES	83	6 190	53	5	47	5 788	966	241	212
596	NONSTORE RETAILERS	409	12 287	371	12	45	7 903	1 357	360	257
5961	MAIL-ORDER HOUSES	13	1 427	8	1	7	1 277	157	46	57
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	37	3 503	26	5	9	2 935	603	156	83
5963	DIRECT SELLING	359	7 357	337	6	29	3 691	597	158	117
598	FUEL AND ICE DEALERS	8	718	7	-	3	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	56	5 398	33	6	44	5 268	1 291	292	267
5993	CIGAR STORES AND STANDS	10	(D)	7	-	6	827	66	14	16
594	MISCELLANEOUS SHOPPING GOODS STORES	383	50 385	204	48	242	46 896	7 136	1 627	1 343
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	77	12 286	34	18	53	11 372	1 618	361	261
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	25	6 418	827	200	140
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	28	4 954	791	161	121
5942	BOOK STORES	23	4 072	9	4	18	3 997	584	146	107
5943	STATIONERY STORES	33	4 314	15	4	27	4 023	579	123	132
5944	JEWELRY STORES	69	7 907	38	6	40	6 984	1 283	313	215
5945	HOBBY, TOY, AND GAME SHOPS	29	5 718	20	2	13	5 436	640	123	109
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	26	4 968	16	1	17	4 734	740	183	107
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	70	4 899	44	10	38	4 402	664	151	166
5948	LUGGAGE AND LEATHER GOODS STORES	9	933	5	-	6	885	242	38	40
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	47	5 288	23	3	30	5 063	786	189	206
5994,9	OTHER MISCELLANEOUS RETAIL STORES	219	13 262	148	23	77	9 456	1 695	429	298
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	7	3 589	330	82	69
5999 PT.	PET SHOPS	**	**	**	**	16	1 355	269	67	54
5999 PT.	TYPEWRITER STORES	**	**	**	**	7	754	173	42	23
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	20	1 434	392	109	63
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	27	2 324	531	129	89
SANTA BARBARA COUNTY (COEXTENSIVE WITH SANTA BARBARA-SANTA MARIA- LOMPOC SMSA; SEE TABLE 2.)										
SANTA CLARA COUNTY (COEXTENSIVE WITH SAN JOSE SMSA; SEE TABLE 2.)										
SANTA CRUZ COUNTY (COEXTENSIVE WITH SANTA CRUZ SMSA; SEE TABLE 2.)										

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				Sole proprietorships (number)	Partnerships (number)					
	SHASTA COUNTY									
	RETAIL TRADE, TOTAL	990	202 598	548	113	678	193 877	23 037	5 180	4 039
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	70	17 122	30	9	50	16 374	1 752	394	204
52	BUILDING MATERIALS AND SUPPLY STORES	31	8 752	11	3	27	8 498	1 014	250	115
521,3	HARDWARE STORES	15	1 521	8	2	8	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	8	(D)	8	-	1	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	16	(D)	3	4	14	6 640	600	115	61
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	25	12 743	12	3	20	12 644	1 823	421	356
53	DEPARTMENT STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
531	VARIETY STORES	10	(D)	3	1	9	2 627	388	95	94
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	13	1 133	9	2	9	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	115	50 845	61	18	85	49 084	4 547	978	686
54	GROCERY STORES	83	47 053	49	13	60	45 658	4 245	901	622
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	12	(D)	1	3	11	2 542	178	40	21
542	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	-	-	-	-	-
543	RETAIL BAKERIES	3	57	1	1	3	57	6	2	5
544	OTHER FOOD STORES	4	167	-	-	4	167	44	17	18
545,9		12	(D)	9	1	7	660	74	18	20
	AUTOMOTIVE DEALERS									
	TOTAL	81	39 034	42	6	60	38 166	4 224	953	456
55 EX, 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	14	26 196	4	-	14	26 196	2 885	611	276
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	18	3 303	11	1	11	2 895	308	117	52
552										
553	AUTO AND HOME SUPPLY STORES	31	4 051	15	5	25	3 745	436	81	50
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	18	5 484	12	-	10	5 330	595	144	78
	GASOLINE SERVICE STATIONS									
	TOTAL	136	20 629	67	11	121	19 847	1 773	393	436
	APPAREL AND ACCESSORY STORES									
	TOTAL	49	9 144	17	8	39	8 814	1 180	311	250
56	WOMEN'S READY-TO-WEAR STORES	16	2 657	3	4	13	2 471	258	66	80
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	117	3	-	1	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	2	2 152	2	1	7	2 152	332	83	58
561	FAMILY CLOTHING STORES	5	(D)	2	-	4	2 268	404	117	59
565	SHOE STORES	12	(D)	3	3	10	1 558	145	36	40
566	OTHER APPAREL AND ACCESSORY STORES	6	374	4	-	4	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	46	7 379	22	2	31	7 017	995	250	148
57	FURNITURE STORES	16	3 451	5	-	11	3 308	470	127	73
5712	HOME FURNISHINGS STORES	11	1 137	8	-	6	1 040	135	26	15
57	HOUSEHOLD APPLIANCE STORES	8	(D)	5	-	5	955	117	35	20
572	RADIO, TELEVISION, AND MUSIC STORES	11	(D)	4	2	9	1 714	273	62	40
573										
	EATING AND DRINKING PLACES									
	TOTAL	197	17 341	104	35	160	16 612	3 867	811	952
58	EATING PLACES	134	13 879	68	18	117	13 567	3 316	688	824
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	63	3 462	36	17	43	3 045	551	123	128
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	16	(D)	6	3	16	(D)	(D)	(D)	(D)
591	DRUG STORES	**	**	**	**	16	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	255	(D)	187	18	96	(D)	(D)	(D)	(D)
59 EX, 591	LIQUOR STORES	22	(D)	8	3	21	3 426	217	45	41
592	USED MERCHANDISE STORES	18	568	13	2	6	468	75	22	19
593	NONSTORE RETAILERS	92	3 820	84	1	10	2 629	310	73	53
596	MAIL-ORDER HOUSES	4	2 127	1	-	4	2 127	213	44	32
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	342	5	-	1	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	82	1 351	78	1	5	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	8	(D)	2	-	7	1 476	265	67	37
598	FLORISTS	7	586	4	-	7	586	124	27	26
5992	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	70	5 731	46	9	34	4 851	604	134	138
594	SPORTING GOODS STORES AND BICYCLE SHOPS	19	2 198	12	1	9	1 732	158	34	35
5941	JEWELRY STORES	10	880	9	-	6	804	80	16	16
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	41	2 653	25	8	19	2 315	366	84	87
5949,9	OTHER MISCELLANEOUS RETAIL STORES	38	1 611	30	3	11	(D)	(D)	(D)	(D)

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¹Includes only establishments for which legal form of organization is known. See appendix A for additional information.
²Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
	SOLANO COUNTY									
	RETAIL TRADE, TOTAL	1 381	376 072	660	166	1 047	367 246	51 096	11 727	9 038
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	59	19 948	19	8	48	19 610	2 158	561	267
521,3	BUILDING MATERIALS AND SUPPLY STORES	30	(D)	10	4	25	9 711	1 320	273	143
525	HARDWARE STORES	14	(D)	4	2	11	1 977	256	60	49
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	7	636	1	1	6	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	8	7 334	4	1	6	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	33	(D)	7	3	26	48 891	7 425	1 473	1 032
531	DEPARTMENT STORES ²	8	42 254	-	-	8	42 254	6 478	1 254	831
533	VARIETY STORES	14	(D)	2	1	13	3 535	544	122	119
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	11	3 214	5	2	5	3 102	403	97	82
	FOOD STORES									
54	TOTAL	141	81 967	53	21	114	80 053	9 054	2 163	1 271
541	GROCERY STORES	95	71 447	28	12	82	70 508	7 081	1 694	866
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	15	(D)	9	4	7	1 505	122	32	19
543	CANDY, NUT, AND CONFECTIONERY STORES	5	(D)	3	-	5	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	13	(D)	6	-	11	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	13	(D)	7	5	9	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	105	75 876	39	13	82	74 886	8 678	2 031	939
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	30	(D)	2	4	29	60 083	7 022	1 647	675
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	18	(D)	11	3	11	3 615	204	54	48
553	AUTO AND HOME SUPPLY STORES	39	7 173	17	5	30	6 774	930	200	131
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	18	4 535	9	1	12	4 414	522	130	85
	GASOLINE SERVICE STATIONS									
554	TOTAL	183	33 617	93	9	174	33 093	3 419	851	908
	APPAREL AND ACCESSORY STORES									
56	TOTAL	81	11 234	29	9	68	10 786	1 391	333	287
562	WOMEN'S READY-TO-WEAR STORES	29	3 903	9	4	26	3 642	519	127	112
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	(D)	4	1	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	14	2 400	8	1	14	2 400	266	59	47
565	FAMILY CLOTHING STORES	8	(D)	1	2	6	1 013	145	43	32
566	SHOE STORES	15	(D)	2	-	15	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	7	(D)	5	1	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	104	19 262	43	14	78	18 260	2 750	633	377
5712	FURNITURE STORES	31	(D)	10	6	28	9 811	1 403	328	184
OTHER 571	HOME FURNISHINGS STORES	28	2 903	17	1	16	2 501	473	107	53
572	HOUSEHOLD APPLIANCE STORES	13	(D)	3	2	11	1 872	271	65	50
573	RADIO, TELEVISION, AND MUSIC STORES	32	4 328	13	5	23	4 076	603	133	90
	EATING AND DRINKING PLACES									
58	TOTAL	305	44 161	132	55	273	43 390	11 476	2 560	3 048
5812	EATING PLACES	199	36 795	89	31	177	36 236	9 679	2 131	2 615
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	106	7 366	43	24	96	7 154	1 797	429	433
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	28	(D)	7	4	26	16 186	2 017	463	301
591 PT.	DRUG STORES	**	**	**	**	25	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	342	24 743	238	30	158	22 091	2 728	659	608
592	LIQUOR STORES	39	(D)	15	12	37	6 752	556	140	131
593	USED MERCHANDISE STORES	33	1 184	21	1	18	1 047	236	56	52
596	NONSTORE RETAILERS	121	3 577	112	-	13	2 383	250	61	56
5961	MAIL-ORDER HOUSES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	9	(D)	7	-	4	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	109	1 585	105	-	6	656	47	10	14
598	FUEL AND ICE DEALERS	5	809	2	-	4	(D)	(D)	(D)	(D)
5992	FLORISTS	10	(D)	5	1	9	1 039	165	41	47
5993	CIGAR STORES AND STANDS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	89	8 633	53	9	59	8 165	1 132	276	248
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	19	1 869	11	3	15	1 767	243	53	48
5944	JEWELRY STORES	24	3 536	11	3	17	3 415	541	136	95
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	46	3 228	31	3	27	2 983	348	87	105
5994,9	OTHER MISCELLANEOUS RETAIL STORES	44	2 341	29	7	17	(D)	(D)	(D)	(D)
	SONOMA COUNTY (COEXTENSIVE WITH SANTA ROSA SMSA; SEE TABLE 2.)									

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² Includes sales from catalog order desks.

TABLE 4. Counties With 500 Establishments or More: 1972—Continued

1972 SIC code	County and kind of business	All establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partnerships (number)					
	STANISLAUS COUNTY (COEXTENSIVE WITH MODESTO SMSA; SEE TABLE 2.)									
	TULARE COUNTY									
	RETAIL TRADE, TOTAL	1 887	408 482	961	264	1 368	393 465	45 964	10 761	9 184
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	80	26 984	21	10	67	26 129	3 234	764	521
52	BUILDING MATERIALS AND SUPPLY STORES	39	14 394	10	3	35	14 218	1 753	411	256
521,3	HARDWARE STORES	22	(D)	5	2	20	4 788	747	162	142
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	7	(D)	1	3	5	620	117	32	27
526	MOBILE HOME DEALERS	12	6 919	5	2	7	6 503	617	159	96
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	49	45 258	13	1	38	44 771	5 910	1 343	1 366
53	DEPARTMENT STORES ²	8	34 014	-	-	8	34 014	4 051	941	990
531	VARIETY STORES	25	6 566	7	1	20	6 289	1 013	192	252
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	16	4 678	6	-	10	4 468	846	210	124
539										
	FOOD STORES									
	TOTAL	286	97 627	143	55	209	92 960	8 363	1 931	1 347
54	GROCERY STORES	226	92 441	111	42	169	88 423	7 602	1 767	1 180
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	10	(D)	4	2	9	1 626	130	30	25
542	CANDY, NUT, AND CONFECTIONERY STORES	13	1 382	6	4	6	922	56	7	7
543	CANDY, NUT, AND CONFECTIONERY STORES	5	(D)	2	-	3	237	32	9	8
544	RETAIL BAKERIES	21	1 413	10	6	17	1 344	485	107	114
545	OTHER FOOD STORES	11	470	10	1	5	408	58	11	13
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	141	93 540	54	22	112	92 274	9 020	2 123	1 219
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	33	(D)	5	5	32	70 804	6 762	1 611	885
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	30	10 439	18	2	21	10 106	798	166	80
552										
553	AUTO AND HOME SUPPLY STORES	55	9 330	17	10	46	8 932	1 197	286	193
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	23	(D)	14	5	13	2 432	263	60	61
	GASOLINE SERVICE STATIONS									
554	TOTAL	240	31 900	135	22	209	30 254	2 667	633	751
	APPAREL AND ACCESSORY STORES									
	TOTAL	118	17 363	38	22	107	17 124	2 165	515	520
56	WOMEN'S READY-TO-WEAR STORES	37	(D)	10	3	37	(D)	(D)	(D)	(D)
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	430	4	1	5	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	23	4 703	6	7	23	4 703	566	144	122
561	FAMILY CLOTHING STORES	11	2 216	5	2	8	2 165	251	77	80
565	SHOE STORES	27	3 536	6	3	24	3 470	525	116	100
566	OTHER APPAREL AND ACCESSORY STORES	13	(D)	7	6	10	795	67	16	26
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	121	20 949	49	23	92	20 325	2 821	643	436
57	FURNITURE STORES	42	8 522	10	16	35	8 419	985	225	159
571	HOME FURNISHINGS STORES	30	5 421	17	2	19	5 207	888	197	118
572	HOUSEHOLD APPLIANCE STORES	18	2 442	9	-	13	2 362	348	81	57
573	RADIO, TELEVISION, AND MUSIC STORES	31	4 564	13	5	25	4 337	600	140	102
	EATING AND DRINKING PLACES									
	TOTAL	372	28 920	188	59	307	27 428	6 515	1 540	1 960
58	EATING PLACES	290	25 158	139	47	246	23 985	5 770	1 338	1 727
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	82	3 762	49	12	61	3 443	745	202	233
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	46	(D)	14	13	44	18 338	2 275	511	431
591	DRUG STORES	**	**	**	**	43	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	434	(D)	306	37	183	23 862	2 994	758	633
59 Ex. 591	LIQUOR STORES	45	(D)	16	8	43	7 006	464	106	118
592	USED MERCHANDISE STORES	48	1 584	38	1	17	1 247	244	61	52
593	NONSTORE RETAILERS	147	6 070	129	2	20	5 512	838	237	148
596	MAIL-ORDER HOUSES	10	(D)	6	1	4	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	133	4 125	123	-	12	2 850	496	150	87
5963	FUEL AND ICE DEALERS	8	(D)	4	-	6	1 831	249	61	34
598	FLORISTS	23	1 050	14	5	13	966	213	53	44
5992	CIGAR STORES AND STANDS	2	(D)	2	-	-	-	-	-	-
5993										
594	MISCELLANEOUS SHOPPING GOODS STORES	110	6 763	68	12	68	6 113	845	206	204
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	24	1 542	15	1	15	1 304	166	39	46
5944	JEWELRY STORES	23	2 326	11	2	19	2 300	381	96	57
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	63	2 895	42	9	34	2 509	298	71	101
5994,9	OTHER MISCELLANEOUS RETAIL STORES	51	2 005	35	9	16	1 187	141	34	33

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				Sole proprie- torships (number)	Partne- rships (number)					
	VENTURA COUNTY (COEXTENSIVE WITH OXNARD-SIMI VALLEY-VENTURA SMSA; SEE TABLE 2.)									
	YOLO COUNTY									
	RETAIL TRADE, TOTAL	739	174 939	359	97	556	170 884	21 476	5 284	4 300
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	39	16 778	13	6	34	16 679	1 742	380	243
521,3	BUILDING MATERIALS AND SUPPLY STORES	16	(D)	7	2	13	5 980	552	120	68
525	HARDWARE STORES	11	(D)	4	2	9	3 553	458	115	93
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	2	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	10	(D)	-	2	10	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	14	(D)	3	1	12	6 635	698	166	174
531	DEPARTMENT STORES ²	1	(D)	-	-	1	(D)	(D)	(D)	(D)
533	VARIETY STORES	5	3 291	1	-	5	3 291	368	92	113
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	(D)	2	1	6	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	73	49 543	30	10	62	48 961	4 815	1 241	646
541	GROCERY STORES	60	(D)	23	9	51	47 953	4 622	1 195	595
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	-	-	-	-	-	-	-	-	-
546	RETAIL BAKERIES	7	(D)	4	1	6	630	156	38	41
545,9	OTHER FOOD STORES	3	(D)	1	-	3	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	65	32 202	24	5	49	31 654	3 883	1 042	508
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	20	(D)	3	1	18	26 471	3 171	896	403
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	6	(D)	4	1	3	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	22	3 230	5	2	19	3 131	539	113	67
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	17	1 557	12	1	9	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
	TOTAL	90	16 929	57	6	84	16 737	1 714	370	336
	APPAREL AND ACCESSORY STORES									
	TOTAL	40	8 692	18	5	34	8 549	1 205	260	274
562	WOMEN'S READY-TO-WEAR STORES	8	1 439	5	-	7	(D)	(D)	(D)	(D)
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	7	(D)	1	2	6	750	129	32	23
565	FAMILY CLOTHING STORES	11	(D)	5	-	10	4 690	591	132	139
566	SHOE STORES	7	1 256	2	2	7	1 256	177	34	38
564,9	OTHER APPAREL AND ACCESSORY STORES	6	(D)	4	1	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	37	3 869	12	6	30	3 647	568	147	100
5712	FURNITURE STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	13	(D)	2	5	11	812	111	29	33
573	RADIO, TELEVISION, AND MUSIC STORES	19	2 068	9	-	15	2 001	308	85	51
	EATING AND DRINKING PLACES									
	TOTAL	170	17 673	73	40	138	16 727	4 184	1 031	1 391
5812	EATING PLACES	114	14 238	47	27	95	13 617	3 496	872	1 216
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	56	3 435	26	13	43	3 110	688	159	175
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	19	8 149	3	2	19	8 149	1 181	282	236
591 PT.	DRUG STORES	**	**	**	**	19	8 149	1 181	282	236
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	192	(D)	126	16	94	13 146	1 486	365	392
592	LIQUOR STORES	14	3 243	-	7	14	3 243	197	41	40
593	USED MERCHANDISE STORES	12	611	7	1	7	580	135	30	31
596	NONSTORE RETAILERS	61	2 431	54	1	11	2 106	196	55	66
5961	MAIL-ORDER HOUSES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	9	(D)	8	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	50	1 283	45	1	8	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	7	(D)	3	-	4	1 017	179	47	26
5992	FLORISTS	8	329	4	-	7	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	71	6 151	45	3	49	5 752	700	173	211
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	20	2 442	12	2	15	2 221	228	50	59
5944	JEWELRY STORES	10	788	8	-	7	745	126	32	25
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	41	2 921	25	1	27	2 786	346	91	127
5994,9	OTHER MISCELLANEOUS RETAIL STORES	19	(D)	13	4	2	(D)	(D)	(D)	(D)

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	ANAHEIM									
	RETAIL TRADE, TOTAL	1 537	440 222	785	121	996	427 613	61 313	14 344	11 444
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	39	14 764	22	2	19	14 358	2 261	560	372
521,3	BUILDING MATERIALS AND SUPPLY STORES	21	8 462	10	1	12	8 175	1 184	280	188
525	HARDWARE STORES	8	(D)	5	1	4	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	(D)	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	5	(D)	4	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	26	(D)	3	-	24	65 947	8 224	1 997	1 462
531	DEPARTMENT STORES ²	7	59 399	-	-	7	59 399	7 235	1 748	1 173
533	VARIETY STORES	6	3 117	-	-	6	3 117	514	142	199
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	13	(D)	3	-	11	3 431	475	107	90
	FOOD STORES									
54	TOTAL	130	81 217	58	7	93	79 633	8 569	1 906	1 141
541	GROCERY STORES	67	72 159	14	3	58	71 381	6 989	1 667	889
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	13	2 260	9	1	7	2 094	259	31	28
543	FRUIT STORES AND VEGETABLE MARKETS	3	(D)	2	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	6	466	5	-	2	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	15	(D)	8	-	13	3 744	1 000	131	136
545,9	OTHER FOOD STORES	26	1 764	20	3	11	1 401	194	57	62
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	88	80 082	31	2	64	79 471	9 376	2 306	986
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	20	67 502	-	-	20	67 502	7 336	1 875	736
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	10	2 468	6	-	6	2 277	222	40	24
553	AUTO AND HOME SUPPLY STORES	37	7 712	12	-	31	7 526	1 526	320	185
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	21	2 400	13	2	7	2 166	292	71	41
	GASOLINE SERVICE STATIONS									
554	TOTAL	171	29 517	87	15	161	28 387	2 898	694	756
	APPAREL AND ACCESSORY STORES									
56	TOTAL	100	19 188	30	10	84	19 006	3 322	776	743
562	WOMEN'S READY-TO-WEAR STORES	31	(D)	9	4	29	5 702	911	254	263
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	10	565	9	1	3	494	59	19	25
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	23	(D)	3	3	22	6 644	1 243	226	207
565	FAMILY CLOTHING STORES	8	(D)	2	1	6	1 792	268	69	75
566	SHOE STORES	17	(D)	3	-	15	3 701	785	179	148
564,9	OTHER APPAREL AND ACCESSORY STORES	11	(D)	4	1	9	673	96	29	25
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	115	31 965	47	9	86	30 564	3 898	820	518
5712	FURNITURE STORES	35	14 168	8	4	32	14 049	1 678	298	185
OTHER 571	HOME FURNISHINGS STORES	37	5 774	18	2	25	5 081	626	143	126
572	HOUSEHOLD APPLIANCE STORES	11	3 562	6	2	6	3 247	468	100	49
573	RADIO, TELEVISION, AND MUSIC STORES	32	8 461	15	1	23	8 187	1 126	279	158
	EATING AND DRINKING PLACES									
58	TOTAL	316	56 786	112	40	263	55 543	15 366	3 558	4 144
5812	EATING PLACES	259	51 140	90	31	211	50 073	13 832	3 202	3 799
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	57	5 646	22	9	52	5 470	1 534	356	345
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	29	(D)	5	-	28	15 056	2 212	537	338
591 PT.	DRUG STORES	**	**	**	**	27	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	523	45 600	390	36	174	39 648	5 187	1 190	984
592	LIQUOR STORES	45	11 761	12	11	42	11 436	901	214	217
593	USED MERCHANDISE STORES	22	1 432	18	3	7	1 129	213	46	36
596	NONSTORE RETAILERS	225	12 656	217	2	11	9 722	1 427	326	222
5961	MAIL-ORDER HOUSES	4	39	4	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	22	2 207	19	1	4	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	199	10 410	194	1	7	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
5992	FLORISTS	18	(D)	8	3	12	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	127	13 143	72	8	76	12 197	1 722	398	352
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	21	2 949	11	1	13	2 755	274	59	52
5944	JEWELRY STORES	25	2 177	15	-	13	1 888	411	85	55
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	81	8 017	46	7	50	7 554	1 037	254	245
5994,9	OTHER MISCELLANEOUS RETAIL STORES	83	5 186	63	9	24	3 900	663	141	96

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	ARDEN-ARCADE (U)									
	RETAIL TRADE, TOTAL	828	344 737	311	90	652	339 547	44 201	10 537	7 573
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	21	4 093	9	1	17	3 935	578	141	114
52	BUILDING MATERIALS AND SUPPLY STORES	9	(D)	5	-	6	750	109	23	19
521,3	HARDWARE STORES	7	(D)	3	-	6	2 444	370	85	64
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	1	1	3	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	14	(D)	2	2	13	47 853	6 035	1 425	1 382
53	DEPARTMENT STORES ²	5	45 324	-	-	5	45 324	5 682	1 346	1 296
531	VARIETY STORES	5	1 545	1	1	5	1 545	279	75	80
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	1	1	3	984	74	4	6
539										
	FOOD STORES									
	TOTAL	91	67 089	14	4	84	66 595	7 099	1 677	924
54	GROCERY STORES	59	(D)	1	2	58	63 292	6 625	1 570	812
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	(D)	2	-	3	685	63	8	7
542	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	5	334	4	-	3	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	7	584	3	1	7	584	189	47	39
545,9	OTHER FOOD STORES	14	(D)	3	1	12	1 820	197	43	52
	AUTOMOTIVE DEALERS									
	TOTAL	72	110 407	22	9	58	109 820	12 407	2 944	1 251
55	MOTOR VEHICLE DEALERS--NEW AND USED CARS	18	(D)	-	1	17	92 738	10 724	2 555	1 043
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	27	9 221	15	4	19	8 826	559	157	66
552										
553	AUTO AND HOME SUPPLY STORES	18	(D)	2	3	17	4 116	725	173	109
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	5	1	5	4 140	399	59	33
	GASOLINE SERVICE STATIONS									
	TOTAL	102	17 751	50	11	97	17 413	1 719	414	471
	APPAREL AND ACCESSORY STORES									
	TOTAL	74	17 252	11	10	66	16 916	2 549	616	518
56	WOMEN'S READY-TO-WEAR STORES	33	8 635	4	5	29	8 436	1 108	258	242
561	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	(D)	4	-	6	466	93	25	23
562	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
563	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	10	2 886	1	2	10	2 886	394	114	86
564	FAMILY CLOTHING STORES	3	1 000	1	-	2	(D)	(D)	(D)	(D)
565	SHOE STORES	17	4 137	-	2	17	4 137	775	176	126
566	OTHER APPAREL AND ACCESSORY STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	64	23 485	17	4	49	22 731	3 642	856	475
57	FURNITURE STORES	19	9 623	4	1	16	9 557	1 429	352	169
5712	HOME FURNISHINGS STORES	17	(D)	7	-	12	2 289	936	65	47
572	HOUSEHOLD APPLIANCE STORES	9	5 145	3	1	4	4 701	278	220	127
573	RADIO, TELEVISION, AND MUSIC STORES	19	(D)	3	2	17	6 184	999	219	132
	EATING AND DRINKING PLACES									
	TOTAL	144	22 580	52	27	139	22 440	5 797	1 419	1 598
58	EATING PLACES	111	19 443	41	16	106	19 303	5 046	1 237	1 427
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	33	3 137	11	11	33	3 137	751	182	171
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	18	12 595	3	2	18	12 595	1 607	387	270
591	DRUG STORES	**	**	**	**	17	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	228	(D)	131	20	111	19 249	2 768	658	570
59	LIQUOR STORES	13	(D)	2	4	12	4 166	339	84	71
592	USED MERCHANDISE STORES	9	232	6	2	4	(D)	(D)	(D)	(D)
593	NONSTORE RETAILERS	72	2 176	63	2	8	1 156	148	34	22
596	MAIL-ORDER HOUSES	2	(D)	1	-	-	-	-	-	-
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	5	(D)	3	2	1	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	65	1 691	59	-	7	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	2	(D)	-	1	1	(D)	(D)	(D)	(D)
598	FLORISTS	9	430	4	1	5	378	88	21	18
5992	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	83	12 120	30	7	64	11 654	1 815	454	393
594	SPORTING GOODS STORES AND BICYCLE SHOPS	29	(D)	11	4	23	3 918	489	111	88
5944	JEWELRY STORES	8	(D)	2	-	7	1 952	479	116	83
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	46	6 030	17	3	34	5 784	847	227	222
5944,9	OTHER MISCELLANEOUS RETAIL STORES	39	2 312	26	3	16	1 650	335	54	57

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972-Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	BAKERSFIELD									
	RETAIL TRADE, TOTAL	1 108	375 329	524	111	858	369 161	51 820	12 143	9 489
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	37	16 185	12	5	30	16 053	2 168	490	332
521,3	BUILDING MATERIALS AND SUPPLY STORES	20	12 235	6	3	17	12 187	1 757	403	255
525	HARDWARE STORES	8	(D)	4	1	6	2 094	239	53	41
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	6	(D)	2	1	4	869	85	17	17
527	MOBILE HOME DEALERS	3	903	-	-	3	903	87	17	19
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	28	76 246	4	-	25	76 219	12 239	2 831	2 187
531	DEPARTMENT STORES ²	10	(D)	-	-	10	(D)	(D)	(D)	(D)
533	VARIETY STORES	12	(D)	2	-	11	3 472	564	134	157
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	1 789	2	-	4	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	79	45 306	29	13	65	44 654	4 288	998	675
541	GROCERY STORES	51	41 661	16	11	42	41 175	3 535	817	510
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	6	1 247	4	-	4	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	2	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	8	(D)	4	1	7	897	148	35	33
546	RETAIL BAKERIES	8	1 130	2	1	8	1 130	457	109	93
545,9	OTHER FOOD STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	90	93 896	27	11	72	93 045	10 096	2 434	1 173
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	18	71 043	1	1	18	71 043	7 728	1 868	844
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	30	10 423	12	5	17	9 682	809	187	99
553	AUTO AND HOME SUPPLY STORES	29	(D)	8	2	26	7 776	1 190	290	179
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	13	(D)	6	3	11	4 544	369	89	51
	GASOLINE SERVICE STATIONS									
	TOTAL	154	28 449	82	9	139	27 736	2 548	610	586
	APPAREL AND ACCESSORY STORES									
	TOTAL	96	21 025	29	12	85	20 766	2 786	655	650
562	WOMEN'S READY-TO-WEAR STORES	37	(D)	10	7	35	6 064	767	193	216
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	1	-	4	347	67	15	12
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	14	3 607	2	2	14	3 607	534	117	94
565	FAMILY CLOTHING STORES	9	6 237	5	-	6	(D)	(D)	(D)	(D)
566	SHOE STORES	23	(D)	6	2	21	3 843	555	126	130
564,9	OTHER APPAREL AND ACCESSORY STORES	8	834	5	1	5	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	82	22 910	34	10	68	22 516	3 667	856	517
5712	FURNITURE STORES	30	10 314	10	4	27	10 226	1 517	355	218
OTHER 571	HOME FURNISHINGS STORES	19	3 813	10	2	15	3 788	736	162	97
572	HOUSEHOLD APPLIANCE STORES	15	4 536	6	2	11	4 417	615	137	87
573	RADIO, TELEVISION, AND MUSIC STORES	18	4 247	8	2	15	4 085	799	202	115
	EATING AND DRINKING PLACES									
	TOTAL	241	31 542	116	29	210	30 761	8 601	1 995	2 322
5812	EATING PLACES	192	28 550	89	24	168	27 942	8 017	1 873	2 173
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	49	2 992	27	5	42	2 819	584	122	149
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	29	(D)	7	1	28	13 151	2 081	494	383
591 PT.	DRUG STORES	**	**	**	**	28	13 151	2 081	494	383
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	272	(D)	184	21	136	24 260	3 346	780	664
592	LIQUOR STORES	30	(D)	14	6	29	6 423	438	113	120
593	USED MERCHANDISE STORES	20	1 457	15	-	9	1 313	225	57	48
596	NONSTORE RETAILERS	84	4 642	75	4	12	3 830	700	150	77
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	10	1 437	6	3	5	1 345	180	38	20
5963	DIRECT SELLING	74	3 205	69	1	7	2 485	520	112	57
598	FUEL AND ICE DEALERS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
5992	FLORISTS	12	(D)	10	-	11	1 340	227	51	48
5993	CIGAR STORES AND STANDS	3	(D)	2	-	2	(D)	(D)	(D)	(D)
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	77	10 416	30	9	61	9 950	1 490	331	320
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	13	(D)	7	3	9	2 287	365	84	60
5944	JEWELRY STORES	20	(D)	8	2	18	2 877	521	126	89
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	44	4 959	15	4	34	4 786	604	121	171
5994,9	OTHER MISCELLANEOUS RETAIL STORES	5	1 929	38	1	11	1 187	251	74	46

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				Sole proprie- torships (number)	Partner- ships (number)					
	BELLFLOWER									
	RETAIL TRADE, TOTAL	529	141 937	268	51	354	136 942	17 855	4 228	3 111
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	23	5 707	12	-	12	5 432	943	224	154
521,3	BUILDING MATERIALS AND SUPPLY STORES	11	3 402	6	-	6	3 311	537	126	83
525	HARDWARE STORES	7	(0)	2	-	5	(0)	(0)	(0)	(0)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(0)	3	-	-	-	-	-	-
527	MOBILE HOME DEALERS	2	(0)	1	-	1	(0)	(0)	(0)	(0)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	13	(0)	3	-	11	15 552	1 730	258	229
531	DEPARTMENT STORES ²	3	14 105	-	-	3	14 105	1 478	189	163
533	VARIETY STORES	5	(0)	1	-	4	(0)	(0)	(0)	(0)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(0)	2	-	4	(0)	(0)	(0)	(0)
	FOOD STORES									
54	TOTAL	34	27 620	13	2	24	27 339	2 980	763	434
541	GROCERY STORES	20	25 000	4	2	15	24 841	2 572	661	340
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	-	(0)	1	-	2	(0)	(0)	(0)	(0)
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(0)	-	-	-	-	-	-	-
544	RETAIL BAKERIES	6	595	5	-	2	(0)	(0)	(0)	(0)
545,9	OTHER FOOD STORES	5	(0)	3	-	4	847	97	24	27
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	63	45 826	19	7	49	45 120	5 288	1 244	613
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	11	34 786	-	-	11	34 786	3 933	925	410
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	19	3 611	11	2	12	3 129	368	96	48
553	AUTO AND HOME SUPPLY STORES	20	3 292	4	3	17	3 146	605	136	94
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	13	4 137	4	2	9	4 059	382	87	61
	GASOLINE SERVICE STATIONS									
554	TOTAL	51	8 759	27	5	46	8 362	779	198	212
	APPAREL AND ACCESSORY STORES									
56	TOTAL	20	3 408	8	2	17	3 338	479	125	118
562	WOMEN'S READY-TO-WEAR STORES	11	(0)	5	-	10	1 205	200	60	61
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	-	(0)	-	-	-	(0)	(0)	(0)	(0)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	(0)	-	2	3	1 060	91	20	21
565	FAMILY CLOTHING STORES	1	(0)	-	-	1	(0)	(0)	(0)	(0)
566	SHOE STORES	4	559	3	-	3	(0)	(0)	(0)	(0)
564,9	OTHER APPAREL AND ACCESSORY STORES	-	-	-	-	-	-	-	-	-
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	35	5 789	20	1	21	5 210	856	199	105
5712	FURNITURE STORES	15	3 769	6	1	9	3 486	576	144	77
OTHER 571	HOME FURNISHINGS STORES	9	1 164	4	-	6	1 107	226	40	20
572	HOUSEHOLD APPLIANCE STORES	4	323	4	-	2	(0)	(0)	(0)	(0)
573	RADIO, TELEVISION, AND MUSIC STORES	7	533	6	-	4	(0)	(0)	(0)	(0)
	EATING AND DRINKING PLACES									
58	TOTAL	111	12 022	43	21	90	11 216	2 844	697	808
5812	EATING PLACES	70	9 643	22	15	56	9 201	2 339	566	662
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	41	2 379	21	6	34	2 015	505	131	146
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	11	3 874	4	1	11	3 874	589	146	109
591 PT.	DRUG STORES	**	**	**	**	10	(0)	(0)	(0)	(0)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(0)	(0)	(0)	(0)
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	168	(0)	119	12	73	11 499	1 367	374	329
592	LIQUOR STORES	22	(0)	6	3	22	(0)	(0)	(0)	(0)
593	USED MERCHANDISE STORES	18	816	12	1	10	575	133	41	36
596	NONSTORE RETAILERS	64	2 867	57	1	9	1 921	228	70	50
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	9	974	5	-	4	847	94	22	16
5963	DIRECT SELLING	55	1 893	52	1	5	1 074	134	48	34
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	6	350	6	-	3	(0)	(0)	(0)	(0)
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	33	3 207	21	3	21	3 061	409	126	101
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	5	874	2	-	3	(0)	(0)	(0)	(0)
5944	JEWELRY STORES	4	442	1	-	4	442	58	34	24
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	24	1 891	18	3	14	(0)	(0)	(0)	(0)
5994,9	OTHER MISCELLANEOUS RETAIL STORES	25	1 096	17	4	8	668	103	23	25

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partnerships (number)					
	BERKELEY									
	RETAIL TRADE, TOTAL	1 019	263 352	443	145	787	257 497	40 305	9 840	6 769
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	33	8 113	15	5	26	7 929	1 529	328	218
52	BUILDING MATERIALS AND SUPPLY STORES	11	4 579	2	1	11	4 579	894	177	88
521,3	HARDWARE STORES	12	2 474	8	-	9	2 384	440	102	88
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	10	1 060	5	4	6	966	195	49	42
526	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	23	12 707	7	1	20	12 680	2 420	611	497
53	DEPARTMENT STORES ²	2	(D)	-	-	2	(D)	(D)	(D)	(D)
531	VARIETY STORES	10	(D)	3	1	9	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	11	(D)	4	-	9	1 850	226	55	49
539										
	FOOD STORES									
	TOTAL	121	58 874	57	17	94	57 588	6 456	1 609	935
54	GROCERY STORES	75	51 915	35	8	54	50 895	5 482	1 371	719
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	10	1 512	6	3	7	(D)	(D)	(D)	(D)
542	CANDY, NUT, AND CONFECTIONERY STORES	4	(D)	2	1	3	1 916	182	44	38
543	CANDY, NUT, AND CONFECTIONERY STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	11	(D)	5	2	10	1 301	344	78	72
545,9	OTHER FOOD STORES	18	(D)	8	3	17	1 943	253	61	68
	AUTOMOTIVE DEALERS									
	TOTAL	46	49 448	14	5	33	49 160	6 187	1 501	592
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	16	(D)	1	-	15	42 442	5 347	1 341	483
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	9	897	6	2	3	(D)	(D)	(D)	(D)
552										
553	AUTO AND HOME SUPPLY STORES	6	(D)	-	1	6	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	15	4 404	7	2	9	4 302	487	74	55
	GASOLINE SERVICE STATIONS									
	TOTAL	78	15 325	34	4	73	15 009	1 774	463	377
	APPAREL AND ACCESSORY STORES									
	TOTAL	86	14 373	24	12	75	14 201	2 314	590	496
56	WOMEN'S READY-TO-WEAR STORES	23	4 791	8	5	20	4 745	755	180	179
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	574	5	1	7	546	103	36	25
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	22	3 727	3	2	22	3 727	516	141	92
561	FAMILY CLOTHING STORES	4	(D)	2	1	4	(D)	(D)	(D)	(D)
565	SHOE STORES	19	(D)	2	1	17	2 680	587	136	100
566	OTHER APPAREL AND ACCESSORY STORES	7	306	4	2	5	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	76	17 938	24	12	67	17 473	2 542	637	371
57	FURNITURE STORES	19	(D)	7	1	15	3 672	700	186	83
5712	HOME FURNISHINGS STORES	22	4 030	6	6	18	3 967	569	139	92
572	HOUSEHOLD APPLIANCE STORES	11	2 710	4	2	10	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	24	(D)	7	3	24	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
	TOTAL	232	29 602	91	45	196	28 667	8 365	1 982	1 771
58	EATING PLACES	200	27 284	77	37	169	26 550	7 934	1 854	1 647
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	32	2 318	14	8	27	2 117	431	128	124
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	29	(D)	8	5	27	10 670	1 765	421	321
591	DRUG STORES	**	**	**	**	27	10 670	1 765	421	321
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	295	(D)	169	39	176	44 120	6 953	1 698	1 191
59 Ex. 591	LIQUOR STORES	33	10 354	12	10	33	10 354	854	199	152
592	USED MERCHANDISE STORES	40	2 093	29	3	18	1 785	325	73	54
593	NONSTORE RETAILERS	38	8 403	32	1	10	8 096	2 074	521	237
596	MAIL-ORDER HOUSES	4	221	4	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	7 487	2	1	6	7 487	2 006	504	227
5962	DIRECT SELLING	28	695	26	1	3	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	2	(D)	2	-	-	-	-	-	-
598	FLORISTS	13	672	6	4	8	(D)	(D)	(D)	(D)
5992	CIGAR STORES AND STANDS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	117	20 995	55	13	83	20 392	3 090	753	632
594	SPORTING GOODS STORES AND BICYCLE SHOPS	18	(D)	7	5	16	4 639	787	169	124
5941	JEWELRY STORES	15	(D)	10	1	7	1 359	345	89	59
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	84	14 760	38	7	60	14 394	1 958	495	449
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	84	14 760	38	7	60	14 394	1 958	495	449
5994,9	OTHER MISCELLANEOUS RETAIL STORES	50	3 216	32	8	22	2 487	465	115	81

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				Sole proprie- torships (number)	Partne- rships (number)					
	BEVERLY HILLS									
	RETAIL TRADE, TOTAL	876	316 616	320	86	611	308 181	48 690	11 436	8 214
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	12	2 013	4	4	5	1 770	347	94	53
52	BUILDING MATERIALS AND SUPPLY STORES	5	(D)	2	2	1	(D)	(D)	(D)	(D)
521,3	HARDWARE STORES	2	(D)	-	1	2	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	1	1	2	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	1	(D)	1	-	-	-	-	-	-
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	14	(D)	3	2	8	(D)	(D)	(D)	(D)
53	DEPARTMENT STORES ²	1	(D)	-	-	1	(D)	(D)	(D)	(D)
531	VARIETY STORES	2	(D)	-	-	1	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	11	(D)	3	2	6	1 255	181	45	38
539										
	FOOD STORES									
	TOTAL	44	20 719	11	4	34	20 056	2 345	520	356
54	GROCERY STORES	16	(D)	3	3	15	14 445	1 556	368	198
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	3	(D)	2	1	1	(D)	(D)	(D)	(D)
542	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
543	CANDY, NUT, AND CONFECTIONERY STORES	9	(D)	-	-	8	2 347	188	61	68
544	RETAIL BAKERIES	5	491	2	-	4	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	10	2 740	3	-	6	2 558	459	58	63
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	20	63 386	2	1	17	63 261	6 002	1 460	616
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	13	59 421	1	1	13	59 421	5 475	1 352	542
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	2	(D)	1	-	-	-	-	-	-
552										
553	AUTO AND HOME SUPPLY STORES	3	(D)	-	-	2	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	30	5 963	18	-	27	5 911	853	200	152
	APPAREL AND ACCESSORY STORES									
	TOTAL	221	87 371	58	27	191	86 535	14 434	3 580	2 443
56	WOMEN'S READY-TO-WEAR STORES	84	50 745	20	13	80	50 635	8 603	2 068	1 455
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	15	(D)	9	-	9	949	197	50	50
563	FURRIERS AND FUR SHOPS	20	3 410	7	2	14	3 361	569	171	82
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	43	22 373	6	3	40	22 216	3 360	863	572
561	FAMILY CLOTHING STORES	6	(D)	1	4	5	1 094	150	34	35
565	SHOE STORES	24	6 420	3	2	21	6 173	1 090	278	180
566	OTHER APPAREL AND ACCESSORY STORES	29	2 186	12	3	22	2 107	465	116	69
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	74	22 134	29	8	43	21 122	3 319	795	576
57	FURNITURE STORES	26	14 710	9	3	15	14 212	2 486	585	422
5712	HOME FURNISHINGS STORES	28	(D)	14	3	15	(D)	(D)	(D)	(D)
OTHER 571	HOUSEHOLD APPLIANCE STORES	3	(D)	-	1	2	(D)	(D)	(D)	(D)
572	RADIO, TELEVISION, AND MUSIC STORES	17	3 618	6	1	11	3 361	278	83	68
573										
	EATING AND DRINKING PLACES									
	TOTAL	128	35 538	23	14	111	34 664	10 538	2 238	2 154
58	EATING PLACES	113	33 987	20	14	102	33 251	10 127	2 146	2 033
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	15	1 551	3	-	9	1 413	411	92	121
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	32	11 818	6	2	28	11 634	2 168	546	397
591	DRUG STORES	**	**	**	**	27	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	301	(D)	166	24	147	(D)	(D)	(D)	(D)
59 Ex. 591	LIQUOR STORES	12	(D)	2	3	12	(D)	(D)	(D)	(D)
592	USED MERCHANDISE STORES	16	2 293	7	1	10	2 159	355	57	48
593	NONSTORE RETAILERS	57	2 856	47	1	10	2 139	193	41	40
596	MAIL-ORDER HOUSES	12	2 080	8	-	3	1 878	172	37	27
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	7	217	2	-	5	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	38	559	37	1	2	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
598	FLORISTS	13	(D)	2	3	12	2 058	557	121	86
5992	CIGAR STORES AND STANDS	8	908	6	1	5	816	93	25	17
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	139	25 066	74	8	71	22 890	3 349	792	545
594	SPORTING GOODS STORES AND BICYCLE SHOPS	8	(D)	1	1	7	2 584	408	108	59
5941	JEWELRY STORES	57	11 495	32	3	25	10 204	1 392	340	241
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	74	(D)	41	4	39	10 102	1 549	344	245
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	56	5 203	28	7	27	4 413	681	149	89
5994,9										

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TABLE 5. Cities With 500 Establishments or More: 1972-Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	BUENA PARK									
	RETAIL TRADE, TOTAL	539	253 262	257	40	364	249 033	38 327	8 923	7 431
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	20	8 880	8	2	9	8 467	1 119	226	141
521,3	BUILDING MATERIALS AND SUPPLY STORES	8	(D)	1	2	6	3 585	611	144	89
525	HARDWARE STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	90	3	-	-	-	-	-	-
527	MOBILE HOME DEALERS	5	(D)	2	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	15	(D)	2	-	14	80 197	9 862	2 300	1 906
531	DEPARTMENT STORES ²	7	76 768	-	-	7	76 768	9 417	2 190	1 796
533	VARIETY STORES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	2	-	4	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	44	26 614	18	4	30	25 790	2 565	610	430
541	GROCERY STORES	20	23 328	4	2	16	22 968	2 155	521	337
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	4	(D)	1	1	4	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	2	-	2	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	4	628	2	1	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	12	971	8	-	6	726	62	13	17
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	31	37 970	9	2	24	37 622	4 187	1 086	459
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	9	32 095	1	-	9	32 095	3 069	815	303
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	2	(D)	1	-	-	-	-	-	-
553	AUTO AND HOME SUPPLY STORES	14	(D)	2	1	13	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	6	1 279	5	1	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	47	(D)	27	4	46	9 622	839	212	209
	APPAREL AND ACCESSORY STORES									
56	TOTAL	38	10 882	8	1	32	10 838	1 519	381	315
562	WOMEN'S READY-TO-WEAR STORES	14	(D)	1	1	13	3 975	492	125	116
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	4 004	2	-	9	4 004	582	146	100
565	FAMILY CLOTHING STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
566	SHOE STORES	6	(D)	1	-	5	1 922	274	72	57
564,9	OTHER APPAREL AND ACCESSORY STORES	4	79	3	-	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	31	7 826	11	1	25	7 519	1 296	370	233
5712	FURNITURE STORES	6	(D)	2	1	4	1 308	199	53	23
OTHER 571	HOME FURNISHINGS STORES	10	(D)	5	-	8	2 554	493	164	106
572	HOUSEHOLD APPLIANCE STORES	6	(D)	3	-	4	667	148	36	19
573	RADIO, TELEVISION, AND MUSIC STORES	9	2 990	1	-	9	2 990	456	117	85
	EATING AND DRINKING PLACES									
58	TOTAL	113	45 095	49	8	91	44 346	13 527	2 956	3 087
5812	EATING PLACES	91	(D)	36	7	69	(D)	(D)	(D)	(D)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	22	(D)	13	1	22	(D)	(D)	(D)	(D)
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	12	(D)	2	-	11	8 675	1 311	305	198
591 PT.	DRUG STORES	**	**	**	**	11	8 675	1 311	305	198
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	188	17 481	123	18	82	15 957	2 102	477	453
592	LIQUOR STORES	13	4 084	3	2	13	4 084	306	74	62
593	USED MERCHANDISE STORES	5	(D)	3	-	3	364	44	11	10
596	NONSTORE RETAILERS	80	2 255	70	1	11	1 409	304	65	57
5961	MAIL-ORDER HOUSES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	10	(D)	4	1	6	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	68	1 645	65	-	4	925	230	58	52
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	5	(D)	1	1	5	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	3	(D)	1	-	3	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	54	8 356	27	12	35	8 008	1 151	253	244
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	7	(D)	4	2	5	979	120	26	25
5944	JEWELRY STORES	11	(D)	7	-	5	976	181	47	33
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	36	6 302	16	10	25	6 053	850	180	186
5994,9	OTHER MISCELLANEOUS RETAIL STORES	28	(D)	18	2	12	1 357	192	49	48

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	BURBANK									
	RETAIL TRADE, TOTAL	913	264 433	478	79	588	255 705	32 813	7 845	6 222
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	37	10 142	16	5	23	9 586	1 378	349	181
52	BUILDING MATERIALS AND SUPPLY STORES	23	9 028	9	2	16	8 659	1 298	329	158
525	HARDWARE STORES	9	361	4	1	4	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	2	1	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	1	1	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	12	(D)	4	-	10	19 822	2 061	478	433
53	DEPARTMENT STORES ²	4	17 115	-	-	4	17 115	1 768	402	352
533	VARIETY STORES	3	(D)	2	-	2	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	2	-	4	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	73	71 339	27	2	54	70 468	8 087	1 879	1 361
54	GROCERY STORES	37	59 056	10	-	30	58 696	5 657	1 302	765
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	7	(D)	3	2	5	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	2	-	-	-	-	-	-
544	RETAIL BAKERIES	4	(D)	3	-	2	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	10	(D)	3	-	9	(D)	(D)	(D)	(D)
545,9	TOTAL	13	2 118	6	-	8	1 875	290	71	87
	AUTOMOTIVE DEALERS									
	TOTAL	62	66 646	24	3	46	65 937	5 531	1 372	834
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	11	56 473	1	-	11	56 473	4 119	1 033	630
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	10	1 697	8	-	6	1 430	85	21	11
552	TOTAL	28	5 642	7	2	23	5 480	824	195	124
553	MISCELLANEOUS AUTOMOTIVE DEALERS	13	2 834	8	1	6	2 554	503	123	69
	GASOLINE SERVICE STATIONS									
	TOTAL	97	20 626	46	11	89	20 065	1 835	408	385
	APPAREL AND ACCESSORY STORES									
	TOTAL	61	8 285	28	6	43	7 943	1 214	308	303
56	WOMEN'S READY-TO-WEAR STORES	20	2 746	10	2	17	2 713	346	89	106
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	267	6	1	2	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	8	1 807	3	3	8	1 807	316	79	48
561	FAMILY CLOTHING STORES	7	(D)	-	-	5	2 104	372	96	96
565	SHOE STORES	12	1 108	5	-	8	1 041	133	32	39
566	OTHER APPAREL AND ACCESSORY STORES	7	(D)	4	-	3	(D)	(D)	(D)	(D)
564,9	TOTAL	53	9 389	29	3	37	9 037	1 284	295	208
57	FURNITURE STORES	12	(D)	5	1	9	1 211	144	34	30
5712	HOME FURNISHINGS STORES	16	2 599	10	1	9	2 485	390	76	52
OTHER 571	HOUSEHOLD APPLIANCE STORES	8	(D)	4	-	6	1 757	248	68	51
572	RADIO, TELEVISION, AND MUSIC STORES	17	3 653	10	1	13	3 584	502	117	75
573	TOTAL	209	27 773	86	24	161	26 145	7 343	1 774	1 784
58	EATING PLACES	156	24 700	62	15	124	23 738	6 709	1 599	1 616
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	53	3 073	24	9	37	2 407	634	175	168
5813	TOTAL	23	(D)	7	1	22	10 316	1 880	457	282
591	DRUG STORES	**	**	**	**	21	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.	TOTAL	286	19 967	211	24	103	16 386	2 200	525	451
59 EX. 591	LIQUOR STORES	28	4 952	14	5	22	4 542	301	78	65
592	USED MERCHANDISE STORES	15	(D)	11	2	4	(D)	(D)	(D)	(D)
593	NONSTORE RETAILERS	92	2 554	83	2	9	1 361	191	51	42
596	MAIL-ORDER HOUSES	13	436	8	1	5	316	31	5	6
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	8	699	5	1	2	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	71	1 419	70	-	2	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
598	FLORISTS	12	687	6	3	9	609	114	28	29
5992	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5993	TOTAL	84	9 069	53	7	44	8 157	1 399	316	276
594	MISCELLANEOUS SHOPPING GOODS STORES	14	2 619	9	1	9	2 473	363	72	56
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	12	1 025	6	1	7	769	172	37	29
5944	JEWELRY STORES	58	5 425	38	5	26	4 915	864	207	191
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	53	2 440	43	5	14	1 611	179	49	36
5944,9	TOTAL									

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partner- ships (number)					
	CHULA VISTA									
	RETAIL TRADE, TOTAL	526	194 035	268	39	375	190 810	24 808	6 035	4 474
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	20	(D)	8	1	18	8 848	1 033	234	130
521,3	BUILDING MATERIALS AND SUPPLY STORES	10	(D)	3	-	10	(D)	(D)	(D)	(D)
525	HARDWARE STORES	-	-	-	-	-	-	-	-	-
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	6	726	4	1	4	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	3 230	1	-	4	3 230	289	61	25
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	14	(D)	3	-	12	43 035	6 111	1 456	1 036
531	DEPARTMENT STORES ²	3	(D)	-	-	3	(D)	(D)	(D)	(D)
533	VARIETY STORES	6	(D)	-	-	6	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	3	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	45	39 295	17	3	37	38 946	3 927	942	625
541	GROCERY STORES	32	35 180	10	2	27	34 935	3 409	820	485
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	2	-	-	-	-	-	-
544	RETAIL BAKERIES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	3	(D)	2	-	3	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	5	(D)	1	1	5	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	42	33 135	13	6	35	32 803	3 824	922	424
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	6	25 228	-	-	6	25 228	2 774	675	265
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	11	(D)	5	2	8	1 137	149	33	24
553	AUTO AND HOME SUPPLY STORES	16	(D)	4	4	15	4 625	711	176	115
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	1 854	4	-	6	1 813	190	38	20
	GASOLINE SERVICE STATIONS									
554	TOTAL	54	(D)	28	6	52	9 229	942	235	281
	APPAREL AND ACCESSORY STORES									
56	TOTAL	48	14 050	18	3	38	13 878	1 372	343	303
562	WOMEN'S READY-TO-WEAR STORES	13	(D)	6	1	11	3 149	321	80	78
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	11	2 113	4	-	8	2 085	266	60	55
565	FAMILY CLOTHING STORES	8	6 458	1	-	8	6 458	511	123	110
566	SHOE STORES	8	2 043	-	1	8	2 043	260	74	51
564,9	OTHER APPAREL AND ACCESSORY STORES	5	117	4	1	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	33	10 235	14	-	25	10 139	1 636	393	231
5712	FURNITURE STORES	8	(D)	1	-	8	(D)	(D)	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	9	(D)	7	-	5	1 110	107	21	21
572	HOUSEHOLD APPLIANCE STORES	5	826	1	-	4	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	11	4 266	5	-	8	4 229	845	200	121
	EATING AND DRINKING PLACES									
58	TOTAL	94	13 630	42	11	84	13 207	3 234	820	912
5812	EATING PLACES	70	(D)	26	7	60	(D)	(D)	(D)	(D)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	24	(D)	16	4	24	(D)	(D)	(D)	(D)
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	12	(D)	3	2	11	10 677	1 309	329	217
591 PT.	DRUG STORES	**	**	**	**	11	10 677	1 309	329	217
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	164	11 237	122	7	63	10 048	1 420	361	315
592	LIQUOR STORES	16	(D)	6	4	14	2 921	167	43	44
593	USED MERCHANDISE STORES	14	1 909	9	2	8	1 874	463	109	76
596	NONSTORE RETAILERS	65	847	64	-	2	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	104	4	-	-	-	-	-	-
5963	DIRECT SELLING	61	743	60	-	2	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	2	-	-	-	-	-	-
5992	FLORISTS	6	(D)	4	-	4	449	76	17	26
5993	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	39	4 171	19	-	27	4 019	597	164	141
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	6	(D)	4	-	4	616	53	13	12
5944	JEWELRY STORES	9	(D)	5	-	5	1 168	207	64	31
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	24	2 293	10	-	18	2 235	337	87	98
5994,9	OTHER MISCELLANEOUS RETAIL STORES	21	712	18	1	7	458	70	17	15

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				Sole proprie- torships (number)	Partner- ships (number)					
	CONCORD									
	RETAIL TRADE, TOTAL	641	293 190	281	80	467	269 146	35 638	8 521	5 915
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	25	10 051	9	5	18	9 846	1 098	245	163
521,3	BUILDING MATERIALS AND SUPPLY STORES	15	(D)	6	3	10	7 679	845	192	112
525	HARDWARE STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	1	1	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	(D)	1	1	3	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	11	74 194	1	1	11	74 194	9 457	2 169	1 608
531	DEPARTMENT STORES ²	3	70 969	-	-	3	70 969	8 949	2 041	1 475
533	VARIETY STORES	6	(D)	1	-	6	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	2	(D)	-	1	2	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	57	54 860	15	6	50	54 619	5 736	1 323	775
541	GROCERY STORES	34	(D)	4	1	32	50 331	5 107	1 159	652
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	(D)	2	1	5	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	6	(D)	2	2	5	633	86	22	25
544	RETAIL BAKERIES	6	(D)	4	1	5	504	134	31	36
545,9	OTHER FOOD STORES	6	2 200	3	1	3	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	49	68 400	17	5	40	67 530	6 702	1 803	717
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	11	58 823	-	1	11	58 823	5 524	1 513	528
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	4	(D)	2	1	2	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	19	(D)	5	2	17	4 487	762	190	122
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	15	4 565	10	1	10	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	70	12 079	26	13	65	11 768	1 164	308	335
	APPAREL AND ACCESSORY STORES									
56	TOTAL	56	(D)	7	4	54	18 540	2 305	553	509
562	WOMEN'S READY-TO-WEAR STORES	20	6 351	3	2	20	6 351	740	178	193
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	10	(D)	1	1	9	5 319	545	124	97
565	FAMILY CLOTHING STORES	3	(D)	1	-	3	(D)	(D)	(D)	(D)
566	SHOE STORES	15	(D)	1	-	14	3 981	622	151	123
564,9	OTHER APPAREL AND ACCESSORY STORES	6	1 094	1	1	6	1 094	127	30	21
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	58	9 354	25	6	42	8 941	1 066	295	180
5712	FURNITURE STORES	20	2 617	11	2	11	2 361	345	97	56
OTHER 571	HOME FURNISHINGS STORES	12	999	5	2	8	933	153	42	27
572	HOUSEHOLD APPLIANCE STORES	5	(D)	2	1	4	1 953	174	40	27
573	RADIO, TELEVISION, AND MUSIC STORES	21	(D)	7	1	19	3 694	394	116	70
	EATING AND DRINKING PLACES									
58	TOTAL	97	14 777	40	19	90	14 587	4 601	1 001	1 013
5812	EATING PLACES	78	(D)	34	10	71	(D)	(D)	(D)	(D)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	19	(D)	6	9	19	(D)	(D)	(D)	(D)
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	17	12 752	2	4	17	12 752	1 403	334	224
591 PT.	DRUG STORES	**	**	**	**	17	12 752	1 403	334	224
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	201	(D)	139	17	80	16 369	2 106	490	391
592	LIQUOR STORES	19	(D)	6	4	18	5 114	388	87	81
593	USED MERCHANDISE STORES	9	382	5	2	4	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	82	1 040	81	-	1	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	1	(D)	1	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	1	(D)	1	-	-	-	-	-	-
5963	DIRECT SELLING	80	(D)	79	-	1	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
5992	FLORISTS	5	(D)	4	1	4	601	121	24	24
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	52	8 798	24	8	35	8 532	1 199	288	228
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	11	(D)	4	4	7	1 214	128	16	13
5944	JEWELRY STORES	9	(D)	4	-	8	2 515	417	111	62
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	32	4 954	16	4	20	4 803	654	161	153
5994,9	OTHER MISCELLANEOUS RETAIL STORES	32	1 604	19	2	16	1 454	266	55	42

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	COSTA MESA									
	RETAIL TRADE, TOTAL	828	356 679	369	61	596	351 304	43 291	9 990	7 604
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	32	8 484	10	4	24	8 404	1 451	320	208
521,3	BUILDING MATERIALS AND SUPPLY STORES	10	(D)	3	1	8	2 317	373	88	44
525	HARDWARE STORES	7	4 155	2	1	4	4 121	579	122	78
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	11	(D)	3	2	9	1 697	465	102	79
527	MOBILE HOME DEALERS	4	(D)	2	-	3	269	34	8	7
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	18	84 008	5	-	14	83 864	9 465	2 149	1 768
531	DEPARTMENT STORES	4	79 181	-	-	4	79 181	8 709	1 972	1 568
533	VARIETY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	12	(D)	5	-	8	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	71	57 947	16	3	66	57 635	5 954	1 369	916
541	GROCERY STORES	47	(D)	8	2	45	53 788	5 286	1 207	750
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	3	(D)	1	-	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	9	(D)	5	-	8	908	299	74	79
545,9	OTHER FOOD STORES	8	(D)	1	1	6	1 212	182	47	49
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	62	88 686	22	1	46	87 823	9 138	2 125	863
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	15	76 814	1	-	15	76 814	7 723	1 801	660
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	7	1 031	7	-	2	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	21	5 201	5	1	19	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	19	5 640	9	-	10	5 364	524	105	76
	GASOLINE SERVICE STATIONS									
554	TOTAL	67	(D)	37	5	67	(D)	(D)	(D)	(D)
	APPAREL AND ACCESSORY STORES									
56	TOTAL	100	26 504	30	7	86	26 344	3 589	819	783
562	WOMEN'S READY-TO-WEAR STORES	38	(D)	9	4	36	9 965	1 261	287	297
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	9	786	5	-	6	770	131	26	35
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	16	7 645	5	-	16	7 645	1 091	241	189
565	FAMILY CLOTHING STORES	9	2 829	3	1	5	2 741	314	69	80
566	SHOE STORES	13	(D)	1	1	12	3 627	534	128	122
564,9	OTHER APPAREL AND ACCESSORY STORES	15	1 608	7	1	11	1 576	258	68	60
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	62	13 627	26	5	43	12 663	1 924	432	279
5712	FURNITURE STORES	20	3 128	8	1	15	2 991	337	77	64
OTHER 571	HOME FURNISHINGS STORES	20	2 930	10	2	11	2 215	354	72	44
572	HOUSEHOLD APPLIANCE STORES	6	2 322	3	-	6	2 322	381	87	50
573	RADIO, TELEVISION, AND MUSIC STORES	16	5 247	5	2	11	5 135	852	196	121
	EATING AND DRINKING PLACES									
58	TOTAL	144	23 192	47	19	129	22 712	5 766	1 438	1 580
5812	EATING PLACES	112	20 877	35	13	101	20 456	5 308	1 334	1 432
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	32	2 315	12	6	28	2 256	458	104	148
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	13	6 452	1	-	13	6 452	929	218	174
591 PT.	DRUG STORES	**	**	**	**	12	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	259	(D)	175	17	108	(D)	(D)	(D)	(D)
592	LIQUOR STORES	17	9 029	7	3	17	9 029	763	134	103
593	USED MERCHANDISE STORES	27	1 036	20	3	10	745	71	21	21
596	NONSTORE RETAILERS	77	3 027	72	1	5	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	7	(D)	6	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	7	75	4	-	4	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	63	(D)	62	-	1	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	9	411	5	1	5	291	57	14	16
5993	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	83	14 432	35	5	58	14 125	2 074	481	378
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	15	(D)	4	1	14	4 647	569	125	89
5944	JEWELRY STORES	15	(D)	6	-	10	3 451	604	136	88
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	53	6 204	25	4	34	6 027	901	220	201
5994,9	OTHER MISCELLANEOUS RETAIL STORES	45	(D)	36	12	12	1 475	191	42	50

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	COVINA									
	RETAIL TRADE, TOTAL	502	182 097	257	49	316	178 006	21 120	4 939	3 771
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	23	8 229	13	1	12	7 895	1 023	194	136
521,3	BUILDING MATERIALS AND SUPPLY STORES	13	3 412	7	1	7	3 251	480	94	77
525	HARDWARE STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	198	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	(D)	2	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	11	(D)	3	-	9	46 321	6 394	1 445	1 139
531	DEPARTMENT STORES ²	4	45 525	-	-	4	45 525	6 251	1 411	1 105
533	VARIETY STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3	(D)	2	-	2	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	55	35 047	13	9	48	34 794	3 430	779	613
541	GROCERY STORES	40	(D)	5	6	38	33 106	3 195	722	537
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	6	(D)	3	1	4	570	50	13	11
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	3	623	2	1	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	4	570	2	1	3	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	30	52 264	8	3	24	52 096	5 041	1 242	605
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	7	46 697	-	-	7	46 697	4 373	1 075	496
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	5	277	3	1	2	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	15	(D)	5	-	13	3 105	542	135	79
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	3	(D)	-	2	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	42	(D)	24	4	41	7 513	877	210	233
	APPAREL AND ACCESSORY STORES									
56	TOTAL	22	1 816	13	1	13	1 714	196	50	66
562	WOMEN'S READY-TO-WEAR STORES	6	960	3	-	6	960	112	27	39
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	163	7	-	3	139	18	4	6
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	-	-	-	-	-	-	-	-	-
566	SHOE STORES	4	261	2	-	1	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	38	5 557	17	3	24	4 972	734	166	122
5712	FURNITURE STORES	9	2 067	1	1	6	1 857	258	62	36
OTHER 571	HOME FURNISHINGS STORES	16	1 453	10	1	9	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	3	(D)	3	-	1	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	10	(D)	3	1	8	1 800	190	51	35
	EATING AND DRINKING PLACES									
58	TOTAL	90	7 909	37	13	76	7 574	1 722	415	515
5812	EATING PLACES	69	6 962	26	8	58	6 674	1 557	372	469
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	21	947	11	5	18	900	165	43	46
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	10	(D)	-	2	9	2 252	419	101	72
591 PT.	DRUG STORES	**	**	**	**	9	2 252	419	101	72
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	181	14 953	129	13	60	12 875	1 284	337	270
592	LIQUOR STORES	18	4 037	6	6	14	3 684	183	40	40
593	USED MERCHANDISE STORES	8	(D)	6	1	3	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	84	3 291	79	-	6	2 329	208	75	48
5961	MAIL-ORDER HOUSES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	3	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	77	2 084	74	-	4	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	4	484	3	-	4	484	78	20	22
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	38	5 474	18	1	23	5 128	589	151	116
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	8	(D)	1	1	6	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	2	(D)	2	-	1	(D)	(D)	(D)	(D)
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	28	3 984	15	-	16	3 674	394	100	85
5994,9	OTHER MISCELLANEOUS RETAIL STORES	28	1 299	17	5	9	933	175	37	34

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprietorships (number)	Partnerships (number)					
	CULVER CITY									
	RETAIL TRADE, TOTAL	570	161 198	284	58	374	155 976	21 303	5 029	3 475
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	23	4 810	11	-	14	4 506	832	198	116
521,3	BUILDING MATERIALS AND SUPPLY STORES	15	(D)	6	-	10	3 712	692	167	88
525	HARDWARE STORES	4	794	1	-	4	794	140	31	28
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	4	-	-	-	-	-	-
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	11	12 113	4	-	7	12 060	1 583	406	343
531	DEPARTMENT STORES ²	2	(D)	-	-	2	(D)	(D)	(D)	(D)
533	VARIETY STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	3	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	38	29 443	18	2	24	28 904	3 088	698	407
541	GROCERY STORES	21	26 768	8	1	16	26 475	2 647	597	305
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	(D)	1	1	3	1 609	256	59	55
543	-	-	-	-	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	8	604	6	-	3	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	35	50 678	10	4	30	50 613	5 796	1 270	544
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	12	42 544	1	-	12	42 544	4 817	1 062	422
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	1	(D)	-	1	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	10	(D)	4	3	9	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	12	(D)	5	-	8	5 957	682	153	85
	GASOLINE SERVICE STATIONS									
554	TOTAL	61	(D)	33	8	60	11 970	1 331	275	276
	APPAREL AND ACCESSORY STORES									
56	TOTAL	42	10 921	18	4	32	10 722	1 866	440	352
562	WOMEN'S READY-TO-WEAR STORES	20	3 486	10	-	16	3 371	536	136	130
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	2 389	-	1	4	2 389	522	114	63
565	FAMILY CLOTHING STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
566	SHOE STORES	9	(D)	2	2	9	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	4	(D)	3	1	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	45	8 496	15	4	31	7 957	906	247	125
5712	FURNITURE STORES	16	2 268	5	-	10	2 110	253	59	31
OTHER 571	HOME FURNISHINGS STORES	10	(D)	4	2	8	1 627	208	53	35
572	HOUSEHOLD APPLIANCE STORES	6	(D)	2	-	4	628	109	25	14
573	RADIO, TELEVISION, AND MUSIC STORES	13	3 786	4	2	9	3 592	336	110	45
	EATING AND DRINKING PLACES									
58	TOTAL	132	15 834	50	23	105	14 668	3 981	1 019	957
5812	EATING PLACES	96	13 863	33	15	77	12 867	3 535	909	831
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	36	1 971	17	8	28	1 801	446	110	126
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	14	6 305	3	1	14	6 305	851	204	126
591 PT.	DRUG STORES	**	**	**	**	14	6 305	851	204	126
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	169	(D)	122	12	57	8 271	1 069	272	229
592	LIQUOR STORES	18	3 224	6	3	15	2 868	211	56	52
593	USED MERCHANDISE STORES	8	149	7	1	2	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	67	1 949	54	4	13	1 178	179	40	28
5961	MAIL-ORDER HOUSES	5	152	2	2	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	308	3	1	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	56	1 489	49	1	9	787	127	28	17
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	9	633	9	-	5	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	1	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	41	3 307	29	2	14	2 799	441	109	70
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	4	990	2	-	2	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	8	530	7	-	2	(D)	(D)	(D)	(D)
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	29	1 787	20	2	10	1 496	223	57	33
5994,9	OTHER MISCELLANEOUS RETAIL STORES	25	(D)	16	2	8	861	133	41	47

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partnerships (number)					
	DOWNEY									
	RETAIL TRADE, TOTAL	733	334 619	376	61	486	327 939	41 948	10 875	6 718
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	23	12 790	10	1	15	12 471	1 913	431	271
521,3	BUILDING MATERIALS AND SUPPLY STORES	15	11 478	5	1	10	11 297	1 638	369	226
525	HARDWARE STORES	3	170	3	-	1	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	1	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	10	(D)	1	-	9	51 631	6 394	1 440	1 136
531	DEPARTMENT STORES	4	48 572	-	-	4	48 572	6 016	1 346	1 041
533	VARIETY STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	1	-	4	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	68	43 642	35	7	44	42 542	4 494	1 099	720
541	GROCERY STORES	29	39 439	8	3	26	39 172	4 005	988	574
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	13	2 111	7	4	9	1 879	153	32	26
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	-	-	-	-	-
544	RETAIL BAKERIES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	8	(D)	6	-	3	(D)	(D)	(D)	(D)
545,9	TOTAL	14	1 193	12	-	4	839	157	37	71
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	59	133 030	24	3	45	132 646	13 868	4 243	1 234
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	17	125 051	2	1	17	125 051	12 908	4 029	1 117
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	18	3 187	12	1	11	2 888	215	46	27
553	AUTO AND HOME SUPPLY STORES	15	(D)	5	-	13	3 342	591	136	69
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	5	1	4	1 365	154	32	21
	GASOLINE SERVICE STATIONS									
554	TOTAL	59	13 107	25	6	55	12 768	1 289	317	340
	APPAREL AND ACCESSORY STORES									
56	TOTAL	47	15 042	15	2	41	14 940	2 044	485	387
562	WOMEN'S READY-TO-WEAR STORES	20	4 434	9	1	17	4 390	547	131	146
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	12	6 113	2	-	12	6 113	930	234	145
565	FAMILY CLOTHING STORES	-	(D)	-	-	-	-	-	-	-
566	SHOE STORES	7	1 778	-	-	7	1 778	307	80	52
564,9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	3	1	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	54	11 550	21	2	42	11 102	1 786	431	251
5712	FURNITURE STORES	17	5 138	4	1	14	4 923	636	155	80
OTHER 571	HOME FURNISHINGS STORES	13	2 223	6	-	9	2 152	416	107	55
572	HOUSEHOLD APPLIANCE STORES	9	(D)	4	-	6	1 378	157	31	18
573	RADIO, TELEVISION, AND MUSIC STORES	15	(D)	7	1	13	2 649	577	138	98
	EATING AND DRINKING PLACES									
58	TOTAL	160	26 992	71	21	130	25 715	6 859	1 613	1 729
5812	EATING PLACES	135	24 987	62	16	108	23 860	6 437	1 512	1 623
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	25	2 005	9	5	22	1 855	422	101	106
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	17	9 770	4	2	17	9 770	1 384	342	207
591 PT.	DRUG STORES	**	**	**	**	15	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	236	(D)	170	17	88	14 354	1 917	474	443
592	LIQUOR STORES	25	(D)	9	6	23	4 658	419	105	104
593	USED MERCHANDISE STORES	7	604	5	-	3	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	98	1 902	94	-	6	740	108	17	20
5961	MAIL-ORDER HOUSES	5	(D)	5	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	91	1 824	88	-	4	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	10	(D)	6	2	8	1 280	278	65	62
5993	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	62	6 880	33	6	37	6 369	919	237	205
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	15	1 904	8	-	11	1 779	274	71	52
5944	JEWELRY STORES	13	1 738	5	2	8	1 662	267	72	44
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	34	3 238	20	4	18	2 928	378	94	109
5994,9	OTHER MISCELLANEOUS RETAIL STORES	33	1 252	23	3	10	651	104	24	29

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TABLE 5. Cities With 500 Establishments or More: 1972-Continued

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				Sole proprie- torships (number)	Partne- rships (number)					
	EAST LOS ANGELES (U)									
	RETAIL TRADE, TOTAL	696	133 884	378	69	465	126 037	16 894	3 983	3 013
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	21	4 752	8	3	15	4 402	706	162	90
52	BUILDING MATERIALS AND SUPPLY STORES	9	2 448	1	2	9	2 448	451	102	51
521,3	HARDWARE STORES	11	(D)	6	1	6	1 954	255	60	39
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	1	(D)	1	-	-	-	-	-	-
526	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	12	11 953	4	-	9	11 890	1 785	418	378
53	DEPARTMENT STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
531	VARIETY STORES	8	(D)	2	-	7	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	2	(D)	2	-	-	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	133	29 937	87	16	66	26 935	2 968	707	470
54	GROCERY STORES	88	25 313	56	11	39	22 881	2 343	599	380
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	11	1 489	7	3	5	1 259	66	17	15
542	FRUIT STORES AND VEGETABLE MARKETS	9	1 058	8	-	6	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	-	-	-	-	-
544	RETAIL BAKERIES	16	1 064	8	1	13	1 003	261	59	54
546	OTHER FOOD STORES	8	(D)	7	1	3	(D)	(D)	(D)	(D)
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	43	33 331	14	3	35	32 621	3 812	899	465
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	10	(D)	-	1	9	24 637	2 948	696	333
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	14	4 348	8	1	9	(D)	(D)	(D)	(D)
552										
553	AUTO AND HOME SUPPLY STORES	18	(D)	6	1	16	3 918	581	136	85
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
	TOTAL	69	9 579	40	7	59	9 052	732	177	223
	APPAREL AND ACCESSORY STORES									
	TOTAL	54	6 823	22	2	43	6 566	974	214	192
56	WOMEN'S READY-TO-WEAR STORES	16	3 320	7	-	11	3 255	460	105	96
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	10	(D)	5	1	9	708	86	20	17
561	FAMILY CLOTHING STORES	5	492	2	-	3	(D)	(D)	(D)	(D)
565	SHOE STORES	12	1 910	-	-	12	1 910	295	66	51
566	OTHER APPAREL AND ACCESSORY STORES	10	281	7	1	7	239	63	10	14
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	45	11 363	23	4	34	11 104	1 570	390	214
57	FURNITURE STORES	28	9 766	15	1	22	9 566	1 425	356	186
5712	HOME FURNISHINGS STORES	5	(D)	2	1	4	(D)	(D)	(D)	(D)
OTHER 571	HOUSEHOLD APPLIANCE STORES	3	(D)	2	-	2	(D)	(D)	(D)	(D)
572	RADIO, TELEVISION, AND MUSIC STORES	9	(D)	4	2	6	989	68	15	14
573										
	EATING AND DRINKING PLACES									
	TOTAL	165	10 920	85	21	126	10 257	2 327	551	622
58	EATING PLACES	110	8 092	57	13	79	7 559	1 685	394	443
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	55	2 828	28	8	47	2 698	642	157	179
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	20	4 386	5	3	17	4 087	715	177	134
591	DRUG STORES	**	**	**	**	16	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	134	10 840	90	10	61	9 123	1 305	288	225
59 EX. 591	LIQUOR STORES	25	4 689	15	4	21	4 195	312	83	67
592	USED MERCHANDISE STORES	12	867	6	-	8	821	145	35	26
593	NONSTORE RETAILERS	33	1 765	25	1	9	1 344	190	37	31
596	MAIL-ORDER HOUSES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	5	(D)	3	-	2	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	27	(D)	21	1	6	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
598	FLORISTS	9	(D)	6	1	3	(D)	(D)	(D)	(D)
5992	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5993										
594	MISCELLANEOUS SHOPPING GOODS STORES	31	2 210	19	3	13	1 929	520	103	73
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	8	(D)	2	2	7	1 603	456	86	56
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	21	428	17	1	4	(D)	(D)	(D)	(D)
5994,9	OTHER MISCELLANEOUS RETAIL STORES	22	863	18	1	6	499	70	16	12

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	EL CAJON									
	RETAIL TRADE, TOTAL	603	241 744	291	66	449	237 119	27 669	6 375	4 652
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	33	23 502	10	2	29	23 357	2 399	543	297
52	BUILDING MATERIALS AND SUPPLY STORES	9	11 928	1	-	9	11 928	1 254	256	126
521,3	HARDWARE STORES	6	965	4	1	3	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	1 521	1	1	3	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	14	9 088	4	-	14	9 088	899	229	130
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	13	48 758	3	-	13	48 758	5 788	1 296	969
53	DEPARTMENT STORES ²	5	46 526	-	-	5	46 526	5 574	1 252	924
531	VARIETY STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	2	-	6	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	65	46 290	23	9	50	45 618	4 337	1 038	665
54	GROCERY STORES	41	44 728	10	3	36	44 465	4 139	1 000	596
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	239	3	1	2	(D)	(D)	(D)	(D)
542	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	-	1	1	(D)	(D)	(D)	(D)
543	RETAIL BAKERIES	3	(D)	2	1	3	(D)	(D)	(D)	(D)
544	OTHER FOOD STORES	4	333	1	2	2	(D)	(D)	(D)	(D)
545,9		11	695	7	1	6	503	84	18	38
	AUTOMOTIVE DEALERS									
	TOTAL	61	57 134	19	8	47	55 930	6 170	1 448	677
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	10	(D)	-	-	9	42 340	4 603	1 086	466
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	12	(D)	3	6	8	1 307	91	17	13
552										
553	AUTO AND HOME SUPPLY STORES	18	3 580	9	-	12	3 293	638	151	82
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	21	9 488	7	2	18	8 990	838	194	116
	GASOLINE SERVICE STATIONS									
554	TOTAL	76	12 855	52	4	70	12 442	1 142	280	328
	APPAREL AND ACCESSORY STORES									
	TOTAL	38	8 050	13	4	28	7 855	810	207	152
56	WOMEN'S READY-TO-WEAR STORES	9	(D)	5	-	5	(D)	(D)	(D)	(D)
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	401	2	2	2	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	810	-	-	4	810	138	56	21
561	FAMILY CLOTHING STORES	3	642	1	-	2	(D)	(D)	(D)	(D)
565	SHOE STORES	13	(D)	3	2	12	1 307	168	42	39
566	OTHER APPAREL AND ACCESSORY STORES	4	(D)	2	-	3	422	59	13	17
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	37	10 294	13	2	30	10 159	1 350	185	118
57	FURNITURE STORES	13	(D)	3	2	12	3 288	419	98	59
5712	HOME FURNISHINGS STORES	8	(D)	3	-	5	(D)	(D)	(D)	(D)
OTHER 571	HOUSEHOLD APPLIANCE STORES	4	414	2	-	2	(D)	(D)	(D)	(D)
572	RADIO, TELEVISION, AND MUSIC STORES	12	1 711	5	-	11	(D)	(D)	(D)	(D)
573										
	EATING AND DRINKING PLACES									
	TOTAL	105	13 068	39	22	99	12 742	3 109	776	956
58	EATING PLACES	67	(D)	20	14	63	10 761	2 746	675	843
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	38	(D)	19	8	36	1 981	363	101	113
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	12	9 981	3	1	12	9 981	1 136	265	173
591	DRUG STORES	**	**	**	**	12	9 981	1 136	265	173
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	163	11 812	116	14	71	10 277	1 428	337	317
59 EX. 591	LIQUOR STORES	16	3 442	7	5	16	3 442	247	57	73
592	USED MERCHANDISE STORES	12	365	10	-	8	(D)	(D)	(D)	(D)
593	NONSTORE RETAILERS	61	2 097	55	2	7	1 378	228	46	57
596	MAIL-ORDER HOUSES	3	137	2	1	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	302	3	1	1	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	54	1 658	50	-	5	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
598	FLORISTS	10	(D)	6	-	9	508	103	32	32
5992	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	38	2 788	21	3	22	2 467	339	91	75
594	SPORTING GOODS STORES AND BICYCLE SHOPS	6	(D)	3	2	4	624	59	9	9
5941	JEWELRY STORES	9	(D)	5	-	6	646	115	38	24
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	23	1 446	13	1	12	1 197	165	44	42
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	22	1 306	15	4	9	897	164	36	29
5944,9										

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				Sole proprie- torships (number)	Part- nerships (number)					
	EL MONTE									
	RETAIL TRADE, TOTAL	541	183 623	267	56	369	178 574	21 934	5 261	3 921
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	21	13 790	6	4	17	13 586	1 312	317	195
521,3	BUILDING MATERIALS AND SUPPLY STORES,	9	2 904	3	2	6	(D)	(D)	(D)	(D)
525	HARDWARE STORES	5	4 891	1	2	5	4 891	503	130	90
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	1	(D)	1	-	-	-	-	-	-
527	MOBILE HOME DEALERS	6	(D)	1	-	6	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	14	35 368	3	1	11	35 228	4 954	1 161	869
531	DEPARTMENT STORES ²	4	33 471	-	-	4	33 471	4 662	1 091	804
533	VARIETY STORES.	4	(D)	1	-	4	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	6	(D)	2	1	3	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	57	27 432	25	9	45	27 022	2 911	736	470
541	GROCERY STORES.	32	24 665	10	5	28	24 581	2 607	651	395
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	5	(D)	2	2	4	1 425	151	48	37
543	FRUIT STORES AND VEGETABLE MARKETS.	3	154	1	1	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES.	3	(D)	1	-	2	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	6	(D)	5	-	5	394	94	20	23
545,9	OTHER FOOD STORES	8	578	6	1	4	344	27	7	8
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	65	53 751	25	6	46	52 876	5 180	1 293	681
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS.	10	36 521	-	-	10	36 521	3 390	873	417
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	17	1 854	10	3	6	1 194	73	21	9
553	AUTO AND HOME SUPPLY STORES	21	5 195	7	2	17	5 079	846	208	133
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS.	17	10 181	8	1	13	10 082	871	191	122
	GASOLINE SERVICE STATIONS									
554	TOTAL	59	11 268	31	4	50	10 619	902	226	242
	APPAREL AND ACCESSORY STORES									
56	TOTAL	30	5 668	14	2	22	5 568	814	157	156
562	WOMEN'S READY-TO-WEAR STORES.	7	(D)	1	2	5	1 171	169	42	58
563	WOMEN'S ACCESSORY AND SPECIALTY STORES.	1	(D)	1	-	-	-	-	-	-
568	FURRIERS AND FUR SHOPS.	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	6	(D)	2	-	5	2 852	440	68	62
565	FAMILY CLOTHING STORES.	1	(D)	1	-	1	(D)	(D)	(D)	(D)
566	SHOE STORES	9	1 394	3	-	9	1 394	196	44	33
564,9	OTHER APPAREL AND ACCESSORY STORES.	5	107	5	-	2	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	29	6 727	18	1	16	6 170	632	121	74
5712	FURNITURE STORES.	10	3 104	6	-	4	2 647	290	68	30
OTHER 571	HOME FURNISHINGS STORES.	7	341	5	-	4	290	51	10	13
572	HOUSEHOLD APPLIANCE STORES.	6	(D)	3	-	4	2 299	200	27	16
573	RADIO, TELEVISION, AND MUSIC STORES	6	(D)	4	1	4	934	91	16	15
	EATING AND DRINKING PLACES									
58	TOTAL	122	12 571	52	17	98	11 840	2 917	714	785
5812	EATING PLACES	84	10 195	34	14	68	9 654	2 477	607	684
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	38	2 376	18	3	30	2 186	440	107	101
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	10	(D)	3	1	9	6 195	1 038	240	174
591 PT.	DRUG STORES	**	**	**	**	9	6 195	1 038	240	174
591 PT.	PROPRIETARY STORES.	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	134	(D)	90	11	55	9 470	1 274	296	275
592	LIQUOR STORES	17	(D)	5	2	16	4 326	326	85	88
593	USED MERCHANDISE STORES	12	(D)	7	-	10	1 250	216	52	34
596	NONSTORE RETAILERS.	49	1 043	44	2	4	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	1	(D)	1	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	7	(D)	4	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING.	41	640	39	1	2	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS.	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS.	6	(D)	3	1	5	362	73	18	18
5993	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	30	2 537	17	3	14	2 134	433	80	59
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	7	732	4	1	4	638	108	24	14
5944	JEWELRY STORES.	9	1 045	5	-	5	974	256	43	27
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	14	760	8	2	9	522	69	13	16
5994,9	OTHER MISCELLANEOUS RETAIL STORES	17	644	13	3	4	456	53	10	23

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	ESCONDIDO									
	RETAIL TRADE, TOTAL	504	201 208	251	41	379	198 050	24 323	5 646	4 329
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	25	22 253	13	1	18	22 136	2 036	478	282
52	BUILDING MATERIALS AND SUPPLY STORES	7	16 258	1	-	7	16 258	1 542	367	214
521,3	HARDWARE STORES	4	(D)	2	1	2	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	534	4	-	2	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	9	(D)	6	-	7	3 782	216	49	31
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	12	44 224	-	-	12	44 224	5 063	1 158	1 013
53	DEPARTMENT STORES ²	6	41 560	-	-	6	41 560	4 720	1 070	915
531	VARIETY STORES	4	(D)	-	-	4	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	39	31 683	12	3	28	30 907	2 981	666	444
54	GROCERY STORES	22	29 389	4	1	18	29 066	2 641	595	365
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	3	(D)	1	1	1	(D)	(D)	(D)	(D)
542	CANDY, NUT, AND CONFECTIONERY STORES	-	(D)	1	1	2	(D)	(D)	(D)	(D)
543	RETAIL BAKERIES	2	(D)	3	-	3	622	146	37	39
544	OTHER FOOD STORES	7	810	3	-	4	602	86	19	24
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	40	47 894	12	3	36	47 636	5 761	1 301	613
55	MOTOR VEHICLE DEALERS--NEW AND USED CARS	14	(D)	-	-	14	(D)	(D)	(D)	(D)
55 EX. 554	MOTOR VEHICLE DEALERS--USED CARS ONLY	9	(D)	7	-	6	1 027	125	15	11
552										
553	AUTO AND HOME SUPPLY STORES	8	(D)	3	2	8	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	2	1	8	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
	TOTAL	63	9 358	41	3	60	9 285	977	220	244
554										
	APPAREL AND ACCESSORY STORES									
	TOTAL	39	6 741	15	5	31	6 498	1 017	256	239
56	WOMEN'S READY-TO-WEAR STORES	11	(D)	4	1	9	1 867	344	81	116
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	3	-	2	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	6	2 282	1	1	6	2 282	354	90	61
561	FAMILY CLOTHING STORES	4	504	1	1	4	504	51	15	17
565	SHOE STORES	9	(D)	4	1	7	1 606	249	64	39
566	OTHER APPAREL AND ACCESSORY STORES	4	125	2	1	3	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	45	8 342	18	3	36	8 142	1 264	305	167
57	FURNITURE STORES	14	3 584	4	-	14	3 584	465	122	72
5712	HOME FURNISHINGS STORES	9	1 563	5	1	6	1 518	239	56	26
571	HOUSEHOLD APPLIANCE STORES	8	(D)	5	-	4	666	152	36	21
572	RADIO, TELEVISION, AND MUSIC STORES	14	(D)	4	2	12	2 374	408	91	48
573										
	EATING AND DRINKING PLACES									
	TOTAL	81	11 128	41	14	70	10 881	2 827	665	877
58	EATING PLACES	68	(D)	32	14	58	10 178	2 687	620	826
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	13	(D)	9	-	12	703	140	45	51
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	7	5 226	1	-	7	5 226	757	185	140
591	DRUG STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	153	14 359	98	9	81	13 115	1 640	412	310
59	LIQUOR STORES	14	4 104	3	1	14	4 104	300	76	50
592	USED MERCHANDISE STORES	15	(D)	11	-	8	872	168	41	35
593	NONSTORE RETAILERS	36	1 365	32	-	4	(D)	(D)	(D)	(D)
596	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	34	(D)	31	-	3	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	6	1 108	2	-	6	1 108	175	42	25
596	FLORISTS	3	(D)	2	-	3	(D)	(D)	(D)	(D)
5992	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	48	4 723	31	3	32	4 355	477	124	114
594	SPORTING GOODS STORES AND BICYCLE SHOPS	12	1 351	5	2	8	1 160	144	38	34
5941	JEWELRY STORES	8	1 123	4	-	8	1 123	151	44	35
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	28	2 249	22	1	16	2 072	182	42	45
594 OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	31	1 624	17	5	14	1 291	238	59	40
5994,9										

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TABLE 5. Cities With 500 Establishments or More: 1972-Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	FREMONT									
	RETAIL TRADE, TOTAL	662	233 170	329	66	433	228 131	28 481	6 861	4 754
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	31	14 906	12	3	22	14 297	1 594	353	229
52,3	BUILDING MATERIALS AND SUPPLY STORES	18	13 672	6	1	14	13 330	1 475	335	206
525	HARDWARE STORES	4	503	1	1	4	503	38	7	7
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	8	(D)	4	1	4	464	81	11	16
527	MOBILE HOME DEALERS	1	(D)	1	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	10	(D)	2	-	9	23 071	3 578	863	697
531	DEPARTMENT STORES ²	2	(D)	-	-	2	(D)	(D)	(D)	(D)
533	VARIETY STORES	5	(D)	1	-	5	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	70	59 300	28	6	55	59 017	6 125	1 524	746
541	GROCERY STORES	48	(D)	13	5	46	57 605	5 863	1 464	689
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	2	(D)	-	-	2	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	8	296	6	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	5	440	4	-	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	6	236	5	1	1	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	38	52 315	13	5	30	52 106	6 145	1 478	580
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	10	44 596	-	-	10	44 596	5 180	1 263	434
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	3	(D)	-	-	-	-	-	-	-
553	AUTO AND HOME SUPPLY STORES	12	(D)	3	3	11	4 551	652	143	93
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	13	3 026	7	2	9	2 959	313	72	53
	GASOLINE SERVICE STATIONS									
	TOTAL	88	15 037	40	5	82	14 718	1 547	376	403
	APPAREL AND ACCESSORY STORES									
	TOTAL	38	17 640	10	5	32	17 501	2 150	516	485
562	WOMEN'S READY-TO-WEAR STORES	14	(D)	3	1	13	2 422	328	72	76
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	94	2	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	3	(D)	2	1	7	2 407	305	72	56
565	FAMILY CLOTHING STORES	8	(D)	1	-	3	(D)	(D)	(D)	(D)
566	SHOE STORES	5	(D)	-	1	5	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	2	2	3	936	159	39	45
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	50	6 760	25	4	33	6 456	834	200	113
5712	FURNITURE STORES	13	(D)	2	2	11	3 226	455	112	61
OTHER 571	HOME FURNISHINGS STORES	16	967	12	1	6	785	114	27	11
572	HOUSEHOLD APPLIANCE STORES	8	(D)	5	1	6	443	53	11	8
573	RADIO, TELEVISION, AND MUSIC STORES	13	2 040	6	-	10	2 002	212	50	33
	EATING AND DRINKING PLACES									
	TOTAL	99	12 656	34	20	84	12 348	2 980	704	802
5812	EATING PLACES	78	(D)	27	14	65	10 763	2 647	639	731
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	21	(D)	7	6	19	1 585	333	65	71
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	20	(D)	1	2	18	16 331	2 007	495	358
591 PT.	DRUG STORES	**	**	**	**	18	16 331	2 007	495	358
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	218	14 959	164	16	68	12 286	1 521	352	341
592	LIQUOR STORES	26	5 879	11	4	22	5 283	409	93	100
593	USED MERCHANDISE STORES	12	352	9	-	5	260	46	16	21
596	NONSTORE RETAILERS	89	1 842	85	1	4	821	112	20	18
5961	MAIL-ORDER HOUSES	2	(D)	2	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	5	(D)	4	1	-	-	-	-	-
5963	DIRECT SELLING	82	1 730	79	-	4	821	112	20	18
598	FUEL AND ICE DEALERS	1	(D)	1	-	-	-	-	-	-
5992	FLORISTS	5	(D)	2	1	3	376	100	24	15
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	50	5 080	29	4	27	4 757	726	172	155
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	12	481	6	1	8	463	54	8	7
5944	JEWELRY STORES	10	1 361	7	-	4	1 217	235	58	30
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	28	3 218	16	3	15	3 077	437	106	118
5994,9	OTHER MISCELLANEOUS RETAIL STORES	35	1 379	17	6	7	789	128	27	32

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				Sole proprie- torships (number)	Partner- ships (number)					
	FRESNO									
	RETAIL TRADE, TOTAL	2 017	613 357	948	236	1 499	599 327	82 456	19 498	16 179
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	54	26 748	23	7	37	26 065	2 577	583	368
52	BUILDING MATERIALS AND SUPPLY STORES	30	16 295	10	4	17	15 854	1 503	346	194
521,3	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	11	11 847	965	221	126
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	6	4 007	538	125	68
525	HARDWARE STORES	8	(D)	3	2	6	2 817	332	77	59
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	10	(D)	7	-	9	2 062	440	106	75
527	MOBILE HOME DEALERS	6	(D)	3	1	5	5 332	302	54	40
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	43	122 867	8	3	35	122 629	18 567	4 177	3 691
531	DEPARTMENT STORES ²	11	(D)	-	-	11	(D)	(D)	(D)	(D)
533	VARIETY STORES	18	(D)	2	2	16	5 638	1 148	275	293
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	14	2 029	6	1	8	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	234	112 868	91	34	186	110 674	11 366	2 767	1 718
54	GROCERY STORES	165	105 896	61	29	131	104 131	10 350	2 515	1 474
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	18	(D)	6	4	16	2 722	174	50	30
5422	MEAT MARKETS	**	**	**	**	13	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	2	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	3	119	3	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	10	783	4	-	8	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	21	(D)	9	1	19	1 687	590	140	123
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	17	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	2	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	17	1 449	8	-	11	1 319	148	29	61
545	DAIRY PRODUCTS STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
549	MISCELLANEOUS FOOD STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	143	103 022	66	13	106	101 289	10 820	2 731	1 242
55 EX, 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	16	77 626	1	1	16	77 626	7 921	1 952	768
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	6	46 739	4 577	1 094	406
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	6	13 003	1 607	406	175
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	4	17 884	1 737	452	187
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	53	7 396	35	6	28	6 191	616	158	94
553	AUTO AND HOME SUPPLY STORES	48	(D)	15	4	46	11 719	1 765	497	303
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	44	(D)	(D)	(D)	(D)
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	26	(D)	15	2	16	5 753	518	124	77
555	BOAT DEALERS	**	**	**	**	5	1 118	61	17	13
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	2	(D)	(D)	(D)	(D)
557	MOTORCYCLE DEALERS	**	**	**	**	7	2 118	219	51	30
559	AUTOMOTIVE DEALERS, N,E,C.	**	**	**	**	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	242	35 614	125	18	219	34 763	3 391	807	891
	APPAREL AND ACCESSORY STORES									
	TOTAL	161	34 775	46	13	142	34 061	5 616	1 347	1 297
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	70	(D)	24	5	64	13 567	2 148	508	547
562	WOMEN'S READY-TO-WEAR STORES	62	13 183	22	4	58	12 994	2 054	485	530
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	6	(D)	-	1	5	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	3	260	47	12	10
568	FURRIERS AND FUR SHOPS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	29	(D)	6	3	27	9 594	1 673	402	300
565	FAMILY CLOTHING STORES	13	(D)	3	3	11	(D)	(D)	(D)	(D)
566	SHOE STORES	37	(D)	5	-	35	5 931	1 026	248	233
566 PT.	MEN'S SHOE STORES	**	**	**	**	4	652	123	26	17
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	1 798	317	76	70
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	4	294	46	11	14
566 PT.	FAMILY SHOE STORES	**	**	**	**	16	3 187	540	135	132
564,9	OTHER APPAREL AND ACCESSORY STORES	12	364	8	2	5	(D)	(D)	(D)	(D)
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	-	-	-	-	-
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	5	(D)	(D)	(D)	(D)

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
FRESNO--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	165	40 718	79	17	118	39 448	5 608	1 232	821
57	FURNITURE AND HOME FURNISHINGS STORES	99	25 930	47	12	75	25 469	3 787	841	537
5712	FURNITURE STORES	51	18 054	16	9	45	17 918	2 618	571	352
OTHER 571	HOME FURNISHINGS STORES	48	7 876	31	3	30	7 551	1 169	270	185
5713	FLOOR COVERING STORES	**	**	**	**	15	5 804	925	210	116
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	10	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	25	3 813	16	1	15	3 556	521	115	81
573	RADIO, TELEVISION, AND MUSIC STORES	41	10 975	16	4	28	10 423	1 300	276	203
5732	RADIO AND TELEVISION STORES	**	**	**	**	22	8 464	1 032	213	157
5733	MUSIC STORES	**	**	**	**	6	1 939	268	63	46
5733 PT.	RECORD SHOPS	**	**	**	**	2	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	421	49 906	171	76	370	48 671	13 032	3 231	4 069
5812	EATING PLACES	322	43 096	126	53	289	42 310	11 640	2 909	3 670
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	154	23 438	6 843	1 759	2 142
5812 PT.	CAFETERIAS	**	**	**	**	19	3 330	898	221	258
5812 PT.	REFRESHMENT PLACES	**	**	**	**	101	14 138	3 529	850	1 167
5812 PT.	OTHER EATING PLACES	**	**	**	**	15	1 404	370	79	103
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	99	6 810	45	23	81	6 361	1 392	322	399
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	55	36 139	18	4	47	35 613	4 674	1 093	770
591 PT.	DRUG STORES	**	**	**	**	47	35 613	4 674	1 093	770
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	499	50 700	321	51	239	46 114	6 805	1 530	1 312
592	LIQUOR STORES	67	12 321	29	10	61	11 920	835	186	231
593	USED MERCHANDISE STORES	36	1 481	24	3	14	1 205	243	63	67
596	NONSTORE RETAILERS	151	10 560	128	5	27	9 123	1 796	370	251
5961	MAIL-ORDER HOUSES	4	(D)	2	1	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	13	(D)	7	2	6	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	134	7 257	119	2	19	5 965	1 488	299	194
598	FUEL AND ICE DEALERS	4	(D)	2	-	4	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
5992	FLORISTS	14	(D)	1	4	13	1 624	331	72	71
5993	CIGAR STORES AND STANDS	5	(D)	2	-	3	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	138	19 495	74	20	88	18 587	2 944	690	564
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	21	4 145	12	2	15	4 042	568	156	93
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	9	3 188	491	140	74
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	6	854	77	16	19
5942	BOOK STORES	11	1 671	6	3	8	(D)	(D)	(D)	(D)
5943	STATIONERY STORES	6	1 196	2	2	6	1 196	220	54	49
5944	JEWELRY STORES	32	5 774	12	5	22	5 326	1 201	258	170
5945	HOBBY, TOY, AND GAME SHOPS	10	1 546	6	1	6	(D)	(D)	(D)	(D)
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	6	(D)	5	1	5	1 032	105	26	19
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	31	1 338	21	3	12	1 123	163	41	59
5948	LUGGAGE AND LEATHER GOODS STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	19	2 277	10	3	12	2 248	231	53	85
5994,9	OTHER MISCELLANEOUS RETAIL STORES	84	4 660	61	9	29	3 224	601	139	114
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	3	473	68	16	17
5999 PT.	TYPEWRITER STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	20	1 931	382	88	53

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	FULLERTON									
	RETAIL TRADE, TOTAL	692	284 473	343	68	488	279 992	33 954	8 358	6 268
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	21	14 205	9	5	18	14 040	1 663	369	254
52	BUILDING MATERIALS AND SUPPLY STORES	14	(D)	7	2	13	11 836	1 375	308	201
521,3	HARDWARE STORES	5	2 024	1	2	4	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	-	-	-	-	-	-	-	-	-
526	MOBILE HOME DEALERS	2	(D)	1	1	1	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	19	(D)	2	1	17	57 660	7 056	1 601	1 390
53	DEPARTMENT STORES ²	6	52 822	-	-	6	52 822	6 244	1 398	1 211
531	VARIETY STORES	5	2 294	1	-	5	2 294	563	136	136
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	(D)	1	1	6	2 544	249	67	43
539										
	FOOD STORES									
	TOTAL	60	54 903	27	2	46	54 513	5 705	1 343	841
54	GROCERY STORES	36	51 618	14	1	30	51 465	5 084	1 192	699
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	4	(D)	3	-	2	(D)	(D)	(D)	(D)
542	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
543	RETAIL BAKERIES	9	(D)	4	-	8	1 521	396	96	93
544	OTHER FOOD STORES	10	1 305	6	1	5	1 107	157	40	36
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	59	74 408	12	7	48	73 760	7 360	1 839	780
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	17	62 827	-	1	17	62 827	5 783	1 536	586
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	1 271	4	1	5	882	47	16	10
552										
553	AUTO AND HOME SUPPLY STORES	19	5 974	3	3	16	5 827	922	214	145
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	15	4 336	5	2	10	4 224	608	73	39
	GASOLINE SERVICE STATIONS									
	TOTAL	72	(D)	33	11	70	19 922	1 660	411	437
554										
	APPAREL AND ACCESSORY STORES									
	TOTAL	49	7 110	22	5	38	6 686	1 081	268	298
56	WOMEN'S READY-TO-WEAR STORES	21	2 374	11	1	18	2 223	306	71	78
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	186	4	-	1	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	10	(D)	1	3	9	1 932	416	114	110
561	FAMILY CLOTHING STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
565	SHOE STORES	5	(D)	2	1	4	834	110	30	28
566	OTHER APPAREL AND ACCESSORY STORES	5	(D)	2	-	5	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	60	9 176	32	4	43	8 747	1 192	297	184
57	FURNITURE STORES	19	(D)	4	2	17	3 837	479	121	70
5712	HOME FURNISHINGS STORES	18	1 880	13	-	9	1 772	242	62	35
OTHER 571	HOUSEHOLD APPLIANCE STORES	6	(D)	4	-	5	769	147	31	17
572	RADIO, TELEVISION, AND MUSIC STORES	17	2 620	11	2	12	2 369	324	83	62
573										
	EATING AND DRINKING PLACES									
	TOTAL	132	20 594	54	18	108	20 047	4 928	1 396	1 480
58	EATING PLACES	111	19 785	41	17	94	19 405	4 783	1 358	1 439
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	21	809	13	1	14	642	145	38	41
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	18	10 570	3	3	18	10 570	1 470	393	218
591	DRUG STORES	**	**	**	**	18	10 570	1 470	393	218
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	202	15 834	149	12	82	14 047	1 839	441	386
59 Ex. 591	LIQUOR STORES	17	(D)	8	2	17	(D)	(D)	(D)	(D)
592	USED MERCHANDISE STORES	13	460	9	1	4	358	59	16	15
593	NONSTORE RETAILERS	61	1 399	55	1	7	850	132	28	30
596	MAIL-ORDER HOUSES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	1	(D)	-	1	-	-	-	-	-
5962	DIRECT SELLING	58	(D)	54	-	6	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
598	FLORISTS	8	(D)	7	1	5	314	60	16	17
5992	CIGAR STORES AND STANDS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	56	7 362	31	4	36	7 080	1 141	277	211
594	SPORTING GOODS STORES AND BICYCLE SHOPS	7	(D)	5	-	5	1 115	172	46	30
5941	JEWELRY STORES	6	(D)	4	-	4	359	88	24	9
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	43	5 792	22	4	27	5 606	881	207	172
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	45	1 548	37	3	12	944	134	32	40
5994,9										

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				Sole proprie- torships (number)	Partne- rships (number)					
	GARDEN GROVE									
	RETAIL TRADE, TOTAL	965	279 003	511	74	623	271 210	33 115	7 770	5 833
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	41	29 567	18	3	27	29 144	2 969	672	375
52	BUILDING MATERIALS AND SUPPLY STORES	18	22 651	6	1	15	22 569	2 406	536	293
521,3	HARDWARE STORES	8	(D)	6	1	3	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	1	1	3	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	11	5 771	5	-	6	5 615	427	103	55
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	15	20 016	3	-	12	19 940	2 488	582	568
53	DEPARTMENT STORES ²	4	15 467	-	-	4	15 467	1 803	417	379
531	VARIETY STORES	6	(D)	-	-	6	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	3	-	2	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	95	63 768	33	7	82	63 223	6 123	1 412	912
54	GROCERY STORES	54	56 558	10	5	50	56 293	5 132	1 215	696
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	10	(D)	7	1	8	3 814	304	72	49
542	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	1	2	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	3	117	2	-	1	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	13	(D)	6	-	11	1 653	549	95	110
545,9	OTHER FOOD STORES	13	1 272	7	-	10	1 129	106	24	45
	AUTOMOTIVE DEALERS									
	TOTAL	86	68 358	29	9	63	67 118	7 749	1 748	838
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	11	49 525	1	-	11	49 525	5 766	1 274	533
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	21	2 574	13	1	12	1 758	148	42	33
552										
	AUTO AND HOME SUPPLY STORES	33	7 283	9	3	27	7 135	1 208	299	186
553	MISCELLANEOUS AUTOMOTIVE DEALERS	21	8 976	6	5	13	8 700	627	133	86
555,6,7,9										
	GASOLINE SERVICE STATIONS									
	TOTAL	87	15 827	44	8	82	15 532	1 555	390	424
554										
	APPAREL AND ACCESSORY STORES									
	TOTAL	48	8 992	15	4	42	8 846	1 241	312	303
56	WOMEN'S READY-TO-WEAR STORES	14	(D)	4	2	13	1 628	253	64	73
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	70	3	-	-	-	-	-	-
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	8	1 550	1	1	8	1 550	181	46	33
561	FAMILY CLOTHING STORES	6	3 997	-	-	6	3 997	515	125	136
565	SHOE STORES	8	(D)	3	-	7	1 072	194	51	34
566	OTHER APPAREL AND ACCESSORY STORES	9	(D)	4	1	8	599	98	26	27
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	67	14 813	35	7	48	14 535	1 957	443	285
57	FURNITURE STORES	19	6 931	6	5	16	6 862	873	200	104
5712	HOME FURNISHINGS STORES	23	3 632	15	2	12	3 475	597	122	92
OTHER 571	HOUSEHOLD APPLIANCE STORES	4	642	1	-	4	642	90	21	15
572	RADIO, TELEVISION, AND MUSIC STORES	21	3 608	13	-	16	3 556	397	100	74
573										
	EATING AND DRINKING PLACES									
	TOTAL	176	20 873	75	19	152	20 145	4 601	1 159	1 349
58	EATING PLACES	129	17 341	48	12	110	16 772	3 893	1 001	1 182
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	47	3 532	27	7	42	3 373	708	158	167
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	19	(D)	1	-	18	12 627	2 038	457	277
591	DRUG STORES	**	**	**	**	18	12 627	2 038	457	277
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	331	(D)	258	17	97	20 100	2 394	595	502
59 Ex. 591	LIQUOR STORES	22	4 833	9	4	22	4 833	379	85	84
592	USED MERCHANDISE STORES	12	801	7	-	5	718	137	44	40
593	NONSTORE RETAILERS	163	3 914	154	2	10	1 890	417	111	77
596	MAIL-ORDER HOUSES	4	18	4	-	-	-	-	-	-
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	8	661	6	1	2	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	151	3 235	144	1	8	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
598	FLORISTS	8	533	4	2	4	(D)	(D)	(D)	(D)
5992	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	73	9 990	43	6	40	9 207	1 041	271	219
594	SPORTING GOODS STORES AND BICYCLE SHOPS	11	1 823	6	1	7	1 736	222	73	42
5941	JEWELRY STORES	8	715	4	-	4	627	115	30	15
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	54	7 452	33	5	29	6 844	704	168	162
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	51	3 828	40	3	14	3 021	353	67	61
5994,9										

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- nerships (number)					
	GLENDALE									
	RETAIL TRADE, TOTAL	1 248	384 492	623	132	842	373 779	49 442	11 899	8 445
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	38	7 326	18	6	24	6 546	1 116	264	174
521,3	BUILDING MATERIALS AND SUPPLY STORES	12	3 308	4	1	9	3 017	557	128	84
525	HARDWARE STORES	15	2 882	6	5	9	2 646	438	107	67
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	9	(D)	7	-	5	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	23	41 313	6	3	16	41 012	5 630	1 337	1 094
531	DEPARTMENT STORES ²	3	37 617	-	-	3	37 617	5 110	1 211	934
533	VARIETY STORES	9	(D)	2	-	7	2 773	428	103	132
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	11	(D)	4	3	6	622	92	23	28
	FOOD STORES									
54	TOTAL	110	77 900	50	13	75	76 412	8 214	1 966	1 253
541	GROCERY STORES	56	69 198	20	3	40	68 216	6 881	1 653	987
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	14	(U)	5	3	12	4 900	704	157	109
543	FRUIT STORES AND VEGETABLE MARKETS	-	-	-	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	4	(U)	2	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	16	1 404	8	4	13	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	20	1 925	15	-	7	1 605	232	61	56
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	86	119 345	32	5	63	118 155	12 446	3 035	1 200
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	23	101 104	3	1	23	101 104	10 651	2 603	973
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	18	8 934	10	1	9	8 180	504	148	44
553	AUTO AND HOME SUPPLY STORES	32	6 343	14	1	21	5 950	977	216	139
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	13	2 964	5	2	10	2 921	314	68	44
	GASOLINE SERVICE STATIONS									
554	TOTAL	124	20 117	66	25	110	19 147	1 810	442	471
	APPAREL AND ACCESSORY STORES									
56	TOTAL	116	20 792	42	9	97	20 285	3 164	709	631
562	WOMEN'S READY-TO-WEAR STORES	41	6 322	16	7	36	6 236	1 094	215	244
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	384	4	-	4	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	3	(D)	2	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	20	6 271	4	-	20	6 271	885	199	151
565	FAMILY CLOTHING STORES	7	(D)	3	-	6	2 236	268	66	55
566	SHOE STORES	27	3 566	9	1	21	3 309	576	146	129
564,9	OTHER APPAREL AND ACCESSORY STORES	11	(D)	4	1	9	1 806	253	60	38
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	102	23 128	41	10	82	22 717	3 515	822	467
5712	FURNITURE STORES	25	9 186	5	1	22	9 143	1 283	295	157
OTHER 571	HOME FURNISHINGS STORES	32	(D)	15	4	22	4 312	715	160	103
572	HOUSEHOLD APPLIANCE STORES	7	(D)	2	1	6	2 195	469	121	50
573	RADIO, TELEVISION, AND MUSIC STORES	38	7 194	19	4	32	7 067	1 048	246	157
	EATING AND DRINKING PLACES									
58	TOTAL	213	30 736	78	32	180	30 079	7 700	1 930	2 000
5812	EATING PLACES	169	27 546	56	27	142	27 005	7 059	1 768	1 862
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	44	3 190	22	5	38	3 074	641	162	138
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	34	(D)	6	4	33	10 985	1 728	407	310
591 PT.	DRUG STORES	**	**	**	**	31	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	402	(D)	284	25	162	28 441	4 119	987	845
592	LIQUOR STORES	39	8 618	18	3	34	8 450	671	173	129
593	USED MERCHANDISE STORES	23	1 664	18	1	10	1 368	346	88	57
596	NONSTORE RETAILERS	144	3 684	132	2	13	1 695	296	72	62
5961	MAIL-ORDER HOUSES	8	155	6	1	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	11	938	8	-	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	125	2 591	118	1	9	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	1	-	-	-	-	-	-
5992	FLORISTS	14	1 161	8	3	11	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	110	14 284	59	8	68	13 464	2 136	504	460
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	10	(D)	7	-	8	2 379	306	62	62
5944	JEWELRY STORES	19	(D)	6	1	15	3 038	624	152	97
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	81	8 495	46	7	45	8 047	1 206	290	301
5994,9	OTHER MISCELLANEOUS RETAIL STORES	69	3 236	47	8	24	2 169	434	96	84

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TABLE 5. Cities With 500 Establishments or More: 1972-Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	HAYWARD									
	RETAIL TRADE, TOTAL	841	344 821	372	86	603	338 496	44 968	10 002	6 599
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	22	5 590	10	2	13	5 477	804	240	152
521,3	BUILDING MATERIALS AND SUPPLY STORES	12	4 381	4	2	7	4 301	610	190	123
525	HARDWARE STORES	7	(D)	4	-	5	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	1	(D)	1	-	-	-	-	-	-
527	MOBILE HOME DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	19	72 121	3	-	16	71 942	11 769	2 232	1 711
531	DEPARTMENT STORES ²	5	66 302	-	-	5	66 302	10 679	1 957	1 443
533	VARIETY STORES	8	(D)	-	-	8	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	3	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	82	57 311	33	14	63	56 324	5 814	1 501	704
541	GROCERY STORES	46	51 883	15	9	39	51 485	5 207	1 354	576
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	9	1 721	4	4	5	1 471	110	33	24
543	CANDY, NUT, AND CONFECTIONERY STORES	6	(D)	2	-	4	452	77	19	13
544	RETAIL BAKERIES	9	(D)	5	-	8	647	152	32	40
545,9	OTHER FOOD STORES	12	2 556	7	1	7	2 269	268	63	51
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	69	97 672	19	7	56	97 045	10 784	2 305	871
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	17	(D)	6	2	16	78 712	8 899	1 863	643
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	22	8 385	5	5	16	8 050	551	113	49
553	AUTO AND HOME SUPPLY STORES	17	(D)	5	-	16	4 831	908	218	125
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	13	(D)	8	-	8	5 452	426	111	54
	GASOLINE SERVICE STATIONS									
554	TOTAL	92	16 325	46	7	83	15 881	1 525	382	402
	APPAREL AND ACCESSORY STORES									
56	TOTAL	67	21 256	9	3	62	21 131	3 147	756	695
562	WOMEN'S READY-TO-WEAR STORES	26	9 850	1	1	26	9 850	1 488	376	363
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	(D)	3	-	5	607	114	22	24
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	8	4 865	2	-	8	4 865	696	158	119
565	FAMILY CLOTHING STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
566	SHOE STORES	18	3 419	1	-	18	3 419	484	118	104
564,9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	-	2	4	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	54	11 764	18	5	40	11 371	1 600	408	224
5712	FURNITURE STORES	17	3 116	4	3	12	2 910	467	120	57
OTHER 571	HOME FURNISHINGS STORES	7	(D)	3	-	6	2 025	403	96	58
572	HOUSEHOLD APPLIANCE STORES	11	(D)	6	2	6	2 076	234	55	31
573	RADIO, TELEVISION, AND MUSIC STORES	19	4 425	5	-	16	4 360	496	137	78
	EATING AND DRINKING PLACES									
58	TOTAL	165	19 352	68	25	140	18 650	4 805	1 096	987
5812	EATING PLACES	112	16 049	49	11	93	15 550	4 064	929	851
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	53	3 303	19	14	47	3 100	741	167	136
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	21	(D)	4	1	20	14 634	1 755	416	289
591 PT.	DRUG STORES	**	**	**	**	20	14 634	1 755	416	289
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	250	(D)	162	22	110	26 041	2 965	666	564
592	LIQUOR STORES	24	5 629	8	8	21	5 244	397	80	78
593	USED MERCHANDISE STORES	15	702	10	1	7	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	91	4 365	84	1	6	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	7	109	6	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	81	(D)	78	1	2	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	6	(D)	4	1	4	100	14	2	5
5993	CIGAR STORES AND STANDS	3	191	-	-	3	191	31	8	9
594	MISCELLANEOUS SHOPPING GOODS STORES	68	14 715	26	7	51	14 288	1 870	389	324
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	11	(D)	5	2	10	3 028	357	90	71
5944	JEWELRY STORES	18	(D)	7	2	13	3 034	564	138	84
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	39	8 471	14	3	28	8 226	949	161	169
5994,9	OTHER MISCELLANEOUS RETAIL STORES	43	2 875	30	4	18	2 023	256	69	60

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				Sole proprie- torships (number)	Partner- ships (number)					
	HUNTINGTON BEACH									
	RETAIL TRADE, TOTAL	749	276 486	415	48	468	271 357	34 640	8 163	6 237
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	31	12 342	15	4	21	12 009	1 567	384	265
521,3	BUILDING MATERIALS AND SUPPLY STORES	12	7 081	6	1	9	7 060	969	233	166
525	HARDWARE STORES	8	(D)	3	3	6	2 743	398	105	75
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	7	1 827	3	-	4	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	15	57 651	3	-	12	57 608	7 518	1 679	1 441
53	DEPARTMENT STORES ²	6	52 354	-	-	6	52 354	6 762	1 488	1 267
533	VARIETY STORES	5	(D)	2	-	3	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	70	63 125	26	4	61	62 833	6 516	1 499	1 014
54	GROCERY STORES	44	59 681	12	-	41	59 551	6 044	1 390	845
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	7	(D)	4	1	6	1 492	132	30	25
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	-	1	-	-	-	-	-
544	RETAIL BAKERIES	6	370	3	2	6	370	76	16	31
545,9	OTHER FOOD STORES	12	(D)	7	-	8	1 420	264	63	113
	AUTOMOTIVE DEALERS									
	TOTAL	42	50 330	16	1	27	49 981	5 379	1 294	456
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	11	45 564	-	-	11	45 564	4 811	1 176	391
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	4	491	4	-	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	12	1 833	2	1	9	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	15	2 442	10	-	6	2 320	238	39	19
	GASOLINE SERVICE STATIONS									
	TOTAL	79	14 952	44	5	75	14 762	1 328	330	366
	APPAREL AND ACCESSORY STORES									
	TOTAL	51	7 904	19	4	37	7 628	924	219	219
562	WOMEN'S READY-TO-WEAR STORES	16	1 970	6	1	12	1 893	195	47	52
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	259	2	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	(D)	1	1	8	2 625	324	73	72
565	FAMILY CLOTHING STORES	3	(D)	2	-	3	(D)	(D)	(D)	(D)
566	SHOE STORES	9	(D)	2	-	7	2 034	272	66	64
564,9	OTHER APPAREL AND ACCESSORY STORES	10	238	6	2	5	201	40	12	10
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	38	22 320	20	2	24	22 129	3 132	808	365
57	FURNITURE STORES	7	19 001	2	-	7	19 001	2 419	638	266
5712	HOME FURNISHINGS STORES	14	962	10	2	6	834	278	59	24
572	HOUSEHOLD APPLIANCE STORES	6	903	4	-	3	891	144	33	23
573	RADIO, TELEVISION, AND MUSIC STORES	11	1 454	4	-	8	1 403	291	78	52
	EATING AND DRINKING PLACES									
	TOTAL	127	21 327	49	11	117	20 840	4 966	1 159	1 524
5812	EATING PLACES	104	(D)	36	9	96	19 310	4 617	1 060	1 408
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	23	(D)	13	2	21	1 530	349	99	116
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	19	11 393	1	-	19	11 393	1 957	468	268
591 PT.	DRUG STORES	**	**	**	**	19	11 393	1 957	468	268
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	277	15 142	222	17	75	12 174	1 353	323	319
592	LIQUOR STORES	21	(D)	9	4	19	6 110	414	97	93
593	USED MERCHANDISE STORES	2	(D)	2	-	1	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	132	1 933	128	-	5	447	40	13	23
5961	MAIL-ORDER HOUSES	3	24	3	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	7	151	6	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	122	1 758	119	-	3	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	8	(D)	4	3	7	511	88	16	21
5993	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	74	5 093	50	5	33	4 415	679	165	155
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	15	1 216	12	1	5	960	104	24	28
5944	JEWELRY STORES	13	1 205	7	-	7	1 094	228	52	42
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	46	2 672	31	4	21	2 361	347	89	85
5994,9	OTHER MISCELLANEOUS RETAIL STORES	38	962	28	5	9	(D)	(D)	(D)	(D)

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	INGLEWOOD									
	RETAIL TRADE, TOTAL	820	256 328	396	73	580	250 142	34 755	7 865	6 008
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	21	5 028	8	1	18	4 943	839	184	106
52	BUILDING MATERIALS AND SUPPLY STORES	10	(D)	2	-	9	2 784	498	112	52
521,3	HARDWARE STORES	7	(D)	3	1	6	1 535	230	49	40
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	17	39 043	6	-	13	39 007	5 321	919	960
53	DEPARTMENT STORES ²	3	35 516	-	-	3	35 516	4 703	763	816
531	VARIETY STORES	5	2 117	1	-	5	2 117	403	101	102
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	9	1 410	5	-	5	1 374	215	55	42
539										
	FOOD STORES									
	TOTAL	64	37 354	27	4	48	36 327	4 080	924	605
54	GROCERY STORES	37	33 581	14	2	28	32 732	3 353	740	445
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	3	(D)	2	-	3	(D)	(D)	(D)	(D)
542	FRUIT STORES AND VEGETABLE MARKETS	-	-	-	-	-	-	-	-	-
543	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	11	(D)	4	-	9	1 075	359	96	93
546	OTHER FOOD STORES	11	1 705	6	2	7	1 566	264	64	52
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	50	69 244	14	2	40	68 831	8 125	2 029	804
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	12	54 696	-	1	12	54 696	6 399	1 610	577
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	10	5 346	5	1	5	5 115	303	72	33
552										
553	AUTO AND HOME SUPPLY STORES	19	(D)	7	-	15	4 997	840	211	126
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	2	-	8	4 023	583	136	68
	GASOLINE SERVICE STATIONS									
	TOTAL	87	15 601	42	14	81	15 369	1 516	360	341
	APPAREL AND ACCESSORY STORES									
	TOTAL	84	14 804	38	8	60	14 446	2 320	547	547
56	WOMEN'S READY-TO-WEAR STORES	33	3 487	12	3	25	3 321	510	123	120
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	188	6	-	2	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	13	(D)	5	-	12	2 121	298	71	55
561	FAMILY CLOTHING STORES	10	(D)	5	1	8	4 584	751	178	199
565	SHOE STORES	12	3 654	4	2	9	3 590	645	144	144
566	OTHER APPAREL AND ACCESSORY STORES	9	727	6	2	4	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	70	16 990	27	3	53	16 671	2 192	540	342
57	FURNITURE STORES	19	6 233	7	-	15	6 129	894	209	154
5712	HOME FURNISHINGS STORES	18	(D)	11	1	12	3 153	281	82	55
OTHER 571	HOUSEHOLD APPLIANCE STORES	10	(D)	1	1	8	3 471	434	108	60
572	RADIO, TELEVISION, AND MUSIC STORES	23	4 000	8	1	18	3 918	583	141	73
573										
	EATING AND DRINKING PLACES									
	TOTAL	164	23 170	69	22	129	22 004	5 633	1 270	1 477
58	EATING PLACES	121	20 296	54	15	96	19 417	4 946	1 061	1 261
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	43	2 874	15	7	33	2 587	687	209	216
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	22	(D)	7	1	22	(D)	(D)	(D)	(D)
591	DRUG STORES	**	**	**	**	21	9 097	1 467	351	267
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	241	(D)	158	18	116	(D)	(D)	(D)	(D)
59 Ex. 591	LIQUOR STORES	32	7 378	13	3	27	6 975	593	135	115
592	USED MERCHANDISE STORES	6	(D)	5	-	3	(D)	(D)	(D)	(D)
593	NONSTORE RETAILERS	69	6 915	52	4	17	6 139	1 228	273	169
596	MAIL-ORDER HOUSES	4	(D)	-	-	3	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	9	(D)	4	3	4	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	56	5 036	48	1	10	4 467	835	176	111
5963	FUEL AND ICE DEALERS	-	(D)	-	-	-	-	-	-	-
598	FLORISTS	19	939	12	4	12	817	162	36	33
5992	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	72	8 177	44	5	41	7 555	952	235	202
594	SPORTING GOODS STORES AND BICYCLE SHOPS	13	(D)	6	1	12	4 169	387	93	66
5941	JEWELRY STORES	17	(D)	8	1	11	1 479	304	80	65
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	42	2 419	30	3	18	1 907	261	62	71
OTHER 594										
5994,9	OTHER MISCELLANEOUS RETAIL STORES	42	2 009	32	2	15	1 485	266	48	28

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				Sole proprie- torships (number)	Partner- ships (number)					
	LONG BEACH									
	RETAIL TRADE, TOTAL	3 095	814 399	1 558	300	2 194	790 986	116 594	27 685	21 623
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	77	21 822	43	11	50	20 971	2 514	606	361
521,3	BUILDING MATERIALS AND SUPPLY STORES	34	15 568	12	7	26	15 262	1 736	426	210
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	13	11 052	1 136	287	131
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	13	4 210	600	139	79
525	HARDWARE STORES	27	2 978	22	2	14	2 591	389	83	81
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	6	1 691	3	1	4	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	10	1 585	6	1	6	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	53	92 141	17	4	41	91 860	12 600	2 969	2 478
531	DEPARTMENT STORES ²	11	79 033	-	-	11	79 033	10 526	2 464	1 983
533	VARIETY STORES	21	9 645	6	1	18	9 523	1 665	426	403
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	21	3 463	11	3	12	3 304	409	79	92
	FOOD STORES									
54	TOTAL	262	170 558	120	26	198	167 212	17 782	4 191	2 553
541	GROCERY STORES	162	159 539	62	14	132	157 603	16 115	3 823	2 159
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	23	4 086	17	1	16	3 606	357	86	44
5422	MEAT MARKETS	**	**	**	**	-	-	-	-	-
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	15	(D)	(D)	(D)	(D)
5423 PT.	FRUIT STORES AND VEGETABLE MARKETS	5	265	3	1	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	14	1 122	6	2	9	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	30	3 193	15	2	22	3 045	927	189	219
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	19	2 863	870	188	218
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	3	182	57	1	1
545,9	OTHER FOOD STORES	28	2 353	17	6	18	1 817	227	54	64
545	DAIRY PRODUCTS STORES	**	**	**	**	6	445	56	12	23
549	MISCELLANEOUS FOOD STORES	**	**	**	**	12	1 372	171	42	41
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	176	152 019	78	13	129	150 534	18 829	4 573	2 043
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	33	112 280	4	2	33	112 280	13 596	3 318	1 370
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	13	47 330	6 037	1 533	590
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	15	33 574	3 946	942	423
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	5	31 376	3 613	843	357
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	39	10 021	24	2	23	9 547	1 038	281	111
553	AUTO AND HOME SUPPLY STORES	56	13 850	20	3	49	13 649	2 844	664	363
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	45	12 977	2 723	632	340
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	4	672	121	32	23
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	48	15 868	30	6	24	15 058	1 351	310	199
555	BOAT DEALERS	**	**	**	**	9	6 980	480	96	72
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	3	(D)	(D)	(D)	(D)
557	MOTORCYCLE DEALERS	**	**	**	**	8	4 422	674	168	100
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	4	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	281	54 714	140	24	259	53 353	5 602	1 357	1 359
	APPAREL AND ACCESSORY STORES									
56	TOTAL	181	28 773	72	15	141	27 803	4 134	1 057	921
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	74	9 257	34	7	55	8 915	1 249	324	311
562	WOMEN'S READY-TO-WEAR STORES	56	8 466	24	5	45	8 284	1 152	295	278
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	12	(D)	6	2	6	380	51	13	21
563 PT.	MILLINERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	-	-	-	-	-
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	6	(D)	4	-	4	251	46	16	12
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	31	(D)	11	1	29	7 383	1 099	290	210
565	FAMILY CLOTHING STORES	11	4 393	3	2	8	4 310	603	157	161
566	SHOE STORES	36	6 321	8	1	31	6 071	995	236	191
566 PT.	MEN'S SHOE STORES	**	**	**	**	5	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	1 618	307	78	56
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	13	3 136	493	114	97
564,9	OTHER APPAREL AND ACCESSORY STORES	29	(D)	16	4	18	1 124	188	50	48
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	5	563	81	15	18
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	13	561	107	35	30

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				Sole proprie- torships (number)	Partner- ships (number)					
	LONG BEACH--CONTINUED									
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	199	59 016	83	15	157	57 320	8 245	1 945	1 140
571	FURNITURE AND HOME FURNISHINGS STORES	127	29 101	51	13	99	28 162	4 597	1 053	603
5712	FURNITURE STORES	67	21 153	21	5	57	20 707	3 334	763	411
OTHER 571	HOME FURNISHINGS STORES	60	7 948	30	8	42	7 455	1 263	290	192
5713	FLOOR COVERING STORES	**	**	**	**	19	4 468	646	166	98
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	12	1 364	304	59	48
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	11	1 623	313	65	46
572	HOUSEHOLD APPLIANCE STORES	17	(D)	6	2	15	18 323	2 245	533	307
573	RADIO, TELEVISION, AND MUSIC STORES	55	(D)	26	-	43	10 835	1 403	359	230
5732	RADIO AND TELEVISION STORES	**	**	**	**	31	7 028	1 021	246	152
5733	MUSIC STORES	**	**	**	**	12	3 807	362	113	78
5733 PT.	RECORD SHOPS	**	**	**	**	5	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	7	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
	TOTAL	796	101 856	346	100	687	98 650	27 071	6 173	6 962
5812	EATING PLACES	542	83 170	234	61	458	80 747	22 225	4 976	5 729
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	237	53 901	15 599	3 359	3 684
5812 PT.	CAFETERIAS	**	**	**	**	20	3 791	1 156	284	298
5812 PT.	REFRESHMENT PLACES	**	**	**	**	189	21 790	5 069	1 244	1 636
5812 PT.	OTHER EATING PLACES	**	**	**	**	12	1 265	401	89	111
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	254	18 686	112	39	229	17 903	4 846	1 197	1 233
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	82	32 459	25	6	76	32 207	5 493	1 297	882
591 PT.	DRUG STORES	**	**	**	**	75	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
	TOTAL	988	101 041	634	86	456	91 076	14 324	3 517	2 924
592	LIQUOR STORES	146	32 245	57	25	138	31 248	2 556	621	584
593	USED MERCHANDISE STORES	70	4 303	46	6	31	3 809	1 056	257	242
596	NONSTORE RETAILERS	295	20 624	264	4	31	16 634	4 314	1 046	611
5961	MAIL-ORDER HOUSES	10	423	7	-	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	23	(D)	14	1	9	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	262	(D)	243	3	20	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	3	160	2	-	1	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	-	-	-	-	-
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	-	-	-	-
5992	FLORISTS	41	2 102	26	3	29	1 948	335	79	99
5993	CIGAR STORES AND STANDS	5	347	2	-	3	(D)	(D)	(D)	(D)
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	256	31 594	118	30	164	29 594	4 636	1 153	1 135
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	54	7 257	25	10	36	6 679	879	224	183
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	17	2 996	400	110	92
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	19	3 683	479	114	91
5942	BOOK STORES	18	5 484	11	1	10	5 409	1 024	279	340
5943	STATIONERY STORES	14	(D)	7	1	12	1 224	194	48	41
5944	JEWELRY STORES	52	6 967	21	6	34	6 675	1 228	279	208
5945	HOBBY, TOY, AND GAME SHOPS	23	881	14	1	13	781	84	23	26
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	13	2 993	4	2	9	2 925	363	101	65
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	46	1 904	21	6	29	1 642	316	73	120
5948	LUGGAGE AND LEATHER GOODS STORES	5	(D)	3	-	3	425	31	6	7
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	31	4 043	14	3	18	3 834	517	120	145
5994,9	OTHER MISCELLANEOUS RETAIL STORES	172	9 666	119	18	59	7 403	1 376	345	241
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	7	853	119	30	39
5999 PT.	PET SHOPS	**	**	**	**	10	1 105	138	37	38
5999 PT.	TYPEWRITER STORES	**	**	**	**	5	519	73	17	13
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	7	349	93	20	16
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	30	4 577	953	241	135

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				Sole proprie- torships (number)	Partner- ships (number)					
	LOS ANGELES									
	RETAIL TRADE, TOTAL	25 087	6 691 969	12 986	2 266	16 254	6 652 435	966 725	230 737	172 991
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	641	203 009	287	69	427	195 683	27 168	6 306	3 696
521,3	BUILDING MATERIALS AND SUPPLY STORES	286	115 508	99	30	219	113 064	15 239	3 662	1 931
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	117	82 593	11 142	2 619	1 359
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	102	30 471	4 097	1 043	572
525	HARDWARE STORES	231	54 156	115	26	139	50 798	7 416	1 664	1 115
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	90	16 997	60	9	49	15 952	3 042	661	469
527	MOBILE HOME DEALERS	34	16 348	13	4	20	15 869	1 471	319	181
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	498	979 808	172	26	361	976 267	144 950	34 129	26 282
531	DEPARTMENT STORES	74	877 852	1	-	74	877 852	131 268	30 961	22 994
533	VARIETY STORES	185	61 254	46	6	163	60 935	9 046	2 171	2 331
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	239	40 702	125	20	124	37 480	4 636	1 057	957
	FOOD STORES									
54	TOTAL	2 500	1 472 367	1 147	268	1 799	1 436 463	157 750	37 604	24 489
541	GROCERY STORES	1 400	1 310 341	541	153	1 081	1 290 312	132 774	31 795	19 391
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	295	60 741	160	44	197	54 416	6 012	1 471	906
5422	MEAT MARKETS	**	**	**	**	3	1 439	170	42	21
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	170	48 978	5 325	1 309	786
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	24	3 999	517	120	99
543	FRUIT STORES AND VEGETABLE MARKETS	79	10 097	56	5	41	8 807	1 014	263	225
544	CANDY, NUT, AND CONFECTIONERY STORES	106	7 931	49	2	64	7 360	1 048	282	279
546	RETAIL BAKERIES	309	43 060	164	37	240	40 193	10 838	2 519	2 353
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	209	32 684	9 572	2 199	2 003
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	31	7 509	1 266	320	350
545,9	OTHER FOOD STORES	311	40 197	177	27	176	35 375	6 064	1 274	1 335
545	DAIRY PRODUCTS STORES	**	**	**	**	70	12 047	1 646	389	647
549	MISCELLANEOUS FOOD STORES	**	**	**	**	106	23 328	4 418	885	688
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	1 035	1 123 166	434	72	676	1 109 501	118 277	28 802	12 478
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	182	936 527	7	8	171	935 822	93 305	22 916	8 960
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	91	614 951	59 034	14 509	5 502
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	52	153 837	17 844	4 388	1 856
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	28	167 034	16 427	4 019	1 602
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	203	36 723	123	17	92	30 684	2 461	605	336
553	AUTO AND HOME SUPPLY STORES	398	96 043	143	33	306	92 811	16 849	3 956	2 424
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	283	84 810	15 196	3 573	2 199
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	23	8 001	1 653	383	225
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	252	53 873	161	14	107	50 184	5 662	1 325	758
555	BOAT DEALERS	**	**	**	**	31	12 487	1 550	363	217
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	22	18 482	1 242	296	180
557	MOTORCYCLE DEALERS	**	**	**	**	44	17 706	2 711	642	344
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	10	1 509	159	24	17
	GASOLINE SERVICE STATIONS									
554	TOTAL	2 262	448 534	1 092	273	2 074	437 178	46 617	11 442	10 566
	APPAREL AND ACCESSORY STORES									
56	TOTAL	2 319	434 458	1 023	200	1 621	404 616	61 871	14 861	12 319
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	1 025	190 110	490	86	711	171 100	25 237	6 049	5 741
562	WOMEN'S READY-TO-WEAR STORES	786	163 094	343	78	583	158 470	23 235	5 552	5 299
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	204	24 435	124	7	110	10 453	1 648	408	375
563 PT.	MILLINERY STORES	**	**	**	**	6	484	70	19	19
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	16	868	114	33	39
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	88	9 101	1 464	356	317
568	FURRIERS AND FUR SHOPS	35	2 581	23	1	18	2 177	354	89	67
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	438	123 148	135	41	353	119 995	19 257	4 597	2 863
565	FAMILY CLOTHING STORES	210	33 340	111	25	104	30 549	4 307	1 083	1 049
566	SHOE STORES	361	71 918	108	15	299	69 997	10 740	2 807	2 139
566 PT.	MEN'S SHOE STORES	**	**	**	**	46	9 440	1 369	322	222
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	69	19 316	3 108	751	592
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	20	2 406	384	105	86
566 PT.	FAMILY SHOE STORES	**	**	**	**	164	38 835	5 881	1 429	1 239
564,9	OTHER APPAREL AND ACCESSORY STORES	285	15 942	179	33	154	12 975	2 330	545	527
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	55	7 216	990	236	242
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	99	5 759	1 340	309	285

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²Includes sales from catalog order desks.

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1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
LOS ANGELES--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	1 792	354 109	926	141	1 085	334 573	46 535	11 121	6 634
571	FURNITURE AND HOME FURNISHINGS STORES	1 138	238 249	604	92	669	225 270	31 793	7 547	4 314
5712	FURNITURE STORES	593	174 233	268	44	398	168 117	23 405	5 528	3 018
OTHER 571	HOME FURNISHINGS STORES	545	64 016	336	48	271	57 153	8 388	2 019	1 296
5713	FLOOR COVERING STORES	**	**	**	**	117	35 930	4 636	1 124	662
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	76	8 423	1 537	348	240
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	78	12 800	2 215	547	394
572	HOUSEHOLD APPLIANCE STORES	177	28 419	87	21	106	26 149	3 430	786	498
573	RADIO, TELEVISION, AND MUSIC STORES	477	87 441	235	28	310	83 154	11 312	2 788	1 822
5732	RADIO AND TELEVISION STORES	**	**	**	**	180	53 414	7 193	1 814	1 115
5733	MUSIC STORES	**	**	**	**	130	29 740	4 119	974	707
5733 PT.	RECORD SHOPS	**	**	**	**	61	10 936	1 290	305	245
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	69	18 804	2 829	669	462
EATING AND DRINKING PLACES										
58	TOTAL	5 433	741 126	2 250	585	4 409	717 777	196 230	46 692	48 251
5812	EATING PLACES	4 165	654 529	1 728	452	3 356	636 411	176 144	41 767	43 092
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	1 805	405 561	119 166	28 405	28 168
5812 PT.	CAFETERIAS	**	**	**	**	157	32 924	9 746	2 418	2 374
5812 PT.	REFRESHMENT PLACES	**	**	**	**	1 231	157 324	35 542	8 155	10 257
5812 PT.	OTHER EATING PLACES	**	**	**	**	163	40 602	11 690	2 789	2 293
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	1 268	86 597	522	133	1 053	81 366	20 086	4 925	5 159
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	630	289 089	136	40	591	287 334	45 181	10 992	7 534
591 PT.	DRUG STORES	**	**	**	**	572	278 325	44 170	10 759	7 322
591 PT.	PROPRIETARY STORES	**	**	**	**	19	9 009	1 011	233	212
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	7 977	846 303	5 519	592	3 211	753 043	122 146	28 788	20 742
592	LIQUOR STORES	948	247 345	351	191	879	240 791	18 874	4 491	3 796
593	USED MERCHANDISE STORES	521	29 676	361	48	203	24 117	4 177	968	760
596	NONSTORE RETAILERS	2 478	218 757	2 185	30	336	186 133	53 611	12 684	7 616
5961	MAIL-ORDER HOUSES	185	92 665	92	13	91	90 383	37 603	8 734	4 892
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	194	43 089	122	5	80	40 479	6 668	1 656	944
5963	DIRECT SELLING	2 099	83 003	1 971	12	165	55 271	9 340	2 294	1 780
598	FUEL AND ICE DEALERS	28	3 059	20	1	12	1 860	288	68	38
5983	FUEL OIL DEALERS	**	**	**	**	3	640	65	13	7
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	4	854	174	43	22
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	5	366	49	12	9
5992	FLORISTS	278	17 327	176	29	168	15 221	3 143	727	682
5993	CIGAR STORES AND STANDS	89	4 490	55	4	44	3 379	413	109	106
594	MISCELLANEOUS SHOPPING GOODS STORES	2 217	242 579	1 362	150	1 121	221 145	32 299	7 581	6 047
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	237	37 417	131	22	145	34 633	4 667	990	755
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	82	21 541	2 713	591	455
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	63	13 092	1 954	399	300
5942	BOOK STORES	178	23 617	102	8	98	22 008	3 243	785	720
5943	STATIONERY STORES	140	20 100	56	9	109	19 314	3 222	806	595
5944	JEWELRY STORES	526	54 175	346	31	231	48 435	7 795	1 796	1 160
5945	HOBBY, TOY, AND GAME SHOPS	178	20 028	102	16	95	18 317	2 085	485	424
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	195	33 537	115	10	98	31 112	3 762	889	568
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	383	20 086	260	36	180	16 562	2 704	662	679
5948	LUGGAGE AND LEATHER GOODS STORES	48	3 857	28	2	23	3 443	578	152	99
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	332	29 762	222	16	142	27 321	4 243	1 016	1 027
5994,9	OTHER MISCELLANEOUS RETAIL STORES	1 418	83 070	1 009	139	448	60 397	9 341	2 160	1 697
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	70	8 658	981	251	351
5999 PT.	PET SHOPS	**	**	**	**	56	6 356	807	190	176
5999 PT.	TYPEWRITER STORES	**	**	**	**	25	3 316	476	133	99
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	75	6 126	1 607	365	226
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	222	35 941	5 470	1 221	845

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	MODESTO									
	RETAIL TRADE, TOTAL	968	312 494	470	99	690	304 876	38 861	9 102	6 527
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	31	24 294	11	3	22	23 932	2 765	600	313
521,3	BUILDING MATERIALS AND SUPPLY STORES	16	17 579	3	2	13	17 458	1 834	400	192
525	HARDWARE STORES	8	(D)	4	-	5	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	3	-	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	(D)	1	1	3	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	26	38 949	7	1	21	38 853	5 736	1 303	1 060
531	DEPARTMENT STORES	4	(D)	-	-	4	(D)	(D)	(D)	(D)
533	VARIETY STORES	10	(D)	1	-	9	4 397	677	171	172
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	12	3 358	6	1	8	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	106	58 969	51	8	81	57 629	5 911	1 357	699
541	GROCERY STORES	71	55 358	28	5	55	54 332	5 245	1 222	589
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	11	1 325	8	-	8	1 202	70	14	12
543	FRUIT STORES AND VEGETABLE MARKETS	3	71	3	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	1	1	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	9	1 023	6	-	6	953	443	83	58
545,9	OTHER FOOD STORES	9	(D)	5	2	8	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	84	72 219	26	11	70	71 000	7 472	1 996	868
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	17	(D)	3	2	16	51 455	5 377	1 475	570
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	25	7 485	12	5	19	7 088	364	78	49
553	AUTO AND HOME SUPPLY STORES	24	(D)	3	3	22	8 695	1 345	353	189
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	18	4 180	8	1	13	3 562	386	90	60
	GASOLINE SERVICE STATIONS									
	TOTAL	99	14 585	45	6	90	14 293	1 429	327	390
	APPAREL AND ACCESSORY STORES									
	TOTAL	79	20 754	22	13	65	20 438	2 685	578	577
562	WOMEN'S READY-TO-WEAR STORES	28	6 350	8	5	24	6 287	744	178	194
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	2 159	3	9	9	2 159	240	67	49
565	FAMILY CLOTHING STORES	10	(D)	3	1	8	8 156	1 107	192	201
566	SHOE STORES	22	3 236	7	1	18	3 064	481	113	98
564,9	OTHER APPAREL AND ACCESSORY STORES	7	718	1	3	5	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	75	18 214	36	7	52	17 379	2 322	548	354
5712	FURNITURE STORES	19	7 185	5	2	16	6 920	813	185	97
OTHER 571	HOME FURNISHINGS STORES	16	2 834	9	-	9	2 599	355	98	64
572	HOUSEHOLD APPLIANCE STORES	14	4 439	5	5	10	4 403	683	154	111
573	RADIO, TELEVISION, AND MUSIC STORES	26	3 756	17	-	17	3 457	471	111	82
	EATING AND DRINKING PLACES									
	TOTAL	170	19 135	68	18	148	18 152	4 797	1 068	1 297
5812	EATING PLACES	134	16 642	50	17	122	16 005	4 318	957	1 182
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	36	2 493	18	1	26	2 147	479	111	115
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	23	(D)	6	3	21	22 445	2 559	609	397
591 PT.	DRUG STORES	**	**	**	**	21	22 445	2 559	609	397
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	275	(D)	198	29	120	20 755	3 183	716	572
592	LIQUOR STORES	22	(D)	11	4	20	4 442	341	82	67
593	USED MERCHANDISE STORES	21	640	17	1	9	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	93	6 838	83	2	11	6 042	1 345	301	190
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	(D)	4	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	87	(D)	79	1	9	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	5	(D)	2	2	5	(D)	(D)	(D)	(D)
5992	FLORISTS	8	1 183	6	1	8	1 183	239	46	42
5993	CIGAR STORES AND STANDS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	79	7 353	42	14	52	6 856	840	182	174
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	18	1 829	8	5	12	1 652	160	37	42
5944	JEWELRY STORES	16	1 800	8	1	11	1 686	306	64	40
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	45	3 724	26	8	29	3 518	374	81	92
5994,9	OTHER MISCELLANEOUS RETAIL STORES	46	1 722	37	4	14	1 292	251	67	60

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				Sole proprie- torships (number)	Partner- ships (number)					
	MOUNTAIN VIEW									
	RETAIL TRADE, TOTAL	603	253 621	253	75	453	248 690	32 006	7 618	5 633
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	28	10 282	10	3	17	9 595	1 188	281	167
52	BUILDING MATERIALS AND SUPPLY STORES	13	5 431	3	1	9	5 088	769	178	92
521,3	HARDWARE STORES	9	(D)	6	1	2	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	522	1	1	3	522	46	10	9
526	MOBILE HOME DEALERS	3	(D)	-	-	3	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	17	61 820	4	-	17	61 820	9 431	2 134	1 548
53	DEPARTMENT STORES ²	5	57 625	-	-	5	57 625	8 790	1 988	1 417
531	VARIETY STORES	6	1 820	2	-	6	1 820	308	72	80
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	2 375	2	-	6	2 375	333	74	51
539										
	FOOD STORES									
	TOTAL	58	50 665	16	11	51	50 012	5 079	1 267	784
54	GROCERY STORES	39	(D)	8	6	37	48 906	4 908	1 230	741
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	2	(D)	-	2	1	(D)	(D)	(D)	(D)
542	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	2	1	2	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	6	(D)	3	1	5	280	79	13	12
545,9	OTHER FOOD STORES	7	(D)	3	1	5	298	45	11	12
	AUTOMOTIVE DEALERS									
	TOTAL	45	47 905	12	8	35	47 428	4 294	1 005	478
55 EX, 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	6	35 051	-	1	6	35 051	2 932	672	272
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	5	1 268	2	2	5	1 268	53	12	10
552										
553	AUTO AND HOME SUPPLY STORES	16	4 543	5	2	12	4 284	674	176	98
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	18	7 043	5	3	12	6 825	635	146	98
	GASOLINE SERVICE STATIONS									
	TOTAL	62	(D)	29	1	60	13 018	1 287	343	340
	APPAREL AND ACCESSORY STORES									
	TOTAL	38	8 400	10	5	35	8 281	1 204	286	254
56	WOMEN'S READY-TO-WEAR STORES	11	(D)	2	2	10	2 847	415	96	108
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	11	(D)	2	2	10	2 808	397	92	59
561	FAMILY CLOTHING STORES	2	(D)	2	-	2	(D)	(D)	(D)	(D)
565	SHOE STORES	7	(D)	2	-	7	(D)	(D)	(D)	(D)
566	OTHER APPAREL AND ACCESSORY STORES	4	135	2	1	3	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	54	14 159	20	6	37	13 594	1 876	503	252
57	FURNITURE STORES	16	6 903	3	2	13	6 642	896	236	116
5712	HOME FURNISHINGS STORES	13	1 100	8	1	6	953	239	61	36
OTHER 571	HOUSEHOLD APPLIANCE STORES	5	1 529	1	1	5	1 529	231	48	23
572	RADIO, TELEVISION, AND MUSIC STORES	20	4 627	8	2	13	4 470	510	158	77
573										
	EATING AND DRINKING PLACES									
	TOTAL	105	14 560	40	17	97	14 281	3 858	924	1 099
58	EATING PLACES	79	(D)	28	13	73	11 539	3 194	760	954
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	26	(D)	12	4	24	2 742	664	164	145
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	16	(D)	2	3	14	11 422	1 209	290	199
591	DRUG STORES	**	**	**	**	14	11 422	1 209	290	199
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	180	20 834	110	21	90	19 239	2 580	584	512
59 EX, 591	LIQUOR STORES	19	(D)	5	5	18	4 885	346	79	54
592	USED MERCHANDISE STORES	9	181	9	-	2	(D)	(D)	(D)	(D)
593	NONSTORE RETAILERS	53	4 280	44	4	9	3 761	746	174	95
596	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	12	3 871	4	4	8	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	41	409	40	-	1	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
598	FLORISTS	5	(D)	3	1	4	379	82	19	27
5992	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	70	9 708	36	6	46	9 257	1 216	265	297
594	SPORTING GOODS STORES AND BICYCLE SHOPS	16	2 585	7	2	10	2 363	312	54	46
5941	JEWELRY STORES	14	1 104	9	2	7	974	161	36	27
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	40	6 019	20	2	29	5 920	743	175	224
OTHER 594										
5994,9	OTHER MISCELLANEOUS RETAIL STORES	21	972	12	5	9	661	128	31	29

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				Sole proprie- torships (number)	Partner- ships (number)					
	NAPA									
	RETAIL TRADE, TOTAL	523	144 279	239	62	399	141 169	17 328	4 146	3 032
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	28	9 100	15	2	21	8 920	1 073	247	139
521,3	BUILDING MATERIALS AND SUPPLY STORES	14	(D)	7	-	13	3 773	473	92	47
525	HARDWARE STORES	8	2 530	5	1	4	2 399	320	88	42
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	(D)	3	1	3	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	14	(D)	2	1	13	14 189	2 062	481	424
531	DEPARTMENT STORES ²	3	9 764	-	-	3	9 764	1 506	346	296
533	VARIETY STORES	5	(D)	-	-	5	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	2 495	2	1	5	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	54	35 406	18	6	47	35 102	3 591	884	501
541	GROCERY STORES	37	(D)	7	4	35	33 089	3 081	760	404
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	4	343	2	1	3	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	4	(D)	4	-	2	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	5	1 077	1	1	4	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	41	33 413	14	5	33	33 277	3 520	919	404
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	15	28 590	1	1	15	28 590	3 022	797	333
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	(D)	5	-	5	1 262	56	14	10
553	AUTO AND HOME SUPPLY STORES	10	2 357	4	2	7	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	8	(D)	4	2	6	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	66	10 196	36	2	59	9 584	806	194	188
	APPAREL AND ACCESSORY STORES									
56	TOTAL	37	9 717	12	8	30	9 504	1 042	243	196
562	WOMEN'S READY-TO-WEAR STORES	10	(D)	2	1	10	(D)	(D)	(D)	(D)
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	309	3	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	7	2 751	1	3	5	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	7	3 955	2	3	6	(D)	(D)	(D)	(D)
566	SHOE STORES	7	(D)	3	1	6	922	114	27	20
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	34	5 252	18	2	25	4 906	660	154	111
5712	FURNITURE STORES	11	(D)	5	-	9	(D)	(D)	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	6	(D)	6	1	7	803	105	19	12
572	HOUSEHOLD APPLIANCE STORES	8	(D)	2	1	5	1 130	151	40	26
573	RADIO, TELEVISION, AND MUSIC STORES	9	785	5	-	4	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
58	TOTAL	92	9 724	35	20	88	9 539	2 306	526	601
5812	EATING PLACES	65	(D)	25	16	63	7 648	1 855	420	501
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	27	(D)	10	4	25	1 991	451	106	100
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	14	6 245	2	1	14	6 245	922	204	165
591 PT.	DRUG STORES	**	**	**	**	14	6 245	922	204	165
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	143	(D)	87	15	69	9 803	1 346	294	303
592	LIQUOR STORES	8	2 308	2	2	8	2 308	300	71	91
593	USED MERCHANDISE STORES	12	339	6	1	7	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	41	967	38	1	6	545	49	7	14
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	5	469	3	1	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	36	498	35	-	3	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	5	(D)	2	-	4	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	49	4 121	26	8	30	3 765	463	100	94
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	10	(D)	6	1	7	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	10	(D)	5	2	7	1 008	138	36	24
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	29	1 397	15	5	16	(D)	(D)	(D)	(D)
5994,9	OTHER MISCELLANEOUS RETAIL STORES	27	2 380	13	3	13	(D)	(D)	(D)	(D)

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				Sole proprie- torships (number)	Partner- ships (number)					
	NEWPORT BEACH									
	RETAIL TRADE, TOTAL	692	214 711	328	58	469	209 338	32 479	8 034	6 274
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	25	5 029	7	3	20	4 605	615	133	90
521,3	BUILDING MATERIALS AND SUPPLY STORES	7	(D)	1	1	6	2 256	229	51	27
525	HARDWARE STORES	13	(D)	5	2	9	1 826	327	72	52
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	1	-	3	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	17	40 936	5	3	12	40 818	5 250	1 140	1 004
531	DEPARTMENT STORES ²	4	39 927	-	-	4	39 927	5 150	1 117	978
533	VARIETY STORES	3	(D)	-	2	1	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	10	(D)	5	1	7	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	42	36 205	17	4	32	35 852	4 385	928	619
541	GROCERY STORES	25	34 213	5	2	22	34 054	4 159	880	558
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	3	(D)	2	1	2	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	4	(D)	2	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	3	257	3	-	1	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	6	171	5	-	3	137	16	4	12
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	54	33 430	19	4	33	32 818	3 259	772	467
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	6	11 937	1	-	6	11 937	1 544	358	140
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	5	(D)	3	1	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	4	(D)	1	-	2	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	39	18 237	14	3	24	17 909	1 444	357	277
	GASOLINE SERVICE STATIONS									
554	TOTAL	38	9 433	18	1	35	9 262	1 052	249	253
	APPAREL AND ACCESSORY STORES									
56	TOTAL	88	15 889	34	3	71	15 592	2 208	510	440
562	WOMEN'S READY-TO-WEAR STORES	37	5 720	12	1	34	5 669	809	183	187
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	(D)	4	-	6	645	110	24	27
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	15	(D)	3	1	14	5 852	765	180	127
565	FAMILY CLOTHING STORES	5	1 026	4	1	3	(D)	(D)	(D)	(D)
566	SHOE STORES	9	(D)	1	-	8	1 920	326	82	43
564,9	OTHER APPAREL AND ACCESSORY STORES	13	640	9	-	6	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	52	5 979	26	2	32	5 426	687	168	120
5712	FURNITURE STORES	18	2 415	7	2	12	2 101	325	79	62
OTHER 571	HOME FURNISHINGS STORES	19	2 066	11	-	10	1 970	208	48	33
572	HOUSEHOLD APPLIANCE STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	13	(D)	7	-	9	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
58	TOTAL	127	38 519	35	15	118	38 325	11 290	3 262	2 605
5812	EATING PLACES	107	35 047	31	12	98	34 853	10 322	2 975	2 347
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	20	3 472	4	3	20	3 472	968	287	258
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	16	(D)	1	1	16	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	15	8 769	1 455	343	230
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	233	(D)	166	22	100	(D)	(D)	(D)	(D)
592	LIQUOR STORES	13	(D)	6	4	12	3 134	223	55	50
593	USED MERCHANDISE STORES	15	399	11	2	2	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	51	2 078	48	1	5	1 196	164	22	26
5961	MAIL-ORDER HOUSES	6	(D)	5	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	9	(D)	7	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	36	918	36	-	2	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	8	651	7	-	3	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	103	12 203	66	10	64	11 351	1 460	350	293
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	21	2 928	13	1	14	2 674	307	80	61
5944	JEWELRY STORES	13	2 381	9	-	8	2 279	300	58	52
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	69	6 894	44	9	42	6 398	853	212	180
5944,9	OTHER MISCELLANEOUS RETAIL STORES	42	1 748	28	5	13	1 160	242	59	44

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				Sole proprie- torships (number)	Partner- ships (number)					
	NORWALK									
	RETAIL TRADE, TOTAL	521	160 391	287	44	341	156 766	20 670	4 792	3 697
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	20	6 272	12	2	13	6 079	727	178	117
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	5	(D)	2	-	4	1 192	187	39	18
525	HARDWARE STORES	8	3 899	5	1	4	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	155	2	1	3	155	27	7	6
527	MOBILE HOME DEALERS	4	(D)	3	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	10	(D)	1	1	9	25 052	3 419	783	675
531	DEPARTMENT STORES ²	3	20 660	-	-	3	20 660	2 738	605	523
533	VARIETY STORES	4	(D)	-	-	4	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	45	38 046	16	5	34	37 544	4 219	930	535
541	GROCERY STORES	28	(D)	6	3	26	36 265	4 054	891	493
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	4	797	2	-	2	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	-	-	-	-	-
544	RETAIL BAKERIES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	3	245	1	1	3	245	80	16	17
545, 9	TOTAL	6	422	5	1	1	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	36	37 328	12	5	27	36 995	4 477	1 007	421
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	7	30 133	-	1	7	30 133	3 586	795	280
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	4	(D)	3	-	3	1 011	57	11	10
553	AUTO AND HOME SUPPLY STORES	18	3 876	6	4	13	3 817	643	154	108
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	7	(D)	3	-	4	2 034	191	47	23
	GASOLINE SERVICE STATIONS									
	TOTAL	55	12 643	30	4	52	12 601	1 235	295	336
	APPAREL AND ACCESSORY STORES									
	TOTAL	34	7 158	11	1	24	6 929	958	227	199
562	WOMEN'S READY-TO-WEAR STORES	7	(D)	2	-	5	939	142	36	42
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	2	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	(D)	-	1	3	1 059	166	30	23
565	FAMILY CLOTHING STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
566	SHOE STORES	12	(D)	3	-	10	1 757	282	68	52
564, 9	OTHER APPAREL AND ACCESSORY STORES	6	387	3	-	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	27	3 196	12	3	20	3 008	392	100	61
5712	FURNITURE STORES	13	2 052	7	1	9	1 924	209	61	29
OTHER 571	HOME FURNISHINGS STORES	7	(D)	2	1	5	497	60	7	9
572	HOUSEHOLD APPLIANCE STORES	2	(D)	2	-	1	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	5	(D)	1	1	5	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
	TOTAL	105	12 863	53	9	90	12 298	3 236	774	946
5812	EATING PLACES	76	(D)	39	7	62	10 055	2 661	635	788
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	29	(D)	14	2	28	2 243	575	139	158
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	13	(D)	5	-	12	6 370	1 038	253	166
591 PT.	DRUG STORES	**	**	**	**	12	6 370	1 038	253	166
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	176	(D)	135	14	60	9 890	969	245	241
592	LIQUOR STORES	19	4 883	6	5	19	4 883	394	87	82
593	USED MERCHANDISE STORES	5	212	3	1	3	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	82	2 359	78	-	6	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS DIRECT SELLING	6	(D)	4	-	4	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	76	(D)	74	-	2	(D)	(D)	(D)	(D)
598	FLORISTS	1	(D)	1	-	-	(D)	(D)	(D)	(D)
5992	CIGAR STORES AND STANDS	6	(D)	3	1	5	282	41	11	19
5993	TOTAL	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	38	3 043	23	4	23	2 879	349	90	74
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	10	899	7	-	6	859	69	15	18
5944	JEWELRY STORES	10	887	6	2	6	853	132	41	23
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	18	1 257	10	2	11	1 167	148	34	33
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	25	517	21	3	4	152	16	5	5

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	OAKLAND									
	RETAIL TRADE, TOTAL	3 080	858 301	1 454	366	2 216	832 105	131 661	32 254	21 312
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	83	22 316	35	7	62	21 740	2 936	744	449
521,3	BUILDING MATERIALS AND SUPPLY STORES	43	14 744	13	3	36	14 589	1 918	489	265
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	18	9 511	1 084	258	161
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	18	5 078	834	231	104
525	HARDWARE STORES	26	3 886	16	2	16	3 544	694	172	119
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	13	(D)	5	2	10	3 607	324	83	65
527	MOBILE HOME DEALERS	1	(D)	1	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	56	121 908	18	4	44	121 672	23 722	5 726	4 042
531	DEPARTMENT STORES ²	8	112 746	-	-	8	112 746	22 283	5 377	3 723
533	VARIETY STORES	27	7 029	10	2	21	6 899	1 075	262	248
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	21	2 133	8	2	15	2 027	364	87	71
	FOOD STORES									
54	TOTAL	391	179 750	177	67	275	173 857	18 691	4 686	2 456
541	GROCERY STORES	264	164 187	118	48	187	159 829	16 524	4 181	2 046
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	42	7 498	19	8	30	6 780	890	212	156
5422	MEAT MARKETS	**	**	**	**	25	5 735	761	179	138
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	5	1 045	129	33	18
5423 PT.	FRUIT STORES AND VEGETABLE MARKETS	11	927	8	3	5	668	59	13	14
544	CANDY, NUT, AND CONFECTIONERY STORES	15	1 733	5	-	10	1 584	226	59	43
546	RETAIL BAKERIES	26	2 240	11	4	22	2 191	577	129	111
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	21	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	1	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	33	3 165	16	4	21	2 805	415	92	86
545	DAIRY PRODUCTS STORES	**	**	**	**	9	1 483	235	56	56
549	MISCELLANEOUS FOOD STORES	**	**	**	**	12	1 322	180	36	30
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	147	154 197	57	13	109	152 344	18 904	4 898	2 017
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	30	124 014	3	-	30	124 014	14 978	3 936	1 481
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	13	76 811	9 454	2 554	982
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	11	22 884	2 710	711	283
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	6	24 319	2 814	671	216
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	25	5 007	17	2	13	4 117	321	62	27
553	AUTO AND HOME SUPPLY STORES	61	17 844	20	8	47	17 189	2 641	666	388
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	41	16 031	2 434	621	364
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	6	1 158	207	45	24
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	31	7 332	17	3	19	7 024	964	234	121
555	BOAT DEALERS	**	**	**	**	10	2 851	242	57	35
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
557	MOTORCYCLE DEALERS	**	**	**	**	6	2 602	404	96	50
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	2	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	319	61 241	145	25	288	59 455	6 173	1 521	1 441
	APPAREL AND ACCESSORY STORES									
56	TOTAL	231	53 655	84	17	182	52 654	8 004	1 956	1 478
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	89	24 067	34	4	72	23 734	3 238	751	685
562	WOMEN'S READY-TO-WEAR STORES	70	22 597	26	3	61	22 402	2 980	688	632
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	15	(D)	5	1	10	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	5	1 073	220	54	43
568	FURRIERS AND FUR SHOPS	4	(D)	3	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	49	15 792	12	5	43	15 574	2 538	649	360
565	FAMILY CLOTHING STORES	15	3 626	10	2	7	3 687	696	172	156
566	SHOE STORES	48	8 324	13	3	37	8 094	1 297	330	225
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	2 455	334	85	46
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	10	2 907	549	142	84
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	-	-	-	-	-
566 PT.	FAMILY SHOE STORES	**	**	**	**	16	414	103	95	95
564,9	OTHER APPAREL AND ACCESSORY STORES	30	1 646	15	3	23	1 565	235	54	52
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	5	631	79	20	21
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	18	934	156	34	31

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				Sole proprie- torships (number)	Partne- rships (number)					
OAKLAND--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	179	46 654	75	17	134	45 639	7 680	1 937	1 051
571	FURNITURE AND HOME FURNISHINGS STORES	105	34 484	39	9	81	33 832	6 100	1 549	820
5712	FURNITURE STORES	56	25 207	19	6	44	24 872	4 106	1 064	541
OTHER 571	HOME FURNISHINGS STORES	49	9 277	20	3	37	8 960	1 994	485	279
5713	FLOOR COVERING STORES	**	**	**	**	25	7 719	1 802	444	238
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	5	272	41	8	10
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	7	969	151	33	31
572	HOUSEHOLD APPLIANCE STORES	22	3 166	12	1	13	3 054	413	110	65
573	RADIO, TELEVISION, AND MUSIC STORES	52	9 004	24	7	40	8 753	1 167	278	166
5732	RADIO AND TELEVISION STORES	**	**	**	**	19	4 911	701	180	104
5733	MUSIC STORES	**	**	**	**	21	3 842	466	98	62
5733 PT.	RECORD SHOPS	**	**	**	**	7	391	30	8	8
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	14	3 451	436	90	54
EATING AND DRINKING PLACES										
58	TOTAL	778	85 383	342	120	622	81 826	24 393	5 777	4 749
5812	EATING PLACES	546	70 946	228	81	436	68 382	21 184	4 983	4 128
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	227	39 945	13 146	3 161	2 442
5812 PT.	CAFETERIAS	**	**	**	**	29	4 740	1 303	313	216
5812 PT.	REFRESHMENT PLACES	**	**	**	**	153	19 521	5 408	1 216	1 248
5812 PT.	OTHER EATING PLACES	**	**	**	**	27	4 176	1 327	293	222
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	232	14 437	114	39	186	13 444	3 209	794	621
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	82	34 944	34	7	79	34 833	4 832	1 182	838
591 PT.	DRUG STORES	**	**	**	**	78	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	814	98 253	487	89	421	88 085	16 326	3 827	2 791
592	LIQUOR STORES	156	35 904	56	31	138	34 029	2 483	557	462
593	USED MERCHANDISE STORES	91	5 674	62	7	49	4 869	1 086	254	222
596	NONSTORE RETAILERS	190	17 103	161	4	36	14 511	6 506	1 569	968
5961	MAIL-ORDER HOUSES	15	(D)	9	1	5	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	29	8 644	19	2	14	8 007	1 448	335	208
5963	DIRECT SELLING	146	(D)	133	1	17	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	-	-	-	-
5992	FLORISTS	39	2 623	19	9	26	2 376	496	116	126
5993	CIGAR STORES AND STANDS	7	(D)	3	-	4	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	198	26 589	97	23	122	24 608	4 409	1 015	795
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	29	4 744	14	2	21	4 368	536	119	85
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	14	3 061	381	83	60
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	7	1 307	155	36	25
5942	BOOK STORES	21	1 870	11	2	12	1 715	257	62	55
5943	STATIONERY STORES	12	1 709	3	2	10	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	53	8 885	22	10	33	8 471	2 195	434	288
5945	HOBBY, TOY, AND GAME SHOPS	15	2 128	10	2	7	1 745	270	52	39
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	19	1 934	7	2	14	1 758	229	54	50
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	22	1 737	14	1	12	1 602	244	87	62
5948	LUGGAGE AND LEATHER GOODS STORES	6	249	4	1	3	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	21	3 333	12	1	10	3 244	448	149	157
5994,9	OTHER MISCELLANEOUS RETAIL STORES	132	9 336	89	15	45	6 775	1 199	281	193
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	3	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	8	1 072	255	61	57
5999 PT.	TYPEWRITER STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	12	1 165	297	72	43
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	21	3 504	588	133	81

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				Sole proprie- torships (number)	Partne- rships (number)					
	ONTARIO									
	RETAIL TRADE, TOTAL	518	148 593	263	45	371	144 308	18 356	4 305	3 371
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	22	6 401	6	5	14	6 184	735	176	124
521,3	BUILDING MATERIALS AND SUPPLY STORES	9	(D)	1	-	8	3 762	491	122	85
525	HARDWARE STORES	6	434	2	4	2	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	5	(D)	2	1	3	1 725	118	19	16
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	9	(D)	1	-	8	8 871	1 261	274	309
531	DEPARTMENT STORES ²	1	(D)	-	-	1	(D)	(D)	(D)	(D)
533	VARIETY STORES	4	1 303	-	-	4	1 303	229	56	90
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	63	34 086	24	6	50	33 439	3 175	710	520
541	GROCERY STORES	43	31 344	12	4	35	30 936	2 836	631	419
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	771	3	-	5	771	63	15	16
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	1	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	3	105	3	-	1	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	3	(D)	2	-	3	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	7	(D)	3	1	5	1 194	121	30	34
	AUTOMOTIVE DEALERS									
55 EX, 554	TOTAL	49	45 158	16	4	46	44 875	5 235	1 264	522
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	10	35 228	-	-	10	35 228	4 117	1 009	384
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	12	2 279	8	-	12	2 279	134	29	18
553	AUTO AND HOME SUPPLY STORES	17	(D)	3	2	16	4 386	781	179	96
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	10	(D)	5	1	8	2 982	203	47	24
	GASOLINE SERVICE STATIONS									
554	TOTAL	64	13 028	33	6	56	12 220	1 657	391	335
	APPAREL AND ACCESSORY STORES									
56	TOTAL	22	7 095	6	2	17	6 890	789	193	204
562	WOMEN'S READY-TO-WEAR STORES	5	(D)	1	1	4	1 055	98	24	30
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	-	(D)	-	-	-	-	-	-	-
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	8	(D)	2	1	5	3 906	479	116	123
566	SHOE STORES	3	(D)	1	-	3	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	37	6 477	19	4	26	6 016	673	155	102
5712	FURNITURE STORES	8	(D)	3	-	8	(D)	(D)	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	10	(D)	4	2	8	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	7	1 712	4	1	4	1 657	132	31	16
573	RADIO, TELEVISION, AND MUSIC STORES	12	(D)	8	1	6	984	99	25	22
	EATING AND DRINKING PLACES									
58	TOTAL	99	11 683	52	7	85	11 354	2 807	666	904
5812	EATING PLACES	73	(D)	43	5	61	8 814	2 276	540	731
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	26	(D)	9	2	24	2 540	531	126	173
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	13	5 011	5	2	13	5 011	873	215	134
591 PT.	DRUG STORES	**	**	**	**	13	5 011	873	215	134
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX, 591	TOTAL	140	(D)	101	9	56	9 448	1 151	261	217
592	LIQUOR STORES	11	2 561	4	2	11	2 561	203	50	38
593	USED MERCHANDISE STORES	11	431	5	2	7	355	89	23	15
596	NONSTORE RETAILERS	57	1 222	53	-	6	543	71	19	14
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	174	1	-	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	53	1 048	52	-	3	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	4	(D)	1	-	3	555	109	25	20
5992	FLORISTS	5	(D)	4	-	4	184	27	6	8
5993	CIGAR STORES AND STANDS	-	(D)	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	29	5 119	14	3	18	4 922	615	130	111
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	8	(D)	4	1	5	(D)	(D)	(D)	(D)
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	19	3 823	9	2	11	3 714	447	96	74
5994,9	MISCELLANEOUS RETAIL STORES	23	610	20	2	7	328	37	8	11

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				Sole proprie- torships (number)	Part- nerships (number)					
	ORANGE									
	RETAIL TRADE, TOTAL	878	274 007	423	65	624	267 700	36 161	8 426	6 623
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	23	10 085	8	1	18	10 027	1 333	309	201
521,3	BUILDING MATERIALS AND SUPPLY STORES	8	5 882	1	1	8	5 882	827	191	96
525	HARDWARE STORES	8	2 602	3	-	6	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	3	(D)	1	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	19	(D)	3	-	17	63 685	8 770	1 962	1 538
531	DEPARTMENT STORES ²	7	60 550	-	-	7	60 550	8 295	1 885	1 473
533	VARIETY STORES	7	(D)	2	-	5	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	1	-	5	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	66	44 514	26	5	53	43 749	4 822	1 119	704
541	GROCERY STORES	34	39 975	11	2	29	39 760	3 966	926	494
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	7	1 487	6	-	4	1 220	190	53	29
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	-	1	-	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	2	(D)	4	2	9	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	9	(D)	5	-	9	1 397	254	51	68
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	39	53 265	16	4	31	53 008	5 723	1 351	480
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	6	45 437	-	-	6	45 437	4 777	1 111	345
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	4	(D)	2	-	3	1 207	86	22	10
553	AUTO AND HOME SUPPLY STORES	17	3 920	9	1	13	3 733	537	142	80
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	12	(D)	5	3	9	2 631	323	76	45
	GASOLINE SERVICE STATIONS									
554	TOTAL	79	14 898	43	8	76	14 695	1 533	345	384
	APPAREL AND ACCESSORY STORES									
56	TOTAL	97	17 791	23	7	85	17 394	2 319	562	536
562	WOMEN'S READY-TO-WEAR STORES	38	5 328	7	6	35	5 242	657	159	202
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	316	2	-	4	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	21	(D)	3	1	20	8 075	1 055	238	180
565	FAMILY CLOTHING STORES	4	(D)	1	-	3	692	85	21	21
566	SHOE STORES	21	2 494	5	-	17	2 443	381	105	91
564,9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	5	-	4	481	53	15	15
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	84	14 410	41	5	60	13 791	1 943	436	257
5712	FURNITURE STORES	37	7 885	13	3	29	7 652	962	205	119
OTHER 571	HOME FURNISHINGS STORES	20	3 537	14	1	14	3 355	622	144	72
572	HOUSEHOLD APPLIANCE STORES	9	951	5	-	6	871	117	24	20
573	RADIO, TELEVISION, AND MUSIC STORES	18	2 037	9	1	11	1 913	242	63	46
	EATING AND DRINKING PLACES									
58	TOTAL	162	24 302	56	19	139	23 560	6 256	1 509	1 754
5812	EATING PLACES	124	21 635	37	15	107	21 134	5 679	1 370	1 602
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	38	2 667	19	4	32	2 426	577	139	152
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	18	7 191	2	2	18	7 191	1 102	252	206
591 PT.	DRUG STORES	**	**	**	**	17	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	291	(D)	205	14	127	20 600	2 360	581	563
592	LIQUOR STORES	27	(D)	12	3	26	5 654	413	113	98
593	USED MERCHANDISE STORES	13	1 070	11	-	5	956	65	18	12
596	NONSTORE RETAILERS	97	2 762	90	1	10	1 533	247	72	72
5961	MAIL-ORDER HOUSES	2	(D)	2	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	(D)	4	-	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	89	2 058	84	1	6	961	178	48	56
598	FUEL AND ICE DEALERS	-	(D)	-	-	-	(D)	(D)	(D)	(D)
5992	FLORISTS	11	590	4	3	8	523	80	20	20
5993	CIGAR STORES AND STANDS	6	384	3	1	5	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	81	10 375	43	3	56	9 833	1 315	299	303
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	17	3 348	8	1	13	3 184	427	90	82
5944	JEWELRY STORES	15	1 890	4	-	12	1 800	303	71	58
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	49	5 137	31	2	31	4 849	585	138	163
5994,9	OTHER MISCELLANEOUS RETAIL STORES	56	2 744	42	3	17	(D)	(D)	(D)	(D)

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	OXNARD									
	RETAIL TRADE, TOTAL	721	238 417	336	75	559	233 786	31 140	7 150	6 001
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	27	16 611	11	3	22	16 033	1 677	343	168
52	BUILDING MATERIALS AND SUPPLY STORES	14	(D)	7	-	12	11 482	1 305	257	117
521,3	HARDWARE STORES	5	606	3	-	3	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	606	1	-	2	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	5	(D)	-	3	5	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	21	40 013	4	-	17	39 941	5 940	1 416	1 199
53	DEPARTMENT STORES ²	5	34 245	-	-	5	34 245	4 918	1 155	962
531	VARIETY STORES	8	4 095	-	-	8	4 095	838	218	198
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	1 673	4	-	4	1 601	184	43	39
539										
	FOOD STORES									
	TOTAL	70	44 830	29	3	56	44 390	4 834	1 039	709
54	GROCERY STORES	38	39 810	10	2	34	39 591	4 221	904	588
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	(D)	3	-	3	(D)	(D)	(D)	(D)
542	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
543	RETAIL BAKERIES	7	533	5	-	4	386	50	14	17
544	OTHER FOOD STORES	10	(D)	7	-	8	972	255	57	55
546		8	332	4	1	5	(D)	(D)	(D)	(D)
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	55	55 202	22	6	46	54 519	6 0d7	1 435	656
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	13	43 356	3	-	13	43 356	4 491	1 062	455
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	(D)	3	1	6	3 454	452	91	35
552										
553	AUTO AND HOME SUPPLY STORES	18	(D)	8	3	17	4 112	741	179	99
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	16	3 975	8	2	10	3 597	403	103	67
	GASOLINE SERVICE STATIONS									
	TOTAL	74	(D)	43	6	73	16 187	1 426	324	362
554										
	APPAREL AND ACCESSORY STORES									
	TOTAL	70	11 771	21	7	60	11 600	1 549	365	399
56	WOMEN'S READY-TO-WEAR STORES	23	(D)	4	2	22	3 472	481	128	166
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	9	391	5	-	6	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	1	(D)	1	-	-	-	-	-	-
566	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	15	(D)	5	4	13	3 455	428	84	80
561	FAMILY CLOTHING STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
565	SHOE STORES	18	(D)	4	1	16	2 491	411	101	87
566	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	51	10 153	25	5	42	9 572	1 430	338	224
57	FURNITURE STORES	13	(D)	3	3	12	3 462	445	106	60
5712	HOME FURNISHINGS STORES	12	2 107	9	1	9	1 858	386	89	57
OTHER 571	HOUSEHOLD APPLIANCE STORES	9	1 532	7	-	6	1 469	186	48	34
572	RADIO, TELEVISION, AND MUSIC STORES	17	(D)	6	1	15	2 783	413	95	73
573										
	EATING AND DRINKING PLACES									
	TOTAL	159	19 901	62	24	142	19 588	5 138	1 164	1 718
58	EATING PLACES	124	(D)	46	18	107	(D)	(D)	(D)	(D)
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	35	(D)	16	6	35	(D)	(D)	(D)	(D)
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	15	7 694	2	2	15	7 694	1 184	283	175
591	DRUG STORES	**	**	**	**	14	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	179	(D)	117	19	86	14 262	1 875	443	391
59 Ex. 591	LIQUOR STORES	16	(D)	10	4	15	3 560	271	64	63
592	USED MERCHANDISE STORES	12	(D)	6	1	10	1 211	192	45	37
593	NONSTORE RETAILERS	66	3 420	58	-	10	2 904	386	83	80
596	MAIL-ORDER HOUSES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	3	-	2	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	61	(D)	55	-	7	1 692	262	55	67
5963	FUEL AND ICE DEALERS	3	(D)	-	-	3	(D)	(D)	(D)	(D)
598	FLORISTS	8	664	4	2	5	384	82	14	17
5992	CIGAR STORES AND STANDS	3	(D)	3	-	2	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	46	5 200	20	6	32	4 761	718	174	146
594	SPORTING GOODS STORES AND BICYCLE SHOPS	8	(D)	4	2	6	530	69	16	12
5941	JEWELRY STORES	9	(D)	3	-	7	1 657	350	89	51
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	29	2 797	13	4	19	2 574	299	69	83
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	25	977	16	6	9	678	113	32	30
5944,9										

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	PALM SPRINGS									
	RETAIL TRADE, TOTAL	511	141 292	224	39	375	137 779	19 946	5 256	3 870
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	18	4 963	8	1	10	4 837	768	179	103
521,3	BUILDING MATERIALS AND SUPPLY STORES	8	2 201	2	1	5	2 100	277	64	33
525	HARDWARE STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	5	(D)	3	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	6	9 451	-	-	6	9 451	1 167	257	242
531	DEPARTMENT STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
533	VARIETY STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	45	27 584	20	1	35	27 032	2 824	710	436
541	GROCERY STORES	19	(D)	7	-	17	24 300	2 413	601	319
542	MEAT, FISH (SEAFOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	5	707	4	-	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	4	253	1	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	6	(D)	2	1	5	396	109	26	25
545,9	OTHER FOOD STORES	10	(D)	6	-	8	1 497	203	49	65
	AUTOMOTIVE DEALERS									
	TOTAL	15	(D)	2	3	14	23 652	2 827	727	281
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	7	21 931	-	-	7	21 931	2 618	673	250
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	1	(D)	-	1	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	5	(D)	1	1	5	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	2	(D)	1	1	1	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
	TOTAL	34	(D)	20	2	33	6 315	841	205	172
	APPAREL AND ACCESSORY STORES									
	TOTAL	83	22 873	26	4	72	22 501	3 062	869	611
562	WOMEN'S READY-TO-WEAR STORES	36	14 682	8	2	32	14 474	1 885	543	391
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	1	-	5	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	14	(D)	6	-	13	3 110	464	125	69
565	FAMILY CLOTHING STORES	10	(D)	3	1	8	1 869	249	70	50
566	SHOE STORES	14	(D)	5	-	13	2 375	382	104	78
564,9	OTHER APPAREL AND ACCESSORY STORES	4	111	3	1	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	44	9 738	19	3	34	9 437	1 376	351	223
5712	FURNITURE STORES	21	5 517	8	2	17	5 352	798	184	121
OTHER 571	HOME FURNISHINGS STORES	12	(D)	6	1	7	1 307	220	63	30
572	HOUSEHOLD APPLIANCE STORES	3	1 250	-	-	3	1 250	169	46	29
573	RADIO, TELEVISION, AND MUSIC STORES	8	(D)	5	-	7	1 528	189	58	43
	EATING AND DRINKING PLACES									
	TOTAL	101	17 718	32	9	88	17 346	4 961	1 453	1 426
5812	EATING PLACES	85	(D)	26	7	74	15 582	4 444	1 278	1 264
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	16	(D)	6	2	14	1 764	517	175	162
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	10	(D)	1	-	10	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	10	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
	TOTAL	155	(D)	96	16	73	(D)	(D)	(D)	(D)
592	LIQUOR STORES	11	(D)	3	1	10	2 440	229	35	25
593	USED MERCHANDISE STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	29	1 531	24	1	4	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	2	(D)	-	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	-	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	24	(D)	24	-	1	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	5	497	2	-	5	497	72	18	13
5993	CIGAR STORES AND STANDS	2	(D)	2	-	-	-	-	-	-
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	77	5 902	48	9	42	4 906	632	164	141
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	11	938	7	1	5	756	102	26	17
5944	JEWELRY STORES	17	1 388	11	2	7	1 108	165	46	29
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	49	3 576	30	6	30	3 042	365	92	95
5994,9	OTHER MISCELLANEOUS RETAIL STORES	28	2 252	16	5	10	1 931	199	49	37

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				Sole proprie- torships (number)	Partner- ships (number)					
	PALO ALTO									
	RETAIL TRADE, TOTAL	593	202 912	240	66	451	199 388	29 218	7 006	4 918
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	17	4 724	7	1	14	4 705	712	168	89
521,3	BUILDING MATERIALS AND SUPPLY STORES	6	3 574	1	-	6	3 574	547	127	65
525	HARDWARE STORES	9	(D)	5	1	7	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	12	(D)	4	-	10	32 658	4 296	1 061	802
531	DEPARTMENT STORES ²	2	(D)	-	-	2	(D)	(D)	(D)	(D)
533	VARIETY STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	3	-	4	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	55	36 422	17	8	48	36 100	4 103	1 049	609
541	GROCERY STORES	23	(D)	2	5	22	31 531	3 237	841	439
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	5	(D)	3	1	4	1 225	163	32	18
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	9	740	5	-	6	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	9	981	3	1	9	981	298	68	65
545,9	OTHER FOOD STORES	7	(D)	3	1	5	1 245	233	64	37
	AUTOMOTIVE DEALERS									
	TOTAL	31	34 095	8	4	27	33 959	4 439	895	396
551	MOTOR VEHICLE DEALERS—NEW AND USED CARS	11	28 541	1	-	11	28 541	3 490	679	296
552	MOTOR VEHICLE DEALERS—USED CARS ONLY	4	(D)	1	1	2	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	11	(D)	4	2	10	2 123	395	97	37
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	5	(D)	2	1	4	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	40	(D)	19	4	39	9 835	1 044	260	206
	APPAREL AND ACCESSORY STORES									
	TOTAL	61	28 062	14	3	56	27 799	4 306	1 125	776
562	WOMEN'S READY-TO-WEAR STORES	24	(D)	5	1	23	18 517	2 888	750	493
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	11	(D)	4	-	10	3 787	500	147	90
565	FAMILY CLOTHING STORES	7	(D)	1	-	6	1 934	329	84	82
566	SHOE STORES	10	2 835	1	-	10	2 835	490	119	83
564,9	OTHER APPAREL AND ACCESSORY STORES	7	562	3	1	5	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	57	9 154	23	4	42	8 752	1 167	291	201
5712	FURNITURE STORES	11	1 745	7	-	7	1 562	260	67	55
OTHER 571	HOME FURNISHINGS STORES	15	(D)	3	2	11	1 050	165	39	24
572	HOUSEHOLD APPLIANCE STORES	13	1 880	8	-	8	1 760	291	71	39
573	RADIO, TELEVISION, AND MUSIC STORES	18	(D)	5	2	16	4 380	451	114	83
	EATING AND DRINKING PLACES									
	TOTAL	114	19 508	39	22	102	19 066	4 937	1 132	1 160
5812	EATING PLACES	97	(D)	35	17	86	17 312	4 585	1 041	1 054
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	17	(D)	4	5	16	1 754	352	91	106
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	13	5 505	2	4	13	5 505	989	235	157
591 PT.	DRUG STORES	**	**	**	**	13	5 505	989	235	157
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	193	22 719	107	16	100	21 009	3 225	790	522
592	LIQUOR STORES	9	(D)	1	1	7	3 537	298	68	30
593	USED MERCHANDISE STORES	14	671	8	2	8	539	114	23	26
596	NONSTORE RETAILERS	46	2 378	38	2	10	1 898	391	74	36
5961	MAIL-ORDER HOUSES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	(D)	4	1	4	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	37	1 656	33	-	4	1 233	336	62	25
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	7	607	6	-	4	504	122	27	25
5993	CIGAR STORES AND STANDS	4	349	-	-	4	349	25	7	7
594	MISCELLANEOUS SHOPPING GOODS STORES	79	11 129	38	7	51	10 678	1 601	424	305
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	10	(D)	6	1	8	2 442	335	80	66
5944	JEWELRY STORES	18	(D)	9	1	11	2 085	393	90	54
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	51	6 460	23	5	32	6 151	873	254	185
5994,9	OTHER MISCELLANEOUS RETAIL STORES	34	(D)	16	4	16	3 504	674	167	93

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	PASADENA									
	RETAIL TRADE, TOTAL	1 185	434 125	540	116	789	425 197	61 866	14 748	10 814
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	34	8 915	10	5	28	8 453	1 340	339	190
521,3	BUILDING MATERIALS AND SUPPLY STORES	15	5 390	4	2	12	5 307	721	192	91
525	HARDWARE STORES	7	(D)	1	-	7	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	11	2 017	5	3	8	1 638	350	77	63
527	MOBILE HOME DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	23	112 726	5	2	19	112 621	15 234	3 528	2 788
531	DEPARTMENT STORES ²	6	109 403	-	-	6	109 403	14 657	3 376	2 632
533	VARIETY STORES	9	2 249	1	1	9	2 249	395	102	115
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	1 074	4	1	4	969	182	50	41
	FOOD STORES									
	TOTAL	93	75 451	37	14	70	74 544	8 061	1 980	1 102
541	GROCERY STORES	53	70 506	12	6	45	70 015	7 259	1 786	910
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	6	1 047	3	3	3	795	72	18	14
543	FRUIT STORES AND VEGETABLE MARKETS	5	(D)	5	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	4	(D)	2	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	13	1 051	8	4	6	965	322	79	87
545,9	OTHER FOOD STORES	12	(D)	7	1	11	1 468	192	46	55
	AUTOMOTIVE DEALERS									
	TOTAL	64	82 685	23	3	49	81 876	10 073	2 335	1 088
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	18	(D)	1	-	17	69 526	8 085	1 871	812
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	11	1 848	8	-	5	1 413	109	29	16
553	AUTO AND HOME SUPPLY STORES	27	8 097	10	2	21	7 964	1 523	341	201
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	8	(D)	4	1	6	2 973	356	94	59
	GASOLINE SERVICE STATIONS									
	TOTAL	81	15 819	31	15	78	15 543	1 725	421	370
	APPAREL AND ACCESSORY STORES									
	TOTAL	123	32 611	33	8	104	32 265	5 075	1 266	1 049
562	WOMEN'S READY-TO-WEAR STORES	48	14 409	12	4	42	14 381	2 487	627	537
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	339	2	1	6	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	3	143	1	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	21	8 695	4	2	21	8 695	1 299	315	234
565	FAMILY CLOTHING STORES	10	4 596	2	1	7	4 532	533	128	116
566	SHOE STORES	26	3 803	6	-	23	3 706	623	166	127
564,9	OTHER APPAREL AND ACCESSORY STORES	7	586	6	-	3	497	64	14	16
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	105	24 090	39	12	72	23 128	3 897	926	552
57	FURNITURE STORES	31	10 604	9	4	25	10 460	1 991	477	270
5712	HOME FURNISHINGS STORES	34	4 653	19	4	16	4 108	631	149	94
572	HOUSEHOLD APPLIANCE STORES	14	2 474	6	2	9	2 304	382	88	50
573	RADIO, TELEVISION, AND MUSIC STORES	26	6 359	5	2	22	6 256	893	212	138
	EATING AND DRINKING PLACES									
	TOTAL	199	33 883	68	20	170	33 119	9 749	2 322	2 409
5812	EATING PLACES	165	30 832	59	17	142	30 393	9 030	2 129	2 233
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	34	3 051	9	3	28	2 726	719	193	176
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	30	7 527	4	6	30	7 527	1 216	297	214
591 PT.	DRUG STORES	**	**	**	**	30	7 527	1 216	297	214
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	433	40 418	290	31	169	36 121	5 496	1 334	1 052
592	LIQUOR STORES	20	(D)	8	5	18	5 614	439	93	70
593	USED MERCHANDISE STORES	40	3 176	22	3	19	2 867	500	114	118
596	NONSTORE RETAILERS	159	3 075	145	2	13	1 673	184	60	49
5961	MAIL-ORDER HOUSES	8	405	3	1	3	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	37	2	1	-	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	148	2 633	140	-	10	1 410	162	53	45
598	FUEL AND ICE DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	13	1 612	7	2	9	1 580	293	72	61
5993	CIGAR STORES AND STANDS	6	293	4	1	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	115	17 839	53	12	70	16 851	2 700	664	507
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	13	(D)	3	-	11	2 763	392	101	50
5944	JEWELRY STORES	26	(D)	12	2	15	4 588	1 092	250	172
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	76	10 176	38	10	44	9 500	1 216	313	285
5994,9	OTHER MISCELLANEOUS RETAIL STORES	78	8 425	50	6	37	7 327	1 343	327	243

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				Sole proprie- torships (number)	Partner- ships (number)					
	POMONA									
	RETAIL TRADE, TOTAL	709	221 756	348	62	527	217 357	29 324	6 853	5 036
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	16	(D)	8	1	15	3 586	430	97	55
521,3	BUILDING MATERIALS AND SUPPLY STORES	7	2 374	4	1	7	2 374	274	67	37
525	HARDWARE STORES	3	(D)	2	-	3	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	1	-	3	200	59	5	5
527	MOBILE HOME DEALERS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	15	(D)	1	1	14	34 799	4 847	1 116	895
531	DEPARTMENT STORES ²	5	32 910	-	-	5	32 910	4 541	1 040	827
533	VARIETY STORES	6	1 363	-	-	6	1 363	230	58	55
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	1	1	3	526	76	18	13
	FOOD STORES									
54	TOTAL	61	46 775	24	3	48	46 179	4 897	1 181	734
541	GROCERY STORES	39	44 118	12	1	34	43 736	4 440	1 079	612
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	4	(D)	3	-	3	642	49	12	13
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	7	(D)	5	1	5	637	200	45	57
545,9	OTHER FOOD STORES	7	622	2	1	4	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	45	60 835	11	1	39	60 529	7 161	1 665	670
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	15	(D)	-	-	15	(D)	(D)	(D)	(D)
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	7	1 041	2	-	5	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	14	(D)	4	-	13	3 437	679	127	70
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	3 224	5	1	6	3 182	470	101	61
	GASOLINE SERVICE STATIONS									
554	TOTAL	89	12 884	49	10	80	12 259	1 205	284	312
	APPAREL AND ACCESSORY STORES									
56	TOTAL	31	(D)	6	1	30	8 181	1 240	307	297
562	WOMEN'S READY-TO-WEAR STORES	13	1 249	4	-	12	(D)	(D)	(D)	(D)
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	6	3 339	1	-	6	3 339	430	102	87
565	FAMILY CLOTHING STORES	4	(D)	-	-	4	(D)	(D)	(D)	(D)
566	SHOE STORES	5	(D)	-	1	5	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	50	8 909	16	8	41	8 603	1 283	297	188
5712	FURNITURE STORES	17	3 748	5	3	13	3 683	585	136	85
OTHER 571	HOME FURNISHINGS STORES	11	(D)	5	4	9	1 294	228	54	40
572	HOUSEHOLD APPLIANCE STORES	9	(D)	3	1	7	591	124	28	14
573	RADIO, TELEVISION, AND MUSIC STORES	13	(D)	3	-	12	3 035	346	79	49
	EATING AND DRINKING PLACES									
58	TOTAL	184	18 634	98	16	157	17 999	4 522	1 031	1 193
5812	EATING PLACES	133	16 333	63	9	117	16 009	4 118	937	1 082
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	51	2 301	35	7	40	1 990	404	94	111
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	16	8 801	-	-	16	8 801	1 318	334	195
591 PT.	DRUG STORES	**	**	**	**	16	8 801	1 318	334	195
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	202	18 313	135	21	87	16 421	2 421	541	497
592	LIQUOR STORES	22	(D)	6	9	21	4 805	256	60	74
593	USED MERCHANDISE STORES	16	1 397	10	-	9	1 293	313	74	66
596	NONSTORE RETAILERS	73	2 902	65	2	10	2 327	539	121	123
5961	MAIL-ORDER HOUSES	2	(D)	-	1	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	1	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	68	(D)	64	-	6	1 221	256	60	77
598	FUEL AND ICE DEALERS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
5992	FLORISTS	4	652	3	1	4	652	141	44	46
5993	CIGAR STORES AND STANDS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	47	5 082	23	6	25	4 538	692	159	131
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	11	(D)	5	2	5	1 103	128	30	28
5944	JEWELRY STORES	8	(D)	3	1	6	836	182	43	16
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	28	2 911	15	3	14	2 599	382	86	87
5994,9	OTHER MISCELLANEOUS RETAIL STORES	36	(D)	27	3	15	2 336	373	58	42

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				Sole proprie- torships (number)	Partner- ships (number)					
	RICHMOND									
	RETAIL TRADE, TOTAL	514	145 426	263	67	367	141 294	17 923	4 291	2 903
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	19	4 099	11	-	14	3 941	576	123	65
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	11	(D)	5	-	10	3 066	487	103	50
525	HARDWARE STORES	5	(D)	3	-	4	875	89	20	15
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	3	-	-	-	-	-	-
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	12	28 001	3	1	12	28 001	4 067	940	752
53	DEPARTMENT STORES ²	4	26 658	-	-	4	26 658	3 835	881	688
533	VARIETY STORES	7	(D)	3	1	7	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	77	30 427	35	12	52	29 067	3 127	796	463
54	GROCERY STORES	58	29 115	22	10	43	28 247	2 994	760	425
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	11	(D)	7	1	4	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	-	-	-	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	-	-	-	-	-	-	-	-	-
546	RETAIL BAKERIES	8	(D)	6	1	5	(D)	(D)	(D)	(D)
545, 9	OTHER FOOD STORES	-	(D)	-	-	-	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	40	41 465	12	6	34	41 195	4 178	991	409
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	13	33 774	1	-	13	33 774	3 395	796	291
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	(D)	4	2	7	1 221	79	18	11
553	AUTO AND HOME SUPPLY STORES	10	(D)	2	3	8	2 111	358	92	54
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	4 160	5	1	6	4 089	346	85	53
	GASOLINE SERVICE STATIONS									
	TOTAL	61	9 931	28	4	54	9 511	931	206	205
	APPAREL AND ACCESSORY STORES									
	TOTAL	29	3 271	14	4	22	3 196	453	102	97
56	WOMEN'S READY-TO-WEAR STORES	11	1 254	5	2	8	1 228	143	32	27
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	-	(D)	-	-	-	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	5	872	1	1	5	872	149	26	27
565	FAMILY CLOTHING STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
566	SHOE STORES	5	(D)	2	1	4	417	41	9	8
564, 9	OTHER APPAREL AND ACCESSORY STORES	5	118	3	-	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	27	5 803	14	4	21	5 594	723	214	130
57	FURNITURE STORES	8	(D)	3	2	7	3 190	382	120	73
5712	HOME FURNISHINGS STORES	7	(D)	3	-	6	891	108	31	19
OTHER 571	HOUSEHOLD APPLIANCE STORES	6	(D)	4	1	5	690	113	27	17
572	RADIO, TELEVISION, AND MUSIC STORES	6	887	4	1	3	823	120	36	21
	EATING AND DRINKING PLACES									
	TOTAL	116	8 714	62	16	93	8 261	2 074	483	477
58	EATING PLACES	79	6 601	44	8	61	6 267	1 630	384	392
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	37	2 113	18	8	32	1 994	444	99	85
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	16	3 473	4	2	16	3 473	646	157	96
591 PT.	DRUG STORES	**	**	**	**	16	3 473	646	157	96
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	117	10 242	80	18	49	9 055	1 148	279	209
59 Ex. 591	LIQUOR STORES	21	(D)	10	7	19	5 260	363	95	64
592	USED MERCHANDISE STORES	12	701	8	-	5	597	149	39	50
596	NONSTORE RETAILERS	32	483	32	-	1	(D)	(D)	(D)	(D)
5961	MAIL-ORDER HOUSES	-	-	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	3	-	-	-	-	-	-
5963	DIRECT SELLING	29	(D)	29	-	1	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	5	406	-	3	4	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	1	-	-	-	-	-	-
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	20	1 840	12	4	11	1 667	351	80	44
594	SPORTING GOODS STORES AND BICYCLE SHOPS	6	(D)	2	3	4	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	7	(D)	4	1	5	1 225	292	66	27
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	7	188	6	-	2	(D)	(D)	(D)	(D)
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	25	1 113	17	4	8	605	112	25	22

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				Sole proprie- torships (number)	Partner- ships (number)					
	RIVERSIDE									
	RETAIL TRADE, TOTAL	1 165	398 160	575	111	812	388 889	53 762	13 013	9 838
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
52	TOTAL	51	22 017	25	6	35	21 514	2 530	535	342
521,3	BUILDING MATERIALS AND SUPPLY STORES	29	13 755	14	5	22	13 468	1 554	347	147
525	HARDWARE STORES	9	(D)	3	1	8	5 211	800	150	159
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	6	(D)	4	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	7	2 649	4	-	3	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	25	(D)	6	-	24	84 716	12 938	2 951	2 490
531	DEPARTMENT STORES ²	9	75 353	-	-	9	75 353	11 101	2 514	2 083
533	VARIETY STORES	11	8 299	3	-	11	8 299	1 696	405	377
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	(D)	3	-	4	1 064	141	32	30
	FOOD STORES									
54	TOTAL	102	65 181	32	8	78	63 957	7 201	1 737	1 099
541	GROCERY STORES	70	62 051	19	5	57	61 339	6 651	1 608	928
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	1	(D)	-	-	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	7	468	2	-	6	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	9	(D)	5	-	7	827	259	59	73
545,9	OTHER FOOD STORES	14	1 600	5	3	7	1 217	212	49	74
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	85	102 503	25	8	63	101 450	12 385	3 217	1 333
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	21	79 551	-	2	21	79 551	9 318	2 511	897
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	16	(D)	12	-	4	1 373	110	29	20
563	AUTO AND HOME SUPPLY STORES	27	(D)	4	3	25	12 257	2 081	471	289
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	21	8 489	9	3	13	8 269	876	206	127
	GASOLINE SERVICE STATIONS									
554	TOTAL	126	23 180	63	13	117	22 267	2 188	493	516
	APPAREL AND ACCESSORY STORES									
56	TOTAL	84	12 914	26	7	75	12 811	1 846	423	431
562	WOMEN'S READY-TO-WEAR STORES	24	(D)	9	2	23	3 531	479	112	134
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	10	932	6	1	6	871	175	43	40
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	12	(D)	2	2	11	4 021	492	104	114
565	FAMILY CLOTHING STORES	4	(D)	3	1	4	(D)	(D)	(D)	(D)
566	SHOE STORES	24	(D)	1	-	23	3 348	551	127	102
564,9	OTHER APPAREL AND ACCESSORY STORES	10	(D)	5	1	8	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	101	17 889	41	10	74	17 033	2 479	613	391
5712	FURNITURE STORES	32	(D)	8	5	30	8 401	1 183	286	168
OTHER 571	HOME FURNISHINGS STORES	32	3 182	18	1	18	2 868	421	106	60
572	HOUSEHOLD APPLIANCE STORES	14	(D)	8	1	8	2 266	412	92	58
573	RADIO, TELEVISION, AND MUSIC STORES	23	3 744	7	3	18	3 498	463	129	105
	EATING AND DRINKING PLACES									
58	TOTAL	216	30 818	90	33	188	29 966	7 433	1 902	2 254
5812	EATING PLACES	169	27 929	69	26	149	27 370	6 912	1 767	2 095
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	47	2 889	21	7	39	2 596	521	135	159
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	25	12 998	5	2	25	12 998	1 836	453	308
591 PT.	DRUG STORES	**	**	**	**	24	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	350	(D)	262	24	133	22 177	2 926	689	674
592	LIQUOR STORES	27	(D)	13	7	25	6 214	473	114	155
593	USED MERCHANDISE STORES	20	1 251	13	2	9	1 169	225	55	44
596	NONSTORE RETAILERS	123	3 290	116	1	6	1 864	442	114	80
5961	MAIL-ORDER HOUSES	3	618	2	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	236	4	-	1	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	114	2 436	110	1	4	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	3	67	3	-	-	-	-	-	-
5992	FLORISTS	10	832	5	2	8	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	92	10 455	49	6	61	9 523	1 323	300	279
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	20	(D)	9	2	18	2 537	295	68	58
5944	JEWELRY STORES	23	(D)	14	2	14	1 878	319	71	49
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	49	5 557	26	2	29	5 108	709	161	172
5994,9	OTHER MISCELLANEOUS RETAIL STORES	74	3 700	63	5	23	2 572	310	72	77

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				Sole proprie- torships (number)	Partne- rships (number)					
	SACRAMENTO									
	RETAIL TRADE, TOTAL	2 641	695 448	1 262	312	1 955	678 016	91 555	21 947	17 385
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	102	45 939	38	15	78	45 104	5 504	1 165	749
521,3	BUILDING MATERIALS AND SUPPLY STORES	49	23 715	14	7	39	23 213	2 367	535	306
523	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	26	20 586	1 987	447	257
525	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	13	2 627	380	88	49
526	HARDWARE STORES	21	(D)	12	1	15	5 772	830	142	105
527	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	8	(D)	3	2	6	2 294	693	138	121
	MOBILE HOME DEALERS	24	13 949	9	5	18	13 825	1 614	350	217
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	50	104 879	19	3	36	104 424	14 820	3 695	3 143
531	DEPARTMENT STORES ²	9	93 814	-	-	9	93 814	13 047	3 264	2 653
533	VARIETY STORES	24	9 150	9	2	19	8 897	1 602	390	439
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	17	1 915	10	1	8	1 713	171	41	51
	FOOD STORES									
	TOTAL	322	147 780	123	44	256	143 762	14 351	3 417	2 083
541	GROCERY STORES	221	135 885	76	28	176	132 609	12 335	2 972	1 665
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	17	3 153	9	2	13	2 899	320	56	42
5422 PT.	MEAT MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	4	2 396	208	35	32
543	FRUIT STORES AND VEGETABLE MARKETS	4	395	2	1	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	23	1 482	10	1	17	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	29	2 699	14	7	23	2 539	784	169	171
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	18	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	5	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	28	4 166	12	5	25	4 131	630	144	135
545	DAIRY PRODUCTS STORES	**	**	**	**	9	799	91	18	35
549	MISCELLANEOUS FOOD STORES	**	**	**	**	16	3 332	539	126	100
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	133	126 684	52	13	102	125 245	12 883	3 047	1 436
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	18	(D)	1	1	17	93 208	8 853	2 157	852
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	12	70 992	6 403	1 565	613
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	4	(D)	(D)	(D)	(D)
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	1	(D)	(D)	(D)	(D)
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	26	(D)	14	3	19	3 368	434	80	60
553	AUTO AND HOME SUPPLY STORES	50	13 577	19	6	40	13 147	2 016	469	305
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	37	(D)	(D)	(D)	(D)
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	39	15 949	18	3	26	15 522	1 560	341	219
555	BOAT DEALERS	**	**	**	**	7	4 783	444	108	73
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	10	4 099	337	67	50
557	MOTORCYCLE DEALERS	**	**	**	**	5	(D)	(D)	(D)	(D)
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	4	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	326	49 090	142	32	310	48 147	4 596	1 091	1 196
	APPAREL AND ACCESSORY STORES									
	TOTAL	164	34 283	45	13	145	33 720	4 991	1 200	1 044
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	62	11 895	16	9	53	11 554	1 667	403	405
562	WOMEN'S READY-TO-WEAR STORES	47	10 870	9	7	44	10 826	1 588	380	377
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	5	1	6	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	3	341	44	13	17
568	FURRIERS AND FUR SHOPS	4	(D)	2	1	3	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	37	(D)	8	2	35	10 281	1 408	376	219
565	FAMILY CLOTHING STORES	12	(D)	6	1	10	5 212	843	192	204
566	SHOE STORES	40	6 303	6	1	37	6 273	1 002	208	190
566 PT.	MEN'S SHOE STORES	**	**	**	**	6	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	1 607	277	40	41
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	16	3 075	456	98	92
564,9	OTHER APPAREL AND ACCESSORY STORES	13	463	9	-	10	400	71	21	26
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	3	162	14	4	4
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	7	238	57	17	22

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				Sole proprie- torships (number)	Part- nerships (number)					
SACRAMENTO—CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	153	37 478	68	11	115	36 309	5 563	1 429	830
571	FURNITURE AND HOME FURNISHINGS STORES	79	24 140	39	3	56	23 407	4 078	1 100	609
5712	FURNITURE STORES	46	20 105	18	3	38	19 586	3 451	958	500
OTHER 571	HOME FURNISHINGS STORES	33	4 035	21	—	18	3 821	627	142	109
5713	FLOOR COVERING STORES	**	**	**	**	10	2 591	480	108	71
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	4	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	30	3 606	14	5	20	3 376	440	83	55
573	RADIO, TELEVISION, AND MUSIC STORES	44	9 732	15	3	39	9 526	1 045	246	166
5732	RADIO AND TELEVISION STORES	**	**	**	**	26	4 726	620	165	105
5733	MUSIC STORES	**	**	**	**	13	4 800	425	61	61
5733 PT.	RECORD SHOPS	**	**	**	**	6	(D)	(D)	(D)	(D)
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	7	(D)	(D)	(D)	(D)
EATING AND DRINKING PLACES										
58	TOTAL	607	65 285	261	110	536	63 857	17 277	4 073	4 660
5812	EATING PLACES	429	52 671	185	61	382	51 857	14 413	3 411	3 993
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	194	32 129	9 444	2 213	2 475
5812 PT.	CAFETERIAS	**	**	**	**	20	2 710	805	202	201
5812 PT.	REFRESHMENT PLACES	**	**	**	**	139	13 198	2 881	693	988
5812 PT.	OTHER EATING PLACES	**	**	**	**	29	3 820	1 283	303	329
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	178	12 614	76	49	154	12 000	2 864	662	667
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	72	23 457	24	15	67	23 243	3 298	807	634
591 PT.	DRUG STORES	**	**	**	**	67	23 243	3 298	807	634
591 PT.	PROPRIETARY STORES	**	**	**	**	—	—	—	—	—
MISCELLANEOUS RETAIL STORES										
59 Ex. 591	TOTAL	712	60 573	490	56	310	54 205	8 272	2 023	1 610
592	LIQUOR STORES	56	10 599	33	4	48	10 121	888	203	192
593	USED MERCHANDISE STORES	81	3 909	49	9	46	3 471	702	168	170
596	NONSTORE RETAILERS	227	15 266	203	3	25	13 233	2 371	603	341
5961	MAIL-ORDER HOUSES	3	73	3	—	—	—	—	—	—
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	25	7 463	18	1	8	7 060	1 195	301	137
5963	DIRECT SELLING	199	7 730	182	2	17	6 173	1 176	302	204
598	FUEL AND ICE DEALERS	5	(D)	2	1	3	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	—	—	—	—	—
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	2	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	28	1 939	17	3	25	1 883	349	81	81
5993	CIGAR STORES AND STANDS	14	(D)	7	2	12	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	189	22 591	101	21	110	21 314	3 320	820	688
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	32	3 741	18	6	21	3 448	443	103	103
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	8	1 565	213	50	47
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	13	1 883	230	53	56
5942	BOOK STORES	12	(D)	5	1	11	3 143	367	87	105
5943	STATIONERY STORES	9	(D)	4	—	7	779	101	18	21
5944	JEWELRY STORES	41	5 715	20	3	25	5 401	1 123	263	169
5945	HOBBY, TOY, AND GAME SHOPS	13	809	11	1	5	(D)	(D)	(D)	(D)
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	16	(D)	5	—	11	(D)	(D)	(D)	(D)
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	46	1 481	30	8	16	1 157	191	51	53
5948	LUGGAGE AND LEATHER GOODS STORES	4	(D)	3	—	3	195	25	5	6
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	16	1 914	5	2	11	1 856	221	64	89
5994,9	OTHER MISCELLANEOUS RETAIL STORES	112	5 056	78	13	41	3 135	519	119	109
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	6	(D)	(D)	(D)	(D)
5999 PT.	TYPEWRITER STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	14	1 098	243	57	40
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	19	1 484	205	47	54

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partnerships (number)					
	SALINAS									
	RETAIL TRADE, TOTAL	801	214 948	383	115	585	208 872	28 030	6 485	4 480
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	30	13 400	12	6	22	13 021	1 261	273	153
52, 521, 3	BUILDING MATERIALS AND SUPPLY STORES	14	(D)	3	3	12	9 444	964	220	113
525	HARDWARE STORES	8	1 587	5	2	7	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	301	1	1	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	(D)	3	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	13	(D)	3	-	12	22 800	3 896	786	565
531	DEPARTMENT STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
533	VARIETY STORES	4	1 545	-	-	4	1 545	231	53	62
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	7	(D)	3	-	6	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	83	48 915	29	19	66	47 653	5 013	1 128	568
541	GROCERY STORES	49	44 853	16	7	42	44 397	4 482	1 013	550
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	6	(D)	1	4	4	907	50	11	14
543	FRUIT STORES AND VEGETABLE MARKETS	6	815	4	2	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	5	330	1	-	4	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	8	(D)	2	3	6	659	247	52	53
545, 9	OTHER FOOD STORES	9	(D)	5	3	8	891	165	37	35
	AUTOMOTIVE DEALERS									
	TOTAL	64	44 920	21	11	49	44 230	5 827	1 493	641
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	13	29 304	1	3	13	29 304	3 888	1 045	383
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	21	4 363	10	3	13	3 853	230	54	30
553	AUTO AND HOME SUPPLY STORES	16	(D)	4	3	14	8 244	1 273	304	182
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	14	(D)	6	2	9	2 829	436	90	46
	GASOLINE SERVICE STATIONS									
	TOTAL	107	15 770	48	9	97	15 145	1 348	313	307
	APPAREL AND ACCESSORY STORES									
	TOTAL	57	12 157	22	12	47	11 916	1 971	470	375
562	WOMEN'S READY-TO-WEAR STORES	18	(D)	4	6	16	2 772	367	85	84
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	275	3	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	10	3 401	3	4	10	3 401	813	171	117
565	FAMILY CLOTHING STORES	7	(D)	2	-	5	3 019	463	126	106
566	SHOE STORES	11	(D)	6	2	10	1 743	224	54	44
564, 9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	3	-	2	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	60	13 057	24	7	48	12 680	2 090	494	268
5712	FURNITURE STORES	17	(D)	5	1	15	5 298	835	203	108
OTHER 571	HOME FURNISHINGS STORES	17	2 674	10	2	12	2 426	526	115	53
572	HOUSEHOLD APPLIANCE STORES	10	(D)	5	-	9	2 574	347	81	42
573	RADIO, TELEVISION, AND MUSIC STORES	16	2 482	4	4	12	2 382	382	95	65
	EATING AND DRINKING PLACES									
	TOTAL	153	15 306	76	24	139	14 945	3 509	797	944
5812	EATING PLACES	107	12 208	57	15	96	11 886	2 878	651	774
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	46	3 098	19	9	43	3 059	631	146	170
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	18	(D)	4	3	17	10 892	1 325	315	218
591 PT.	DRUG STORES	**	**	**	**	17	10 892	1 325	315	218
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	216	(D)	144	24	88	15 590	1 790	416	341
592	LIQUOR STORES	22	5 220	5	3	19	5 045	409	98	75
593	USED MERCHANDISE STORES	20	1 222	16	2	11	1 145	217	54	34
596	NONSTORE RETAILERS	75	2 802	68	1	7	2 072	227	56	40
5961	MAIL-ORDER HOUSES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	9	1 399	6	1	3	1 314	121	29	19
5963	DIRECT SELLING	64	(D)	61	-	3	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	9	700	3	5	7	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	2	(D)	2	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	55	5 500	28	6	34	5 144	613	138	121
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	7	(D)	3	-	6	850	54	13	14
5944	JEWELRY STORES	15	(D)	8	2	9	1 406	233	63	37
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	33	3 050	17	4	19	2 888	326	62	70
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	32	1 483	22	7	9	929	146	27	25

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				Sole proprie- torships (number)	Partner- ships (number)					
	SAN BERNARDINO									
	RETAIL TRADE, TOTAL	1 154	437 750	497	115	931	431 745	58 293	14 244	11 204
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	45	19 739	17	5	34	19 176	2 017	482	264
52, 3	BUILDING MATERIALS AND SUPPLY STORES	22	9 667	6	3	19	9 403	1 123	246	126
525	HARDWARE STORES	14	(D)	8	1	8	3 274	428	114	70
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	2	-	-	-	-	-	-
527	MOBILE HOME DEALERS	7	6 499	1	1	7	6 499	466	122	68
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	24	(D)	-	1	23	130 070	19 838	5 050	3 928
53	DEPARTMENT STORES	10	122 101	-	-	10	122 101	18 819	4 825	3 745
533	VARIETY STORES	6	3 401	-	-	6	3 401	530	107	94
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	(D)	-	1	7	4 568	489	118	89
	FOOD STORES									
	TOTAL	117	62 690	49	8	85	61 676	6 871	1 699	1 076
54	GROCERY STORES	81	56 516	33	5	58	55 727	5 916	1 477	827
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	4	(D)	1	2	4	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	12	1 076	6	1	9	1 006	349	75	94
545, 9	OTHER FOOD STORES	15	(D)	7	-	11	2 193	292	71	83
	AUTOMOTIVE DEALERS									
	TOTAL	101	91 235	28	6	88	90 120	9 409	2 198	1 093
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	17	69 481	-	-	17	69 481	6 860	1 614	710
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	23	(D)	9	1	16	4 158	363	66	53
553	AUTO AND HOME SUPPLY STORES	42	(D)	11	1	40	8 877	1 571	372	242
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	19	7 802	8	4	15	7 604	615	146	88
	GASOLINE SERVICE STATIONS									
554	TOTAL	131	21 048	62	7	121	20 508	1 994	468	511
	APPAREL AND ACCESSORY STORES									
	TOTAL	111	22 608	28	11	100	22 468	3 075	729	705
56	WOMEN'S READY-TO-WEAR STORES	40	(D)	11	3	39	6 911	983	238	258
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	916	3	-	6	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	23	4 104	4	2	20	4 048	671	146	145
565	FAMILY CLOTHING STORES	6	(D)	2	6	(D)	(D)	(D)	(D)	(D)
566	SHOE STORES	27	6 196	7	3	23	6 158	862	197	149
564, 9	OTHER APPAREL AND ACCESSORY STORES	6	(D)	2	1	5	1 060	156	42	43
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	82	18 981	28	13	67	18 419	2 705	614	401
57	FURNITURE STORES	30	8 629	9	4	25	8 432	1 187	249	150
OTHER 571	HOME FURNISHINGS STORES	13	(D)	6	4	9	1 757	255	67	48
572	HOUSEHOLD APPLIANCE STORES	14	(D)	5	1	13	2 768	349	86	65
573	RADIO, TELEVISION, AND MUSIC STORES	25	5 757	8	4	20	5 462	914	212	138
	EATING AND DRINKING PLACES									
	TOTAL	247	30 037	107	37	223	29 628	7 486	1 831	2 260
58	EATING PLACES	174	25 406	68	24	158	25 117	6 514	1 597	1 937
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	73	4 631	39	13	65	4 511	972	234	323
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	21	10 591	3	2	21	10 591	1 380	326	234
591 PT.	DRUG STORES	**	**	**	**	21	10 591	1 380	326	234
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	275	(D)	175	25	169	29 089	3 518	847	732
592	LIQUOR STORES	35	(D)	19	11	34	7 281	464	105	117
593	USED MERCHANDISE STORES	24	2 039	16	2	14	1 872	312	84	83
596	NONSTORE RETAILERS	61	2 518	53	1	10	1 872	394	90	68
5961	MAIL-ORDER HOUSES	1	(D)	1	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	1	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	57	(D)	51	1	8	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	1	-	-	-	-	-	-
5992	FLORISTS	14	(D)	10	2	13	1 063	168	45	44
5993	CIGAR STORES AND STANDS	5	(D)	2	1	4	259	42	10	10
	MISCELLANEOUS SHOPPING GOODS STORES									
594	SPORTING GOODS STORES AND BICYCLE SHOPS	85	13 843	42	6	67	13 444	1 723	415	328
5941	JEWELRY STORES	20	(D)	12	1	19	3 430	393	90	71
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	22	(D)	12	2	16	2 900	452	112	68
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	43	7 335	18	3	32	7 114	878	213	189
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	50	3 602	32	2	27	3 298	415	98	82

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				Sole proprietorships (number)	Partner- ships (number)					
	SAN DIEGO									
	RETAIL TRADE, TOTAL	5 520	1 646 933	2 803	516	3 858	1 609 020	218 226	51 962	41 137
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	133	50 828	47	15	97	49 780	6 889	1 683	888
521,3	BUILDING MATERIALS AND SUPPLY STORES	71	37 300	21	8	58	36 635	4 962	1 229	580
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	27	26 013	3 316	829	382
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	31	10 622	1 646	400	198
525	HARDWARE STORES	39	7 328	18	6	23	7 035	858	219	152
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	13	2 746	5	1	9	2 708	503	114	89
527	MOBILE HOME DEALERS	10	3 454	3	-	7	3 402	566	121	67
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	117	271 641	27	7	102	271 396	32 313	7 307	6 442
531	DEPARTMENT STORES ²	26	239 023	-	-	26	239 023	27 580	6 187	5 271
533	VARIETY STORES	43	18 619	10	4	39	18 524	2 962	688	792
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	48	13 999	17	3	37	13 849	1 771	432	379
	FOOD STORES									
54	TOTAL	534	294 078	218	70	411	288 418	28 658	6 789	4 329
541	GROCERY STORES	358	273 794	121	52	297	270 211	25 091	6 006	3 602
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	28	5 930	18	2	21	5 711	647	161	114
5422	FREEZER AND LOCKER MEAT PROVISIONERS	**	**	**	**	2	(D)	(D)	(D)	(D)
5423 PT.	MEAT MARKETS	**	**	**	**	11	2 894	176	51	41
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	8	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	5	255	3	1	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	25	1 485	16	-	15	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	56	5 570	23	9	44	5 281	1 535	325	358
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	34	(D)	(D)	(D)	(D)
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	10	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	62	7 044	37	6	32	5 733	1 170	247	204
545	DAIRY PRODUCTS STORES	**	**	**	**	11	1 346	140	32	64
549	MISCELLANEOUS FOOD STORES	**	**	**	**	21	4 387	1 030	215	140
	AUTOMOTIVE DEALERS									
55 EX, 554	TOTAL	288	342 694	106	18	213	339 772	38 448	9 009	4 072
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	49	(D)	-	3	47	271 237	29 424	7 006	2 760
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	24	178 726	18 695	4 475	1 675
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	16	54 362	6 753	1 597	654
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	7	38 149	3 976	934	431
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	64	(D)	40	5	35	8 244	754	179	114
553	AUTO AND HOME SUPPLY STORES	92	34 375	28	4	74	34 048	5 621	1 240	821
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	78	33 500	5 547	1 221	807
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	4	548	74	19	14
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	83	26 904	38	6	53	26 243	2 649	584	377
555	BOAT DEALERS	**	**	**	**	15	6 651	457	103	64
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	9	6 922	517	111	78
557	MOTORCYCLE DEALERS	**	**	**	**	23	8 552	1 336	283	164
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	6	4 118	339	87	71
	GASOLINE SERVICE STATIONS									
554	TOTAL	533	104 776	306	31	512	103 368	10 805	2 588	2 734
	APPAREL AND ACCESSORY STORES									
56	TOTAL	423	82 219	148	37	350	80 750	12 541	3 191	2 617
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	180	34 893	69	18	151	34 418	5 214	1 372	1 233
562	WOMEN'S READY-TO-WEAR STORES	127	31 329	39	11	118	31 057	4 718	1 248	1 131
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	50	(D)	29	7	31	(D)	(D)	(D)	(D)
563 PT.	MILLINERY STORES	**	**	**	**	3	238	36	7	11
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	26	2 171	322	86	70
568	FURRIERS AND FUR SHOPS	3	(D)	1	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	82	21 946	17	7	74	21 666	3 284	764	593
565	FAMILY CLOTHING STORES	45	9 511	20	4	28	9 020	1 644	428	334
566	SHOE STORES	78	13 742	16	6	74	13 678	2 067	553	377
566 PT.	MEN'S SHOE STORES	**	**	**	**	8	(D)	(D)	(D)	(D)
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	11	2 805	507	131	90
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	2	(D)	(D)	(D)	(D)
566 PT.	FAMILY SHOE STORES	**	**	**	**	53	9 652	1 384	383	260
564,9	OTHER APPAREL AND ACCESSORY STORES	38	2 127	26	2	23	1 968	332	74	80
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	10	1 107	193	43	50
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	13	861	139	31	30

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				Sole proprie- torships (number)	Partne- rships (number)					
SAN DIEGO--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	405	101 510	180	28	304	99 026	15 100	3 519	2 048
571	FURNITURE AND HOME FURNISHINGS STORES	240	67 119	110	12	169	65 494	10 322	2 359	1 315
5712	FURNITURE STORES	128	51 241	49	5	95	50 338	7 900	1 809	925
OTHER 571	HOME FURNISHINGS STORES	112	15 878	61	7	74	15 156	2 422	550	390
5713	FLOOR COVERING STORES	**	**	**	**	35	10 412	1 445	358	213
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	14	1 165	250	65	51
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	25	3 579	727	127	126
572	HOUSEHOLD APPLIANCE STORES	51	11 023	21	8	40	10 844	1 430	328	200
573	RADIO, TELEVISION, AND MUSIC STORES	114	23 368	49	8	95	22 688	3 348	832	533
5732	RADIO AND TELEVISION STORES	**	**	**	**	55	12 613	1 913	485	279
5733	MUSIC STORES	**	**	**	**	40	10 075	1 435	347	254
5733 PT.	RECORD SHOPS	**	**	**	**	12	2 349	213	54	43
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	28	7 726	1 222	293	211
EATING AND DRINKING PLACES										
58	TOTAL	1 201	170 337	491	174	1 068	166 008	44 217	10 857	12 418
5812	EATING PLACES	819	144 685	311	100	716	141 421	37 396	9 111	10 335
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	401	97 175	27 360	6 790	7 324
5812 PT.	CAFETERIAS	**	**	**	**	29	4 565	1 358	334	394
5812 PT.	REFRESHMENT PLACES	**	**	**	**	259	35 357	7 328	1 570	2 105
5812 PT.	OTHER EATING PLACES	**	**	**	**	27	4 324	1 350	417	512
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	382	25 652	180	74	352	24 587	6 821	1 746	2 083
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	105	63 113	23	3	96	62 759	9 381	2 335	1 612
591 PT.	DRUG STORES	**	**	**	**	93	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	3	(D)	(D)	(D)	(D)
MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	1 781	165 737	1 257	133	705	147 743	19 874	4 684	3 977
592	LIQUOR STORES	175	42 644	75	25	161	41 740	3 037	701	706
593	USED MERCHANDISE STORES	103	5 496	72	9	40	4 385	927	214	219
596	NONSTORE RETAILERS	683	33 848	628	12	64	26 327	4 525	1 039	745
5961	MAIL-ORDER HOUSES	25	2 814	17	1	9	2 177	218	27	28
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	55	11 970	38	7	22	11 038	1 638	366	221
5963	DIRECT SELLING	603	19 064	573	4	33	13 112	2 669	646	496
598	FUEL AND ICE DEALERS	7	(D)	3	-	5	1 403	294	86	36
5983	FUEL OIL DEALERS	**	**	**	**	1	(D)	(D)	(D)	(D)
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	4	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	-	-	-	-	-
5992	FLORISTS	52	4 401	26	8	38	4 065	952	212	183
5993	CIGAR STORES AND STANDS	15	(D)	8	2	9	1 193	113	21	30
594	MISCELLANEOUS SHOPPING GOODS STORES	457	61 195	249	45	269	57 637	7 992	1 909	1 633
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	85	12 635	40	18	51	11 788	1 401	319	276
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	29	6 548	901	198	162
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	22	5 240	500	121	114
5942	BOOK STORES	45	9 315	27	4	26	8 942	1 270	334	253
5943	STATIONERY STORES	17	1 877	7	2	13	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	81	16 165	36	6	53	15 664	2 333	563	410
5945	HOBBY, TOY, AND GAME SHOPS	32	2 354	22	-	19	2 079	265	67	60
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	24	3 719	20	-	12	3 591	441	83	70
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	87	5 888	58	10	46	5 027	784	186	224
5948	LUGGAGE AND LEATHER GOODS STORES	9	532	4	1	4	(D)	(D)	(D)	(D)
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	77	8 710	35	4	45	8 315	1 158	283	271
5994,9	OTHER MISCELLANEOUS RETAIL STORES	289	15 349	196	32	119	10 993	2 034	502	425
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	14	998	98	20	36
5999 PT.	PET SHOPS	**	**	**	**	19	1 308	192	44	53
5999 PT.	TYPEWRITER STORES	**	**	**	**	5	569	151	38	35
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	26	1 704	487	110	77
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	55	6 414	1 106	290	224
SAN FRANCISCO (COEXTENSIVE WITH SAN FRANCISCO COUNTY; SEE TABLE 4.)										

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 **Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
¹Includes only establishments for which legal form of organization is known. See appendix A for additional information.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SAN JOSE									
	RETAIL TRADE, TOTAL	3 471	1 114 198	1 695	352	2 382	1 087 546	143 508	34 038	24 851
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	110	52 583	39	14	81	51 760	6 884	1 518	1 059
521,3	BUILDING MATERIALS AND SUPPLY STORES	49	18 580	14	6	40	18 270	2 523	607	421
521	LUMBER AND OTHER BUILDING MATERIALS DEALERS	**	**	**	**	26	14 193	1 769	423	326
523	PAINT, GLASS, AND WALLPAPER STORES	**	**	**	**	14	4 077	754	184	95
525	HARDWARE STORES	28	15 207	12	4	17	14 972	2 283	484	358
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	20	(D)	11	2	13	3 317	680	157	117
527	MOBILE HOME DEALERS	13	(D)	2	2	11	15 201	1 398	270	163
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	60	177 671	9	2	55	177 474	23 116	5 438	4 396
531	DEPARTMENT STORES ²	14	154 653	-	-	14	154 653	19 011	4 418	3 385
533	VARIETY STORES	29	(D)	2	1	27	19 988	3 761	952	906
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	17	(D)	7	1	14	2 833	344	68	105
	FOOD STORES									
	TOTAL	426	251 912	159	61	320	245 971	25 660	6 103	3 314
541	GROCERY STORES	289	239 729	76	46	233	235 502	23 604	5 619	2 755
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FREEZER AND LOCKER MEAT PROVISIONERS	24	3 023	15	3	11	2 255	220	52	34
5422	MEAT MARKETS	**	**	**	**	3	(D)	(D)	(D)	(D)
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	7	1 175	125	30	19
5423 PT.	FISH (SEAFOOD) MARKETS	**	**	**	**	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	9	159	9	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	20	1 325	12	2	14	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	45	4 784	23	3	39	4 700	1 384	321	395
5462	RETAIL BAKERIES--BAKING AND SELLING	**	**	**	**	34	4 316	1 341	308	378
5463	RETAIL BAKERIES--SELLING ONLY	**	**	**	**	5	384	43	13	17
545,9	OTHER FOOD STORES	39	2 892	24	7	22	2 196	267	65	74
545	DAIRY PRODUCTS STORES	**	**	**	**	11	979	132	31	42
549	MISCELLANEOUS FOOD STORES	**	**	**	**	11	1 217	135	34	32
	AUTOMOTIVE DEALERS									
	TOTAL	212	202 881	78	26	152	200 183	22 421	5 671	2 299
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	25	(D)	1	1	24	152 155	16 879	4 421	1 506
551 PT.	DEALERS WITH DOMESTIC CAR FRANCHISE ONLY	**	**	**	**	12	89 379	9 537	2 715	940
551 PT.	DEALERS WITH IMPORTED CAR FRANCHISE ONLY	**	**	**	**	8	39 382	4 454	1 009	352
551 PT.	DEALERS WITH DOMESTIC, IMPORTED CAR FRANCHISES	**	**	**	**	4	23 394	2 888	697	214
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	55	(D)	31	5	31	8 877	514	105	96
553	AUTO AND HOME SUPPLY STORES	77	22 637	16	12	65	22 306	3 686	856	512
553 PT.	TIRE, BATTERY, AND ACCESSORY DEALERS	**	**	**	**	61	21 709	3 635	845	504
553 PT.	OTHER AUTO AND HOME SUPPLY STORES	**	**	**	**	4	597	51	11	8
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	55	17 421	30	8	32	16 845	1 342	289	185
555	BOAT DEALERS	**	**	**	**	7	1 558	223	38	25
556	RECREATIONAL AND UTILITY TRAILER DEALERS	**	**	**	**	4	3 966	294	56	41
557	MOTORCYCLE DEALERS	**	**	**	**	8	4 112	419	101	51
559	AUTOMOTIVE DEALERS, N.E.C.	**	**	**	**	13	7 209	406	94	68
	GASOLINE SERVICE STATIONS									
554	TOTAL	393	80 039	199	36	372	78 615	7 563	1 773	1 897
	APPAREL AND ACCESSORY STORES									
	TOTAL	256	74 997	70	16	228	74 506	10 397	2 497	2 187
562,3,8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	103	25 822	32	5	88	25 584	3 570	880	866
562	WOMEN'S READY-TO-WEAR STORES	82	23 551	22	4	74	23 429	3 192	792	784
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	21	2 271	10	1	14	2 155	378	88	82
563 PT.	MILLINERY STORES	**	**	**	**	-	-	-	-	-
563 PT.	CORSET AND LINGERIE STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
563 PT.	OTHER WOMEN'S ACCESSORY, SPECIALTY STORES	**	**	**	**	13	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	58	(D)	15	8	56	17 047	2 376	543	391
565	FAMILY CLOTHING STORES	13	(D)	5	-	12	17 760	2 267	543	447
566	SHOE STORES	61	11 956	5	1	58	11 926	1 872	450	412
566 PT.	MEN'S SHOE STORES	**	**	**	**	8	1 506	186	40	28
566 PT.	WOMEN'S SHOE STORES	**	**	**	**	17	3 936	702	160	129
566 PT.	CHILDREN'S AND JUVENILES' SHOE STORES	**	**	**	**	6	616	120	32	22
566 PT.	FAMILY SHOE STORES	**	**	**	**	27	5 868	864	218	233
564,9	OTHER APPAREL AND ACCESSORY STORES	21	2 269	13	2	14	2 189	312	81	71
564	CHILDREN'S AND INFANTS' WEAR STORES	**	**	**	**	5	845	116	28	26
569	MISCELLANEOUS APPAREL AND ACCESSORY STORES	**	**	**	**	9	1 344	196	53	45

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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972-Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
SAN JOSE--CONTINUED										
FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	219	47 396	101	19	159	45 722	7 913	1 829	945
571	FURNITURE AND HOME FURNISHINGS STORES	124	24 523	63	9	85	23 414	3 452	902	479
5712	FURNITURE STORES	55	17 214	22	4	45	16 589	2 291	592	306
OTHER 571	HOME FURNISHINGS STORES	69	7 309	41	5	40	6 825	1 161	310	173
5713	FLOOR COVERING STORES	**	**	**	**	21	4 743	857	242	117
5714	DRAPERY, CURTAIN, AND UPHOLSTERY STORES	**	**	**	**	9	589	93	22	21
5719	MISCELLANEOUS HOME FURNISHINGS STORES	**	**	**	**	10	1 493	211	46	35
572	HOUSEHOLD APPLIANCE STORES	32	10 431	14	5	23	10 083	2 447	418	174
573	RADIO, TELEVISION, AND MUSIC STORES	63	12 442	24	5	51	12 225	2 014	509	292
5732	RADIO AND TELEVISION STORES	**	**	**	**	27	6 912	1 204	310	161
5733	MUSIC STORES	**	**	**	**	24	5 313	810	199	131
5733 PT.	RECORD SHOPS	**	**	**	**	11	2 102	267	77	62
5733 PT.	MUSICAL INSTRUMENT STORES	**	**	**	**	13	3 211	543	122	69
EATING AND DRINKING PLACES										
58	TOTAL	583	79 620	209	88	521	77 689	21 311	5 036	5 559
5812	EATING PLACES	421	67 327	143	59	373	65 678	18 125	4 355	4 921
5812 PT.	RESTAURANTS AND LUNCHROOMS	**	**	**	**	172	35 979	10 191	2 427	2 692
5812 PT.	CAFETERIAS	**	**	**	**	21	3 674	1 021	284	222
5812 PT.	REFRESHMENT PLACES	**	**	**	**	158	22 903	5 919	1 424	1 837
5812 PT.	OTHER EATING PLACES	**	**	**	**	22	3 122	994	220	170
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	162	12 293	66	29	148	12 011	3 186	681	638
DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	87	42 295	21	10	83	42 193	5 520	1 315	974
591 PT.	DRUG STORES	**	**	**	**	83	42 193	5 520	1 315	974
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
MISCELLANEOUS RETAIL STORES										
59 EX, 591	TOTAL	1 125	104 804	810	80	411	93 433	12 723	2 858	2 221
592	LIQUOR STORES	99	29 872	27	27	93	28 908	2 085	455	369
593	USED MERCHANDISE STORES	67	5 568	47	5	37	5 100	853	204	175
596	NONSTORE RETAILERS	494	17 094	465	7	32	12 135	2 292	521	327
5961	MAIL-ORDER HOUSES	6	(D)	6	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	40	(D)	30	3	12	7 442	952	212	126
5963	DIRECT SELLING	448	8 608	429	4	19	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	11	(D)	1	-	10	(D)	(D)	(D)	(D)
5983	FUEL OIL DEALERS	**	**	**	**	-	-	-	-	-
5984	LIQUEFIED PETROLEUM GAS (BOTTLED GAS) DEALERS	**	**	**	**	9	(D)	(D)	(D)	(D)
5982	FUEL AND ICE DEALERS, N.E.C.	**	**	**	**	1	(D)	(D)	(D)	(D)
5992	FLORISTS	40	(D)	21	6	28	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	5	(D)	3	1	3	288	29	6	10
594	MISCELLANEOUS SHOPPING GOODS STORES	234	35 322	113	18	157	33 955	5 366	1 173	968
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	38	7 855	22	8	26	7 504	965	180	166
5941 PT.	GENERAL LINE SPORTING GOODS STORES	**	**	**	**	13	5 506	680	128	115
5941 PT.	SPECIALTY LINE SPORTING GOODS STORES	**	**	**	**	13	1 998	285	52	51
5942	BOOK STORES	21	4 635	7	1	16	4 563	725	151	148
5943	STATIONERY STORES	12	(D)	6	-	10	1 786	291	76	74
5944	JEWELRY STORES	53	9 612	20	4	36	9 174	1 741	444	273
5945	HOBBY, TOY, AND GAME SHOPS	15	4 256	7	1	9	4 191	697	129	104
5946	CAMERA AND PHOTOGRAPHIC SUPPLY STORES	16	2 215	7	1	11	2 107	405	73	47
5947	GIFT, NOVELTY, AND SOUVENIR SHOPS	39	1 880	28	-	21	1 677	187	37	55
5948	LUGGAGE AND LEATHER GOODS STORES	6	(D)	2	-	4	445	72	17	17
5949	SEWING, NEEDLEWORK, AND PIECE GOODS STORES	34	2 562	14	3	24	2 508	283	66	84
5994,9	OTHER MISCELLANEOUS RETAIL STORES	175	9 263	133	16	51	5 925	976	232	177
5994	NEWS DEALERS AND NEWSSTANDS	**	**	**	**	1	(D)	(D)	(D)	(D)
5999 PT.	PET SHOPS	**	**	**	**	10	1 296	225	53	46
5999 PT.	TYPEWRITER STORES	**	**	**	**	-	-	-	-	-
5999 PT.	OPTICAL GOODS STORES	**	**	**	**	10	(D)	(D)	(D)	(D)
5999 PT.	OTHER RETAIL STORES, N.E.C.	**	**	**	**	30	3 862	545	128	93

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SAN LEANDRO									
	RETAIL TRADE, TOTAL	625	218 752	299	78	452	213 476	26 989	6 454	4 358
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	31	8 685	13	6	22	8 263	1 103	243	128
521,3	BUILDING MATERIALS AND SUPPLY STORES	17	4 688	9	1	12	4 442	689	171	77
525	HARDWARE STORES	7	(D)	2	4	4	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	2 364	1	-	4	2 364	128	20	13
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	15	(D)	2	-	15	(D)	(D)	(D)	(D)
531	DEPARTMENT STORES	3	38 531	-	-	3	38 531	3 794	915	826
533	VARIETY STORES	8	2 081	1	-	8	2 081	306	78	80
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	59	42 008	25	9	46	41 568	4 444	1 068	526
541	GROCERY STORES	38	40 474	12	8	31	40 188	4 101	966	441
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	2	(D)	2	-	1	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	11	850	5	1	8	737	272	61	60
545,9	OTHER FOOD STORES	6	(D)	5	-	4	382	39	13	13
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	44	42 484	18	3	34	41 961	4 635	1 161	444
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	9	31 214	1	-	9	31 214	3 536	890	283
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	12	(D)	9	1	6	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	19	5 694	6	2	16	5 552	671	165	113
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	4	(D)	2	-	3	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	73	12 257	35	8	70	12 112	1 173	291	301
	APPAREL AND ACCESSORY STORES									
56	TOTAL	34	7 375	8	4	29	7 071	1 149	256	239
562	WOMEN'S READY-TO-WEAR STORES	11	(D)	2	1	9	1 640	201	39	57
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	7	(D)	3	-	5	1 311	227	41	31
565	FAMILY CLOTHING STORES	-	(D)	-	-	-	(D)	(D)	(D)	(D)
566	SHOE STORES	10	1 516	1	2	10	1 516	217	55	47
564,9	OTHER APPAREL AND ACCESSORY STORES	4	(D)	2	1	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	47	19 315	22	4	33	18 936	2 295	549	336
5712	FURNITURE STORES	9	(D)	4	1	7	(D)	(D)	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	16	2 164	9	2	9	2 073	246	59	50
572	HOUSEHOLD APPLIANCE STORES	8	(D)	2	1	6	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	14	3 355	7	-	11	3 283	565	124	93
	EATING AND DRINKING PLACES									
58	TOTAL	138	16 270	60	24	118	15 741	4 346	986	832
5812	EATING PLACES	95	12 597	40	16	78	12 187	3 513	792	698
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	43	3 673	20	8	40	3 554	833	194	134
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	24	(D)	10	2	23	9 227	1 317	307	232
591 PT.	DRUG STORES	**	**	**	**	23	9 227	1 317	307	232
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	160	(D)	106	18	62	(D)	(D)	(D)	(D)
592	LIQUOR STORES	22	3 771	8	6	16	3 309	173	41	45
593	USED MERCHANDISE STORES	8	231	6	1	4	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	64	4 641	52	3	14	3 495	649	165	113
5961	MAIL-ORDER HOUSES	2	(D)	1	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	8	(D)	4	3	3	638	151	36	26
5963	DIRECT SELLING	54	3 528	47	-	11	2 857	498	129	87
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	8	639	4	2	4	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	-	1	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	32	2 955	18	3	18	2 540	482	119	89
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	8	(D)	4	1	6	853	93	21	14
5944	JEWELRY STORES	6	(D)	3	-	4	305	74	20	16
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	18	1 558	11	2	8	1 382	315	78	59
5994,9	OTHER MISCELLANEOUS RETAIL STORES	25	1 243	18	2	6	931	147	38	23

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² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SAN MATEO									
	RETAIL TRADE, TOTAL	728	259 712	298	89	548	254 598	36 932	9 044	6 495
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	18	8 098	4	4	15	8 015	1 013	248	180
521,3	BUILDING MATERIALS AND SUPPLY STORES	9	(D)	1	2	8	6 630	755	185	129
525	HARDWARE STORES	6	1 212	2	-	5	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	1	2	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	19	66 797	5	1	15	66 316	9 004	2 212	1 516
531	DEPARTMENT STORES ²	5	64 600	-	-	5	64 600	8 775	2 158	1 462
533	VARIETY STORES	5	824	-	-	5	824	158	39	36
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	9	1 373	5	1	5	892	71	15	18
	FOOD STORES									
54	TOTAL	99	58 665	33	11	86	57 938	6 569	1 597	869
541	GROCERY STORES	54	52 876	13	6	47	52 551	5 715	1 422	701
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	11	(D)	5	1	9	2 728	361	44	40
543	FRUIT STORES AND VEGETABLE MARKETS	3	208	2	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	6	584	2	-	4	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	15	1 010	8	1	15	1 010	265	66	61
545,9	OTHER FOOD STORES	10	(D)	3	3	10	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	29	19 030	5	2	23	18 846	2 656	798	296
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	9	14 389	-	-	9	14 389	2 034	618	217
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	3	(D)	1	1	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	10	(D)	2	-	9	3 198	495	149	63
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	7	963	2	1	4	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	59	(D)	29	7	57	12 084	1 355	328	302
	APPAREL AND ACCESSORY STORES									
56	TOTAL	69	18 688	16	11	61	18 564	2 657	639	622
562	WOMEN'S READY-TO-WEAR STORES	30	9 887	9	6	27	9 865	1 419	331	323
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	(D)	2	2	6	742	117	33	37
568	FURRIERS AND FUR SHOPS	1	(D)	-	1	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	1	(D)	2	1	11	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	4	(D)	1	-	2	(D)	(D)	(D)	(D)
566	SHOE STORES	11	2 709	-	-	11	2 709	457	105	100
564,9	OTHER APPAREL AND ACCESSORY STORES	4	(D)	2	1	3	51	25	8	8
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	60	12 956	21	5	45	12 435	2 083	520	302
5712	FURNITURE STORES	19	4 258	5	1	15	4 152	573	157	86
OTHER 571	HOME FURNISHINGS STORES	18	4 085	9	3	11	3 756	887	200	116
572	HOUSEHOLD APPLIANCE STORES	8	(D)	4	1	6	1 105	165	37	26
573	RADIO, TELEVISION, AND MUSIC STORES	15	(D)	3	-	13	3 422	458	126	74
	EATING AND DRINKING PLACES									
58	TOTAL	138	22 427	45	27	123	22 070	6 285	1 479	1 484
5812	EATING PLACES	109	20 181	36	20	97	19 924	5 793	1 360	1 381
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	29	2 246	9	7	26	2 146	492	119	103
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	20	15 096	5	1	18	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	18	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	217	(D)	135	20	105	(D)	(D)	(D)	(D)
592	LIQUOR STORES	24	5 784	5	9	21	5 502	389	87	66
593	USED MERCHANDISE STORES	14	808	8	1	8	738	104	28	28
596	NONSTORE RETAILERS	61	2 419	53	2	9	1 965	290	68	54
5901	MAIL-ORDER HOUSES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	2	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	57	(D)	51	1	6	1 528	270	65	48
598	FUEL AND ICE DEALERS	2	(D)	2	-	2	(D)	(D)	(D)	(D)
5992	FLORISTS	6	(D)	2	1	4	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	1	(D)	1	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	68	12 811	34	4	47	12 282	2 006	442	352
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	9	1 828	2	-	9	1 828	326	69	59
5944	JEWELRY STORES	11	(D)	6	-	9	1 708	274	66	50
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	48	(D)	26	4	29	8 746	1 406	307	243
5994,9	OTHER MISCELLANEOUS RETAIL STORES	41	1 753	30	3	14	867	204	51	35

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partner- ships (number)					
	SAN RAFAEL									
	RETAIL TRADE, TOTAL	592	208 531	236	68	447	203 748	27 370	5 880	4 083
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	29	8 077	14	3	22	7 750	1 047	248	133
521,3	BUILDING MATERIALS AND SUPPLY STORES	18	(D)	6	1	17	6 991	908	215	113
525	HARDWARE STORES	8	728	6	2	4	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	1	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	13	33 744	4	-	10	33 548	4 156	782	607
531	DEPARTMENT STORES ²	4	(D)	-	-	4	(D)	(D)	(D)	(D)
533	VARIETY STORES	5	(D)	3	-	4	557	91	24	42
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	1	-	2	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	48	30 582	17	9	40	29 780	3 201	808	418
541	GROCERY STORES	19	(D)	4	3	18	26 820	2 643	679	300
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	6	756	3	2	4	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	-	-	-	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	10	(D)	4	3	9	1 001	310	71	57
545,9	OTHER FOOD STORES	10	1 323	5	1	7	1 001	156	30	46
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	58	54 688	15	7	47	54 438	6 293	1 466	710
551	MOTOR DEALERS--NEW AND USED CARS	17	42 714	1	-	17	42 714	4 699	1 101	466
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	9	(D)	5	-	7	3 302	315	70	51
553	AUTO AND HOME SUPPLY STORES	13	(D)	1	4	12	4 815	862	198	133
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	19	3 810	8	3	11	3 607	417	97	60
	GASOLINE SERVICE STATIONS									
554	TOTAL	35	7 232	19	4	32	6 912	761	184	220
	APPAREL AND ACCESSORY STORES									
56	TOTAL	56	12 631	13	4	52	12 502	1 833	424	378
562	WOMEN'S READY-TO-WEAR STORES	21	(D)	6	2	19	4 182	655	143	134
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	(D)	1	-	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	1 617	4	-	9	1 617	164	39	28
565	FAMILY CLOTHING STORES	2	(D)	-	1	2	(D)	(D)	(D)	(D)
566	SHOE STORES	16	(D)	1	1	15	3 443	535	131	87
564,9	OTHER APPAREL AND ACCESSORY STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	73	12 563	23	5	57	11 773	1 790	388	243
5712	FURNITURE STORES	23	5 261	7	4	17	4 859	689	155	90
OTHER 571	HOME FURNISHINGS STORES	21	(D)	9	1	16	2 260	399	65	46
572	HOUSEHOLD APPLIANCE STORES	9	(D)	4	-	7	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	20	3 397	3	-	17	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
58	TOTAL	94	11 179	30	23	85	10 771	3 116	743	692
5812	EATING PLACES	73	(D)	23	15	64	(D)	(D)	(D)	(D)
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	21	(D)	7	8	21	(D)	(D)	(D)	(D)
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	11	(D)	1	2	11	(D)	(D)	(D)	(D)
591 PT.	DRUG STORES	**	**	**	**	11	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	-	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	175	(D)	100	11	91	(D)	(D)	(D)	(D)
592	LIQUOR STORES	11	(D)	5	-	10	3 272	226	49	41
593	USED MERCHANDISE STORES	14	1 136	8	-	9	1 081	171	38	41
596	NONSTORE RETAILERS	48	1 317	42	2	8	785	160	38	27
5961	MAIL-ORDER HOUSES	4	(D)	1	1	3	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	4	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	40	727	37	1	3	214	64	20	10
598	FUEL AND ICE DEALERS	3	(D)	2	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	5	(D)	1	1	4	439	99	23	19
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	54	10 000	21	5	37	9 576	1 555	338	305
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	11	(D)	2	-	9	3 317	615	121	94
5944	JEWELRY STORES	15	(D)	6	2	10	2 475	407	90	72
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	28	4 065	13	3	18	3 784	533	127	139
5994,9	OTHER MISCELLANEOUS RETAIL STORES	40	12 426	21	3	22	(D)	(D)	(D)	(D)

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				Sole proprietorships (number)	Partnerships (number)					
	SANTA ANA									
	RETAIL TRADE, TOTAL	1 470	506 349	726	133	1 044	495 376	64 624	15 460	11 530
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	61	31 849	27	3	45	31 234	2 884	615	396
52	BUILDING MATERIALS AND SUPPLY STORES	25	13 162	8	2	20	12 935	1 334	308	186
525	HARDWARE STORES	8	(D)	4	-	7	4 207	623	135	95
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	9	(D)	7	-	5	525	82	20	15
527	MOBILE HOME DEALERS	19	13 768	8	1	13	13 567	845	152	100
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	31	78 106	3	2	28	77 917	10 571	2 357	1 887
53	DEPARTMENT STORES ²	8	67 521	-	-	8	67 521	8 993	1 964	1 518
533	VARIETY STORES	6	(D)	1	-	5	2 545	472	119	125
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	17	(D)	2	2	15	7 851	1 106	274	244
	FOOD STORES									
	TOTAL	129	80 469	49	12	106	79 296	8 006	1 912	1 356
54	GROCERY STORES	74	72 432	23	7	62	71 708	6 789	1 637	1 038
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	13	(D)	8	1	11	3 142	299	68	41
543	FRUIT STORES AND VEGETABLE MARKETS	3	785	1	-	3	785	102	22	14
544	CANDY, NUT, AND CONFECTIONERY STORES	7	(D)	2	1	6	402	84	21	26
546	RETAIL BAKERIES	14	(D)	5	3	13	1 717	529	120	166
545,9	OTHER FOOD STORES	18	1 841	10	-	11	1 542	203	44	71
	AUTOMOTIVE DEALERS									
	TOTAL	111	136 284	39	12	82	135 345	15 169	3 685	1 454
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	19	98 540	-	-	19	98 540	10 671	2 729	934
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	22	2 692	13	4	13	2 367	160	37	29
553	AUTO AND HOME SUPPLY STORES	36	14 803	12	5	25	14 328	2 372	522	275
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	34	20 249	14	3	25	20 110	1 966	397	216
	GASOLINE SERVICE STATIONS									
	TOTAL	189	34 183	99	24	172	33 296	3 026	753	834
	APPAREL AND ACCESSORY STORES									
	TOTAL	72	13 851	29	4	59	13 569	2 049	507	425
562	WOMEN'S READY-TO-WEAR STORES	22	5 669	10	1	19	5 519	799	200	187
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	5	-	3	257	45	13	14
568	FURRIERS AND FUR SHOPS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	12	(D)	3	1	11	3 680	601	144	97
565	FAMILY CLOTHING STORES	4	(D)	-	3	3	(D)	(D)	(D)	(D)
566	SHOE STORES	16	(D)	4	1	15	2 637	370	95	80
564,9	OTHER APPAREL AND ACCESSORY STORES	11	320	6	-	6	246	34	12	12
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	130	37 209	61	12	95	36 003	4 555	1 049	668
57	FURNITURE STORES	41	16 696	11	6	34	16 094	2 109	476	279
5712	HOME FURNISHINGS STORES	32	5 146	20	2	18	4 939	696	164	122
572	HOUSEHOLD APPLIANCE STORES	19	9 771	11	2	13	9 637	1 056	250	154
573	RADIO, TELEVISION, AND MUSIC STORES	38	5 596	19	2	30	5 333	694	159	113
	EATING AND DRINKING PLACES									
	TOTAL	282	37 168	105	29	251	36 181	9 846	2 559	2 859
58	EATING PLACES	210	32 043	70	20	186	31 250	8 591	2 250	2 509
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	72	5 125	35	9	65	4 931	1 255	309	350
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	27	12 751	6	3	27	12 751	2 090	487	320
591 PT.	DRUG STORES	**	**	**	**	27	12 751	2 090	487	320
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	438	44 479	308	32	179	39 784	6 428	1 536	1 331
59 Ex. 591	LIQUOR STORES	29	(D)	10	5	28	8 352	659	164	153
593	USED MERCHANDISE STORES	37	4 804	23	4	23	4 575	989	227	217
596	NONSTORE RETAILERS	169	12 721	144	2	29	11 061	2 459	608	521
5961	MAIL-ORDER HOUSES	3	42	3	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	23	4 873	12	-	12	4 707	455	114	77
5963	DIRECT SELLING	143	7 806	129	2	17	6 354	2 004	494	444
598	FUEL AND ICE DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	15	1 047	8	2	12	(D)	(D)	(D)	(D)
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
	MISCELLANEOUS SHOPPING GOODS STORES	98	13 002	52	8	63	12 235	1 654	381	311
594	SPORTING GOODS STORES AND BICYCLE SHOPS	21	4 228	10	2	15	3 939	465	113	89
5944	JEWELRY STORES	21	4 344	11	3	16	4 277	674	151	93
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	56	4 430	31	3	32	4 019	515	117	129
5994,9	OTHER MISCELLANEOUS RETAIL STORES	88	4 097	70	11	23	2 341	447	106	85

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SANTA BARBARA									
	RETAIL TRADE, TOTAL	1 095	281 911	499	143	841	275 578	40 915	9 574	7 908
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	36	11 977	11	5	29	11 783	2 080	487	290
521, 3	BUILDING MATERIALS AND SUPPLY STORES	17	7 385	6	1	13	7 299	1 285	293	146
525	HARDWARE STORES	9	(D)	2	3	8	3 378	576	144	110
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	9	842	2	1	7	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	20	(D)	4	1	18	29 732	4 694	1 107	893
531	DEPARTMENT STORES ²	4	25 384	-	-	4	25 384	4 118	968	754
533	VARIETY STORES	7	2 450	1	-	7	2 450	407	115	111
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	9	(D)	3	1	7	1 898	169	24	28
	FOOD STORES									
	TOTAL	105	59 648	43	12	80	58 814	6 126	1 473	991
541	GROCERY STORES	59	54 136	19	6	46	53 709	5 132	1 222	723
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	8	(D)	5	-	6	610	109	27	32
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	1	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	9	(D)	3	1	7	1 116	155	40	44
546	RETAIL BAKERIES	14	(D)	7	4	13	1 379	418	106	131
545, 9	OTHER FOOD STORES	14	2 182	8	1	8	2 000	312	78	61
	AUTOMOTIVE DEALERS									
	TOTAL	54	50 158	10	6	47	46 912	5 832	1 414	671
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	17	38 003	-	1	17	38 003	4 390	1 079	473
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	7	(D)	3	1	6	2 589	177	48	30
553	AUTO AND HOME SUPPLY STORES	15	4 456	-	2	15	4 456	845	186	104
555, 6, 7, 9	MISCELLANEOUS AUTOMOTIVE DEALERS	15	(D)	7	2	9	4 864	420	101	64
	GASOLINE SERVICE STATIONS									
	TOTAL	105	15 832	63	11	100	15 680	1 752	434	497
	APPAREL AND ACCESSORY STORES									
	TOTAL	87	21 158	23	7	80	20 913	3 462	906	724
562	WOMEN'S READY-TO-WEAR STORES	35	(D)	5	3	34	9 505	1 599	413	379
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	7	1 702	2	1	7	1 702	321	104	60
568	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	13	(D)	-	1	12	5 476	861	210	151
565	FAMILY CLOTHING STORES	5	(D)	4	-	3	592	77	26	29
566	SHOE STORES	17	3 114	4	1	17	3 114	496	126	92
564, 9	OTHER APPAREL AND ACCESSORY STORES	9	345	8	1	6	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	95	16 763	42	10	74	16 098	2 508	644	381
5712	FURNITURE STORES	35	6 853	14	4	30	6 778	981	238	132
OTHER 571	HOME FURNISHINGS STORES	29	5 198	13	3	22	4 888	899	258	137
572	HOUSEHOLD APPLIANCE STORES	13	(D)	6	2	12	2 603	284	62	50
573	RADIO, TELEVISION, AND MUSIC STORES	18	(D)	9	1	10	1 829	344	86	62
	EATING AND DRINKING PLACES									
	TOTAL	240	34 836	94	62	217	33 905	8 804	1 765	2 306
5812	EATING PLACES	194	32 355	70	55	180	31 610	8 346	1 658	2 186
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	46	2 481	24	7	37	2 295	458	107	120
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	28	8 890	6	3	28	8 890	1 383	328	243
591 PT.	DRUG STORES	**	**	**	**	28	8 890	1 383	328	243
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	325	(D)	203	26	168	29 851	4 274	1 016	912
592	LIQUOR STORES	30	7 373	9	2	30	7 373	568	131	135
593	USED MERCHANDISE STORES	28	1 170	19	3	12	957	174	30	60
596	NONSTORE RETAILERS	68	3 838	57	2	13	2 909	556	161	100
5961	MAIL-ORDER HOUSES	6	(D)	4	1	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	2	-	3	1 984	378	100	64
5963	DIRECT SELLING	58	1 739	51	1	9	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	13	1 699	4	2	13	1 699	364	82	74
5993	CIGAR STORES AND STANDS	3	(D)	2	1	3	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	129	15 780	72	10	77	14 790	2 250	526	463
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	21	3 695	10	2	16	3 378	451	112	119
5944	JEWELRY STORES	22	3 020	11	1	13	2 886	540	111	67
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	86	9 065	51	7	48	8 526	1 259	303	277
5994, 9	OTHER MISCELLANEOUS RETAIL STORES	52	(D)	39	6	19	1 789	313	72	70

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

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				Sole proprie- torships (number)	Partne- rships (number)					
	SANTA CLARA									
	RETAIL TRADE, TOTAL	711	288 203	302	68	515	283 241	37 416	8 901	5 992
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	23	11 100	7	2	18	10 734	1 146	233	157
52	BUILDING MATERIALS AND SUPPLY STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
521,3	HARDWARE STORES	8	(D)	3	2	6	2 668	379	87	75
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	2	-	2	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	8	(D)	1	-	6	6 555	644	119	63
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	20	39 921	4	-	17	39 797	4 851	1 232	909
53	DEPARTMENT STORES ²	3	(D)	-	-	3	(D)	(D)	(D)	(D)
531	VARIETY STORES	7	6 089	1	-	7	6 089	1 124	273	269
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	10	(D)	3	-	7	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	81	53 527	16	9	74	53 021	5 974	1 434	836
54	GROCERY STORES	62	48 999	6	8	59	48 586	4 871	1 193	704
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	2	(D)	-	-	2	(D)	(D)	(D)	(D)
542	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	5	(D)	4	-	3	398	57	11	9
544	RETAIL BAKERIES	6	1 445	4	-	6	1 445	613	149	80
545,9	OTHER FOOD STORES	4	(D)	1	1	3	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
	TOTAL	46	80 874	12	4	38	80 462	9 222	2 092	775
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	11	67 943	-	-	11	67 943	7 795	1 786	594
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	11	(D)	6	1	8	2 217	125	27	17
552										
553	AUTO AND HOME SUPPLY STORES	14	(D)	2	2	12	4 213	773	189	96
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	10	6 155	4	1	7	6 089	529	90	68
	GASOLINE SERVICE STATIONS									
554	TOTAL	74	11 412	38	8	70	11 327	1 092	277	304
	APPAREL AND ACCESSORY STORES									
	TOTAL	32	6 819	15	1	24	6 693	949	232	214
56	WOMEN'S READY-TO-WEAR STORES	10	(D)	4	-	9	1 779	268	56	53
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	2	-	-	-	-	-	-
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
566	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	7	525	5	-	5	(D)	(D)	(D)	(D)
561	FAMILY CLOTHING STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
565	SHOE STORES	8	(D)	2	1	6	1 440	229	61	39
566	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	70	34 857	18	8	56	34 197	4 972	1 259	660
57	FURNITURE STORES	21	17 522	2	6	18	17 178	2 227	545	263
5712	HOME FURNISHINGS STORES	21	7 427	9	-	13	7 211	1 223	308	167
OTHER 571	HOUSEHOLD APPLIANCE STORES	7	(D)	-	1	6	2 909	490	119	82
572	RADIO, TELEVISION, AND MUSIC STORES	21	(D)	7	1	19	6 899	1 032	287	148
573										
	EATING AND DRINKING PLACES									
	TOTAL	135	20 820	44	16	118	20 135	5 605	1 302	1 478
58	EATING PLACES	101	(D)	29	14	85	16 035	4 538	1 099	1 276
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	34	(D)	15	2	33	4 100	1 067	203	202
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	20	8 697	4	3	20	8 697	1 250	303	235
591	DRUG STORES	**	**	**	**	20	8 697	1 250	303	235
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	210	20 176	144	17	80	18 178	2 355	537	424
59 EX. 591	LIQUOR STORES	19	(D)	7	4	18	5 222	358	92	69
592	USED MERCHANDISE STORES	6	(D)	2	2	4	346	74	22	11
593	NONSTORE RETAILERS	85	5 748	78	1	6	4 994	858	203	116
596	MAIL-ORDER HOUSES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	6	(D)	4	1	1	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	77	4 569	73	-	4	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
598	FLORISTS	10	(D)	8	1	9	650	91	27	41
5992	CIGAR STORES AND STANDS	2	(D)	2	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES	67	7 032	33	6	39	6 578	899	177	178
594	SPORTING GOODS STORES AND BICYCLE SHOPS	13	1 374	8	-	8	(D)	(D)	(D)	(D)
5941	JEWELRY STORES	8	349	5	-	3	(D)	(D)	(D)	(D)
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	46	5 309	20	6	28	5 027	666	126	132
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	21	785	14	3	4	388	75	16	9
5994,9										

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				Sole proprie- torships (number)	Partner- ships (number)					
	SANTA CRUZ									
	RETAIL TRADE, TOTAL	641	152 342	303	85	472	147 661	20 927	4 831	3 968
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	20	4 254	12	2	13	3 880	503	106	83
521,3	BUILDING MATERIALS AND SUPPLY STORES	7	1 092	6	-	6	(D)	(D)	(D)	(D)
525	HARDWARE STORES	8	2 214	3	1	5	2 000	281	63	52
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	2	1	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	12	(D)	3	1	10	18 456	2 993	694	569
531	DEPARTMENT STORES ²	3	16 434	-	1	3	16 434	2 718	623	507
533	VARIETY STORES	6	(D)	3	-	4	1 573	232	62	56
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3	449	-	-	3	449	43	9	6
	FOOD STORES									
54	TOTAL	59	27 766	28	8	44	26 839	2 989	726	411
541	GROCERY STORES	31	24 472	12	3	21	23 751	2 629	633	287
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	5	1 262	3	2	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	4	(D)	1	-	4	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	7	(D)	5	1	5	371	90	19	28
545,9	OTHER FOOD STORES	10	(D)	7	2	9	1 332	112	37	55
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	46	35 641	15	3	43	35 597	4 505	1 006	492
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	18	31 065	-	-	18	31 065	3 956	878	401
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	1 653	4	1	7	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	10	(D)	6	-	10	(D)	(D)	(D)	(D)
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	10	(D)	5	2	8	1 134	138	32	34
	GASOLINE SERVICE STATIONS									
554	TOTAL	66	9 386	26	8	60	9 170	855	202	247
	APPAREL AND ACCESSORY STORES									
56	TOTAL	51	8 320	16	12	45	8 158	1 219	286	270
562	WOMEN'S READY-TO-WEAR STORES	22	(D)	8	5	18	1 657	208	53	61
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	264	1	-	3	264	31	3	6
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	1 165	2	3	9	1 165	81	18	21
565	FAMILY CLOTHING STORES	3	(D)	-	1	3	(D)	(D)	(D)	(D)
566	SHOE STORES	9	(D)	1	3	8	1 316	197	31	25
564,9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	4	-	4	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	41	7 851	15	6	28	7 353	1 015	249	171
5712	FURNITURE STORES	15	4 082	7	3	8	3 803	556	135	89
OTHER 571	HOME FURNISHINGS STORES	7	415	2	2	4	347	36	10	6
572	HOUSEHOLD APPLIANCE STORES	10	(D)	5	-	7	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	9	(D)	1	1	9	(D)	(D)	(D)	(D)
	EATING AND DRINKING PLACES									
58	TOTAL	137	17 855	51	26	127	17 408	4 162	912	1 190
5812	EATING PLACES	111	16 478	44	17	107	16 354	3 962	864	1 139
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	26	1 377	7	9	20	1 054	200	48	51
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	16	(D)	5	1	15	7 668	898	211	145
591 PT.	DRUG STORES	**	**	**	**	15	7 668	898	211	145
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	193	14 849	132	18	87	13 132	1 788	439	390
592	LIQUOR STORES	14	(D)	9	4	13	3 033	188	49	45
593	USED MERCHANDISE STORES	24	1 024	18	1	7	766	166	39	32
596	NONSTORE RETAILERS	52	2 189	48	-	5	1 476	179	45	28
5961	MAIL-ORDER HOUSES	4	(D)	2	-	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	5	(D)	4	-	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	43	690	42	-	1	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
5992	FLORISTS	9	(D)	5	-	7	460	113	22	22
5993	CIGAR STORES AND STANDS	2	(D)	1	1	1	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	65	6 215	33	9	43	5 878	896	222	213
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	13	1 248	4	3	10	1 162	151	37	38
5944	JEWELRY STORES	9	1 031	6	-	5	940	160	36	32
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	43	3 936	23	6	28	3 776	585	149	143
5994,9	OTHER MISCELLANEOUS RETAIL STORES	25	1 107	17	3	9	793	135	32	28

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²Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Part- ners- hips (number)					
	SANTA MONICA									
	RETAIL TRADE, TOTAL	1 092	388 272	530	115	758	380 347	48 061	11 566	8 005
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	30	7 816	12	3	21	7 647	1 223	290	157
521,3	BUILDING MATERIALS AND SUPPLY STORES	16	6 338	4	2	13	6 252	970	227	112
525	HARDWARE STORES	10	1 336	5	1	6	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	142	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	21	38 494	9	1	14	38 368	5 145	1 267	984
531	DEPARTMENT STORES ²	3	33 953	-	-	3	33 953	4 485	1 112	815
533	VARIETY STORES	6	(D)	3	-	3	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	12	(D)	6	1	8	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	74	54 307	30	7	53	53 535	5 975	1 436	897
541	GROCERY STORES	42	49 164	17	4	30	48 606	4 989	1 217	679
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	4	(D)	3	-	3	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	7	591	2	1	5	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	9	(D)	2	2	8	882	256	57	58
545,9	OTHER FOOD STORES	11	2 043	5	-	7	1 897	437	83	93
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	70	134 798	23	9	51	133 741	11 057	2 893	1 001
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	20	(D)	1	-	18	120 078	9 401	2 496	762
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	14	(D)	6	2	9	3 622	226	52	24
553	AUTO AND HOME SUPPLY STORES	20	4 982	6	5	16	4 850	686	169	110
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	16	5 330	10	2	8	5 191	744	176	105
	GASOLINE SERVICE STATIONS									
554	TOTAL	67	17 020	32	5	63	16 901	1 584	373	312
	APPAREL AND ACCESSORY STORES									
56	TOTAL	113	26 186	39	15	92	25 704	3 481	839	738
562	WOMEN'S READY-TO-WEAR STORES	38	12 088	15	4	33	12 032	1 360	313	272
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	(D)	2	1	7	1 006	148	38	37
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	21	(D)	5	2	19	6 273	1 007	253	169
565	FAMILY CLOTHING STORES	7	(D)	3	1	4	(D)	(D)	(D)	(D)
566	SHOE STORES	22	4 157	5	2	19	4 070	664	154	120
564,9	OTHER APPAREL AND ACCESSORY STORES	17	1 165	9	5	10	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	96	22 984	42	11	75	22 164	3 516	678	473
5712	FURNITURE STORES	25	6 922	7	4	21	6 777	935	190	106
OTHER 571	HOME FURNISHINGS STORES	25	3 569	12	5	19	3 360	558	136	104
572	HOUSEHOLD APPLIANCE STORES	13	4 910	8	1	10	4 781	508	121	61
573	RADIO, TELEVISION, AND MUSIC STORES	33	7 583	15	1	25	7 246	1 515	231	202
	EATING AND DRINKING PLACES									
58	TOTAL	219	34 453	91	26	183	33 781	9 297	2 147	2 151
5812	EATING PLACES	164	29 573	71	22	132	28 960	8 018	1 851	1 872
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	55	4 880	20	4	51	4 821	1 279	296	279
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	35	10 872	9	3	32	10 749	1 602	397	274
591 PT.	DRUG STORES	**	**	**	**	32	10 749	1 602	397	274
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	367	41 342	243	35	174	37 757	5 181	1 246	1 018
592	LIQUOR STORES	30	9 960	9	10	30	9 960	805	173	137
593	USED MERCHANDISE STORES	28	1 921	18	2	12	1 590	405	76	70
596	NONSTORE RETAILERS	92	7 115	78	-	18	6 208	768	216	146
5961	MAIL-ORDER HOUSES	13	(D)	7	-	7	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	7	(D)	5	-	3	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	72	3 822	66	-	8	3 080	439	126	87
598	FUEL AND ICE DEALERS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	13	(D)	5	5	11	577	94	21	22
5993	CIGAR STORES AND STANDS	3	381	2	1	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	130	16 879	82	10	70	15 878	2 339	566	495
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	21	4 473	11	2	12	4 294	546	129	89
5944	JEWELRY STORES	19	2 204	9	2	13	2 055	449	118	67
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	90	10 202	62	6	45	9 529	1 344	319	339
5994,9	OTHER MISCELLANEOUS RETAIL STORES	69	4 319	47	7	30	3 213	727	183	138

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	SANTA ROSA									
	RETAIL TRADE, TOTAL	905	251 394	432	101	662	244 729	32 249	7 436	5 573
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	42	9 254	21	5	27	8 522	1 163	212	160
521,3	BUILDING MATERIALS AND SUPPLY STORES	24	6 936	10	4	16	6 336	874	173	115
525	HARDWARE STORES	9	1 861	5	-	8	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	300	2	1	3	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	4	157	4	-	-	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	18	52 264	3	1	14	52 209	6 788	1 550	1 134
531	DEPARTMENT STORES ²	4	(D)	-	-	4	(D)	(D)	(D)	(D)
533	VARIETY STORES	8	4 621	1	-	8	4 621	696	168	182
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	2	1	2	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	117	58 088	40	19	96	56 843	5 827	1 377	812
541	GROCERY STORES	76	52 838	19	15	67	52 048	5 108	1 213	661
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	9	(D)	6	-	7	727	88	22	13
543	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
544	CANDY, NUT, AND CONFECTIONERY STORES	7	530	4	1	4	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	8	(D)	3	-	6	638	220	47	54
545,9	OTHER FOOD STORES	15	1 642	7	3	11	1 397	202	49	49
	AUTOMOTIVE DEALERS									
	TOTAL	39	33 243	16	4	30	32 867	4 148	999	414
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	10	26 083	-	1	10	26 083	3 341	805	296
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	8	1 271	7	-	5	1 084	80	19	10
553	AUTO AND HOME SUPPLY STORES	14	3 658	6	1	11	3 547	444	111	76
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	7	2 231	3	2	4	2 153	263	64	32
	GASOLINE SERVICE STATIONS									
	TOTAL	139	18 493	60	13	131	18 184	1 759	379	445
	APPAREL AND ACCESSORY STORES									
	TOTAL	50	14 930	14	4	45	14 781	2 261	561	501
562	WOMEN'S READY-TO-WEAR STORES	22	(D)	6	1	21	3 616	524	119	130
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	4	432	1	-	4	432	83	21	18
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	8	(D)	-	2	7	2 407	379	89	74
565	FAMILY CLOTHING STORES	3	(D)	-	1	3	(D)	(D)	(D)	(D)
566	SHOE STORES	8	1 398	3	-	7	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	5	(D)	4	-	3	340	39	10	15
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	67	11 680	32	7	48	11 165	1 672	413	263
5712	FURNITURE STORES	18	4 001	9	3	14	3 919	535	123	74
OTHER 571	HOME FURNISHINGS STORES	16	(D)	11	-	8	1 466	377	93	44
572	HOUSEHOLD APPLIANCE STORES	12	1 778	8	2	7	1 672	230	56	48
573	RADIO, TELEVISION, AND MUSIC STORES	21	(D)	4	2	19	4 108	530	141	97
	EATING AND DRINKING PLACES									
	TOTAL	154	15 463	66	31	132	14 882	3 707	789	913
5812	EATING PLACES	118	12 897	49	24	100	12 541	3 176	666	802
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	36	2 566	17	7	32	2 341	531	123	111
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	22	(D)	5	2	21	17 409	2 066	479	349
591 PT.	DRUG STORES	**	**	**	**	21	17 409	2 066	479	349
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	257	(D)	175	15	118	17 867	2 858	677	582
592	LIQUOR STORES	14	1 882	5	2	14	1 882	136	35	38
593	USED MERCHANDISE STORES	17	677	13	1	7	(D)	(D)	(D)	(D)
596	NONSTORE RETAILERS	87	3 982	80	1	11	2 682	550	149	92
5961	MAIL-ORDER HOUSES	4	(D)	3	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	10	(D)	7	1	6	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	73	1 897	70	-	4	729	142	50	28
598	FUEL AND ICE DEALERS	6	(D)	2	-	4	(D)	(D)	(D)	(D)
5992	FLORISTS	8	(D)	4	1	7	768	166	30	29
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	84	9 799	44	5	54	9 072	1 192	267	274
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	16	(D)	3	3	14	1 995	283	79	56
5944	JEWELRY STORES	19	(D)	13	-	11	1 825	244	51	40
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	49	5 582	28	2	29	5 252	665	137	178
5994,9	OTHER MISCELLANEOUS RETAIL STORES	41	1 961	27	5	21	1 589	331	78	53

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TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partne- rships (number)					
	STOCKTON									
	RETAIL TRADE, TOTAL	1 189	359 103	543	180	914	350 937	47 443	11 018	8 552
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	31	12 420	10	7	25	12 136	1 400	324	187
52	BUILDING MATERIALS AND SUPPLY STORES	19	10 307	5	4	16	10 235	1 103	257	130
521,3	HARDWARE STORES	6	1 208	3	1	5	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	(D)	1	2	4	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	1	(D)	1	-	-	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	23	77 911	6	3	16	77 783	10 637	2 438	1 881
53	DEPARTMENT STORES ²	7	(D)	-	-	7	(D)	(D)	(D)	(D)
531	VARIETY STORES	8	(D)	1	2	6	3 917	555	138	151
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	788	5	1	3	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	153	58 143	72	25	110	55 560	5 732	1 368	894
54	GROCERY STORES	102	52 124	46	16	74	50 261	4 937	1 188	740
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	16	3 054	3	8	13	2 747	236	55	50
542	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
543	RETAIL BAKERIES	10	650	7	-	3	(D)	(D)	(D)	(D)
544	OTHER FOOD STORES	11	1 082	6	-	8	1 038	372	83	61
545,9		11	(D)	5	1	10	1 057	131	25	31
	AUTOMOTIVE DEALERS									
	TOTAL	85	76 426	27	13	72	75 718	8 653	2 068	1 004
55 Ex. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	16	61 636	1	-	16	61 636	7 072	1 661	756
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	26	6 240	10	8	21	5 646	337	88	64
552										
553	AUTO AND HOME SUPPLY STORES	32	7 440	8	5	29	7 390	1 177	294	167
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	11	1 110	8	-	6	1 046	67	25	17
	GASOLINE SERVICE STATIONS									
	TOTAL	135	22 423	56	21	128	21 933	2 295	536	547
	APPAREL AND ACCESSORY STORES									
	TOTAL	74	20 200	25	5	62	19 815	3 247	766	677
56	WOMEN'S READY-TO-WEAR STORES	25	(D)	8	1	24	9 027	1 429	338	351
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
563	FURRIERS AND FUR SHOPS	4	(D)	2	-	2	(D)	(D)	(D)	(D)
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	14	(D)	3	3	12	4 747	894	215	146
561	FAMILY CLOTHING STORES	6	(D)	4	-	4	2 529	477	105	90
565	SHOE STORES	17	(D)	4	1	16	2 912	373	93	73
566	OTHER APPAREL AND ACCESSORY STORES	6	164	4	-	2	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	69	21 457	23	10	60	21 119	2 973	718	445
57	FURNITURE STORES	22	(D)	3	3	21	14 435	2 102	514	308
5712	HOME FURNISHINGS STORES	15	1 527	7	2	12	1 387	183	42	24
OTHER 571	HOUSEHOLD APPLIANCE STORES	15	2 817	6	2	12	2 685	407	95	67
572	RADIO, TELEVISION, AND MUSIC STORES	17	(D)	7	3	15	2 612	281	67	46
573										
	EATING AND DRINKING PLACES									
	TOTAL	281	27 698	131	49	248	26 988	6 599	1 461	1 742
58	EATING PLACES	195	22 213	91	28	177	21 870	5 486	1 217	1 485
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	86	5 485	40	21	71	5 118	1 113	244	257
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	40	9 889	11	6	40	9 889	1 703	399	367
591	DRUG STORES	**	**	**	**	40	9 889	1 703	399	367
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	298	32 536	182	41	153	29 996	4 204	940	808
59 Ex. 591	LIQUOR STORES	36	8 790	10	16	33	8 700	634	154	131
592	USED MERCHANDISE STORES	20	4 858	13	1	14	4 809	790	188	178
593	NONSTORE RETAILERS	88	3 302	75	5	13	2 576	401	92	67
596	MAIL-ORDER HOUSES	4	(D)	2	1	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	14	1 880	8	3	8	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	70	(D)	65	1	4	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	4	(D)	1	-	2	(D)	(D)	(D)	(D)
598	FLORISTS	12	(D)	8	1	11	(D)	(D)	(D)	(D)
5992	CIGAR STORES AND STANDS	-	(D)	-	-	-	-	-	-	-
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	80	10 513	38	12	57	9 989	1 685	350	296
594	SPORTING GOODS STORES AND BICYCLE SHOPS	21	2 829	11	5	18	2 649	432	62	58
5941	JEWELRY STORES	16	2 959	3	3	12	2 839	582	125	101
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	43	4 725	24	4	27	4 501	671	163	137
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	5	3 143	37	6	23	2 035	349	88	67
5994,9										

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				Sole proprie- torships (number)	Partner- ships (number)					
	SUNNYVALE									
	RETAIL TRADE, TOTAL	565	181 826	250	76	402	179 024	23 442	5 647	3 798
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	20	11 452	8	2	12	11 303	1 595	359	187
521,3	BUILDING MATERIALS AND SUPPLY STORES	9	(D)	3	1	4	(D)	(D)	(D)	(D)
525	HARDWARE STORES	8	6 026	4	-	5	5 944	793	166	97
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	1	(D)	-	1	1	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	7	9 936	-	-	7	9 936	1 450	325	273
531	DEPARTMENT STORES ²	2	(D)	-	-	2	(D)	(D)	(D)	(D)
533	VARIETY STORES	5	(D)	-	-	5	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	-	-	-	-	-	-	-	-	-
	FOOD STORES									
54	TOTAL	58	42 130	19	7	50	41 850	4 243	1 011	521
541	GROCERY STORES	32	(D)	2	5	30	39 062	3 861	918	429
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	6	(D)	3	-	5	1 380	156	36	28
543	CANDY, NUT, AND CONFECTIONERY STORES	1	(D)	1	-	1	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	2	(D)	7	2	9	632	151	37	49
546	OTHER FOOD STORES	11	(D)	7	2	9	(D)	(D)	(D)	(D)
545,9	TOTAL	6	415	5	-	4	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	35	62 207	9	5	30	62 075	7 434	1 826	721
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	12	56 321	-	-	12	56 321	6 659	1 604	602
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	6	(D)	2	2	5	1 739	174	49	25
553	AUTO AND HOME SUPPLY STORES	14	(D)	4	3	13	4 015	601	173	94
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	3	(D)	3	-	-	-	-	-	-
	GASOLINE SERVICE STATIONS									
554	TOTAL	75	13 540	31	8	70	13 308	1 228	297	355
	APPAREL AND ACCESSORY STORES									
56	TOTAL	40	6 012	10	6	36	5 894	848	201	216
562	WOMEN'S READY-TO-WEAR STORES	14	(D)	5	2	13	1 044	142	30	41
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	3	23	2	-	1	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	6	(D)	1	2	6	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
566	SHOE STORES	11	1 697	1	2	11	1 697	232	61	52
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	-	-	2	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	23	3 549	10	3	14	3 291	379	94	74
5712	FURNITURE STORES	6	(D)	2	2	4	660	42	11	18
OTHER 571	HOME FURNISHINGS STORES	7	(D)	5	-	3	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	7	(D)	1	1	6	1 471	169	41	21
	EATING AND DRINKING PLACES									
58	TOTAL	106	15 003	32	24	100	14 765	3 864	954	998
5812	EATING PLACES	77	(D)	26	15	73	12 316	3 214	782	850
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	29	(D)	6	9	27	2 449	650	172	148
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	17	(D)	3	5	16	4 693	819	210	169
591 PT.	DRUG STORES	**	**	**	**	16	4 693	819	210	169
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	184	(D)	128	16	67	11 909	1 582	370	284
592	LIQUOR STORES	18	5 143	3	5	18	5 143	378	93	63
593	USED MERCHANDISE STORES	9	316	8	-	3	288	68	18	13
596	NONSTORE RETAILERS	80	1 112	75	1	5	404	79	21	17
5961	MAIL-ORDER HOUSES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	-	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	75	694	74	-	2	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	8	(D)	3	-	6	772	202	42	48
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	43	4 922	20	6	25	4 492	743	168	115
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	12	2 080	5	2	6	1 970	271	60	28
5944	JEWELRY STORES	11	1 095	7	1	5	873	167	34	29
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	20	1 747	9	3	14	1 649	305	74	58
5994,9	OTHER MISCELLANEOUS RETAIL STORES	26	994	18	8	10	810	112	28	28

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 1 Includes only establishments for which legal form of organization is known. See appendix A for additional information.
 2 Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	TORRANCE									
	RETAIL TRADE, TOTAL	1 211	517 504	545	112	862	509 695	67 306	15 989	12 578
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	36	14 151	9	6	29	13 930	1 819	397	241
521,3	BUILDING MATERIALS AND SUPPLY STORES	19	(D)	5	3	14	10 123	1 182	235	131
525	HARDWARE STORES	11	(D)	2	2	9	2 170	310	84	61
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	5	(D)	2	1	5	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	25	147 225	5	-	21	147 206	19 156	4 448	3 588
531	DEPARTMENT STORES ²	10	140 591	-	-	10	140 591	17 910	4 145	3 247
533	VARIETY STORES	9	(D)	1	-	9	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	4	-	2	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	112	92 499	43	9	82	91 298	9 529	2 303	1 506
541	GROCERY STORES	57	84 303	14	4	46	83 583	8 291	2 006	1 146
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	11	4 123	6	-	7	4 036	438	115	90
543	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	3	-	2	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	11	(D)	3	3	9	(D)	(D)	(D)	(D)
546	OTHER FOOD STORES	13	1 286	7	1	8	1 147	395	88	108
545,9	OTHER FOOD STORES	17	1 748	10	1	10	1 533	278	57	113
	AUTOMOTIVE DEALERS									
55 Ex. 554	TOTAL	71	93 468	31	3	50	92 871	10 250	2 481	976
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	15	84 395	1	-	15	84 395	9 111	2 207	809
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	10	1 454	6	-	5	1 125	75	17	8
553	AUTO AND HOME SUPPLY STORES	25	4 282	10	1	20	4 175	717	170	114
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	21	3 337	14	2	10	3 176	347	87	45
	GASOLINE SERVICE STATIONS									
554	TOTAL	115	22 390	53	16	111	22 091	2 267	736	708
	APPAREL AND ACCESSORY STORES									
56	TOTAL	136	35 964	39	11	120	35 333	4 739	1 136	1 125
562	WOMEN'S READY-TO-WEAR STORES	50	17 819	17	5	47	17 722	2 174	545	589
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	15	1 032	5	1	12	968	122	30	-
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	28	(D)	3	3	27	7 753	1 121	247	196
565	FAMILY CLOTHING STORES	8	(D)	3	-	6	2 167	366	82	78
566	SHOE STORES	24	(D)	4	-	22	5 407	788	193	182
564,9	OTHER APPAREL AND ACCESSORY STORES	11	1 444	7	2	6	1 316	168	39	50
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	85	26 069	27	10	66	25 340	3 077	739	463
5712	FURNITURE STORES	29	8 835	12	4	21	8 417	1 071	233	136
OTHER 571	HOME FURNISHINGS STORES	18	3 699	7	3	11	3 445	497	117	60
572	HOUSEHOLD APPLIANCE STORES	11	(D)	5	-	9	4 411	409	96	52
573	RADIO, TELEVISION, AND MUSIC STORES	27	(D)	3	3	25	9 067	1 100	293	215
	EATING AND DRINKING PLACES									
58	TOTAL	212	35 103	75	27	188	34 269	8 970	2 105	2 496
5812	EATING PLACES	164	(D)	56	24	142	30 727	8 163	1 913	2 268
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	48	(D)	19	3	46	3 542	807	192	228
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	30	15 596	8	3	30	15 596	2 449	592	374
591 PT.	DRUG STORES	**	**	**	**	29	(D)	(D)	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	**	**	1	(D)	(D)	(D)	(D)
	MISCELLANEOUS RETAIL STORES									
59 Ex. 591	TOTAL	389	35 039	255	27	165	31 761	5 050	1 052	1 101
592	LIQUOR STORES	33	6 780	15	4	30	6 458	571	120	112
593	USED MERCHANDISE STORES	16	761	8	3	7	671	112	25	28
596	NONSTORE RETAILERS	144	8 478	130	2	12	7 156	1 606	273	373
5961	MAIL-ORDER HOUSES	1	(D)	-	-	-	-	-	-	-
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	10	(D)	5	-	5	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	133	8 377	125	2	7	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	2	(D)	1	-	-	-	-	-	-
5992	FLORISTS	18	1 028	11	-	11	906	188	44	51
5993	CIGAR STORES AND STANDS	4	282	2	-	4	282	39	10	8
594	MISCELLANEOUS SHOPPING GOODS STORES	117	14 459	56	12	76	13 649	1 987	444	415
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	16	3 603	7	3	10	3 401	371	89	61
5944	JEWELRY STORES	27	3 250	10	3	20	3 069	536	128	101
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	74	7 606	39	6	46	7 179	1 080	227	253
5994,9	OTHER MISCELLANEOUS RETAIL STORES	55	(D)	32	6	25	2 639	547	136	114

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² Includes sales from catalog order desks.

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				Sole proprie- torships (number)	Partne- rships (number)					
	VALLEJO									
	RETAIL TRADE, TOTAL	599	183 798	280	71	458	178 941	25 470	6 130	4 161
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	27	10 605	10	2	22	10 549	1 208	355	134
52	BUILDING MATERIALS AND SUPPLY STORES	15	(D)	5	1	13	3 797	704	142	69
521,3	HARDWARE STORES	6	693	3	1	4	(D)	(D)	(D)	(D)
525	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
526	MOBILE HOME DEALERS	3	(D)	2	-	2	(D)	(D)	(D)	(D)
527										
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	14	30 774	2	1	11	30 704	5 160	1 189	770
53	DEPARTMENT STORES ²	5	28 004	-	-	5	28 004	4 727	1 089	679
531	VARIETY STORES	5	(D)	-	-	5	(D)	(D)	(D)	(D)
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	2	1	1	(D)	(D)	(D)	(D)
539										
	FOOD STORES									
	TOTAL	69	37 650	30	10	50	36 126	3 959	967	461
54	GROCERY STORES	47	34 468	17	4	38	33 811	3 567	872	393
541	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	12	(D)	-	4	4	788	48	16	6
542	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	2	-	2	(D)	(D)	(D)	(D)
543	RETAIL BAKERIES	3	639	1	-	2	(D)	(D)	(D)	(D)
544	OTHER FOOD STORES	5	(D)	2	2	4	615	59	13	13
545,9										
	AUTOMOTIVE DEALERS									
	TOTAL	48	39 302	16	5	36	38 536	4 671	1 168	465
55 EX. 554	MOTOR VEHICLE DEALERS--NEW AND USED CARS	13	31 593	-	1	13	31 593	3 909	972	344
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	9	1 898	6	1	5	1 544	61	16	12
552										
553	AUTO AND HOME SUPPLY STORES	16	3 212	5	3	11	2 896	399	92	54
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	10	2 599	5	-	7	2 503	302	88	55
	GASOLINE SERVICE STATIONS									
	TOTAL	68	11 926	34	5	62	11 573	1 126	276	296
	APPAREL AND ACCESSORY STORES									
	TOTAL	39	4 982	12	4	33	4 632	719	165	137
56	WOMEN'S READY-TO-WEAR STORES	13	(D)	4	2	12	1 814	267	63	57
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	1	(D)	1	-	1	-	-	-	-
563	FURRIERS AND FUR SHOPS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
568	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	6	1 312	2	-	6	1 312	169	36	22
561	FAMILY CLOTHING STORES	3	(D)	2	2	2	(D)	(D)	(D)	(D)
565	SHOE STORES	10	(D)	1	-	10	(D)	(D)	(D)	(D)
566	OTHER APPAREL AND ACCESSORY STORES	5	135	4	-	2	(D)	(D)	(D)	(D)
564,9										
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	47	10 803	22	6	34	10 299	1 729	423	234
57	FURNITURE STORES	14	5 704	4	2	14	5 704	814	211	111
5712	HOME FURNISHINGS STORES	13	(D)	8	-	8	1 502	309	76	38
OTHER 571	HOUSEHOLD APPLIANCE STORES	7	(D)	2	1	6	1 565	242	58	43
572	RADIO, TELEVISION, AND MUSIC STORES	13	1 757	8	3	6	1 528	364	78	46
573										
	EATING AND DRINKING PLACES									
	TOTAL	138	16 618	60	20	125	16 344	4 460	1 016	1 192
58	EATING PLACES	87	13 770	37	10	80	13 642	3 749	843	1 011
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	51	2 848	23	10	45	2 702	711	173	181
5813										
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	11	9 124	3	2	11	9 124	1 042	242	173
591	DRUG STORES	**	**	**	**	11	9 124	1 042	242	173
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
591 PT.										
	MISCELLANEOUS RETAIL STORES									
	TOTAL	138	12 014	91	16	74	11 054	1 396	329	299
59 EX. 591	LIQUOR STORES	17	(D)	6	7	16	2 941	240	61	53
592	USED MERCHANDISE STORES	17	559	13	-	8	489	120	29	29
593	NONSTORE RETAILERS	40	1 636	35	-	6	1 199	139	36	22
596	MAIL-ORDER HOUSES	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5961	AUTOMATIC MERCHANDISING MACHINE OPERATORS	3	(D)	1	-	2	(D)	(D)	(D)	(D)
5962	DIRECT SELLING	36	707	34	-	3	(D)	(D)	(D)	(D)
5963	FUEL AND ICE DEALERS	2	(D)	1	-	2	(D)	(D)	(D)	(D)
598	FLORISTS	4	(D)	2	1	3	528	80	17	18
5992	CIGAR STORES AND STANDS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
5993										
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	40	4 994	21	5	30	4 822	635	150	145
594	SPORTING GOODS STORES AND BICYCLE SHOPS	7	633	2	3	7	633	63	12	18
5941	JEWELRY STORES	12	(D)	4	2	10	2 392	373	88	67
5944	OTHER MISCELLANEOUS SHOPPING GOODS STORES	21	(D)	15	-	13	1 797	199	50	60
OTHER 594	OTHER MISCELLANEOUS RETAIL STORES	17	(D)	12	3	6	615	113	20	17
5994,9										

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				Sole proprietorships (number)	Partnerships (number)					
	VENTURA (SAN BUENAVENTURA)									
	RETAIL TRADE, TOTAL	594	205 614	280	64	441	201 630	27 297	6 405	4 889
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	25	8 424	13	1	18	7 896	911	229	167
521,3	BUILDING MATERIALS AND SUPPLY STORES	13	5 199	6	-	10	5 146	685	171	124
525	HARDWARE STORES	5	425	4	1	2	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	2	(D)	1	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	5	(D)	2	-	4	2 152	149	41	27
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	13	(D)	-	1	12	44 112	6 193	1 412	1 132
531	DEPARTMENT STORES ²	6	38 499	-	-	6	38 499	5 545	1 273	1 011
533	VARIETY STORES	3	(D)	-	-	3	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	4	(D)	-	1	3	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	41	31 929	12	5	30	31 389	3 255	748	483
541	GROCERY STORES	27	30 849	6	5	21	30 436	3 016	692	416
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	1	(D)	1	-	-	-	-	-	-
543	CANDY, NUT, AND CONFECTIONERY STORES	2	(D)	1	-	1	(D)	(D)	(D)	(D)
544	RETAIL BAKERIES	7	(D)	3	-	6	526	177	38	44
545,9	OTHER FOOD STORES	4	282	1	-	2	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 Ex, 554	TOTAL	48	49 981	11	6	43	49 873	5 286	1 239	532
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	14	39 070	-	1	14	39 070	4 061	977	384
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	3	1 345	1	-	3	1 345	156	32	17
553	AUTO AND HOME SUPPLY STORES	15	(D)	2	3	14	3 792	689	162	89
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	16	(D)	8	2	12	5 666	380	68	42
	GASOLINE SERVICE STATIONS									
554	TOTAL	66	13 303	28	10	59	12 811	1 210	305	270
	APPAREL AND ACCESSORY STORES									
56	TOTAL	44	10 316	17	4	34	10 121	1 597	370	291
562	WOMEN'S READY-TO-WEAR STORES	16	3 991	7	3	13	3 921	602	138	116
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	2	-	3	279	53	9	9
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	4	(D)	1	-	3	(D)	(D)	(D)	(D)
565	FAMILY CLOTHING STORES	5	2 853	2	-	5	2 853	455	97	77
566	SHOE STORES	12	1 648	4	-	9	1 542	234	58	49
564,9	OTHER APPAREL AND ACCESSORY STORES	2	(D)	1	1	1	(D)	(D)	(D)	(D)
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	55	11 814	26	4	47	11 597	1 713	418	250
5712	FURNITURE STORES	12	(D)	4	-	11	4 451	648	166	96
OTHER 571	HOME FURNISHINGS STORES	17	2 684	8	2	13	(D)	(D)	(D)	(D)
572	HOUSEHOLD APPLIANCE STORES	5	1 312	3	1	3	(D)	(D)	(D)	(D)
573	RADIO, TELEVISION, AND MUSIC STORES	21	(D)	11	1	20	3 316	453	119	80
	EATING AND DRINKING PLACES									
58	TOTAL	123	14 782	59	17	105	14 347	4 044	962	1 165
5812	EATING PLACES	95	12 965	44	14	83	12 684	3 628	843	1 043
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	28	1 817	15	3	22	1 663	416	119	122
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	14	(D)	5	2	13	7 427	1 193	290	196
591 PT.	DRUG STORES	**	**	**	**	13	7 427	1 193	290	196
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 Ex, 591	TOTAL	165	(D)	109	14	80	12 057	1 895	432	403
592	LIQUOR STORES	16	(D)	3	2	16	(D)	(D)	(D)	(D)
593	USED MERCHANDISE STORES	13	986	9	1	8	917	228	48	61
596	NONSTORE RETAILERS	50	1 095	45	3	6	611	184	47	32
5961	MAIL-ORDER HOUSES	3	(D)	2	1	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	5	(D)	4	1	2	(D)	(D)	(D)	(D)
5963	DIRECT SELLING	42	780	39	1	3	343	135	35	17
598	FUEL AND ICE DEALERS	1	(D)	-	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	8	295	6	-	4	281	49	12	11
5993	CIGAR STORES AND STANDS	-	-	-	-	-	-	-	-	-
594	MISCELLANEOUS SHOPPING GOODS STORES	49	5 257	24	5	34	4 913	746	174	182
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	20	(D)	11	3	13	1 691	270	68	83
5944	JEWELRY STORES	9	(D)	3	1	7	1 266	280	65	52
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	20	2 047	10	1	14	1 956	196	41	47
5994,9	OTHER MISCELLANEOUS RETAIL STORES	28	2 331	22	3	11	1 830	367	84	49

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
 1 Includes only establishments for which legal form of organization is known. See appendix A for additional information.
 2 Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprietorships (number)	Partner- ships (number)					
	WEST HOLLYWOOD (U)									
	RETAIL TRADE, TOTAL	585	108 198	283	71	346	102 346	18 646	4 206	3 250
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
52	TOTAL	18	3 230	11	3	9	2 910	512	143	65
521,3	BUILDING MATERIALS AND SUPPLY STORES	10	1 761	5	2	5	1 586	297	96	40
525	HARDWARE STORES	4	(D)	3	1	2	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	-	-	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
53	TOTAL	11	380	8	1	3	248	32	5	8
531	DEPARTMENT STORES ²	-	-	-	-	-	-	-	-	-
533	VARIETY STORES	3	(D)	1	1	2	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	8	(D)	7	-	1	(D)	(D)	(D)	(D)
	FOOD STORES									
54	TOTAL	43	32 432	16	5	34	32 084	4 467	1 100	700
541	GROCERY STORES	15	(D)	3	3	13	23 891	2 729	679	336
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV. FRUIT STORES AND VEGETABLE MARKETS	8	1 425	4	1	5	1 303	153	42	24
543	CANDY, NUT, AND CONFECTIONERY STORES	-	(D)	-	-	-	-	-	-	-
544	RETAIL BAKERIES	8	(D)	4	1	7	(D)	(D)	(D)	(D)
545,9	OTHER FOOD STORES	10	928	5	-	7	(D)	(D)	(D)	(D)
	AUTOMOTIVE DEALERS									
55 EX. 554	TOTAL	9	(D)	2	-	7	2 977	359	91	36
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	2	(D)	1	-	1	(D)	(D)	(D)	(D)
553	AUTO AND HOME SUPPLY STORES	3	514	-	-	3	514	101	23	12
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	2	(D)	1	-	1	(D)	(D)	(D)	(D)
	GASOLINE SERVICE STATIONS									
554	TOTAL	24	(D)	11	4	23	6 291	598	141	112
	APPAREL AND ACCESSORY STORES									
56	TOTAL	78	9 927	30	10	49	9 352	1 396	310	275
562	WOMEN'S READY-TO-WEAR STORES	29	3 789	10	2	19	3 635	535	122	102
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	(D)	2	-	3	(D)	(D)	(D)	(D)
568	FURRIERS AND FUR SHOPS	-	(D)	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	16	2 701	6	2	13	2 653	364	85	69
565	FAMILY CLOTHING STORES	12	1 525	6	2	5	1 375	188	28	33
566	SHOE STORES	5	(D)	2	1	3	(D)	(D)	(D)	(D)
564,9	OTHER APPAREL AND ACCESSORY STORES	11	915	4	3	6	801	175	46	24
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
57	TOTAL	78	12 346	31	9	48	11 433	1 601	384	279
5712	FURNITURE STORES	25	2 834	10	3	15	2 392	340	76	43
OTHER 571	HOME FURNISHINGS STORES	39	7 765	13	5	27	7 448	1 008	246	189
572	HOUSEHOLD APPLIANCE STORES	3	(D)	3	-	-	-	-	-	-
573	RADIO, TELEVISION, AND MUSIC STORES	11	(D)	5	1	6	1 593	253	62	47
	EATING AND DRINKING PLACES									
58	TOTAL	105	24 150	26	13	92	23 901	7 668	1 599	1 449
5812	EATING PLACES	80	20 288	19	11	70	20 069	6 496	1 383	1 223
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	25	3 862	7	2	22	3 832	1 172	216	226
	DRUG STORES AND PROPRIETARY STORES									
591	TOTAL	7	2 279	1	-	7	2 279	549	105	89
591 PT.	DRUG STORES	**	**	**	**	7	2 279	549	105	89
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
59 EX. 591	TOTAL	212	14 001	147	26	74	10 871	1 464	328	237
592	LIQUOR STORES	14	3 163	7	3	9	2 797	297	64	48
593	USED MERCHANDISE STORES	36	1 434	26	4	12	1 007	115	21	23
596	NONSTORE RETAILERS	55	2 654	45	1	6	1 773	439	104	56
5961	MAIL-ORDER HOUSES	6	1 382	1	-	2	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	2	(D)	2	-	-	-	-	-	-
5963	DIRECT SELLING	47	(D)	42	1	4	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	1	(D)	1	-	1	(D)	(D)	(D)	(D)
5992	FLORISTS	7	(D)	2	4	6	875	131	28	20
5993	CIGAR STORES AND STANDS	2	(D)	-	-	2	(D)	(D)	(D)	(D)
594	MISCELLANEOUS SHOPPING GOODS STORES	63	3 047	46	7	24	2 403	272	58	52
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	2	(D)	2	-	1	(D)	(D)	(D)	(D)
5944	JEWELRY STORES	8	(D)	8	-	1	(D)	(D)	(D)	(D)
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	53	2 425	36	7	22	(D)	(D)	(D)	(D)
5994,9	OTHER MISCELLANEOUS RETAIL STORES	34	(D)	20	7	14	1 941	204	51	35

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. U Unincorporated place.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 5. Cities With 500 Establishments or More: 1972—Continued

1972 SIC code	City and kind of business	All Establishments				Establishments with payroll				
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
				Sole proprie- torships (number)	Partner- ships (number)					
	WHITTIER									
	RETAIL TRADE, TOTAL	697	267 124	357	60	478	261 061	34 033	8 269	6 309
	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS									
	TOTAL	23	9 344	10	4	11	8 823	1 401	322	217
521,3	BUILDING MATERIALS AND SUPPLY STORES	11	7 558	2	3	7	7 369	1 129	261	165
525	HARDWARE STORES	7	(D)	5	1	2	(D)	(D)	(D)	(D)
526	RETAIL NURSERIES, LAWN AND GARDEN SUPPLY STORES	4	(D)	3	-	2	(D)	(D)	(D)	(D)
527	MOBILE HOME DEALERS	1	(D)	-	-	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES									
	TOTAL	13	44 682	5	1	9	44 650	6 074	1 428	1 327
531	DEPARTMENT STORES ²	5	(D)	-	-	5	(D)	(D)	(D)	(D)
533	VARIETY STORES	2	(D)	1	1	1	(D)	(D)	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	6	(D)	4	-	3	(D)	(D)	(D)	(D)
	FOOD STORES									
	TOTAL	68	49 370	37	3	47	48 322	5 316	1 197	867
541	GROCERY STORES	31	44 735	10	-	26	44 387	4 586	1 034	641
542	MEAT, FISH (SEAFOOD) MARKETS, INCL. FREEZER PROV.	6	(D)	3	-	6	(D)	(D)	(D)	(D)
543	FRUIT STORES AND VEGETABLE MARKETS	-	-	-	-	-	-	-	-	-
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	1	-	2	(D)	(D)	(D)	(D)
546	RETAIL BAKERIES	15	1 787	13	1	7	1 556	440	98	133
545,9	OTHER FOOD STORES	13	(D)	10	2	6	1 202	166	39	71
	AUTOMOTIVE DEALERS									
	TOTAL	53	80 535	15	6	43	80 158	8 656	2 006	893
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	16	72 200	1	1	16	72 200	7 594	1 784	763
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	11	(D)	5	3	9	1 980	98	16	12
553	AUTO AND HOME SUPPLY STORES	17	3 431	6	-	12	3 248	700	157	87
555,6,7,9	MISCELLANEOUS AUTOMOTIVE DEALERS	9	(D)	3	2	6	2 730	264	49	31
	GASOLINE SERVICE STATIONS									
	TOTAL	59	12 645	36	5	54	12 124	1 364	320	308
	APPAREL AND ACCESSORY STORES									
	TOTAL	62	12 756	13	8	56	12 650	2 026	532	509
562	WOMEN'S READY-TO-WEAR STORES	19	(D)	6	1	18	3 244	372	89	112
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	6	(D)	2	2	4	180	29	7	10
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	-	-	-	-
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	9	(D)	-	1	8	2 945	567	147	87
565	FAMILY CLOTHING STORES	7	(D)	1	1	6	3 698	657	186	191
566	SHOE STORES	16	(D)	3	2	15	2 402	365	94	100
564,9	OTHER APPAREL AND ACCESSORY STORES	5	181	1	1	5	181	36	9	9
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES									
	TOTAL	65	17 154	25	7	57	16 960	2 209	521	334
5712	FURNITURE STORES	21	(D)	8	2	20	6 933	850	212	109
OTHER 571	HOME FURNISHINGS STORES	14	2 477	7	1	11	2 441	283	57	56
572	HOUSEHOLD APPLIANCE STORES	6	(D)	4	-	4	2 507	297	65	34
573	RADIO, TELEVISION, AND MUSIC STORES	24	(D)	6	4	22	5 079	779	187	135
	EATING AND DRINKING PLACES									
	TOTAL	98	14 070	43	8	84	13 727	3 556	1 067	1 129
5812	EATING PLACES	84	(D)	38	6	72	12 410	3 242	983	1 042
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	14	(D)	5	2	12	1 317	314	84	87
	DRUG STORES AND PROPRIETARY STORES									
	TOTAL	18	(D)	4	1	17	7 462	1 256	317	186
591 PT.	DRUG STORES	**	**	**	**	17	7 462	1 256	317	186
591 PT.	PROPRIETARY STORES	**	**	**	**	-	-	-	-	-
	MISCELLANEOUS RETAIL STORES									
	TOTAL	238	(D)	169	17	100	16 185	2 175	559	539
592	LIQUOR STORES	16	4 635	5	3	16	4 635	368	94	87
593	USED MERCHANDISE STORES	10	224	8	1	4	127	23	7	11
596	NONSTORE RETAILERS	85	2 275	79	-	6	925	219	61	44
5961	MAIL-ORDER HOUSES	3	(D)	2	-	1	(D)	(D)	(D)	(D)
5962	AUTOMATIC MERCHANDISING MACHINE OPERATORS	4	(D)	4	-	-	-	-	-	-
5963	DIRECT SELLING	78	1 964	73	-	5	(D)	(D)	(D)	(D)
598	FUEL AND ICE DEALERS	-	-	-	-	-	-	-	-	-
5992	FLORISTS	11	992	6	2	8	770	145	40	48
5993	CIGAR STORES AND STANDS	1	(D)	1	-	-	-	-	-	-
	MISCELLANEOUS SHOPPING GOODS STORES									
	TOTAL	65	7 553	38	5	42	6 958	1 049	259	264
5941	SPORTING GOODS STORES AND BICYCLE SHOPS	14	1 851	9	2	8	1 705	185	47	37
5944	JEWELRY STORES	10	1 587	5	-	5	1 500	306	81	62
OTHER 594	OTHER MISCELLANEOUS SHOPPING GOODS STORES	41	4 115	24	3	29	3 753	558	131	165
5994,9	OTHER MISCELLANEOUS RETAIL STORES	50	(D)	32	6	24	2 770	371	98	85

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
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¹ Includes only establishments for which legal form of organization is known. See appendix A for additional information.
² Includes sales from catalog order desks.

TABLE 6. Counties; and Cities of

Line number	County and city	Total										Kind-of-business group			
		All establishments				Establishments with payroll						Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)	
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
				Sole proprietorships (number)	Partnerships (number)										
1	CALIFORNIA, TOTAL	178 240	48 893 815	89 634	19 215	122 986	47 451 057	6 405 724	1 511 737	1 151 068	6 532	2 171 460	3 835	6 905 153	
2	ALAMEDA COUNTY	8 518	2 509 532	4 127	1 001	5 962	2 441 491	348 065	82 940	56 682	303	83 978	172	351 354	
3	ALAMEDA	408	110 368	202	57	279	107 202	13 713	3 256	2 276	13	(D)	11	5 714	
4	ALBANY	121	33 864	65	17	77	32 271	4 373	1 080	728	3	(D)	1	(D)	
5	BERKELEY	1 019	263 352	443	145	787	257 497	40 305	9 840	6 769	33	8 113	23	12 707	
6	CASTRO VALLEY (U)	308	64 131	177	29	185	61 469	7 833	1 882	1 428	15	1 471	5	593	
7	EMERYVILLE	58	12 138	24	11	49	11 942	2 686	642	609	-	-	1	(D)	
8	FREMONT	662	233 170	329	66	433	228 131	28 481	6 861	4 754	31	14 906	10	23 092	
9	HAYWARD	841	344 821	372	86	603	338 496	44 968	10 002	6 599	22	5 590	19	72 121	
10	LIVERMORE	310	84 469	154	37	226	82 585	9 679	2 406	1 756	12	2 766	11	7 358	
11	NEWARK	140	36 656	82	11	85	35 523	4 295	963	779	5	2 293	4	9 982	
12	OAKLAND	3 080	858 301	1 454	366	2 216	832 105	131 661	32 254	21 312	83	22 316	56	121 908	
13	PIEDMONT	48	6 728	38	1	19	6 261	733	173	113	2	(D)	1	(D)	
14	PLEASANTON	148	27 916	97	11	87	26 693	3 747	879	637	8	1 333	2	(D)	
15	SAN LEANDRO	625	218 752	299	78	452	213 476	26 989	6 454	4 356	31	8 685	15	(D)	
16	UNION CITY	166	16 475	100	18	75	14 687	1 580	366	331	12	1 273	3	(D)	
17	REMAINDER OF COUNTY	584	198 391	291	68	389	193 153	27 022	5 882	4 233	33	11 020	10	48 866	
18	ALPINE COUNTY	16	(D)	6	4	15	1 134	198	50	64	-	-	3	320	
19	AMADOR COUNTY	205	25 743	127	28	128	23 798	2 906	657	643	11	2 431	6	375	
20	BUTTE COUNTY	1 201	245 514	594	166	836	236 075	29 210	6 810	5 648	86	22 769	26	20 217	
21	CHICO	427	98 617	187	58	322	95 864	12 680	3 004	2 510	24	8 380	6	(D)	
22	GRIDLEY	81	19 090	35	13	56	18 343	2 040	462	319	5	1 145	1	(D)	
23	OROVILLE	277	47 252	154	43	178	44 664	5 366	1 260	1 027	13	2 070	8	4 576	
24	REMAINDER OF COUNTY	416	80 555	218	52	280	77 204	9 124	2 084	1 792	44	11 174	11	(D)	
25	CALAVERAS COUNTY	194	22 776	111	33	128	20 951	2 363	561	540	6	596	7	947	
26	COLUSA COUNTY	162	(D)	81	22	116	20 024	2 509	583	552	11	1 448	7	733	
27	COLUSA	78	11 144	39	14	57	10 613	1 181	297	271	6	863	2	(D)	
28	REMAINDER OF COUNTY	84	9 964	42	8	59	9 411	1 328	286	281	5	585	5	(D)	
29	CONTRA COSTA COUNTY	4 158	1 283 143	2 085	489	2 876	1 251 131	160 122	37 844	27 111	179	56 842	95	212 964	
30	ANTIOCH	227	69 398	111	28	170	68 262	9 039	2 118	1 445	9	2 133	7	(D)	
31	BRENTWOOD	61	9 151	37	3	47	8 818	944	219	185	3	291	1	(D)	
32	CONCORD	641	293 190	281	80	467	289 146	35 638	8 521	5 915	25	10 051	11	74 194	
33	EL CERRITO	197	86 226	86	24	139	84 657	11 281	2 668	1 942	9	6 476	6	22 389	
34	LAFAYETTE	203	53 560	109	19	141	52 285	7 162	1 660	1 324	13	5 105	7	1 604	
35	MARTINEZ	135	28 840	74	18	93	27 852	3 555	857	683	6	1 513	1	(D)	
36	PINOLE	100	21 782	61	15	56	20 828	2 291	560	357	4	840	1	(D)	
37	PITTSBURG	175	37 205	91	20	121	35 833	4 431	1 056	680	6	1 997	2	(D)	
38	PLEASANT HILL	229	85 374	112	22	156	83 327	11 428	2 493	1 888	13	4 420	9	28 542	
39	RICHMOND	514	145 426	263	67	367	141 294	17 923	4 291	2 903	19	4 099	12	28 001	
40	SAN PABLO	230	69 996	120	27	164	68 026	8 219	1 904	1 463	7	3 582	2	(D)	
41	WALNUT CREEK	482	206 169	190	53	366	203 108	27 192	6 589	4 484	17	6 755	15	34 171	
42	REMAINDER OF COUNTY	964	176 826	550	113	589	167 695	21 019	4 908	3 842	48	9 740	21	11 610	
43	DEL NORTE COUNTY	194	33 876	94	27	146	32 676	3 750	821	685	12	4 076	5	1 383	
44	CRESCENT CITY	147	28 886	70	18	110	27 971	3 174	720	597	11	(D)	5	1 383	
45	REMAINDER OF COUNTY	47	4 990	24	9	36	4 705	576	101	88	1	(D)	-	-	
46	EL DORADO COUNTY	597	121 015	317	67	407	115 894	13 970	2 995	2 376	37	11 061	16	2 756	
47	PLACERVILLE	178	43 098	87	19	127	41 540	4 739	1 101	834	12	2 528	3	445	
48	SOUTH LAKE TAHOE	250	62 016	125	30	181	60 134	7 152	1 431	1 066	11	7 415	7	1 768	
49	REMAINDER OF COUNTY	169	15 901	105	18	99	14 220	2 079	463	476	14	1 118	6	543	
50	FRESNO COUNTY	4 012	977 408	1 971	504	2 952	947 009	122 510	28 354	24 076	150	58 514	96	140 486	
51	CLOVIS	194	51 218	103	20	126	49 536	5 869	1 277	976	9	1 469	4	976	
52	COALINGA	72	13 315	34	9	59	12 746	1 259	279	292	2	(D)	2	(D)	
53	FREBAUGH	49	6 552	21	12	41	6 242	610	118	108	2	(D)	1	(D)	
54	FRESNO	2 017	613 357	948	236	1 499	599 327	82 456	19 498	16 179	54	26 748	43	122 867	
55	KERMAN	63	12 091	30	7	48	11 699	1 246	256	239	1	(D)	3	333	
56	KINGSBURG	87	10 968	52	8	63	10 344	1 326	308	349	4	(D)	1	(D)	
57	MENDOTA	43	7 170	18	6	30	6 485	1 652	165	146	1	(D)	2	(D)	
58	ORANGE COVE	30	4 106	20	3	18	3 721	285	77	61	2	(D)	-	-	
59	REEDLEY	135	23 284	76	21	95	21 885	2 016	477	459	3	1 401	6	1 172	
60	SANGER	151	28 310	78	24	116	27 186	2 923	696	639	2	(D)	2	(D)	
61	SELMA	156	30 059	79	22	126	29 123	2 779	653	609	7	1 408	5	1 649	
62	REMAINDER OF COUNTY	1 015	176 978	512	136	731	168 715	21 089	4 550	4 019	63	22 535	27	11 889	
63	GLENN COUNTY	194	33 309	101	25	140	31 725	3 743	858	709	11	2 248	8	2 216	
64	ORLAND	81	13 125	44	8	60	12 585	1 392	322	286	5	1 344	5	(D)	
65	WILLOWS	85	17 557	45	10	59	16 712	2 090	485	371	4	(D)	2	(D)	
66	REMAINDER OF COUNTY	28	2 627	12	7	21	2 428	261	51	52	2	(D)	1	(D)	
67	HUMBOLDT COUNTY	1 119	226 080	584	141	811	218 095	27 186	6 351	4 906	56	14 984	41	24 504	
68	ARCATA	168	38 057	78	34	126	37 115	4 528	1 070	834	7	1 988	7	(D)	
69	EUREKA	477	124 927	225	66	368	121 312	15 806	3 721	2 819	18	8 238	12	18 156	
70	FORTUNA	102	20 330	54	6	71	19 723	2 346	579	403	11	(D)	4	(D)	
71	RIO DELL	35	3 178	18	4	24	2 958	251	66	67	1	(D)	1	(D)	
72	REMAINDER OF COUNTY	337	39 588	209	31	222	36 987	4 255	915	783	19	3 128	17	2 370	
73	IMPERIAL COUNTY	772	195 318	357	75	580	189 531	23 032	5 440	4 532	30	9 536	29	21 305	
74	BRAWLEY	146	36 025	66	16	117	35 224	4 263	943	742	7	2 136	4	771	
75	CALEXICO	151	50 238	70	13	117	48 888	5 370	1 251	1 162	2	(D)	8	6 384	
76	EL CENTRO	285	87 819	120	30	214	85 797	10 806	2 600	1 978	12	4 235	11	13 635	
77	HOLTVILLE	44	4 607	27	2	32	4 306	531	138	156	3	(D)	1	(D)	

2,500 Inhabitants or More: 1972

Kind-of-business group—Continued																
Food stores (all establishments)		Automotive dealers (all establishments)		Gasoline service stations (all establishments)		Apparel and accessory stores (all establishments)		Furniture, home furnishings, and equipment stores (all establishments)		Eating and drinking places (all establishments)		Drug stores and proprietary stores (all establishments)		Miscellaneous retail stores (all establishments)		Line number
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
19 238	10 652 042	10 523	9 569 871	19 153	3 444 524	13 104	2 590 199	11 882	2 439 291	36 913	4 588 259	4 314	1 928 931	52 746	4 604 085	
981	553 014	491	492 408	893	172 437	568	147 676	565	129 901	1 861	215 187	242	117 080	2 442	246 497	2
53	30 721	27	29 484	31	6 643	27	7 036	27	2 557	94	11 716	12	6 930	113	(D)	3
13	6 985	12	13 878	7	1 812	4	1 174	9	805	38	3 329	8	700	26	(D)	4
121	58 874	46	49 448	78	15 325	86	14 373	76	17 938	232	29 602	29	(D)	295	(D)	5
37	25 716	13	2 924	32	8 149	16	4 108	20	2 713	44	4 960	13	7 415	113	6 082	6
4	519	7	(D)	7	1 501	7	(D)	5	(D)	29	5 253	1	(D)	9	667	7
70	59 300	28	52 315	88	15 037	38	17 840	50	6 760	99	12 656	20	16 505	218	14 959	8
82	57 311	69	57 672	92	16 325	67	21 256	54	11 764	155	19 352	21	(D)	250	(D)	9
37	25 104	23	21 426	41	7 401	16	2 531	21	3 578	47	4 924	10	3 492	92	5 889	10
17	13 196	6	686	14	3 656	3	(D)	6	634	31	1 997	4	1 508	50	(D)	11
391	179 750	147	154 197	319	61 241	231	53 655	179	46 654	778	85 383	82	34 944	814	98 253	12
3	2 351	4	141	7	1 097	4	268	4	(D)	7	114	1	(D)	15	(D)	13
12	11 600	5	(D)	14	3 770	13	851	8	789	26	3 431	5	1 641	55	1 955	14
59	42 008	44	42 484	73	12 257	34	7 375	47	19 315	138	16 270	24	(D)	160	(D)	15
17	4 374	4	(D)	22	4 033	6	(D)	12	1 799	22	1 312	2	(D)	66	2 234	16
65	35 205	51	24 961	68	14 190	23	(D)	47	8 908	111	14 888	10	8 577	166	(D)	17
1	(D)	-	-	1	(D)	-	-	-	-	7	314	-	-	4	(D)	18
18	5 845	11	5 817	20	2 641	13	908	9	374	62	4 039	5	680	50	2 633	19
140	58 762	92	46 582	156	17 600	62	11 776	77	12 378	238	18 824	26	(D)	298	(D)	20
49	20 475	39	24 227	36	5 712	35	6 883	33	7 610	77	6 847	9	4 641	119	(D)	21
11	5 210	8	6 953	11	1 208	3	(D)	3	(D)	16	1 135	2	(D)	21	1 198	22
33	12 267	25	9 766	35	3 913	11	2 329	19	(D)	59	3 946	6	(D)	68	3 887	23
47	20 810	20	5 636	74	6 767	13	(D)	22	2 855	86	6 896	9	6 068	90	4 554	24
30	8 354	8	3 053	31	4 252	3	89	7	386	52	2 772	6	678	44	1 649	25
21	5 895	15	2 999	22	3 955	7	678	8	698	38	2 444	5	1 039	28	(D)	26
8	3 470	10	2 203	9	928	4	(D)	6	(D)	15	785	2	(D)	16	719	27
13	2 425	5	796	13	3 027	3	(D)	2	(D)	23	1 659	3	(D)	12	(D)	28
465	315 664	267	232 878	479	86 424	287	69 122	308	61 972	765	90 593	109	63 903	1 204	92 781	29
24	16 369	18	19 753	28	4 318	19	3 440	10	1 294	48	5 535	6	2 219	58	(D)	30
10	(D)	9	3 371	8	674	3	159	1	(D)	13	621	2	(D)	11	316	31
57	54 860	49	68 400	70	12 079	56	(D)	58	9 354	97	14 777	17	12 752	201	(D)	32
19	22 004	6	4 755	18	3 185	19	6 070	15	3 192	29	5 636	4	(D)	72	(D)	33
16	13 675	11	10 075	18	4 858	17	1 977	17	2 507	33	7 153	4	(D)	67	(D)	34
9	9 395	7	(D)	12	2 644	9	699	10	1 536	35	3 832	4	(D)	35	(D)	35
8	(D)	5	(D)	13	3 704	4	314	5	314	21	1 475	3	(D)	36	1 229	36
38	13 040	10	8 890	18	2 293	11	1 848	14	2 151	40	1 921	6	2 676	30	(D)	37
16	15 504	14	6 445	28	6 611	7	999	16	2 794	43	4 832	7	6 982	76	8 245	38
77	30 427	40	41 465	61	9 931	29	3 271	27	5 803	116	8 714	16	3 473	117	10 242	39
33	21 310	11	3 563	30	5 138	12	10 743	22	2 825	57	7 467	4	(D)	52	4 273	40
36	37 552	36	50 011	55	12 513	46	15 849	58	14 903	68	12 115	14	8 608	137	13 692	41
122	58 899	51	10 234	113	18 476	55	(D)	55	15 366	165	16 514	22	6 402	312	(D)	42
30	9 953	13	5 140	25	2 664	9	600	8	1 260	41	3 347	4	1 401	47	4 052	43
19	7 838	13	5 140	20	2 171	9	600	8	1 260	26	2 630	3	(D)	33	(D)	44
11	2 115	-	-	5	493	-	-	-	-	15	717	1	(D)	14	(D)	45
68	32 150	34	18 648	83	13 256	28	6 192	34	3 632	147	13 827	15	(D)	135	(D)	46
14	11 890	15	10 237	26	4 577	10	(D)	13	1 222	35	2 823	8	2 849	42	(D)	47
27	15 204	11	7 926	35	6 874	16	4 458	17	2 371	68	6 284	5	3 445	53	6 271	48
27	5 056	8	485	22	1 805	2	(D)	4	39	44	4 720	2	(D)	40	(D)	49
515	208 876	278	182 263	528	75 923	272	47 505	287	57 552	832	78 350	100	50 751	954	77 188	50
12	9 213	12	24 634	27	4 294	11	1 217	14	1 503	31	3 783	3	912	71	3 217	51
7	3 609	8	2 424	12	1 907	8	634	6	599	11	822	2	(D)	14	1 818	52
7	2 075	3	(D)	7	1 211	5	391	3	464	14	707	2	(D)	5	(D)	53
234	112 868	143	103 022	242	35 614	161	34 775	165	40 718	421	49 906	55	36 139	499	50 700	54
12	4 054	6	(D)	6	1 032	4	226	6	(D)	11	484	2	(D)	12	571	55
12	2 717	4	771	20	2 577	5	288	6	629	15	1 533	2	(D)	18	560	56
8	3 893	2	(D)	2	(D)	3	(D)	2	(D)	17	673	1	(D)	5	692	57
6	1 759	2	(D)	4	(D)	1	(D)	2	(D)	9	164	1	(D)	3	(D)	58
23	6 756	9	6 059	15	1 715	13	1 507	10	1 011	21	1 094	4	576	31	1 993	59
26	9 278	13	8 908	20	1 982	14	1 505	7	1 158	35	1 786	4	1 110	28	1 379	60
27	8 863	15	8 083	27	3 211	12	1 583	7	1 041	29	1 936	3	1 315	24	970	61
141	43 791	61	24 465	146	21 459	35	4 901	59	9 595	218	15 462	21	8 223	244	14 658	62
26	9 434	15	6 769	32	4 704	6	588	10	931	38	3 007	3	1 004	45	2 408	63
12	3 851	6	(D)	9	1 453	4	(D)	8	(D)	12	684	2	(D)	19	(D)	64
8	4 548	3	3 959	16	2 551	2	(D)	2	(D)	19	1 884	2	(D)	22	1 428	65
6	1 035	1	(D)	7	700	-	-	-	-	7	439	-	-	4	(D)	66
145	55 120	72	45 717	140	18 619	58	12 152	51	6 093	243	19 938	27	9 806	286	19 147	67
18	8 026	10	12 014	21	2 986	9	1 114	4	416	38	3 980	6	1 125	48	(D)	68
57	22 191	38	26 412	57	8 992	33	9 619	30	5 016	96	9 427	10	6 226	126	10 650	69
10	8 025	8	3 648	8	1 058	7	756	8	509	15	1 244	2	(D)	29	1 315	70
5	1 068	-	-	7	947	1	(D)	1	(D)	7	405	1	(D)	11	382	71
55	15 810	16	3 643	47	4 636	8	(D)	8	(D)	87	4 882	8	1 330	72	(D)	72
122	53 047	63	41 016	94	16 994	64	15 824	29	5 436	170	12 075	20	7 201	151	12 884	73
26	10 579	11	11 694	16	2 749	9	1 472	8	979	33	1 921	5	1 686	27</		

TABLE 6. Counties; and Cities of

Line number	County and city	Total									Kind-of-business group			
		All establishments				Establishments with payroll					Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)	
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
				Sole proprietorships (number)	Partnerships (number)									
1	INYO COUNTY	274	58 459	149	28	200	56 174	7 421	1 660	1 298	13	3 560	8	2 698
2	BISHOP	169	43 080	94	16	124	41 947	5 268	1 153	849	11	(D)	3	1 613
3	REMAINDER OF COUNTY	105	15 379	55	12	76	14 227	2 153	507	449	2	(D)	5	1 085
4	KERN COUNTY	3 164	733 747	1 682	322	2 296	710 761	92 704	21 455	17 964	117	31 261	85	94 697
5	ARVIN	54	8 529	35	1	37	8 240	758	172	128	2	(D)	2	(D)
6	BAKERSFIELD	1 108	375 329	524	111	858	369 161	51 820	12 143	9 489	37	16 185	28	76 246
7	DELANO	199	37 916	73	25	156	36 260	4 323	987	854	9	1 691	8	1 981
8	MC FARLAND	32	4 687	11	8	27	4 544	537	125	143	1	(D)	-	-
9	RIDGECREST	164	34 297	94	14	118	32 918	4 195	985	848	8	1 205	5	(D)
10	SHAFTER	90	16 955	43	15	68	16 076	1 508	360	309	2	375	4	(D)
11	TAFT	135	24 307	73	18	102	23 531	2 657	675	609	4	594	3	1 661
12	TEHACHAPI	49	7 482	28	6	28	7 060	815	193	167	2	(D)	1	(D)
13	WASCO	81	13 935	43	8	61	12 928	1 623	363	344	2	341	3	341
14	REMAINDER OF COUNTY	1 252	210 310	758	116	841	200 043	24 468	5 452	5 073	50	9 916	31	11 183
15	KINGS COUNTY	538	112 588	275	74	415	109 029	13 103	3 025	2 447	18	5 135	12	(D)
16	CORCORAN	60	10 059	28	7	49	9 676	1 083	275	211	2	(D)	2	(D)
17	HANFORD	304	76 822	149	43	233	74 975	9 321	2 163	1 677	8	3 146	6	9 942
18	LEMCORE	84	11 722	48	13	59	11 050	1 258	286	252	4	(D)	1	(D)
19	REMAINDER OF COUNTY	90	13 985	50	11	74	13 328	1 441	301	307	4	1 030	1	(D)
20	LAKE COUNTY	357	45 308	185	53	252	42 039	4 412	949	857	29	6 474	12	1 477
21	LAKEPORT	100	16 578	53	14	76	15 576	1 657	354	284	6	1 197	2	(D)
22	REMAINDER OF COUNTY	257	28 730	132	39	176	26 463	2 755	595	573	23	5 277	10	(D)
23	LASSEN COUNTY	238	41 442	128	37	167	39 626	4 698	1 084	898	16	2 258	10	2 147
24	SUSANVILLE	131	28 751	70	21	99	28 094	3 156	732	581	9	1 652	5	1 726
25	REMAINDER OF COUNTY	107	12 691	58	16	68	11 532	1 542	352	317	7	606	5	421
26	LOS ANGELES COUNTY	59 604	17 161 956	30 660	5 539	39 258	16 634 268	2 299 611	546 282	412 923	1 757	540 850	1 162	2 482 918
27	ALHAMBRA	450	183 088	219	48	313	179 873	25 932	6 444	4 640	13	2 588	11	40 904
28	ALTADENA (U)	182	30 896	120	18	98	29 023	3 374	811	632	11	760	2	(D)
29	ARCADIA	445	150 229	235	34	300	146 227	19 858	5 167	4 056	15	4 819	8	26 916
30	ARTESIA	109	25 758	55	14	75	24 603	2 602	630	482	5	1 505	2	(D)
31	AZUSA	262	52 669	131	14	181	50 703	7 450	1 778	1 515	7	(D)	3	(D)
32	BALDWIN PARK	369	70 205	220	27	229	67 483	7 959	1 890	1 630	14	6 361	6	1 314
33	BELL	179	49 768	91	19	115	47 557	5 963	1 325	1 068	2	(D)	4	1 747
34	BELLFLOWER	529	141 937	268	51	354	136 942	17 855	4 228	3 111	23	5 707	13	(D)
35	BELL GARDENS	205	32 144	118	19	125	29 551	3 847	926	751	8	819	3	(D)
36	BEVERLY HILLS	876	316 616	320	86	611	308 181	48 690	11 436	8 214	12	2 013	14	(D)
37	BURBANK	913	264 433	478	79	588	255 705	32 813	7 845	6 222	37	10 142	12	(D)
38	CARSON	400	92 746	240	30	230	89 228	10 795	2 559	2 017	13	3 786	7	5 460
39	CERRITOS	264	153 381	132	13	161	151 397	19 038	3 819	3 108	3	(D)	9	90 210
40	CLAREMONT	167	46 739	95	20	107	45 714	6 202	1 532	1 436	7	262	4	(D)
41	COMMERCE	146	45 825	59	16	119	45 386	6 717	1 682	1 287	5	3 332	3	(D)
42	COMPTON	400	145 827	202	34	281	142 951	18 197	4 525	3 033	12	3 878	9	(D)
43	COVINA	502	182 097	257	49	316	178 006	21 120	4 939	3 771	23	8 229	11	(D)
44	CUDAHY	54	15 610	33	4	33	14 841	2 030	461	390	4	(D)	1	(D)
45	CULVER CITY	570	161 998	284	58	374	155 976	21 303	5 029	3 475	23	4 810	11	12 113
46	DOWNY	733	334 619	376	61	486	327 939	41 948	10 875	6 718	23	12 790	10	(D)
47	DUARTE	75	15 171	35	5	57	14 786	1 850	449	403	1	(D)	3	585
48	EAST LOS ANGELES (U)	696	133 884	378	69	465	126 037	16 894	3 983	3 013	21	4 752	12	11 953
49	EL MONTE	541	183 623	267	56	369	178 574	21 934	5 261	3 921	21	13 790	14	35 368
50	EL SEGUNDO	145	37 734	70	13	108	37 175	5 288	1 251	942	5	1 922	3	506
51	FLORENCE-GRAHAM (U)	226	37 647	122	24	142	35 544	4 500	1 075	915	6	(D)	3	1 107
52	GARDENA	474	152 083	224	52	311	147 874	19 403	4 425	3 134	18	12 225	8	(D)
53	GLENDALE	1 248	384 492	623	132	842	373 779	49 442	11 899	8 445	38	7 326	23	41 313
54	GLENDORA	307	83 554	168	37	185	80 372	9 733	2 401	1 854	13	2 937	5	(D)
55	HACIENDA HEIGHTS (U)	160	34 624	108	5	78	32 823	3 842	911	760	5	(D)	4	(D)
56	HAWAIIAN GARDENS	100	23 548	43	18	74	23 112	3 097	700	545	8	1 702	2	(D)
57	HAWTHORNE	477	118 475	246	59	328	115 127	16 013	3 755	2 939	20	4 003	11	5 149
58	HERMOSA BEACH	231	55 889	123	33	154	54 414	6 811	1 569	1 213	9	3 541	1	(D)
59	HUNTINGTON PARK	379	100 146	175	46	271	96 615	13 603	3 324	2 628	9	751	9	9 715
60	INGLEWOOD	820	256 328	396	73	580	250 142	34 755	7 865	6 008	21	5 028	17	39 043
61	LAKewood	487	223 687	229	27	325	220 393	28 741	6 856	5 742	8	(D)	16	73 622
62	LA MIRADA	302	76 670	159	19	191	74 695	10 440	2 321	1 901	7	(D)	7	4 419
63	LANCASTER (U)	477	152 111	245	38	338	148 980	17 291	3 996	2 966	27	9 443	11	32 258
64	LA PUENTE	219	77 020	109	20	149	74 407	8 706	2 091	1 591	5	(D)	6	(D)
65	LA VERNE	82	14 670	59	4	41	13 973	1 775	435	361	3	(D)	1	(D)
66	LAWDALE	171	41 408	87	15	129	40 497	5 286	1 249	919	8	3 755	3	(D)
67	LOMITA	191	29 565	105	22	116	27 665	3 483	801	713	15	3 515	4	307
68	LONG BEACH	3 095	814 399	1 558	300	2 194	790 986	116 594	27 685	21 623	77	21 822	53	92 141
69	LOS ANGELES	25 087	6 891 969	12 986	2 266	16 254	6 652 435	966 725	230 737	172 991	641	203 009	498	979 808
70	LYNWOOD	343	74 076	177	38	225	71 005	9 177	2 209	1 779	6	1 139	10	(D)
71	MANHATTAN BEACH	294	85 638	148	29	190	83 358	10 376	2 391	1 947	4	588	6	(D)
72	MAYWOOD	133	17 315	79	12	88	16 174	2 469	572	493	4	(D)	3	(D)
73	MONROVIA	291	95 927	151	30	193	93 606	10 559	2 540	1 718	12	1 753	6	(D)
74	MONTEBELLO	407	98 192	233	31	244	92 936	12 532	2 867	2 465	13	2 521	7	2 192
75	MONTEREY PARK	335	112 108	158	38	229	108 909	13 779	3 382	2 413	6	(D)	7	4 763
76	NORWALK	521	160 391	287	44	341	156 766	20 670	4 792	3 697	20	6 272	10	(D)
77	PALM ALE	206	37 496	106	21	141	36 0							

2,500 Inhabitants or More: 1972—Continued

Kind-of-business group—Continued																Line number
Food stores		Automotive dealers		Gasoline service stations		Apparel and accessory stores		Furniture, home furnishings, and equipment stores		Eating and drinking places		Drug stores and proprietary stores		Miscellaneous retail stores		
(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		
Number	Sales	Number	Sales	Number	Sales	Number	Sales	Number	Sales	Number	Sales	Number	Sales	Number	Sales	
	(\$1,000)		(\$1,000)		(\$1,000)		(\$1,000)		(\$1,000)		(\$1,000)		(\$1,000)		(\$1,000)	
25	15 408	17	11 692	56	9 946	13	1 288	17	1 432	57	6 129	4	1 154	64	5 152	1
13	13 058	13	(D)	23	4 289	12	(D)	15	(D)	34	3 881	2	(D)	43	3 524	2
12	2 350	4	(D)	33	5 657	1	(D)	2	(D)	23	2 248	2	(D)	21	1 628	3
345	156 655	239	150 324	475	79 517	185	31 445	185	35 500	686	66 945	73	26 483	774	60 920	4
11	3 351	3	(D)	7	9 27	1	(D)	4	(D)	12	336	2	(D)	10	317	5
79	45 306	90	93 896	154	28 449	96	21 025	82	22 910	241	31 542	29	(D)	272	(D)	6
22	9 287	17	7 727	29	3 404	18	3 344	12	1 987	45	3 038	5	2 091	34	3 366	7
6	(D)	2	(D)	11	1 227	-	-	-	-	7	899	-	-	5	438	8
4	(D)	17	11 504	13	2 782	17	1 823	11	1 394	28	2 999	5	1 833	56	6 340	9
14	5 751	8	5 150	16	1 151	4	764	5	924	17	779	1	(D)	19	(D)	10
17	9 237	14	4 021	18	2 257	11	753	11	1 021	26	2 238	3	(D)	28	(D)	11
3	2 289	3	(D)	10	1 242	3	(D)	1	(D)	8	745	-	-	18	907	12
12	3 993	8	3 959	15	1 491	6	(D)	4	842	16	1 180	4	(D)	13	1 048	13
177	74 115	77	20 068	202	36 587	29	3 088	55	6 163	286	23 189	26	6 817	319	19 184	14
67	27 156	44	26 319	75	9 418	29	5 851	34	6 194	119	8 754	15	(D)	125	(D)	15
11	3 604	3	1 752	11	895	2	(D)	2	(D)	13	687	2	(D)	12	1 064	16
33	16 533	24	19 705	38	4 528	22	4 700	24	5 203	60	5 358	10	3 159	77	4 548	17
9	2 665	7	3 210	9	1 357	5	(D)	7	627	20	1 366	2	(D)	20	661	18
14	4 354	10	1 652	17	2 638	-	-	1	(D)	26	1 343	1	(D)	16	(D)	19
40	15 004	25	5 478	47	4 263	12	654	17	1 409	95	4 747	7	1 261	73	4 541	20
10	6 406	12	2 368	13	1 369	4	327	8	917	18	881	2	(D)	25	1 778	21
30	8 598	13	3 110	34	2 894	8	327	9	492	77	3 866	5	(D)	48	2 763	22
29	14 107	13	6 117	36	4 265	11	913	10	842	51	4 828	4	791	58	5 174	23
11	7 444	13	6 117	23	3 516	8	(D)	9	(D)	18	2 064	3	(D)	32	4 064	24
18	6 663	-	-	13	749	3	(D)	1	(D)	33	2 764	1	(D)	26	1 110	25
5 703	3 643 167	3 185	3 409 354	5 763	1 118 661	4 975	981 504	4 143	856 230	12 514	1 672 585	1 506	678 803	18 896	1 777 884	26
50	28 390	44	60 851	44	7 212	42	9 647	26	4 343	82	10 772	16	7 674	122	10 707	27
19	15 560	3	122	23	4 067	11	446	10	465	28	1 667	9	3 083	66	(D)	28
37	38 096	16	22 476	46	8 127	31	5 312	34	3 917	93	18 341	19	10 978	146	11 247	29
14	3 915	8	(D)	15	3 601	7	318	7	924	23	2 026	3	1 111	25	(D)	30
23	14 511	17	5 935	32	5 512	17	5 265	23	5 008	64	7 051	4	1 531	72	5 785	31
43	23 698	24	9 865	42	6 729	16	2 948	23	3 536	83	7 063	10	2 837	108	5 854	32
18	11 467	13	17 453	30	5 987	6	785	11	1 109	52	6 094	5	2 540	38	(D)	33
34	27 620	63	45 826	51	8 789	20	3 408	35	5 789	111	12 022	11	3 874	168	(D)	34
26	13 660	9	1 762	20	3 095	8	935	10	1 473	70	4 528	5	1 078	46	(D)	35
44	20 719	20	63 386	30	5 963	221	87 371	74	22 134	128	35 538	32	11 818	301	(D)	36
73	71 339	62	66 646	97	20 626	61	8 285	53	9 389	209	27 773	23	(D)	286	19 967	37
39	37 002	25	9 816	56	11 178	19	3 090	11	1 655	72	7 148	6	3 331	152	10 280	38
19	14 646	5	(D)	28	6 273	57	20 458	15	1 603	17	4 118	4	4 921	107	6 803	39
14	8 971	5	(D)	14	2 213	14	1 265	13	654	22	7 656	7	1 635	67	4 882	40
14	4 222	6	1 518	22	3 682	10	1 485	5	(D)	48	7 354	3	(D)	30	5 928	41
39	25 638	46	46 212	46	8 373	29	3 059	27	7 787	82	5 877	12	8 731	98	(D)	42
55	35 047	30	52 264	42	(D)	22	1 816	38	5 557	90	7 909	10	(D)	181	14 953	43
8	6 194	2	(D)	7	869	-	-	1	(D)	16	1 248	-	(D)	15	(D)	44
38	29 443	35	50 678	61	(D)	42	10 921	45	8 496	132	15 834	14	6 305	169	(D)	45
68	43 642	59	133 030	59	13 107	47	15 042	54	11 550	160	26 992	17	9 770	236	(D)	46
6	7 193	3	795	9	1 593	3	596	2	(D)	23	1 758	5	1 358	20	1 007	47
133	29 937	43	33 331	69	9 579	54	6 823	45	11 363	165	10 920	20	4 386	134	10 840	48
57	27 432	65	53 751	59	11 268	30	5 668	29	6 727	122	12 571	10	(D)	134	(D)	49
13	9 636	2	(D)	19	4 508	8	1 496	5	(D)	38	7 366	3	1 739	49	4 071	50
51	10 050	19	3 760	18	2 612	7	1 286	8	1 923	51	4 703	7	1 506	56	(D)	51
39	29 124	28	29 715	52	10 958	29	5 402	28	5 827	107	12 050	17	10 432	148	(D)	52
110	77 900	84	115 345	124	20 117	116	20 792	102	23 128	213	30 736	34	(D)	402	(D)	53
34	17 584	24	22 736	26	5 003	15	1 482	29	4 390	51	5 849	9	2 888	101	54	54
17	14 235	5	570	13	3 440	9	637	7	776	23	3 986	6	2 221	71	4 094	55
9	8 093	10	6 107	9	1 454	2	(D)	7	886	21	3 265	3	329	29	1 120	56
28	23 230	40	30 515	53	10 213	26	5 567	31	6 569	114	13 634	14	9 920	140	9 675	57
22	12 500	15	17 961	14	2 152	20	2 336	13	726	53	7 170	2	(D)	82	(D)	58
43	21 436	16	21 827	25	3 212	59	10 985	26	6 505	80	9 854	12	6 539	100	9 322	59
64	37 354	50	69 244	87	15 601	84	14 804	70	16 990	164	23 170	22	(D)	241	(D)	60
38	44 562	19	34 242	51	10 599	46	14 167	30	7 987	82	12 363	12	8 740	185	(D)	61
29	26 727	8	(D)	31	6 950	16	2 820	13	3 655	73	10 423	11	3 322	107	5 411	62
31	28 383	52	35 676	54	9 451	29	4 511	36	7 014	76	8 576	12	6 027	149	10 772	63
40	25 357	16	12 140	20	4 193	13	1 356	10	860	53	5 237	3	(D)	53	3 766	64
10	4 700	11	(D)	11	1 541	3	392	5	237	9	1 129	1	(D)	28	826	65
9	(D)	15	7 144	24	4 319	5	1 399	24	4 308	37	3 987	2	(D)	44	4 565	66
7	5 416	11	6 149	18	3 252	9	1 341	21	2 178	33	2 639	4	1 322	69	3 446	67
262	170 558	176	152 019	281	54 714	181	28 773	199	59 016	796	101 856	82	32 459	988	101 041	68
2 500	1 472 367	1 035	1 123 166	2 262	448 534	2 319	434 458	1 792	354 109	5 433	741 126	630	289 089	7 977	846 303	69
36	24 507	23	5 197	38	6 673	19	3 743	16	1 347	88	8 209	7	5 487	100	(D)	70
22	17 453	10	31 511	23	5 006	29	4 555	18	3 062	76	9 303	9	2 715	97	(D)	71
14	4 111	6	1 489	17	2 475	4	1 009	4	(D)	44	3 240	4	2 050	33	2 396	72
26	15 496	32	50 156	33	5 264	19	2 671	17	2 332	56	3 425	8	2 199	82	(D)	73
41	32 173	19	23 373	39	6 399	29	6 189	29	3 035	123	11 275	9	3 562	98	7 473	74
39	35 193	17	21 727	46	6 830	36	11 346	28	5 949	66	9 194	9	7 691	81	(D)	75
45	38 046	36	37 328	55	12 643	34	7 158	27	3 196	105	12 863	13	(D)	176	(D)	76
19	12 827	19	3 243	30	4 166	10	1 130	13	1 537	37	3 903	4	1 415	58	3 281	77
8	2 653	6	381	4	1 678	5	226	4	(D)	7	705	2	(D)	24	1 198	78
12	8 616	10	256	10	1 570	12	1 407	5	122	9	2 890	2	(D)	65	4 016	79
31	14 342	24	19 794	25	4 046	8	1 892	24	3 561	62	6 233	6	1 967	99	7 101	80
93	75 451	64	82 685	81	15 819	123	32 611	105	24 090	199	33 883	30	7 527	433	40 418	81
42	27 478	16	2 219	4												

TABLE 6. Counties; and Cities of

Line number	County and city	Total								Kind-of-business group				
		All establishments				Establishments with payroll				Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)		
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
				Sole proprietorships (number)	Partnerships (number)									
LOS ANGELES COUNTY--CONTINUED														
1	SAN DIMAS	119	23 034	72	9	73	21 455	2 709	489	458	8	284	1	(D)
2	SAN FERNANDO	230	71 014	97	23	179	69 151	9 233	2 128	1 547	5	2 232	6	(D)
3	SAN GABRIEL	360	112 38C	197	38	240	108 829	14 718	3 560	2 350	11	4 601	9	(D)
4	SAN MARINO	110	17 273	53	8	86	16 650	2 458	583	505	6	487	1	(D)
5	SANTA FE SPRINGS	171	72 071	86	19	124	70 690	10 251	2 400	1 903	7	751	5	(D)
6	SANTA MONICA	1 092	388 272	530	115	758	380 347	48 061	11 566	8 005	30	7 816	21	38 494
7	SIERRA MADRE	71	13 089	45	11	38	12 487	1 194	303	281	2	(D)	2	(D)
8	SIGNAL HILL	67	53 636	26	7	53	53 313	6 473	1 541	1 283	4	906	2	(D)
9	SOUTH EL MONTE	152	32 928	87	19	104	31 185	3 550	884	674	10	4 252	2	(D)
10	SOUTH GATE	496	132 674	273	57	330	128 198	16 018	3 780	2 702	23	3 011	6	(D)
11	SOUTH PASADENA	160	46 885	87	13	103	45 694	5 581	1 317	997	3	729	1	(D)
12	SOUTH WHITTIER (U)	164	19 038	103	11	89	17 825	2 131	491	437	3	(D)	3	583
13	TEMPLE CITY	310	48 649	171	40	222	46 528	5 359	1 346	1 301	10	1 525	3	(D)
14	TORRANCE	1 211	517 504	545	112	862	509 695	67 306	15 989	12 578	36	14 151	25	147 225
15	WALNUT	43	2 866	29	5	20	2 617	381	82	86	3	(D)	-	-
16	WEST COVINA	499	198 959	239	41	348	195 964	24 390	5 933	4 452	8	4 151	16	50 383
17	WEST HOLLYWOOD (U)	585	108 198	283	71	346	102 346	18 646	4 206	3 250	18	3 230	11	380
18	WESTMONT (U)	697	10 198	39	5	39	9 343	1 045	239	224	-	(D)	-	-
19	WHITTIER	697	267 124	357	60	478	261 061	34 033	8 269	6 309	23	9 344	13	44 682
20	WILLOWBROOK (U)	92	34 976	41	16	59	33 708	4 788	1 002	720	3	89	1	(D)
21	REMAINDER OF COUNTY	3 114	797 280	1 700	281	1 929	770 485	103 883	23 491	18 281	119	37 496	53	72 721
22	MADERA COUNTY	437	83 870	213	66	338	80 912	9 235	2 059	1 767	24	5 190	19	4 137
23	CHONCHILLA	84	13 079	47	14	67	12 655	1 556	331	297	4	668	3	355
24	MADERA	223	57 259	95	38	180	55 914	6 216	1 421	1 162	8	3 293	8	3 311
25	REMAINDER OF COUNTY	130	13 532	71	14	91	12 343	1 463	307	308	12	1 229	8	471
26	MARIN COUNTY	1 955	529 808	878	283	1 377	514 210	69 305	15 736	11 285	87	23 497	45	52 506
27	BELVEDERE	13	483	7	3	6	392	40	8	11	1	(D)	-	-
28	CORTE MADERA	92	49 523	39	11	63	48 589	5 892	1 456	922	2	(D)	3	(D)
29	FAIRFAX	69	13 507	34	12	50	13 167	1 561	350	257	5	1 615	1	(D)
30	LARKSPUR	69	17 628	32	13	46	17 201	2 290	517	366	3	(D)	-	-
31	MILL VALLEY	172	36 907	79	30	124	35 446	5 225	1 231	906	9	4 594	3	315
32	NOVATO	222	65 029	91	36	163	63 584	7 960	1 808	1 270	10	2 144	4	2 059
33	ROSS	11	943	6	3	3	696	42	10	10	1	(D)	-	-
34	SAN ANSELMO	158	29 232	84	26	93	27 921	3 193	771	635	2	(D)	3	(D)
35	SAN RAFAEL	592	208 531	236	68	447	203 748	27 370	5 880	4 083	29	8 077	13	33 744
36	SAUSALITO	182	29 625	80	27	131	27 933	5 299	1 254	949	5	319	11	865
37	TIBURON	61	15 426	30	11	40	14 901	2 252	557	371	1	(D)	1	(D)
38	REMAINDER OF COUNTY	314	62 974	160	43	211	60 632	8 181	1 894	1 505	19	4 973	6	1 488
39	MARIPOSA COUNTY	96	12 249	41	11	69	11 513	1 438	286	258	2	(D)	3	443
40	MENDOCINO COUNTY	722	129 636	372	89	533	124 270	14 985	3 355	2 845	55	14 843	26	11 703
41	FORT BRAGG	137	26 684	73	13	97	25 650	2 969	712	575	13	3 455	5	1 989
42	UKIAH	266	60 117	121	34	207	58 449	7 352	1 645	1 320	16	5 072	10	7 186
43	WILLITS	78	14 710	37	6	64	14 286	1 533	344	297	7	1 968	3	(D)
44	REMAINDER OF COUNTY	241	28 125	141	36	165	25 885	3 131	654	653	19	4 348	8	(D)
45	MERCED COUNTY	967	203 378	468	123	751	197 554	23 932	5 640	4 896	38	11 914	28	(D)
46	ATWATER	108	14 800	65	10	75	13 814	1 412	344	346	3	(D)	3	(D)
47	GUSTINE	45	5 600	25	3	37	5 318	535	110	132	1	(D)	1	(D)
48	LIVINGSTON	35	4 825	16	5	27	4 650	520	117	115	1	(D)	-	-
49	LOS BANOS	141	30 363	64	27	117	29 477	3 563	806	741	6	789	2	(D)
50	MERCED	415	117 688	174	50	338	116 087	14 955	3 596	2 905	15	6 132	14	17 885
51	REMAINDER OF COUNTY	223	30 102	124	28	157	28 188	2 947	667	657	12	2 632	8	814
52	MODOC COUNTY	110	14 739	72	6	83	14 062	1 315	314	272	2	(D)	3	276
53	ALTURAS	78	12 234	53	3	62	11 966	1 120	265	218	2	(D)	2	(D)
54	REMAINDER OF COUNTY	32	2 505	19	3	21	2 096	195	49	54	-	-	1	(D)
55	MONO COUNTY	124	14 953	63	25	95	14 262	1 991	411	440	5	490	5	862
56	MONTEREY COUNTY	2 435	559 434	1 152	324	1 870	544 055	75 106	17 272	13 364	79	27 981	43	53 609
57	CARMEL-BY-THE-SEA	338	48 435	157	50	257	46 013	6 489	1 477	1 282	7	846	4	998
58	GONZALES	31	5 076	18	4	24	4 783	531	130	119	-	-	-	-
59	GREENFIELD	27	3 309	14	4	18	3 127	325	74	61	2	(D)	-	-
60	KING CITY	79	18 729	37	9	69	18 570	2 412	556	488	4	952	1	(D)
61	MONTEREY	483	137 359	195	61	406	135 211	19 017	4 499	3 530	15	5 182	10	17 061
62	PACIFIC GROVE	104	17 837	60	11	79	17 536	2 863	668	655	5	(D)	2	(D)
63	SALINAS	801	214 948	383	115	585	208 872	28 030	6 485	4 880	30	13 400	13	(D)
64	SEASIDE	209	50 389	96	28	169	49 481	6 728	1 407	1 061	4	2 002	5	(D)
65	SOLEDAD	48	5 846	19	7	44	5 801	700	155	144	-	-	2	(D)
66	REMAINDER OF COUNTY	315	57 506	173	35	219	54 671	8 011	1 821	1 544	12	3 318	6	747
67	NAPA COUNTY	744	175 884	347	96	556	170 652	21 137	4 971	3 766	42	12 868	20	(D)
68	NAPA	523	144 279	239	62	399	141 169	17 328	4 146	3 032	28	9 100	14	(D)
69	ST HELENA	84	16 862	40	15	66	16 173	1 902	426	330	7	2 390	2	(D)
70	REMAINDER OF COUNTY	137	14 743	68	19	91	13 310	1 907	399	404	7	1 378	4	(D)
71	NEVADA COUNTY	378	71 012	191	60	262	68 393	7 936	1 693	1 364	19	6 617	10	2 514
72	GRASS VALLEY	197	44 534	101	28	136	43 249	4 902	1 036	820	11	4 559	5	1 355
73	REMAINDER OF COUNTY	181	26 478	90	32	126	25 144	3 034	657	544	8	2 058	5	1 159
74	ORANGE COUNTY	12 764	3 925 564	6 718	1 047	8 273	3 825 666	503 449	118 969	93 489	470	208 356	267	630 386
75	ANAHEIM	1 537	440 222	785	121	996	427 613	61 313	14 344	11 444	39	14 764	26	(D)
76	BREA	193	39 319	118	15	110	37 824	4 323	1 061	769	6	2 563	3	601
77	BUENA PARK	539	253 262	257	40	364	249 033	38 327	8 923	7 431	20	8 880	15	(D)
78	COSTA MESA	828	356 679	369	61	596	351 304	43 291	9 990	7 604	32	8 484	18	84 008
79	CYPRESS	195	31 036	135	13	93	29 074	3 486	821	697	3	724	2	(D)
80	FOUNTAIN VALLEY	273	90 058	162	15	150	87 564	10 058	2 337	2 021	5	(D)	8	28 166
81	FULLERTON	692	284 473	343	68	488	279 992	33 954						

2,500 Inhabitants or More: 1972—Continued

Kind-of-business group—Continued																Line number
Food stores (all establishments)		Automotive dealers (all establishments)		Gasoline service stations (all establishments)		Apparel and accessory stores (all establishments)		Furniture, home furnishings, and equipment stores (all establishments)		Eating and drinking places (all establishments)		Drug stores and proprietary stores (all establishments)		Miscellaneous retail stores (all establishments)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
12	5 250	4	839	15	2 012	4	(D)	2	(D)	29	4 045	2	(D)	42	1 949	1
28	14 828	28	23 778	26	4 115	26	4 024	18	3 746	39	3 667	4	1 440	50	(D)	2
37	19 963	20	33 283	43	8 374	20	2 966	30	5 831	71	9 845	11	1 956	108	(D)	3
7	3 228	2	(D)	16	3 136	11	1 789	13	1 543	8	1 129	7	1 703	39	(D)	4
12	15 170	10	1 119	25	5 501	6	1 095	13	2 340	35	5 171	2	(D)	56	(D)	5
74	54 307	70	134 798	67	17 020	113	26 186	96	22 984	219	34 453	35	10 872	367	41 342	6
5	(D)	-	-	5	1 151	4	644	5	224	7	555	1	(D)	40	1 996	7
2	(D)	12	22 912	13	9 519	-	-	9	5 349	10	1 484	2	(D)	13	(D)	8
17	12 379	12	3 429	21	3 950	9	436	6	635	35	3 079	1	(D)	39	(D)	9
38	28 651	47	47 162	58	9 683	26	2 291	36	7 038	113	10 514	12	6 293	137	(D)	10
14	18 713	5	(D)	13	2 423	13	2 156	10	1 051	28	4 139	4	2 123	69	(D)	11
10	3 445	17	1 897	18	3 858	4	413	4	573	29	2 240	4	521	72	(D)	12
19	10 626	10	2 722	101	19 222	10	1 256	27	2 583	36	2 828	6	2 515	88	(D)	13
112	92 499	71	93 468	115	22 390	136	35 964	85	26 069	212	35 103	30	15 596	389	35 039	14
5	6 872	-	-	7	921	-	-	1	(D)	7	185	-	-	20	(D)	15
56	36 076	21	43 738	56	11 765	52	12 270	27	4 492	84	16 170	10	6 105	169	13 807	16
43	32 432	9	(D)	24	(D)	78	9 627	78	12 346	105	24 150	7	2 279	212	14 001	17
13	2 065	5	(D)	6	1 731	4	(D)	5	159	16	1 201	1	(D)	16	(D)	18
68	49 370	53	80 535	59	12 645	62	12 756	65	17 154	98	14 070	18	(D)	238	(D)	19
16	8 216	3	4 777	14	2 644	5	686	4	(D)	13	897	4	(D)	29	6 345	20
302	207 757	183	136 177	359	71 545	202	25 627	153	27 142	621	91 871	57	32 740	1 065	94 204	21
62	22 733	38	21 620	68	7 136	19	2 977	13	3 537	85	6 481	14	3 582	95	6 477	22
12	3 322	12	3 604	15	1 658	1	(D)	4	(D)	19	1 035	2	(D)	12	993	23
32	14 878	23	17 438	31	3 494	15	2 683	7	2 203	39	3 670	9	2 796	51	3 493	24
18	4 533	3	578	22	1 984	3	(D)	2	(D)	27	1 776	3	(D)	32	1 991	25
208	138 281	124	104 224	145	30 973	175	26 764	161	23 712	326	44 416	51	27 153	633	58 282	26
1	(D)	1	(D)	-	-	1	(D)	2	(D)	1	-	-	-	6	(D)	27
11	8 678	6	19 088	13	2 334	4	1 116	10	1 383	9	(D)	3	441	31	1 706	28
13	7 888	3	118	6	1 153	3	(D)	2	(D)	14	1 140	2	(D)	20	983	29
11	7 963	1	(D)	4	1 095	13	728	5	1 360	8	1 166	5	3 666	19	(D)	30
17	12 155	4	(D)	9	1 862	4	2 849	10	808	22	3 424	2	2 035	68	(D)	31
21	17 232	22	19 646	20	5 056	16	2 357	16	2 523	41	4 922	5	4 329	71	4 759	32
2	(D)	-	-	-	-	-	-	2	(D)	1	(D)	-	-	5	212	33
17	13 759	3	(D)	10	2 019	12	1 349	17	1 917	22	1 786	6	4 423	63	2 722	34
48	30 582	58	54 688	35	7 232	56	12 631	73	12 563	94	11 179	11	(D)	175	(D)	35
20	(D)	11	3 561	11	1 292	20	2 892	9	760	34	9 094	2	(D)	59	5 101	36
9	7 853	-	-	3	909	6	451	2	(D)	14	3 217	2	(D)	23	2 209	37
38	26 316	15	4 149	34	8 021	19	2 205	13	1 720	66	7 642	11	2 100	93	4 360	38
19	4 311	4	780	17	2 106	1	(D)	2	(D)	28	2 106	1	(D)	19	1 542	39
82	32 964	51	19 799	85	12 085	39	4 510	36	3 949	146	11 958	15	4 991	187	12 834	40
16	9 099	13	2 465	14	1 699	11	2 685	6	398	22	2 296	4	1 195	33	3 403	41
26	14 258	19	10 120	28	4 665	18	7 855	22	2 567	43	4 703	6	2 751	78	6 010	42
7	3 132	6	1 342	11	2 152	5	815	3	(D)	16	1 342	2	(D)	18	1 280	43
33	6 475	13	5 672	32	3 569	5	225	5	(D)	65	3 617	3	(D)	58	2 141	44
111	41 511	67	40 473	161	24 057	65	9 137	54	10 058	212	17 641	22	11 722	209	(D)	45
10	4 530	6	677	20	2 427	5	462	10	1 690	22	1 157	2	(D)	27	1 217	46
4	2 138	4	(D)	8	1 212	2	(D)	3	(D)	9	477	3	(D)	7	(D)	47
7	2 057	1	(D)	6	1 162	3	(D)	2	(D)	1	785	-	-	4	(D)	48
14	4 801	10	9 412	23	4 267	9	906	7	675	35	4 019	3	1 232	32	(D)	49
35	17 538	36	27 729	62	8 755	39	7 016	25	6 827	76	7 753	9	8 814	104	9 239	50
41	10 447	10	2 354	42	6 234	7	444	7	549	56	3 450	5	805	35	2 373	51
17	3 407	7	4 791	22	1 752	6	393	6	(D)	20	1 131	4	489	23	1 413	52
7	2 162	7	4 791	15	1 385	6	393	5	329	15	954	2	(D)	17	(D)	53
10	1 245	-	-	7	367	-	-	1	(D)	5	177	2	(D)	6	(D)	54
13	2 998	3	41	24	4 150	1	(D)	3	18	41	3 931	2	(D)	27	2 175	55
258	123 130	155	109 988	262	44 661	206	35 069	177	29 680	523	58 693	54	21 911	678	54 712	56
34	12 528	2	(D)	17	3 248	63	9 303	26	1 724	49	6 045	8	4 861	128	(D)	57
6	(D)	3	1 741	4	387	3	(D)	1	(D)	11	658	1	(D)	2	(D)	58
2	(D)	8	-	5	578	2	(D)	1	(D)	9	317	2	(D)	4	(D)	59
7	5 558	8	3 255	17	4 508	8	836	2	(D)	20	2 216	3	445	9	(D)	60
36	17 905	38	41 821	33	6 365	46	8 190	41	6 677	124	19 839	9	2 530	131	11 789	61
8	1 989	4	(D)	11	1 569	7	388	10	1 017	17	1 431	3	668	37	2 252	62
83	48 915	64	44 920	107	15 770	57	12 157	60	13 057	153	15 306	18	(D)	216	(D)	63
19	7 638	22	14 933	19	3 788	11	1 892	26	5 367	50	4 213	2	(D)	51	(D)	64
8	2 042	5	926	6	637	3	554	1	(D)	16	585	1	(D)	6	292	65
55	23 774	9	(D)	43	7 811	6	1 242	9	1 274	74	8 083	7	1 221	94	(D)	66
86	44 870	55	38 530	87	12 836	46	10 443	45	5 775	143	14 009	19	7 264	201	(D)	67
54	35 406	41	33 413	66	10 196	37	9 717	34	5 252	92	9 724	14	6 245	143	(D)	68
10	5 056	8	3 834	9	1 276	6	515	5	299	13	1 007	3	(D)	21	1 170	69
22	4 408	6	1 283	12	1 364	3	211	6	224	38	3 278	2	(D)	37	2 021	70
49	23 732	21	10 837	44	5 852	24	3 203	20	3 973	89	5 512	8	1 971	94	6 801	71
22	15 853	13	6 619	22	2 242	16	1 982	16	(D)	38	3 019	5	1 395	49	(D)	72
27	7 879	8	4 218	22	3 610	8	1 221	4	(D)	51	2 493	3	576	45	(D)	73
1 100	788 328	785	799 595	1 273	266 658	964	170 802	925	198 787	2 287	389 501	267	132 266	4 426	340 885	74
130	81 217	88	80 082	171	29 517	100	19 188	115	31 965	316	56 786	29	(D)	523	45 600	75
15	8 546	10	13 919	23	3 369	9	598	13	1 997	30	2 427	8	1 615	76	3 684	76
44	26 614	31	37 970	47	(D)	38	10 882	31	7 826	113	45 095	12	8 681	188	17 481	77
71	57 947	62	88 686	67	(D)	100	26 504	62	13 627	144	23 192	13	6 452	259	(D)	78
25	10 561	11	5 073	18	3 800	10	676	14	1 333	23	2 793	3	1 287	86	(D)	79
32	26 611	7	1 678	45	10 388	13	2 456	13	3 279	33	5 218	4	(D)	113	5 468	80
60	54 903	59	74 408	72	(D)	49	7 110	60	9 176	132	20 594	18	10 570	202	15 834	81

TABLE 6. Counties; and Cities of

Line number	County and city	Total								Kind-of-business group				
		All establishments				Establishments with payroll				Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)		
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
				Sole proprietorships (number)	Partnerships (number)									
ORANGE COUNTY--CONTINUED														
1	GARDEN GROVE	965	279 003	511	74	623	271 210	33 115	7 770	5 833	41	29 567	15	20 016
2	HUNTINGTON BEACH	749	276 486	415	48	468	271 357	34 640	8 163	6 237	31	12 342	15	57 651
3	IRVINE	66	7 533	46	2	26	7 050	1 157	268	257	1	(D)	1	(D)
4	LAGUNA BEACH	313	53 561	170	50	193	50 921	7 433	1 715	1 462	8	2 575	6	1 726
5	LA HABRA	428	123 716	213	36	298	120 806	15 955	3 807	3 112	22	5 039	11	21 890
6	LA PALMA ²	55	7 340	36	5	30	6 774	751	187	200	2	(D)	1	(D)
7	LOS ALAMITOS	97	23 320	55	4	61	22 539	2 829	648	555	9	7 606	7	-
8	NEWPORT BEACH	692	214 711	328	58	469	209 338	32 479	8 034	6 274	25	5 029	17	40 936
9	ORANGE	878	274 007	423	65	624	267 700	36 161	8 426	6 233	23	10 085	19	(D)
10	PLACENTIA	216	49 482	116	19	129	47 403	5 296	1 308	1 016	8	1 206	2	(D)
11	SAN CLEMENTE	257	48 258	146	24	171	45 619	5 989	1 387	1 255	11	1 439	6	3 908
12	SAN JUAN CAPISTRANO	92	21 882	62	6	53	21 086	2 782	606	524	4	(D)	2	(D)
13	SANTA ANA	1 470	506 349	726	133	1 044	495 376	64 624	15 460	11 530	61	31 849	31	78 106
14	SEAL BEACH	165	31 577	92	17	105	30 560	4 261	1 019	993	6	865	6	(D)
15	STANTON	184	38 341	104	16	117	36 866	4 295	1 127	925	14	10 332	1	(D)
16	TUSTIN	274	68 914	146	23	184	66 779	8 378	1 941	1 639	17	9 228	6	2 683
17	TUSTIN-FOOTHILLS (U)	110	7 123	86	8	34	6 145	782	181	186	1	(D)	1	(D)
18	VILLA PARK	31	5 317	25	2	13	4 830	492	130	114	-	-	-	-
19	WESTMINSTER	435	171 425	228	37	295	168 594	19 122	4 273	3 004	14	3 394	12	14 143
20	YORBA LINDA	95	21 183	60	10	43	19 928	2 204	469	344	3	904	3	(D)
21	REMAINDER OF COUNTY	935	200 987	561	77	496	192 363	25 952	6 216	5 172	43	12 725	21	6 087
22	PLACER COUNTY	935	196 270	469	125	691	189 960	23 094	5 299	4 278	45	11 432	21	(D)
23	AUBURN	174	35 681	96	20	109	34 111	3 468	801	613	14	5 459	6	4 820
24	LINCOLN	28	(D)	13	2	26	5 656	612	132	134	2	(D)	-	-
25	ROCKLIN	27	4 579	13	2	21	4 490	482	125	107	1	(D)	1	(D)
26	ROSEVILLE	287	80 044	131	43	224	78 328	9 597	2 195	1 648	8	2 088	8	1 901
27	REMAINDER OF COUNTY	419	(D)	216	58	311	67 375	8 935	2 046	1 776	20	3 489	6	1 318
28	PLUMAS COUNTY	236	32 275	127	33	153	29 496	3 150	658	590	18	1 927	15	(D)
29	RIVERSIDE COUNTY	4 366	1 112 995	2 243	388	3 047	1 077 904	142 624	34 630	27 754	243	75 117	99	129 277
30	BANNING	117	31 845	52	8	90	31 335	3 652	906	721	3	(D)	5	(D)
31	BEAUMONT	87	13 620	50	12	56	12 537	1 510	364	354	5	1 587	-	-
32	BLYTHE	166	36 908	90	20	126	35 693	4 566	1 063	904	10	1 789	6	2 426
33	COACHELLA	54	13 386	26	3	42	12 886	1 534	418	270	3	(D)	1	(D)
34	CORONA	309	90 045	151	26	229	87 974	11 428	2 769	2 442	24	9 775	9	7 129
35	DESERT HOT SPRINGS	56	5 176	30	7	31	4 491	650	160	171	5	421	3	(D)
36	HEMET	279	73 044	155	23	196	70 975	8 502	2 059	1 708	29	9 232	11	3 640
37	INDIO	264	88 231	106	30	211	85 926	12 447	2 883	2 346	13	7 307	7	15 313
38	LAKE ELSINORE ³	83	7 822	53	7	56	6 981	809	183	137	6	1 022	4	177
39	NORCO	79	10 466	49	5	46	9 563	957	225	190	3	(D)	1	(D)
40	PALM SPRINGS	511	141 292	224	39	375	137 779	19 946	5 255	3 870	18	4 963	6	9 451
41	PERRIS	97	13 266	64	3	48	12 055	1 356	314	273	5	813	-	-
42	RIVERSIDE	1 165	398 160	575	111	812	388 889	53 762	13 013	9 838	51	22 017	25	(D)
43	SAN JACINTO	58	8 878	38	2	35	8 329	905	214	209	2	(D)	1	(D)
44	REMAINDER OF COUNTY	1 041	180 856	580	92	700	172 491	20 600	4 803	4 285	66	13 749	20	3 580
45	SACRAMENTO COUNTY	5 513	1 643 370	2 621	615	3 965	1 606 662	208 507	47 968	37 421	201	76 102	107	285 088
46	ARDEN-ARCADE (U)	828	344 737	311	90	652	339 547	44 201	7 573	7 573	21	4 093	14	(D)
47	CARMICHAEL (U)	280	53 486	153	27	179	51 518	6 390	1 420	1 269	9	2 737	4	(D)
48	FOLSOM	81	11 964	42	10	53	10 839	1 307	286	216	3	(D)	2	(D)
49	GALT	55	9 790	29	8	36	9 333	1 027	192	194	5	1 186	2	(D)
50	NORTH HIGHLANDS (U)	156	39 926	86	18	100	38 991	5 032	1 179	955	6	1 875	4	(D)
51	PARKWAY-SACRAMENTO SOUTH (U)	212	120 996	95	16	158	120 171	16 005	3 703	2 997	4	(D)	9	59 239
52	RANCHO CORDOVA (U)	195	37 778	99	22	127	36 366	4 680	1 053	1 052	4	929	4	1 795
53	SACRAMENTO	2 641	695 448	1 262	312	1 955	678 016	91 555	21 947	17 385	102	45 939	50	104 879
54	REMAINDER OF COUNTY	1 065	329 245	544	112	705	321 881	38 310	7 651	5 780	47	15 200	18	64 845
55	SAN BENITO COUNTY	212	36 173	106	31	148	34 379	4 234	1 020	865	13	1 830	6	1 339
56	HOLLISTER	162	33 141	72	27	123	31 992	3 894	938	760	12	(D)	5	(D)
57	REMAINDER OF COUNTY	50	3 032	34	4	25	2 387	340	82	105	1	(D)	1	(D)
58	SAN BERNARDINO COUNTY	5 855	1 485 051	3 026	553	4 160	1 444 290	184 279	43 405	35 231	258	87 759	117	226 276
59	BARSTOW	247	61 059	129	19	183	59 640	7 652	1 861	1 558	10	3 920	5	2 560
60	CHINO	174	41 588	93	16	113	39 558	4 535	962	758	7	(D)	5	3 868
61	COLTON	193	58 578	100	15	140	56 871	7 038	1 733	1 280	7	1 930	4	1 431
62	FONTANA	241	56 522	124	35	165	54 141	6 494	1 491	1 219	12	3 411	8	5 584
63	LOMA LINDA	34	6 089	20	2	22	5 899	659	159	117	-	-	1	(D)
64	MONTCLAIR	280	107 952	112	21	221	106 871	13 592	3 106	2 649	16	10 477	5	37 966
65	NEEDLES	93	17 994	35	14	73	17 545	2 207	498	446	2	(D)	2	(D)
66	ONTARIO	518	148 593	263	45	371	144 308	18 356	4 305	3 371	22	6 401	9	(D)
67	REDLANDS	305	88 872	141	31	226	87 267	11 542	2 890	2 222	11	2 660	6	6 376
68	RIALTO	203	58 739	110	17	142	57 196	7 208	1 559	1 223	15	4 314	4	(D)
69	SAN BERNARDINO	1 154	437 750	497	115	931	431 745	58 293	14 244	11 204	45	19 759	24	(D)
70	UPLAND	251	64 526	138	21	166	63 209	7 504	1 709	1 368	16	6 744	2	(D)
71	VICTORVILLE	216	61 734	105	17	157	60 333	7 459	1 817	1 272	12	2 913	6	5 168
72	REMAINDER OF COUNTY	1 946	275 505	1 159	185	1 250	259 707	31 740	7 071	6 564	83	23 150	36	11 887
73	SAN DIEGO COUNTY	11 272	3 290 059	5 834	1 048	7 812	3 210 837	416 492	98 195	77 605	397	122 552	242	527 664
74	CARLSBAD	171	46 020	81	19	131	45 116	6 558	1 524	1 560	6	849	6	19 127
75	CHULA VISTA	526	194 035	268	39	375	190 810	24 808	6 035	4 474	20	(D)	14	(D)
76	CORONADO	112	20 647	47	13	87	20 063	3 102	751	715	3	384	1	(D)
77	DEL MAR	66	7 909	42	7	38								

2,500 Inhabitants or More: 1972—Continued

Kind-of-business group—Continued																Line number
Food stores (all establishments)		Automotive dealers (all establishments)		Gasoline service stations (all establishments)		Apparel and accessory stores (all establishments)		Furniture, home furnishings, and equipment stores (all establishments)		Eating and drinking places (all establishments)		Drug stores and proprietary stores (all establishments)		Miscellaneous retail stores (all establishments)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
95	63 768	86	68 358	87	15 827	48	8 992	67	14 813	176	20 873	19	(D)	331	(D)	1
70	63 125	42	50 330	79	14 952	51	7 904	38	22 320	127	21 327	19	11 393	277	15 142	2
4	(D)	3	(D)	1	(D)	4	(D)	3	(D)	8	1 298	1	(D)	40	2 749	3
26	10 604	6	11 394	11	2 062	40	3 560	28	4 699	51	8 397	5	1 238	132	7 306	4
44	27 806	27	28 583	43	7 663	46	6 435	28	4 773	78	9 109	9	4 223	120	8 195	5
7	3 059	1	(D)	8	1 373	1	(D)	4	80	7	1 139	1	(D)	23	825	6
7	(D)	4	379	10	3 355	5	233	6	760	17	3 213	3	573	36	(D)	7
42	36 205	54	33 430	38	9 433	88	15 889	52	5 979	127	38 519	16	(D)	233	(D)	8
66	44 514	39	53 265	79	14 898	97	17 791	84	14 410	162	24 302	18	7 191	291	(D)	9
25	9 933	9	17 112	19	3 734	17	5 757	10	934	40	3 268	4	405	82	(D)	10
23	14 080	13	8 006	31	6 046	19	1 690	23	1 653	51	5 050	7	983	73	5 403	11
4	(D)	2	(D)	11	3 288	10	488	5	536	12	2 961	1	(D)	41	3 044	12
129	80 469	111	136 284	189	34 183	72	13 851	130	37 209	282	37 168	27	12 751	438	44 479	13
15	9 989	7	657	17	4 536	18	3 844	8	631	25	4 367	4	1 524	59	(D)	14
17	10 217	10	2 502	21	5 311	8	280	10	1 149	49	5 270	1	(D)	53	(D)	15
19	24 437	14	1 735	31	7 956	19	2 629	16	3 514	47	6 571	9	3 427	96	6 754	16
5	269	4	44	5	(D)	10	(D)	8	193	11	985	1	(D)	64	1 473	17
3	(D)	2	(D)	1	(D)	3	(D)	2	(D)	4	404	1	(D)	15	826	18
43	43 318	31	57 781	54	11 619	15	3 233	30	8 452	71	9 173	12	6 099	153	14 213	19
8	8 315	5	(D)	10	1 623	6	397	10	828	10	771	2	(D)	38	1 572	20
71	63 158	47	17 535	85	22 557	68	9 267	55	5 527	141	29 231	20	12 887	384	22 013	21
110	46 087	70	52 457	130	21 206	39	8 917	44	6 648	226	19 788	19	6 277	231	(D)	22
18	9 626	15	(D)	22	4 462	4	(D)	4	(D)	23	1 437	3	(D)	65	3 762	23
6	(D)	2	(D)	5	649	2	(D)	-	-	8	269	1	(D)	2	(D)	24
3	(D)	-	-	6	752	-	-	1	(D)	7	318	1	(D)	7	(D)	25
36	13 363	28	34 011	35	5 315	16	5 064	20	3 851	68	5 954	7	3 124	61	5 373	26
47	17 386	25	13 418	62	10 028	17	2 890	19	2 451	120	11 790	7	1 652	96	(D)	27
29	7 845	13	5 274	27	2 318	7	928	6	138	64	3 133	6	1 083	51	(D)	28
461	258 012	279	226 875	526	92 378	332	57 179	301	47 138	865	103 560	92	(D)	1 168	(D)	29
11	7 789	11	10 603	16	3 043	11	1 313	6	577	20	2 270	3	1 561	31	(D)	30
9	4 075	6	1 293	13	1 840	1	(D)	6	393	24	2 145	3	492	20	(D)	31
8	10 023	10	5 171	36	6 722	12	931	11	1 296	40	4 420	3	2 032	30	2 098	32
12	5 620	3	(D)	14	2 775	2	(D)	17	(D)	10	1 000	1	(D)	7	961	33
31	20 437	26	21 754	36	6 907	23	3 399	17	2 592	54	9 847	10	2 755	79	5 450	34
6	(D)	1	(D)	5	579	6	153	2	(D)	17	990	1	(D)	10	378	35
31	20 738	15	14 410	21	3 423	19	1 953	24	2 983	50	5 151	9	5 176	70	6 338	36
21	14 566	23	17 996	42	8 159	27	5 576	19	3 791	51	7 592	5	2 842	56	5 089	37
12	(D)	7	616	8	1 291	2	(D)	4	195	20	1 048	3	441	17	740	38
10	5 499	4	457	11	1 698	2	(D)	4	260	14	705	2	(D)	28	1 251	39
45	27 584	15	(D)	34	(D)	83	22 873	44	9 738	101	17 718	10	(D)	155	(D)	40
11	4 295	12	4 190	13	990	5	(D)	2	(D)	17	780	1	(D)	31	1 354	41
102	65 181	85	102 503	126	23 180	84	12 914	101	17 889	216	30 818	25	12 998	350	(D)	42
5	3 406	3	557	10	1 223	2	(D)	2	(D)	13	1 114	1	(D)	19	775	43
147	64 656	58	23 169	141	(D)	53	6 609	58	6 912	218	17 962	15	4 215	265	(D)	44
616	358 425	343	342 586	684	110 601	365	75 347	337	95 046	1 160	127 209	135	61 054	1 565	111 912	45
91	67 089	72	110 407	102	17 751	74	17 252	64	23 485	144	22 580	18	12 595	228	(D)	46
24	17 931	17	4 864	32	4 759	24	3 434	21	3 255	53	4 987	7	4 574	89	(D)	47
12	4 892	4	(D)	9	632	8	(D)	3	(D)	16	797	2	(D)	22	1 135	48
5	4 085	4	(D)	9	1 181	2	(D)	4	(D)	6	841	2	(D)	16	453	49
9	13 557	12	2 614	22	3 486	7	658	11	(D)	35	3 753	3	599	47	1 653	50
20	20 496	12	6 493	21	4 779	27	9 123	14	4 376	42	3 643	6	(D)	57	3 845	51
23	13 340	10	2 605	32	6 216	11	2 188	7	560	43	5 328	4	2 317	72	2 500	52
322	147 780	133	126 684	326	49 090	164	34 283	153	37 478	607	65 285	72	23 457	512	60 573	53
110	69 255	79	86 145	131	22 507	48	7 857	60	16 403	214	19 995	21	11 013	337	16 025	54
22	10 169	17	8 671	23	3 305	11	1 947	9	1 227	40	2 440	6	1 448	65	3 797	55
19	9 487	14	8 523	19	2 877	9	(D)	7	(D)	28	1 623	6	1 448	43	3 419	56
3	682	3	148	4	428	2	(D)	2	(D)	12	817	-	-	22	378	57
649	333 527	423	291 624	790	130 335	351	60 038	339	72 729	1 207	123 755	108	(D)	1 613	(D)	58
21	13 451	17	12 903	51	10 297	16	1 699	21	2 165	43	7 286	4	2 159	59	4 619	59
29	14 390	12	10 988	22	2 849	11	555	4	924	34	3 415	2	(D)	48	2 449	60
26	12 042	14	11 572	24	5 112	9	1 603	10	13 161	51	4 864	2	(D)	46	(D)	61
23	14 411	29	15 330	29	3 952	10	1 283	12	2 589	51	3 500	4	1 834	53	4 628	62
3	(D)	1	(D)	8	1 307	-	-	2	(D)	3	140	1	(D)	15	571	63
18	9 038	19	10 618	37	6 731	43	11 315	28	9 353	37	4 967	3	1 323	74	6 164	64
6	(D)	6	(D)	26	4 545	4	259	4	(D)	20	2 753	1	(D)	22	2 426	65
63	34 086	49	45 158	64	13 028	22	7 095	37	6 477	99	11 683	13	5 011	140	(D)	66
26	23 718	27	27 130	37	5 413	24	2 936	24	3 491	53	8 275	12	2 625	85	6 248	67
21	18 452	18	(D)	30	5 194	9	1 343	6	(D)	38	4 504	3	794	59	4 472	68
117	62 690	101	91 235	131	21 048	111	22 608	82	18 981	247	30 037	21	10 591	275	(D)	69
30	20 478	15	14 221	35	6 031	9	2 075	12	1 110	40	5 289	7	2 952	85	(D)	70
15	12 153	22	20 624	28	5 649	14	1 778	16	3 140	39	4 205	5	1 424	59	4 680	71
251	92 279	93	19 710	268	39 179	69	5 489	81	10 367	452	32 837	30	9 675	583	30 932	72
1 153	645 245	684	690 149	1 182	214 513	830	142 211	797	176 940	2 209	294 652	210	120 943	3 568	285 190	73
18	7 995	4	512	13	2 889	30	4 527	11	793	30	3 860	3	1 007	50	4 461	74
45	39 295	42	33 135	54	(D)	48	14 050	33	10 235	94	13 630	12	10 761	164	11 237	75
8	4 753	2	(D)	7	1 641	14	1 955	12	1 184	25	4 089	2	(D)	38	3 082	76
4	2 578	-	-	6	1 093	6	(D)	-	-	11	2 279	1	(D)	34	1 308	77
65	46 290	61	57 134	76	12 855	38	8 050	37	10 294	105	13 068	12	9 981	163	11 812	78
39	31 683	40	47 894	63	9 358	39	6 741	45	8 342	81	11 128	7	5 226	153	14 359	79
16	9 463	6	1 046	12	2 342	13	825	10	971	29	4 486	3	(D)	43	(D)	80
58	27 509	30	41 347	41	7 753	49	8 196	39	15 628	68	13 438	9	4 835	154	19 793	81
41	21 552	51	67 742	39	7 754	22	3 009	31	8 133	70	8 818	7	5 925	83	5 058	82
38	17 394	34	42 716	55	9 102	28	2 575	33	5 710	94	12 023	4	1 915	1		

TABLE 6. Counties; and Cities of

Line number	County and city	Total									Kind-of-business group			
		All establishments				Establishments with payroll					Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)	
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
				Sole proprietorships (number)	Partnerships (number)									
SAN DIEGO COUNTY--CONTINUED														
1	SPRING VALLEY (U)	214	34 640	130	16	135	33 042	3 821	895	842	10	3 692	4	(D)
2	VISTA	249	56 353	135	29	168	54 734	6 317	1 496	1 179	12	6 303	4	(D)
3	REMAINDER OF COUNTY	1 824	335 147	1 050	166	1 115	318 636	37 653	8 661	7 511	97	(D)	39	29 782
SAN FRANCISCO COUNTY														
4		8 028	1 994 702	3 582	1 330	5 581	1 902 286	327 679	79 108	52 438	149	31 827	155	292 711
SAN JOAQUIN COUNTY														
5		2 674	662 426	1 299	380	2 004	644 775	82 057	19 009	15 056	102	37 066	56	89 686
6	LODI	386	94 072	191	70	287	91 713	10 353	2 412	1 906	14	3 796	11	5 430
7	MANTECA	215	51 353	106	21	159	49 839	5 698	1 305	990	8	4 721	5	2 874
8	RIPON	41	5 103	23	4	24	4 558	671	160	149	2	(D)	3	109
9	STOCKTON	1 189	359 103	543	180	914	350 937	47 443	11 018	8 552	31	12 420	23	77 911
10	TRACY	199	34 462	106	23	157	33 167	4 142	975	625	5	(D)	7	2 500
11	REMAINDER OF COUNTY	644	118 333	330	82	463	114 561	13 750	3 139	2 634	42	14 411	7	862
SAN LUIS OBISPO COUNTY														
12		1 303	242 214	723	134	935	233 425	28 967	6 648	6 334	62	19 309	32	17 569
13	ARROYO GRANDE	117	18 113	79	10	74	17 461	2 067	466	450	6	(D)	1	(D)
14	EL PASO DE ROBLES	142	32 680	82	9	102	31 528	3 465	839	759	4	1 452	5	1 211
15	GROVER CITY	66	9 135	38	7	44	8 687	990	229	198	5	(D)	1	(D)
16	MORRO BAY	136	24 789	73	15	103	23 791	3 040	627	656	9	4 019	4	889
17	PISMO BEACH	80	10 825	47	7	56	9 902	1 189	235	276	2	(D)	3	(D)
18	SAN LUIS OBISPO	450	109 855	206	55	361	107 968	14 166	3 363	3 115	18	6 828	9	13 061
19	REMAINDER OF COUNTY	312	36 817	198	31	195	34 088	4 050	889	880	18	4 747	9	1 201
SAN MATEO COUNTY														
20		4 355	1 419 359	1 963	570	3 169	1 383 499	188 417	45 100	30 647	162	40 151	95	222 247
21	ATHERTON	43	7 131	25	4	20	6 538	1 217	305	174	-	(D)	1	(D)
22	BELMONT	184	39 346	80	26	135	38 386	5 550	1 331	1 076	11	2 135	2	(D)
23	BRISBANE	26	10 447	10	6	20	10 230	1 283	294	212	3	527	1	(D)
24	BURLINGAME	342	111 626	150	45	242	108 953	15 055	3 712	2 389	10	1 040	5	2 487
25	DALY CITY	398	176 180	163	54	288	172 986	23 014	5 589	3 675	11	2 110	9	44 972
26	FOSTER CITY	50	10 905	32	5	24	10 605	1 315	253	207	2	(D)	1	(D)
27	HALF MOON BAY	64	14 484	28	11	47	14 081	1 561	354	290	6	1 845	2	(D)
28	HILLSBOROUGH	30	5 090	21	2	9	4 245	502	131	67	-	(D)	1	(D)
29	MENLO PARK	298	96 962	132	32	228	91 210	12 059	3 145	1 868	9	1 757	5	520
30	MILLBRAE	162	61 046	66	26	122	59 967	8 246	1 957	1 421	7	2 367	3	760
31	PACIFICA	188	46 609	106	18	120	45 054	5 853	1 461	1 117	8	789	5	(D)
32	PORTOLA VALLEY	15	1 451	10	3	8	1 222	133	28	1	(D)	-	-	-
33	REDWOOD CITY	479	179 420	211	67	374	176 509	21 935	5 236	3 141	13	2 093	10	21 099
34	SAN BRUNO	281	108 165	127	36	206	106 473	14 863	2 894	1 913	8	2 309	8	(D)
35	SAN CARLOS	284	91 552	129	36	213	89 497	11 631	2 638	1 806	19	7 635	8	16 956
36	SAN MATEO	728	259 712	298	89	548	254 598	36 932	9 044	6 495	18	8 098	19	66 797
37	SOUTH SAN FRANCISCO	326	106 649	139	54	249	104 461	14 461	3 398	2 350	13	4 041	6	14 455
38	WOODSIDE	59	8 146	29	8	41	7 691	1 452	330	261	1	(D)	1	(D)
39	REMAINDER OF COUNTY	398	84 438	207	48	275	80 793	11 355	2 800	2 155	22	3 065	8	15 711
SANTA BARBARA COUNTY														
40		2 601	626 689	1 253	324	1 928	609 993	84 613	19 670	16 599	98	29 774	51	69 591
41	CARPINTERIA	74	14 792	40	8	50	14 059	1 745	347	335	6	(D)	2	(D)
42	GUADALUPE	32	3 980	24	3	24	3 852	482	120	131	1	(D)	1	(D)
43	LOMPOC	232	53 020	111	33	172	51 723	6 285	1 492	1 238	8	1 089	4	(D)
44	SANTA BARBARA	1 095	261 911	499	143	641	275 578	40 915	9 574	7 908	36	11 977	20	(D)
45	SANTA MARIA	485	130 109	241	56	357	127 042	16 348	3 911	2 940	15	5 094	11	18 601
46	REMAINDER OF COUNTY	683	142 877	338	81	484	137 739	18 838	4 226	4 047	32	10 554	13	16 924
SANTA CLARA COUNTY														
47		8 620	2 761 527	4 060	946	6 041	2 698 905	358 518	84 776	61 935	307	117 727	157	441 414
48	CAMPBELL	374	96 828	187	50	259	94 347	12 368	2 983	2 305	11	7 438	4	569
49	CUPERTINO	275	103 544	120	39	204	102 342	13 139	3 015	2 272	9	1 818	5	(D)
50	GILROY	190	49 594	70	25	152	48 066	5 582	1 296	966	7	(D)	3	(D)
51	LOS ALTOS	280	59 362	136	27	200	57 777	8 862	2 230	1 788	14	2 423	2	(D)
52	LOS ALTOS HILLS	12	(D)	5	3	6	(D)	(D)	(D)	(D)	-	-	-	-
53	LOS GATOS	368	116 669	192	37	231	113 475	14 433	3 492	2 161	20	2 726	5	1 261
54	MILPITAS	169	46 252	92	22	109	45 473	5 050	1 207	919	4	(D)	3	(D)
55	MONTE SERENO	3	(D)	3	-	1	(D)	(D)	(D)	(D)	-	-	-	-
56	MORGAN HILL	119	23 243	60	14	90	21 880	2 384	590	459	5	1 470	2	(D)
57	MOUNTAIN VIEW	603	253 621	253	75	453	248 690	32 006	7 618	5 633	28	10 282	17	61 820
58	PALO ALTO	593	202 912	240	66	451	199 388	29 218	7 006	4 918	17	4 724	12	(D)
59	SAN JOSE	3 471	1 114 198	1 695	352	2 382	1 087 546	143 508	34 038	24 851	110	52 583	60	177 671
60	SANTA CLARA	711	288 203	302	68	515	283 241	37 416	8 901	5 992	23	11 100	20	39 921
61	SARATOGA	185	23 614	108	22	102	21 815	2 526	637	521	10	1 218	3	(D)
62	SUNNYVALE	565	181 826	250	76	402	179 024	23 442	5 647	3 798	20	11 452	7	9 936
63	REMAINDER OF COUNTY	702	198 818	347	70	484	193 200	27 946	6 063	5 307	29	7 513	14	70 213
SANTA CRUZ COUNTY														
64		1 640	342 852	844	236	1 136	329 324	42 694	9 742	7 964	84	25 287	40	38 585
65	CAPITOLA	57	16 062	31	8	40	15 788	1 832	451	296	1	(D)	3	(D)
66	SANTA CRUZ	641	152 342	303	85	472	147 661	20 927	4 831	3 968	20	4 254	12	(D)
67	SCOTTS VALLEY	61	13 244	33	9	40	12 612	1 300	286	240	7	4 683	3	(D)
68	WATSONVILLE	346	76 934	175	58	243	73 501	8 926	2 081	1 654	23	4 683	3	(D)
69	REMAINDER OF COUNTY	535	84 270	302	76	341	79 762	9 709	2 093	1 806	33	11 424	10	13 998
SHASTA COUNTY														
70		990	202 598	548	113	678	193 877	23 037	5 180	4 039	70	17 122	25	12 743
71	ANDERSON	117	15 882	75	11	74	14 586	1 518	344	295	5	531	2	(D)
72	REDDING	434	136 811	207	52	351	134 174	16 687	3 760	2 829	21	8 616	7	11 140
73	REMAINDER OF COUNTY	439	49 905	266	50	253	45 117	4 832	1 076	915	44	7 975	16	(D)
SIERRA COUNTY														
74		37	4 216	23	4	26	3 850	394	80	70	3	(D)	2	(D)
SISKIYOU COUNTY														
75		477	67 139	253	61	352	63 495	6 673	1 514	1 465	35	5 213	19	3 212
76</														

2,500 Inhabitants or More: 1972—Continued

Kind-of-business group—Continued																Line number
Food stores		Automotive dealers		Gasoline service stations		Apparel and accessory stores		Furniture, home furnishings, and equipment stores		Eating and drinking places		Drug stores and proprietary stores		Miscellaneous retail stores		
(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		(all establishments)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
45	15 389	9	1 017	25	3 427	8	576	4	60	34	2 636	4	(D)	71	3 295	1
26	19 397	17	7 948	37	5 150	11	862	21	3 278	35	3 536	6	2 928	80	(D)	2
207	106 695	95	43 560	213	(D)	100	(D)	111	10 270	323	30 567	34	9 610	605	29 011	3
1 270	401 279	185	245 339	437	92 435	673	172 216	484	94 977	2 286	331 309	215	62 537	2 174	270 072	4
335	138 576	207	138 783	326	50 855	145	31 025	151	36 996	601	54 683	78	(D)	673	(D)	5
45	22 432	28	24 940	37	7 519	22	4 124	29	4 825	83	7 123	11	6 381	106	7 502	6
23	11 355	25	17 260	22	2 912	16	2 154	12	1 841	46	3 086	5	(D)	53	(D)	7
6	1 678	4	530	4	658	-	-	1	(D)	6	698	1	(D)	14	255	8
153	58 143	85	76 426	135	22 423	74	20 200	69	21 457	281	27 698	40	9 889	298	32 536	9
20	11 119	13	4 842	25	3 666	13	1 378	14	(D)	41	3 332	7	1 844	54	3 413	10
88	33 849	52	14 785	103	13 677	20	3 169	26	7 305	144	12 746	14	9 326	148	8 203	11
145	53 311	81	40 542	191	27 175	83	10 211	82	9 962	256	26 219	30	(D)	341	(D)	12
17	3 160	8	4 339	17	2 233	6	568	10	650	14	1 786	3	(D)	36	1 019	13
16	8 224	11	8 378	22	3 926	8	1 225	10	959	23	3 013	5	802	37	3 490	14
13	4 603	4	(D)	8	723	3	73	3	(D)	13	959	1	(D)	15	733	15
16	6 378	10	1 779	14	2 189	6	585	7	665	30	3 794	3	(D)	37	(D)	16
11	3 722	2	(D)	19	1 907	4	333	1	(D)	17	1 946	2	(D)	19	1 310	17
35	16 468	37	22 336	70	10 928	43	6 961	38	6 311	82	9 304	10	4 550	108	13 108	18
37	10 756	9	2 456	41	5 269	13	466	13	683	77	5 417	6	1 110	89	4 712	19
546	330 369	253	279 991	465	97 501	319	71 305	304	75 929	817	125 485	121	54 699	1 273	121 682	20
1	(D)	6	2 377	3	619	1	(D)	3	(D)	5	1 542	-	-	23	1 298	21
27	15 318	8	1 880	17	2 985	14	2 482	13	2 968	33	5 517	4	707	55	(D)	22
3	(D)	2	(D)	2	(D)	-	-	-	-	7	723	1	(D)	7	3 785	23
41	19 596	21	48 449	28	6 094	21	4 196	24	2 667	63	16 215	11	4 007	118	6 873	24
52	39 578	29	27 445	43	9 996	40	13 159	38	11 789	57	9 392	9	8 549	110	9 190	25
6	(D)	2	(D)	3	611	5	(D)	1	(D)	6	941	2	(D)	22	724	26
13	5 706	4	(D)	6	1 515	2	(D)	-	-	17	1 186	2	(D)	12	606	27
2	(D)	1	(D)	1	(D)	5	169	1	(D)	2	(D)	2	(D)	15	1 256	28
37	26 878	14	32 356	28	6 608	28	3 830	35	5 058	52	10 642	9	3 591	81	5 722	29
22	19 416	9	5 311	17	4 400	17	6 743	12	3 066	31	6 099	4	(D)	40	(D)	30
24	19 021	7	7 345	25	4 504	9	1 859	7	523	31	4 627	5	1 297	67	(D)	31
1	(D)	1	(D)	2	(D)	1	(D)	1	(D)	2	(D)	1	(D)	5	321	32
54	37 713	38	62 020	95	17 853	20	4 370	30	5 925	85	9 662	11	3 464	123	15 221	33
33	13 867	20	33 506	27	5 247	34	5 483	21	3 113	45	5 757	7	2 617	78	(D)	34
26	16 278	23	17 280	20	4 520	22	3 596	24	12 037	55	5 744	8	1 636	79	5 870	35
99	58 665	29	19 030	59	(D)	69	18 688	60	12 956	138	22 427	20	15 096	217	(D)	36
45	26 725	17	13 370	34	7 754	20	3 439	15	13 909	86	12 381	12	3 759	78	6 816	37
6	(D)	7	306	6	1 014	2	(D)	1	(D)	15	2 147	2	(D)	18	765	38
54	18 859	15	2 571	49	10 954	9	871	18	1 410	87	10 069	11	2 716	125	18 212	39
263	134 180	148	110 830	307	47 162	196	33 072	188	38 327	524	70 436	62	28 077	764	65 240	40
10	5 553	2	(D)	10	1 150	3	(D)	1	(D)	16	1 418	3	(D)	21	1 125	41
4	1 050	-	-	5	551	1	(D)	-	(D)	15	1 563	1	(D)	4	(D)	42
24	12 374	19	12 947	27	4 007	14	1 699	16	(D)	45	4 684	6	2 961	69	6 546	43
105	59 648	54	50 158	105	15 832	87	21 158	95	16 763	240	34 836	28	8 890	325	(D)	44
47	21 363	46	38 159	60	9 522	47	5 722	40	7 705	77	8 766	12	5 993	130	9 184	45
73	34 182	27	(D)	100	16 100	44	4 022	36	10 896	131	19 169	12	9 013	215	(D)	46
968	613 662	504	538 668	933	184 810	625	164 771	613	151 889	1 494	208 446	218	95 667	2 801	244 473	47
30	27 313	19	2 884	46	9 474	29	4 732	33	19 898	68	9 753	8	3 666	126	11 101	48
42	15 257	14	11 364	34	8 107	17	9 174	15	2 788	45	7 319	8	5 830	86	(D)	49
22	14 820	19	17 548	22	3 365	14	2 186	15	1 185	36	2 945	5	1 412	47	3 308	50
27	18 070	7	5 388	20	6 061	32	4 879	24	5 959	45	8 678	8	1 597	101	(D)	51
-	-	-	-	-	-	1	(D)	2	(D)	2	(D)	-	(D)	7	(D)	52
35	31 494	26	47 441	23	5 154	23	4 834	26	4 099	54	8 449	16	3 825	140	7 386	53
20	20 125	8	1 189	22	4 873	5	(D)	6	(D)	39	4 393	5	2 034	57	2 638	54
-	-	-	-	-	-	-	-	-	-	1	(D)	-	(D)	2	(D)	55
14	7 699	7	3 890	22	3 797	5	483	8	1 301	24	1 540	2	(D)	30	(D)	56
58	50 665	45	47 905	62	(D)	38	8 400	54	14 159	105	14 560	16	(D)	180	20 834	57
55	36 422	31	34 095	40	(D)	61	28 062	57	9 154	114	19 508	13	5 505	193	22 719	58
426	251 912	212	202 881	393	80 039	256	74 997	219	47 396	583	79 620	87	42 295	1 125	104 804	59
81	53 527	46	80 874	74	11 412	32	6 819	70	34 857	135	20 820	20	8 697	210	20 176	60
13	8 205	3	1 158	13	2 198	23	1 133	12	1 153	16	(D)	5	(D)	87	6 279	61
58	42 130	35	62 207	75	13 540	40	6 012	23	3 549	106	15 003	17	(D)	184	(D)	62
87	36 013	32	19 844	87	13 413	49	12 392	49	5 846	121	14 225	8	1 681	226	17 678	63
183	82 942	92	55 285	166	24 466	111	14 568	101	14 809	343	32 703	34	17 829	486	36 378	64
8	(D)	2	(D)	2	(D)	3	(D)	3	(D)	10	967	2	(D)	23	2 226	65
59	27 766	46	35 641	66	9 386	51	8 320	41	7 851	137	17 855	16	(D)	193	14 849	66
6	(D)	3	(D)	10	(D)	3	(D)	5	(D)	10	991	1	(D)	13	746	67
49	17 248	25	16 146	29	4 395	23	3 305	20	3 346	70	4 487	9	2 124	86	(D)	68
61	29 463	16	2 723	59	8 447	31	2 422	32	3 095	116	8 403	6	(D)	171	(D)	69
115	50 845	81	39 034	136	20 629	49	9 144	46	7 379	197	17 341	16	(D)	255	(D)	70
16	7 913	10	844	15	2 401	5	474	4	(D)	27	1 380	1	(D)	32	1 317	71
35	26 435	45	32 882	73	13 087	29	7 520	24	5 010	86	11 848	9	9 540	105	10 733	72
64	16 497	26	5 308	48	5 141	15	1 150	18	(D)	84	4 113	6	1 177	118	(D)	73
7	(D)	4	(D)	3	(D)	-	-	-	-	11	396	2	(D)	5	(D)	74
57	16 831	24	10 427	74	10 153	26	2 444	21	2 771	108	8 046	12	1 834	101	6 208	75
12	1 993	3	2 064	11	2 115	3	79	2	(D)	13	878	-	-	11	916	76
39	6 454	9	5 718	22	3 594	11	1 520	10	(D)	18	1 792	4	626	40	2 782	77
141	81 967	105	75 876	183	33 617	81	11 234	104	19 262	305	44 161	28	(D)	342	24 743	79
8	3 985	1	(D)	7	1 153	2	(D)	3	(D)	17	1 068	2	(D)	22	1 717	80
5	(D)	3	(D)	11	1 108	3	325	2	(D)	16	1 009	2	(D)	11	650	81

TABLE 6. Counties; and Cities of

Line number	County and city	Total								Kind-of-business group				
		All establishments				Establishments with payroll				Building materials, hardware, garden supply, mobile home dealers (all establishments)		General merchandise group stores (all establishments)		
		Number	Sales (\$1,000)	Operated by unincorporated businesses ¹		Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)	Number	Sales (\$1,000)	Number	Sales (\$1,000)
				Sole proprietorships (number)	Partnerships (number)									
SOLANO COUNTY--CONTINUED														
1	FAIRFIELD	324	100 234	141	34	257	98 716	12 714	2 689	2 259	11	4 051	7	(D)
2	RIO VISTA	45	10 225	22	6	36	10 059	1 235	280	209	2	(D)	4	536
3	SUISUN CITY	36	3 743	23	4	24	3 519	532	129	110	1	(D)	-	-
4	VACAVILLE	193	49 474	93	26	142	48 336	7 316	1 585	1 442	10	2 758	3	1 237
5	VALLEJO	599	183 798	280	71	458	178 941	25 470	6 130	4 161	27	10 605	14	30 774
6	REMAINDER OF COUNTY	58	11 412	31	9	43	11 253	1 769	419	417	1	(D)	1	(D)
7	SONOMA COUNTY	2 292	542 589	1 187	268	1 636	525 514	66 758	15 173	11 456	136	45 142	50	59 671
8	CLOVERDALE	78	8 925	47	8	56	8 562	944	181	213	5	451	2	(D)
9	HEALDSBURG	111	19 756	53	16	87	18 784	2 463	571	438	7	1 102	2	(D)
10	PETALUMA	284	76 850	132	31	214	75 623	9 264	2 049	1 475	15	6 134	7	3 659
11	ROHNERT PARK	46	8 376	26	7	32	8 141	1 078	260	-	-	-	1	(D)
12	SANTA ROSA	905	251 394	432	101	662	244 729	32 249	7 436	5 273	42	9 254	18	52 264
13	SEBASTOPOL	110	27 007	60	15	80	26 119	3 402	745	513	9	2 244	3	(D)
14	SONOMA	118	21 616	65	15	85	20 731	2 592	621	509	6	1 308	6	(D)
15	REMAINDER OF COUNTY	640	128 665	372	75	420	122 825	14 766	3 310	2 517	52	24 649	11	1 123
16	STANISLAUS COUNTY	1 981	501 142	962	229	1 428	485 184	60 541	14 153	10 733	96	40 668	57	50 865
17	CERES	93	16 047	46	13	60	14 937	1 661	406	318	4	1 056	4	(D)
18	MODESTO	968	312 494	470	99	690	304 876	38 861	9 102	6 527	31	24 294	26	38 949
19	NEWMAN	43	7 388	22	5	35	7 213	808	170	154	4	(D)	1	(D)
20	OAKDALE	135	24 593	65	16	92	23 761	2 818	698	583	8	3 066	6	1 282
21	PATTERSON	69	11 043	35	10	46	10 422	1 168	269	217	6	510	1	(D)
22	RIVERBANK	62	7 266	30	7	46	6 690	736	175	166	3	(D)	-	-
23	TURLOCK	283	62 527	125	37	212	60 442	7 890	1 774	1 387	11	2 078	11	4 469
24	REMAINDER OF COUNTY	328	59 784	169	42	247	56 843	6 599	1 559	1 381	29	8 746	8	(D)
25	SUTTER COUNTY	374	98 454	180	41	275	95 321	11 558	2 704	2 122	21	10 288	12	16 080
26	LIVE OAK	33	3 803	19	3	24	3 701	424	97	78	2	(D)	-	-
27	YUBA CITY	270	83 481	129	30	200	81 378	10 108	2 389	1 863	11	3 767	11	(D)
28	REMAINDER OF COUNTY	71	11 170	32	8	51	10 242	1 026	218	161	8	(D)	1	(D)
29	TEHAMA COUNTY	321	66 031	166	42	226	62 978	6 856	1 517	1 454	15	3 338	9	3 468
30	CORNING	67	15 289	42	4	46	14 568	1 373	304	265	2	(D)	2	(D)
31	RED BLUFF	205	42 015	95	33	150	40 118	4 522	991	890	10	2 231	5	(D)
32	REMAINDER OF COUNTY	49	8 727	29	5	30	8 292	961	222	299	3	(D)	2	(D)
33	TRINITY COUNTY	103	9 918	57	21	72	9 079	1 021	216	223	10	894	5	(D)
34	TULARE COUNTY	1 887	408 482	961	264	1 368	393 465	45 964	10 761	9 184	80	26 984	49	45 258
35	DINUBA	128	24 186	65	24	101	23 470	2 579	630	586	6	1 208	4	1 000
36	EXETER	68	9 259	36	11	48	8 775	1 012	217	219	2	(D)	2	(D)
37	FARMERSVILLE	43	4 592	22	5	26	3 887	324	75	70	1	(D)	1	(D)
38	LINDSAY	96	12 665	53	12	67	12 031	1 355	332	272	4	801	3	419
39	PORTERVILLE	323	71 481	156	48	232	68 415	8 084	1 882	1 534	15	3 133	10	5 641
40	TULARE	276	53 098	137	37	214	51 485	6 177	1 388	1 254	12	3 017	7	3 879
41	VISALIA	494	180 111	213	68	380	177 612	20 868	4 917	3 941	19	15 249	13	33 275
42	WOODLAKE	37	4 663	21	5	28	4 272	415	100	98	4	(D)	-	-
43	REMAINDER OF COUNTY	422	48 427	258	54	272	43 548	5 150	1 220	1 210	17	2 731	9	618
44	TUOLUMNE COUNTY	339	48 813	186	40	224	45 724	5 172	1 213	1 025	17	3 755	7	2 683
45	SONORA	180	33 390	103	18	117	31 555	3 551	863	680	9	1 988	3	(D)
46	REMAINDER OF COUNTY	159	15 423	83	22	107	14 169	1 621	350	345	8	1 767	4	(D)
47	VENTURA COUNTY	3 040	894 278	1 588	337	2 129	872 643	108 516	25 170	20 602	129	54 653	73	123 515
48	CAMARILLO	199	50 815	98	23	149	49 488	5 783	1 289	1 205	19	13 740	5	3 230
49	FILLMORE	85	23 758	51	11	60	23 111	1 818	393	303	4	(D)	1	(D)
50	OJAI	115	20 065	69	12	77	19 360	2 493	591	487	3	996	4	1 452
51	OXNARD	721	238 417	336	75	559	233 786	31 140	7 150	6 001	27	16 611	21	40 013
52	PORT HUENEME	52	7 294	32	6	38	7 047	742	185	192	1	(D)	1	(D)
53	SANTA PAULA	167	32 593	94	27	123	31 069	3 681	906	741	10	1 559	3	706
54	SIMI VALLEY	356	81 899	210	35	204	79 721	8 968	2 126	1 813	10	3 615	9	10 624
55	THOUSAND OAKS	403	137 418	207	45	269	134 115	16 152	3 661	2 935	17	6 237	9	21 406
56	VENTURA (SAN BUENAVENTURA)	594	205 614	280	64	441	201 630	27 297	6 405	4 889	25	8 424	13	(D)
57	REMAINDER OF COUNTY	348	96 405	211	39	209	93 316	10 442	2 464	2 036	13	3 080	7	1 672
58	YOLO COUNTY	739	174 939	359	97	556	170 884	21 476	5 284	4 300	39	16 778	14	(D)
59	DAVIS	184	55 629	83	16	149	54 914	7 339	1 960	1 692	4	(D)	2	(D)
60	WOODLAND	256	65 767	127	29	188	64 292	7 863	1 824	1 344	16	(D)	8	4 231
61	REMAINDER OF COUNTY	299	53 543	149	52	219	51 678	6 274	1 500	1 264	19	7 916	4	1 719
62	YUBA COUNTY	420	82 697	205	54	307	79 072	9 995	2 392	1 983	18	6 587	18	8 953
63	MARYSVILLE	244	60 352	109	33	189	58 812	7 784	1 895	1 512	8	3 084	10	7 630
64	REMAINDER OF COUNTY	176	22 345	96	21	118	20 260	2 211	497	471	10	3 503	8	1 323

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable. Includes only establishments for which legal form of organization is known. See appendix A for additional information.

2,500 Inhabitants or More: 1972—Continued

Kind-of-business group—Continued																Line number
Food stores (all establishments)		Automotive dealers (all establishments)		Gasoline service stations (all establishments)		Apparel and accessory stores (all establishments)		Furniture, home furnishings, and equipment stores (all establishments)		Eating and drinking places (all establishments)		Drug stores and proprietary stores (all establishments)		Miscellaneous retail stores (all establishments)		
Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	
28	21 622	25	20 007	41	8 205	26	4 519	28	4 899	62	9 889	7	5 121	89	(D)	1
6	(D)	6	4 344	4	641	2	(D)	3	223	9	1 107	2	(D)	7	400	2
2	(D)	1	(D)	6	533	2	(D)	3	(D)	13	948	1	(D)	7	326	3
14	10 766	16	9 638	32	6 750	7	899	15	2 900	34	10 312	3	857	59	3 357	4
69	37 650	48	39 302	68	11 926	39	4 982	47	10 803	138	16 618	11	9 124	138	12 014	5
9	3 167	5	(D)	14	3 301	-	-	3	28	16	3 210	-	-	9	(D)	6
289	136 850	136	97 806	312	44 739	109	26 114	130	21 238	473	41 862	52	(D)	605	(D)	7
12	(D)	3	(D)	13	2 145	2	(D)	1	(D)	23	1 122	2	(D)	15	542	8
16	3 479	6	6 532	12	2 092	9	1 308	5	859	27	1 640	4	831	23	(D)	9
32	22 125	20	16 459	39	5 943	20	4 609	17	2 888	46	4 724	8	3 940	80	6 359	10
4	(D)	3	(D)	5	559	1	(D)	4	1 236	10	622	1	(D)	17	1 131	11
117	58 088	39	33 243	139	18 493	50	14 930	67	11 680	154	15 463	22	(D)	257	(D)	12
11	9 822	9	5 922	19	2 648	9	1 755	6	(D)	17	1 336	4	1 414	23	1 260	13
14	8 548	7	1 958	12	1 937	9	890	7	384	18	2 140	3	958	36	(D)	14
83	29 039	49	31 895	73	10 922	9	2 495	23	3 854	178	14 815	8	2 158	154	7 715	15
241	112 403	154	105 057	231	33 541	135	27 030	139	31 593	366	31 543	55	30 675	507	37 767	16
12	7 042	7	832	14	2 443	4	346	3	441	14	768	3	1 559	28	(D)	17
106	58 969	84	72 219	99	14 585	79	20 754	75	18 214	170	19 135	23	(D)	275	(D)	18
5	(D)	6	2 942	4	290	4	(D)	2	(D)	10	571	2	(D)	5	481	19
14	5 411	10	5 582	12	2 622	8	1 102	5	803	29	2 122	4	711	39	1 892	20
4	2 410	4	(D)	10	727	6	572	6	(D)	16	600	2	(D)	14	710	21
10	(D)	2	(D)	10	503	2	(D)	5	1 228	14	612	2	(D)	14	624	22
28	15 362	18	13 403	27	4 843	23	3 103	25	5 821	48	4 116	13	3 389	79	5 943	23
62	19 531	23	4 340	55	7 528	9	583	18	4 658	65	3 619	6	1 071	53	(D)	24
65	28 364	25	14 233	48	6 085	17	3 613	28	4 064	72	6 735	7	4 560	79	4 432	25
7	1 766	1	(D)	4	236	-	-	3	(D)	10	452	-	-	6	35	26
41	24 086	21	14 080	36	5 251	15	(D)	24	3 102	43	5 619	7	4 560	61	3 756	27
17	2 512	3	(D)	8	598	2	(D)	1	(D)	19	664	-	-	12	641	28
41	15 672	25	14 953	51	11 413	21	2 189	13	1 780	61	5 180	8	2 942	77	5 096	29
10	3 631	4	6 306	13	(D)	4	438	1	(D)	9	737	2	(D)	20	930	30
18	9 909	21	8 647	31	4 785	17	1 751	12	(D)	35	3 558	5	2 525	51	3 873	31
13	2 132	-	-	7	(D)	-	-	-	-	17	885	1	(D)	6	293	32
19	3 876	2	(D)	10	(D)	3	(D)	1	(D)	32	1 863	3	394	18	927	33
286	97 627	141	93 540	240	31 900	118	17 363	121	20 949	372	28 920	46	18 558	434	27 383	34
23	8 029	10	3 915	10	2 025	12	1 483	9	1 826	23	1 289	4	1 466	27	1 945	35
10	3 034	7	2 145	11	906	3	317	6	(D)	9	571	2	(D)	16	916	36
9	2 901	1	(D)	7	506	1	(D)	-	(D)	9	264	2	(D)	12	354	37
14	4 099	5	2 699	13	1 171	3	(D)	8	983	19	855	3	(D)	24	793	38
38	17 640	32	18 904	34	4 915	27	3 885	29	3 188	49	4 295	8	3 846	81	6 034	39
40	14 348	17	10 490	40	4 760	19	2 841	19	3 373	56	3 879	6	2 131	60	4 380	40
52	26 660	47	51 349	53	9 315	47	7 974	40	10 131	89	10 115	13	8 940	121	7 103	41
7	2 464	3	(D)	4	391	2	(D)	2	(D)	4	138	2	(D)	9	(D)	42
93	18 452	19	3 563	68	7 911	4	(D)	8	1 037	114	7 514	6	825	84	(D)	43
32	14 378	19	7 602	46	4 435	18	1 480	19	1 336	85	5 259	8	1 679	88	6 206	44
11	9 996	12	6 161	23	2 677	14	1 332	14	1 006	36	2 701	5	(D)	53	4 789	45
21	4 382	7	1 441	23	1 758	4	148	5	330	49	2 558	3	(D)	35	1 417	46
291	198 820	222	185 290	354	67 829	223	33 547	204	37 621	556	64 084	83	32 548	905	96 371	47
18	11 375	8	2 695	26	5 105	16	1 198	11	(D)	35	3 832	5	2 012	56	(D)	48
10	4 448	13	12 012	15	3 105	5	(D)	4	374	10	735	5	1 174	18	903	49
9	6 825	11	4 098	12	1 646	8	567	6	224	23	1 528	4	952	35	1 777	50
70	44 830	55	55 202	74	(D)	70	11 771	51	10 153	159	19 901	15	7 694	179	(D)	51
9	2 335	4	605	4	1 575	1	(D)	-	-	11	573	3	565	18	(D)	52
19	9 920	16	7 996	22	3 012	15	1 165	10	1 415	33	3 103	4	1 796	35	1 921	53
25	30 095	19	9 672	48	7 577	18	2 084	29	3 346	46	5 164	9	4 114	143	5 608	54
38	29 965	27	37 999	43	9 077	37	5 208	25	3 863	54	9 326	13	5 037	140	9 300	55
41	31 929	48	49 981	66	13 303	44	10 316	55	11 814	123	14 782	14	(D)	155	(D)	56
52	27 098	21	5 030	44	(D)	9	700	13	(D)	62	5 140	11	(D)	116	39 641	57
73	49 543	65	32 202	90	16 929	40	8 692	37	3 869	170	17 673	19	8 149	192	(D)	58
15	14 994	16	15 820	19	4 260	17	2 874	11	1 044	35	5 785	5	2 398	60	5 120	59
28	16 902	27	13 937	25	4 998	19	5 286	14	1 759	44	4 153	6	3 113	69	(D)	60
30	17 647	22	2 445	46	7 671	4	532	12	1 066	91	7 735	8	2 638	63	4 172	61
55	16 307	29	22 532	44	5 130	29	5 196	22	2 500	97	7 294	13	2 261	95	5 937	62
23	8 509	19	21 401	20	3 207	21	4 350	16	2 145	60	5 285	9	1 393	58	3 348	63
32	7 798	10	1 131	24	1 923	8	846	6	355	37	2 009	4	866	37	2 589	64

TABLE 7. The State, Based on 1967 Standard Industrial Classification: 1972 and 1967

PART A: 1972

1967 SIC code	Kind of business	All establishments		Establishments with payroll				
		Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	RETAIL TRADE, TOTAL	179 186	49 633 131	123 933	48 190 383	6 483 706	1 530 031	1 160 497
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS							
52	TOTAL	5 304	2 028 988	4 071	1 978 880	255 976	58 873	34 619
52 Ex, 525	BUILDING MATERIALS AND SUPPLY STORES	3 121	1 321 664	2 481	1 295 188	163 319	37 485	20 521
5251	HARDWARE STORES	1 838	423 377	1 245	399 745	55 953	12 761	9 615
5252	FARM EQUIPMENT DEALERS	345	283 947	345	283 947	36 704	8 627	4 483
	GENERAL MERCHANDISE GROUP STORES*							
53 PT.**	TOTAL	5 932	7 096 711	4 257	7 064 029	988 136	225 669	163 387
531	DEPARTMENT STORES	662	5 972 210	662	5 972 210	832 565	188 389	145 161
533	VARIETY STORES	1 508	538 712	1 344	534 247	86 021	20 674	22 037
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3 762	585 789	2 251	557 572	69 550	16 606	16 189
	FOOD STORES							
54	TOTAL	19 238	10 652 042	14 473	10 401 056	1 079 865	256 272	159 399
541	GROCERY STORES	12 238	9 772 519	9 773	9 613 292	949 407	226 407	130 517
542	MEAT AND FISH (SEAFOOD) MARKETS	1 623	300 603	1 084	266 738	27 274	6 356	4 447
543	FRUIT STORES AND VEGETABLE MARKETS	513	69 958	261	61 327	6 350	1 380	1 189
544	CANDY, NUT, AND CONFECTIONERY STORES	811	64 002	527	56 674	8 399	2 255	2 395
546	RETAIL BAKERIES	1 999	219 648	1 593	207 987	59 521	13 437	13 734
OTHER 54	OTHER FOOD STORES	2 054	225 312	1 235	195 128	28 914	6 437	7 117
	AUTOMOTIVE DEALERS							
55 Ex, 554	TOTAL	11 330	9 951 057	8 478	9 834 285	1 077 133	259 972	116 398
551, 552	MOTOR VEHICLE DEALERS	4 195	8 026 066	3 285	7 973 020	843 421	206 538	83 502
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	2 170	7 494 681	800 675	196 333	78 051
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	1 087	332 294	26 688	6 207	3 799
553	TIRE, BATTERY, AND ACCESSORY DEALERS	3 697	880 973	3 236	855 766	139 807	32 557	20 072
559	MISCELLANEOUS AUTOMOTIVE DEALERS	3 238	1 044 018	1 957	1 005 499	93 905	20 877	12 824
	GASOLINE SERVICE STATIONS							
554	TOTAL	19 153	3 444 524	17 534	3 350 780	335 475	79 474	81 368
	APPAREL AND ACCESSORY STORES							
56	TOTAL	13 104	2 590 199	10 428	2 513 965	369 681	88 920	77 434
562	WOMEN'S READY-TO-WEAR STORES	4 557	928 624	3 879	911 137	132 833	31 940	30 461
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	1 000	79 130	581	60 037	9 165	2 245	2 237
568	FURRIERS AND FUR SHOPS	150	13 845	85	12 825	1 994	568	326
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	7 397	1 568 600	5 883	1 529 913	225 689	54 167	44 410
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	2 046	615 667	91 909	21 943	15 486
565	FAMILY CLOTHING STORES	**	**	867	416 162	57 059	13 643	13 122
566	SHOE STORES	**	**	2 184	423 314	64 884	15 731	12 909
564,7,9	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	786	74 770	11 837	2 850	2 893
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES							
57	TOTAL	11 882	2 439 291	8 249	2 335 338	331 937	78 396	47 782
5712	FURNITURE STORES	3 731	1 150 729	2 815	1 117 939	155 948	36 662	20 476
OTHER 571	HOME FURNISHINGS STORES	3 327	422 708	1 985	390 343	61 179	14 263	9 300
572	HOUSEHOLD APPLIANCE STORES	1 562	293 876	1 052	279 161	39 492	9 034	5 787
573	RADIO, TELEVISION, AND MUSIC STORES	3 262	571 978	2 397	547 895	75 318	18 437	12 219
	EATING AND DRINKING PLACES							
58	TOTAL	36 913	4 588 259	31 196	4 434 771	1 177 984	277 635	304 381
5812	EATING PLACES	27 289	3 920 109	23 064	3 807 025	1 028 564	242 003	267 679
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	9 624	668 150	8 132	627 746	149 420	35 632	36 702
	DRUG STORES AND PROPRIETARY STORES							
591	TOTAL	4 314	1 928 931	4 096	1 918 303	280 005	66 976	47 516
591 PT.	DRUG STORES	**	**	4 009	1 893 844	277 061	66 303	46 904
591 PT.	PROPRIETARY STORES	**	**	87	24 459	2 944	673	612
	MISCELLANEOUS RETAIL STORES							
59 Ex, 591	TOTAL	34 095	4 025 063	19 254	3 673 969	449 743	104 935	86 051
592	LIQUOR STORES	5 246	1 278 531	4 799	1 239 354	93 706	21 890	19 531
593	ANTIQUe STORES AND SECONDHAND STORES	3 676	203 408	1 563	171 580	31 991	7 675	6 719
595	SPORTING GOODS STORES AND BICYCLE SHOPS	2 543	339 276	1 643	312 858	40 301	9 096	7 495
597	JEWELRY STORES	2 816	340 510	1 627	312 899	54 827	12 857	8 606
598	FUEL AND ICE DEALERS	603	91 655	457	86 734	14 705	3 703	2 201
5992	FLORISTS	1 981	137 964	1 414	126 244	25 161	5 825	5 826
5993	CIGAR STORES AND STANDS	374	28 056	230	23 352	2 729	657	643
OTHER 59	MISCELLANEOUS RETAIL STORES, N.E.C.	16 856	1 605 663	7 521	1 400 948	186 323	43 232	35 030
	NONSTORE RETAILERS*							
53 PT.**	TOTAL	17 921	888 066	1 897	685 007	137 771	32 909	22 162
532	MAIL-ORDER HOUSES	822	248 928	380	239 964	57 426	13 477	8 447
534	MERCHANDISING MACHINE OPERATORS	1 387	231 549	519	210 298	36 539	8 937	5 298
535	DIRECT SELLING	15 712	407 589	998	234 745	43 806	10 495	8 417

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 * Nonstore retailers, part of SIC major group 53, are shown separately in this table.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
 † Includes sales from catalog order desks.

TABLE 7. The State, Based on 1967 Standard Industrial Classification: 1972 and 1967—Continued

PART B: 1967

1967 SIC code	Kind of business	All establishments		Establishments with payroll				
		Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Payroll, first quarter 1967 (\$1,000)	Paid employees for week including March 12 (number)
	RETAIL TRADE, TOTAL	162 376	33 498 184	111 779	32 207 445	4 263 417	1 031 314	950 120
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS							
	TOTAL	5 602	1 190 626	4 231	1 148 461	161 256	38 800	27 021
52	BUILDING MATERIALS AND SUPPLY STORES.	3 295	738 526	2 609	718 403	101 288	24 171	15 660
52 EX. 525	HARDWARE STORES	1 809	251 636	1 223	233 334	32 222	7 845	6 985
5251	FARM EQUIPMENT DEALERS.	498	200 464	399	196 724	27 746	6 784	4 376
5252								
	GENERAL MERCHANDISE GROUP STORES*							
	TOTAL	4 265	4 824 390	3 600	4 807 864	667 881	155 069	161 506
53 PT.*	DEPARTMENT STORES ¹	501	3 936 376	501	3 936 376	543 432	127 391	127 082
531	VARIETY STORES.	1 634	447 798	1 521	445 216	71 411	17 236	23 263
533	MISCELLANEOUS GENERAL MERCHANDISE STORES.	2 130	440 216	1 578	426 272	53 038	10 442	11 161
539								
	FOOD STORES							
	TOTAL	21 443	7 647 065	14 608	7 342 573	709 403	171 276	133 345
54	GROCERY STORES.	13 362	6 991 439	9 462	6 785 913	622 404	149 103	110 606
541	MEAT AND FISH (SEAFOOD) MARKETS	1 981	243 677	1 169	203 239	21 137	5 468	4 519
542	FRUIT STORES AND VEGETABLE MARKETS.	632	49 479	267	39 827	4 687	1 077	1 095
543	CANDY, NUT, AND CONFECTIONERY STORES.	840	58 116	519	51 033	7 983	2 069	2 398
544	RETAIL BAKERIES	2 797	168 142	2 375	157 189	36 375	9 375	10 590
546	OTHER FOOD STORES	1 831	136 212	816	105 372	16 817	4 184	4 137
OTHER 54								
	AUTOMOTIVE DEALERS							
	TOTAL	9 147	6 083 388	6 890	6 002 577	656 433	160 768	97 980
55 EX. 554	MOTOR VEHICLE DEALERS	4 392	5 246 980	3 402	5 202 262	547 839	140 487	77 175
551,552	MOTOR VEHICLE DEALERS--NEW AND USED CARS.	**	**	2 174	4 900 407	523 086	134 188	72 769
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	1 228	301 855	24 753	6 299	4 406
552	TIRE, BATTERY, AND ACCESSORY DEALERS.	3 139	469 360	2 307	446 392	75 142	12 891	15 538
553	MISCELLANEOUS AUTOMOTIVE DEALERS.	1 616	367 048	1 181	353 923	33 452	7 390	5 267
559								
	GASOLINE SERVICE STATIONS							
	TOTAL	19 179	2 580 579	16 407	2 444 890	251 211	61 480	67 233
	APPAREL AND ACCESSORY STORES							
	TOTAL	11 319	1 769 450	9 127	1 720 016	251 401	60 662	62 737
56	WOMEN'S READY-TO-WEAR STORES.	3 909	620 960	3 325	609 198	89 292	21 596	24 520
562	WOMEN'S ACCESSORY AND SPECIALTY STORES.	968	76 296	644	71 664	9 815	2 481	2 763
563	FURRIERS AND FUR SHOPS.	177	15 969	106	14 287	2 162	595	424
568	OTHER APPAREL AND ACCESSORY STORES.	6 265	1 056 225	5 052	1 024 867	150 132	35 990	35 030
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	1 614	375 774	17 157	13 519	11 419
561	FAMILY CLOTHING STORES.	**	**	703	244 860	34 309	8 446	9 578
565	SHOE STORES	**	**	2 143	350 780	50 818	11 997	11 831
566	APPAREL AND ACCESSORY STORES, N.E.C..	**	**	592	53 453	7 848	2 028	2 202
564,7,9								
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES							
	TOTAL	10 545	1 638 085	7 203	1 555 112	225 521	52 499	40 937
57	FURNITURE STORES.	3 395	740 395	2 604	717 746	104 698	24 535	17 152
5712	HOME FURNISHINGS STORES	2 766	236 192	1 502	207 118	33 247	6 440	7 804
OTHER 571	HOUSEHOLD APPLIANCE STORES.	1 637	255 412	1 120	244 141	35 446	9 131	6 576
572	RADIO, TELEVISION, AND MUSIC STORES	2 747	406 086	1 977	386 107	52 130	12 393	9 405
573								
	EATING AND DRINKING PLACES							
	TOTAL	36 135	3 076 441	28 757	2 914 496	775 692	193 673	239 367
58	EATING PLACES	25 963	2 510 205	20 482	2 391 574	648 767	161 072	202 051
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	10 172	566 236	8 275	522 922	126 925	32 601	37 316
5813								
	DRUG STORES AND PROPRIETARY STORES							
	TOTAL	4 223	1 369 649	3 855	1 355 642	196 418	48 674	40 759
591	DRUG STORES	**	**	3 793	1 312 660	191 880	47 582	39 813
591 PT.	PROPRIETARY STORES.	**	**	62	42 982	4 538	1 092	946
591 PT.								
	MISCELLANEOUS RETAIL STORES							
	TOTAL	30 128	2 720 320	15 800	2 417 019	283 056	68 470	62 410
59 EX. 591	LIQUOR STORES	4 822	886 369	4 221	837 237	58 844	14 368	14 194
592	ANTIQUA STORES AND SECONDHAND STORES.	3 132	140 989	1 342	120 958	22 923	5 670	5 610
593	SPORTING GOODS STORES AND BICYCLE SHOPS	1 863	159 673	1 078	139 948	17 461	4 267	4 014
597	JEWELRY STORES.	2 488	248 880	1 353	225 144	40 752	9 303	6 665
598	FUEL AND ICE DEALERS.	567	58 279	470	56 216	9 955	2 506	1 744
5992	FLORISTS.	1 785	96 912	1 209	86 516	16 674	4 885	4 495
5993	CIGAR STORES AND STANDS	532	28 478	202	19 546	2 117	581	586
5993	MISCELLANEOUS RETAIL STORES, N.E.C..	14 919	1 100 740	5 925	931 454	114 330	27 690	25 102
OTHER 59								
	NONSTORE RETAILERS*							
	TOTAL	10 390	598 191	1 301	498 795	85 145	19 943	16 825
53 PT.*	MAIL-ORDER HOUSES	653	229 397	379	225 789	39 608	9 632	8 037
532	MERCHANDISING MACHINE OPERATORS	1 300	166 823	378	148 570	20 922	4 832	3 532
534	DIRECT SELLING.	8 437	201 971	544	124 436	24 615	5 479	5 256
535								

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 * Nonstore retailers, part of SIC major group 53, are shown separately in this table.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
 1 Includes sales from catalog order desks.

TABLE 8. Standard Metropolitan Statistical Areas, Based on 1967 Standard Industrial Classification: 1972

1967 SIC code	Kind of business	All establishments		Establishments with payroll			All establishments		Establishments with payroll		
		Number	Sales	Number	Sales	Payroll, entire year	Number	Sales	Number	Sales	Payroll, entire year
			(\$1,000)		(\$1,000)	(\$1,000)		(\$1,000)		(\$1,000)	(\$1,000)
		ANAHEIM-SANTA ANA-GARDEN GROVE SMSA					BAKERSFIELD SMSA				
	RETAIL TRADE, TOTAL	12 797	3 965 013	8 306	3 865 115	505 816	3 206	779 044	2 338	756 058	98 315
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
52	TOTAL	326	161 314	238	157 698	19 825	112	61 395	97	60 947	8 174
52 EX. 525	BUILDING MATERIALS AND SUPPLY STORES	201	109 909	155	108 290	12 965	60	(D)	50	(D)	(D)
5251	HARDWARE STORES	115	43 332	73	41 335	5 773	25	5 113	20	4 862	647
5252	FARM EQUIPMENT DEALERS	10	8 073	10	8 073	1 087	27	(D)	27	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES*										
53 PT.*	TOTAL	479	645 498	346	643 246	80 944	118	97 680	89	97 131	14 624
531	DEPARTMENT STORES ¹	62	562 334	62	562 334	69 520	11	78 370	11	78 370	12 154
533	VARIETY STORES	65	30 355	57	30 050	5 406	46	11 884	40	11 696	1 759
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	352	52 809	227	50 862	6 018	61	7 426	38	7 065	711
	FOOD STORES										
54	TOTAL	1 100	788 328	865	778 206	80 176	345	156 655	263	152 778	13 859
541	GROCERY STORES	613	726 563	536	722 319	70 863	255	147 405	209	144 935	12 598
542	MEAT AND FISH (SEAFOOD) MARKETS	95	20 634	69	19 349	1 998	19	3 533	12	2 977	233
543	FRUIT STORES AND VEGETABLE MARKETS	24	3 664	16	3 269	313	14	1 034	6	799	38
544	CANDY, NUT, AND CONFECTIONERY STORES	47	3 884	31	3 405	533	11	954	7	897	148
546	RETAIL BAKERIES	142	16 598	106	15 435	4 561	25	2 036	17	1 687	608
OTHER 54	OTHER FOOD STORES	179	16 985	107	14 429	1 908	21	1 693	12	1 483	234
	AUTOMOTIVE DEALERS										
55 EX. 554	TOTAL	868	846 949	618	838 644	89 647	255	153 834	190	150 300	16 499
551, 552	MOTOR VEHICLE DEALERS	261	652 554	200	649 126	67 557	94	124 135	70	122 492	13 023
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	147	634 414	66 468	**	**	39	103 510	10 813
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	53	14 712	1 089	**	**	31	18 982	2 210
553	TIRE, BATTERY, AND ACCESSORY DEALERS	271	65 872	221	64 235	11 190	103	17 454	83	16 988	2 480
559	MISCELLANEOUS AUTOMOTIVE DEALERS	336	128 523	197	125 283	10 900	58	12 245	37	10 820	996
	GASOLINE SERVICE STATIONS										
554	TOTAL	1 273	266 658	1 205	261 965	25 426	475	79 517	414	76 662	7 188
	APPAREL AND ACCESSORY STORES										
56	TOTAL	964	170 802	754	166 536	23 805	185	31 445	158	30 525	3 961
562	WOMEN'S READY-TO-WEAR STORES	359	62 076	311	60 786	8 251	64	(D)	61	8 215	995
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	83	4 882	41	4 364	713	11	(D)	10	636	102
568	FURRIERS AND FUR SHOPS	8	492	4	353	47	1	(D)	-	-	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	514	103 352	398	101 033	14 794	109	22 532	87	21 674	2 864
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	147	48 561	7 158	**	**	26	5 814	791
565	FAMILY CLOTHING STORES	**	**	45	17 761	2 336	**	**	22	9 766	1 209
566	SHOE STORES	**	**	136	28 317	4 351	**	**	33	5 311	752
564,7,9	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	70	6 394	949	**	**	6	783	112
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	925	198 787	615	189 583	25 453	185	35 500	135	34 063	5 026
5712	FURNITURE STORES	278	89 644	209	86 878	11 307	70	16 675	55	15 979	2 127
OTHER 571	HOME FURNISHINGS STORES	300	44 420	169	41 102	5 766	45	6 692	33	6 518	1 161
572	HOUSEHOLD APPLIANCE STORES	103	22 012	58	20 648	2 720	29	5 169	18	4 935	662
573	RADIO, TELEVISION, AND MUSIC STORES	244	42 711	179	40 955	5 660	41	6 964	29	6 631	1 076
	EATING AND DRINKING PLACES										
58	TOTAL	2 287	389 501	1 968	379 656	101 168	686	66 945	591	64 532	17 569
5812	EATING PLACES	1 812	352 605	1 550	344 571	92 907	510	57 402	446	55 700	15 582
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	475	36 896	418	35 085	8 261	176	9 543	145	8 832	1 987
	DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	267	132 266	260	131 965	20 601	73	26 483	68	26 318	4 211
591 PT.	DRUG STORES	**	**	253	130 878	20 438	**	**	65	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	7	1 087	163	**	**	3	(D)	(D)
	MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	2 502	303 800	1 293	277 928	32 011	485	57 662	301	53 758	6 012
592	LIQUOR STORES	318	93 833	304	92 571	7 226	98	(D)	96	21 155	1 415
593	ANTIQUA STORES AND SECONDHAND STORES	223	13 142	75	11 004	1 902	64	2 529	29	2 178	352
595	SPORTING GOODS STORES AND BICYCLE SHOPS	216	30 977	132	28 791	3 574	34	3 758	19	3 366	480
597	JEWELRY STORES	189	21 566	104	19 940	3 293	40	4 082	27	3 794	640
598	FUEL AND ICE DEALERS	13	1 992	8	1 861	289	18	(D)	16	3 007	463
5992	FLORISTS	144	8 933	98	7 699	1 375	29	2 299	25	2 218	381
5993	CIGAR STORES AND STANDS	20	1 349	13	1 152	145	4	173	2	(D)	(D)
OTHER 59	MISCELLANEOUS RETAIL STORES, N.E.C.	1 379	132 008	559	114 910	14 207	198	20 313	87	(D)	(D)
	NONSTORE RETAILERS*										
53 PT.*	TOTAL	1 806	61 110	144	39 688	6 760	287	11 928	32	9 044	1 192
532	MAIL-ORDER HOUSES	60	4 684	9	3 785	567	14	4 178	10	4 093	395
534	MERCHANDISING MACHINE OPERATORS	143	16 246	53	14 175	1 751	27	2 502	10	2 189	259
535	DIRECT SELLING	1 603	40 180	82	21 728	4 442	246	5 248	12	2 762	538

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¹ Includes sales from catalog order desks.

TABLE 8. Standard Metropolitan Statistical Areas, Based on 1967 Standard Industrial Classification: 1972—Continued

1967 SIC code	Kind of business	All establishments		Establishments with payroll			All establishments		Establishments with payroll		
		Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)
FRESNO SMSA											
LOS ANGELES-LONG BEACH SMSA											
	RETAIL TRADE, TOTAL	4 076	1 051 125	3 016	1 020 726	130 125	59 714	17 224 030	39 369	16 696 352	2 306 632
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
52	TOTAL	144	77 699	120	76 883	9 174	1 438	494 655	1 025	478 969	67 404
52 EX, 525	BUILDING MATERIALS AND SUPPLY STORES	76	31 233	60	30 755	3 504	863	352 686	658	344 368	47 745
5251	HARDWARE STORES	37	9 775	29	9 437	1 143	555	130 335	347	122 967	18 114
5252	FARM EQUIPMENT DEALERS	31	36 691	31	36 691	4 527	20	11 634	20	11 634	1 545
	GENERAL MERCHANDISE GROUP STORES*										
53 PT.*	TOTAL	127	143 616	105	142 977	21 379	1 923	2 549 809	1 257	2 537 180	347 574
531	DEPARTMENT STORES	12	123 468	12	123 468	18 566	216	2 210 082	216	2 210 082	300 819
533	VARIETY STORES	38	(D)	36	9 305	1 593	416	152 910	368	151 928	23 914
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	77	(D)	57	10 204	1 220	1 291	186 817	673	175 170	22 841
	FOOD STORES										
54	TOTAL	515	208 876	402	202 735	19 127	5 703	3 643 167	4 096	3 565 142	386 130
541	GROCERY STORES	401	198 658	312	193 463	17 738	3 213	3 277 531	2 507	3 233 752	330 806
542	MEAT AND FISH (SEAFOOD) MARKETS	27	4 168	23	3 825	265	594	126 815	405	115 622	12 388
543	FRUIT STORES AND VEGETABLE MARKETS	13	(D)	6	451	37	155	27 778	74	25 172	2 912
544	CANDY, NUT, AND CONFECTIONERY STORES	14	1 086	10	1 016	132	259	21 811	162	19 394	2 694
546	RETAIL BAKERIES	35	(D)	33	2 428	774	701	92 431	517	86 951	24 515
OTHER 54	OTHER FOOD STORES	25	1 686	18	1 552	181	781	96 801	431	84 251	13 015
	AUTOMOTIVE DEALERS										
55 EX, 554	TOTAL	299	196 566	233	193 205	19 635	3 312	3 460 028	2 338	3 422 770	372 034
551, 552	MOTOR VEHICLE DEALERS	128	147 988	91	146 218	14 331	1 248	2 934 468	925	2 916 016	301 421
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	47	138 405	13 569	**	**	601	2 806 027	292 876
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	44	7 813	762	**	**	324	109 989	8 545
553	TIRE, BATTERY, AND ACCESSORY DEALERS	103	21 672	95	21 364	3 248	1 226	274 192	970	265 711	46 210
559	MISCELLANEOUS AUTOMOTIVE DEALERS	68	26 906	47	25 623	2 056	838	251 368	443	241 043	24 403
	GASOLINE SERVICE STATIONS										
554	TOTAL	528	75 923	470	73 105	7 854	5 763	1 118 661	5 282	1 089 401	110 896
	APPAREL AND ACCESSORY STORES										
56	TOTAL	272	47 505	232	46 399	7 099	4 975	981 504	3 733	940 343	141 229
562	WOMEN'S READY-TO-WEAR STORES	90	15 180	82	14 782	2 238	1 720	368 758	1 368	361 100	52 797
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	9	(D)	(D)	403	37 792	222	22 447	3 420
568	FURRIERS AND FUR SHOPS	2	(D)	1	(D)	(D)	72	6 785	43	6 272	1 033
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	169	31 059	140	30 640	4 712	2 780	568 169	2 100	550 524	83 979
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	47	12 712	2 094	**	**	766	249 903	39 027
565	FAMILY CLOTHING STORES	**	**	31	9 858	1 339	**	**	258	107 980	14 936
566	SHOE STORES	**	**	47	7 339	1 177	**	**	748	161 295	24 651
564,7,9	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	15	731	102	**	**	328	31 346	5 365
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	287	57 552	197	55 140	7 551	4 143	856 230	2 719	814 325	114 592
5712	FURNITURE STORES	102	27 452	84	26 880	3 688	1 342	401 662	947	387 703	54 973
OTHER 571	HOME FURNISHINGS STORES	73	9 565	38	8 938	1 393	1 228	151 781	683	137 963	20 265
572	HOUSEHOLD APPLIANCE STORES	43	5 681	26	5 269	735	456	99 779	294	94 432	12 346
573	RADIO, TELEVISION, AND MUSIC STORES	69	14 854	49	14 053	1 735	1 117	203 008	795	194 227	27 008
	EATING AND DRINKING PLACES										
58	TOTAL	832	78 350	710	75 590	18 998	12 514	1 672 585	10 219	1 613 739	432 632
5812	EATING PLACES	600	64 465	520	62 733	16 476	9 453	1 451 589	7 659	1 405 682	380 909
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	232	13 885	190	12 857	2 522	3 061	220 996	2 560	208 057	51 723
	DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	100	50 751	90	50 202	6 818	1 506	678 803	1 425	675 086	106 143
591 PT.	DRUG STORES	**	**	89	(D)	(D)	**	**	1 388	661 609	104 491
591 PT.	PROPRIETARY STORES	**	**	1	(D)	(D)	**	**	37	13 477	1 652
	MISCELLANEOUS RETAIL STORES										
59 EX, 591	TOTAL	668	99 628	412	93 100	10 433	11 895	1 377 156	6 531	1 248 553	153 340
592	LIQUOR STORES	123	20 700	110	19 655	1 324	2 142	541 725	1 969	524 774	40 689
593	ANTIQUA STORES AND SECONDHAND STORES	78	2 836	30	2 185	490	1 178	68 643	490	57 452	11 153
595	SPORTING GOODS STORES AND BICYCLE SHOPS	5	5 952	30	5 749	728	721	111 296	454	103 499	13 567
597	JEWELRY STORES	48	7 439	34	6 947	1 459	1 059	119 721	555	108 506	18 933
598	FUEL AND ICE DEALERS	28	3 465	24	3 066	398	75	7 200	36	5 353	944
5992	FLORISTS	34	(D)	29	2 492	475	672	46 676	442	42 257	8 609
5993	CIGAR STORES AND STANDS	5	(D)	3	(D)	(D)	145	8 265	77	6 411	760
OTHER 59	MISCELLANEOUS RETAIL STORES, N.E.C.	312	56 276	152	(D)	(D)	5 903	473 630	2 508	400 301	58 685
	NONSTORE RETAILERS*										
53 PT.*	TOTAL	304	14 659	45	11 390	2 057	6 542	391 432	744	310 844	74 658
532	MAIL-ORDER HOUSES	10	1 955	6	1 795	145	346	122 392	149	118 317	40 922
534	MERCHANDISING MACHINE OPERATORS	30	3 134	12	2 675	277	498	91 050	196	83 588	15 053
535	DIRECT SELLING	264	9 570	27	6 920	1 635	5 698	177 990	399	108 939	18 683

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		Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)
		MODESTO SMSA					OXNARD-SIMI VALLEY-VENTURA SMSA				
	RETAIL TRADE, TOTAL	2 014	530 681	1 461	514 723	63 472	3 056	901 593	2 145	879 958	109 682
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
52	TOTAL	94	46 362	80	45 588	5 041	101	36 010	76	34 855	4 425
52 EX. 525	BUILDING MATERIALS AND SUPPLY STORES	48	(D)	41	(D)	(D)	60	(D)	46	(D)	(D)
5251	HARDWARE STORES	28	4 165	21	3 861	507	36	7 829	25	7 214	949
5252	FARM EQUIPMENT DEALERS	18	(D)	18	(D)	(D)	5	(D)	5	(D)	(D)
	GENERAL MERCHANDISE GROUP STORES*										
53 PT.*	TOTAL	81	52 607	65	52 348	7 297	113	127 052	87	126 568	18 061
531	DEPARTMENT STORES ¹	6	36 056	6	36 056	5 071	15	99 412	15	99 412	13 895
533	VARIETY STORES	28	(D)	26	10 048	1 495	32	(D)	30	13 842	2 657
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	47	(D)	33	6 244	731	66	(D)	42	13 314	1 509
	FOOD STORES										
54	TOTAL	241	112 403	177	108 646	10 998	291	198 820	228	196 239	19 895
541	GROCERY STORES	176	106 072	134	103 272	10 037	174	185 548	151	184 214	18 051
542	MEAT AND FISH (SEAFOOD) MARKETS	21	2 241	12	1 987	141	24	6 302	17	6 104	492
543	FRUIT STORES AND VEGETABLE MARKETS	7	(D)	4	(D)	(D)	8	408	4	327	33
544	CANDY, NUT, AND CONFECTIONERY STORES	3	(D)	3	(D)	(D)	17	985	8	743	100
546	RETAIL BAKERIES	22	1 987	15	1 707	645	35	2 766	31	2 667	796
OTHER 54	OTHER FOOD STORES	12	1 155	9	831	120	33	2 811	17	2 184	423
	AUTOMOTIVE DEALERS										
55 EX. 554	TOTAL	166	(D)	136	110 405	12 005	239	202 828	191	200 180	19 800
551, 552	MOTOR VEHICLE DEALERS	76	(D)	65	84 720	8 679	78	156 573	70	156 163	15 255
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	33	75 458	8 067	**	**	52	149 074	14 415
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	32	9 262	612	**	**	18	7 089	840
553	TIRE, BATTERY, AND ACCESSORY DEALERS	49	13 251	41	12 698	1 958	82	15 398	71	14 861	2 480
559	MISCELLANEOUS AUTOMOTIVE DEALERS	41	13 903	30	12 987	1 368	79	30 857	50	29 156	2 065
	GASOLINE SERVICE STATIONS										
554	TOTAL	231	33 541	201	32 170	2 818	354	67 829	328	66 241	6 000
	APPAREL AND ACCESSORY STORES										
56	TOTAL	135	27 030	112	26 524	3 498	223	33 547	184	32 703	4 555
562	WOMEN'S READY-TO-WEAR STORES	46	7 991	40	(D)	(D)	85	11 082	76	10 858	1 523
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	5	134	3	(D)	(D)	18	(D)	11	675	100
568	FURRIERS AND FUR SHOPS	-	-	-	-	-	1	(D)	-	-	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	84	18 905	69	18 540	2 548	119	21 734	97	21 170	2 932
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	21	3 673	429	**	**	32	7 459	942
565	FAMILY CLOTHING STORES	**	**	14	9 856	1 381	**	**	14	6 226	840
566	SHOE STORES	**	**	26	4 170	619	**	**	45	6 873	1 068
564,7,9	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	8	841	119	**	**	6	612	82
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	139	31 593	105	30 472	4 193	204	37 621	147	36 039	4 971
5712	FURNITURE STORES	44	13 526	38	13 147	1 551	56	17 653	45	17 293	2 318
OTHER 571	HOME FURNISHINGS STORES	30	6 060	20	5 791	980	58	7 172	36	6 609	1 089
572	HOUSEHOLD APPLIANCE STORES	27	7 092	21	6 963	1 047	27	4 398	18	4 166	468
573	RADIO, TELEVISION, AND MUSIC STORES	38	4 915	26	4 571	615	63	8 398	48	7 971	1 096
	EATING AND DRINKING PLACES										
58	TOTAL	366	31 543	309	30 042	7 652	556	64 084	481	62 385	16 123
5812	EATING PLACES	265	25 407	234	24 522	6 505	425	56 253	368	54 900	14 399
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	101	6 136	75	5 520	1 147	131	7 831	113	7 485	1 724
	DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	55	30 675	52	30 435	3 970	83	32 548	80	32 392	5 141
591 PT.	DRUG STORES	**	**	52	30 435	3 970	**	**	78	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	-	-	-	**	**	2	(D)	(D)
	MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	341	(D)	207	40 296	4 379	533	55 900	309	50 663	6 439
592	LIQUOR STORES	43	8 879	40	8 677	611	78	18 409	74	18 119	1 372
593	ANTIQUITY STORES AND SECONDHAND STORES	51	2 006	22	(D)	(D)	50	3 124	26	2 752	522
595	SPORTING GOODS STORES AND BICYCLE SHOPS	33	2 938	24	2 689	261	54	5 125	33	4 366	661
597	JEWELRY STORES	28	2 791	18	2 586	483	41	4 517	26	4 258	827
598	FUEL AND ICE DEALERS	17	(D)	15	1 618	261	8	1 099	7	(D)	(D)
5992	FLORISTS	21	(D)	19	1 917	337	36	2 148	22	1 602	264
5993	CIGAR STORES AND STANDS	1	(D)	1	(D)	(D)	4	211	2	(D)	(D)
OTHER 59	MISCELLANEOUS RETAIL STORES, N.E.C.	147	22 859	68	21 358	2 129	262	21 267	119	18 287	2 560
	NONSTORE RETAILERS*										
53 PT.*	TOTAL	165	9 133	17	7 797	1 621	359	45 354	34	41 693	4 272
532	MAIL-ORDER HOUSES	2	(D)	1	(D)	(D)	9	(D)	4	(D)	(D)
534	MERCHANDISING MACHINE OPERATORS	8	(D)	3	(D)	(D)	21	1 339	10	(D)	(D)
535	DIRECT SELLING	155	2 784	13	1 489	277	329	(D)	20	(D)	(D)

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		Number	Sales	Number	Sales	Payroll, entire year (\$1,000)	Number	Sales	Number	Sales	Payroll, entire year (\$1,000)
			(\$1,000)		(\$1,000)			(\$1,000)			
RIVERSIDE-SAN BERNARDINO-ONTARIO SMSA											
	RETAIL TRADE, TOTAL	10 298	2 661 112	7 284	2 584 810	332 113	7 249	2 055 123	5 274	2 008 050	257 921
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
	TOTAL	356	122 817	274	118 286	14 918	247	100 007	200	98 421	11 563
52	BUILDING MATERIALS AND SUPPLY STORES	226	82 924	186	80 708	9 891	154	65 531	124	64 335	7 125
52 EX, 525	HARDWARE STORES	107	26 786	65	24 471	3 233	76	18 660	59	18 270	2 434
5251	FARM EQUIPMENT DEALERS	23	13 107	23	13 107	1 794	17	15 816	17	15 816	2 004
5252											
	GENERAL MERCHANDISE GROUP STORES*										
	TOTAL	335	364 132	255	362 582	51 663	208	307 511	158	306 459	41 154
53 PT.*	DEPARTMENT STORES	37	289 093	37	289 093	41 193	29	263 319	29	263 319	35 087
533	VARIETY STORES	100	43 279	88	42 830	6 846	61	26 827	53	26 440	4 206
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	198	31 760	130	30 659	3 624	118	17 365	76	16 700	1 861
	FOOD STORES										
	TOTAL	1 110	591 539	858	580 307	59 490	799	454 055	657	446 353	44 485
54	GROCERY STORES	782	551 058	646	544 453	53 687	546	427 428	465	421 908	40 609
542	MEAT AND FISH (SEAFOOD) MARKETS	48	7 702	29	6 475	577	49	7 285	36	6 568	653
543	FRUIT STORES AND VEGETABLE MARKETS	35	7 113	21	6 420	815	16	1 040	7	659	43
544	CANDY, NUT, AND CONFECTIONERY STORES	39	4 595	25	4 195	559	39	2 452	29	1 984	357
546	RETAIL BAKERIES	88	7 350	69	6 806	2 053	61	5 765	50	5 537	1 662
OTHER 54	OTHER FOOD STORES	118	13 721	68	11 958	1 799	88	10 085	70	9 697	1 161
	AUTOMOTIVE DEALERS										
	TOTAL	827	567 532	644	559 012	61 739	528	452 030	410	447 596	48 296
55 EX, 554	MOTOR VEHICLE DEALERS	262	414 907	201	410 458	44 942	182	355 010	147	353 121	36 329
551, 552	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	136	392 848	43 725	**	**	89	335 995	34 995
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	65	17 610	1 217	**	**	58	17 126	1 334
553	TIRE, BATTERY, AND ACCESSORY DEALERS	305	63 900	270	62 407	10 125	179	37 337	149	36 413	5 816
559	MISCELLANEOUS AUTOMOTIVE DEALERS	260	88 725	173	86 147	6 672	167	59 683	114	58 062	6 151
	GASOLINE SERVICE STATIONS										
	TOTAL	1 316	222 713	1 186	215 672	21 716	904	148 736	850	145 521	14 891
	APPAREL AND ACCESSORY STORES										
	TOTAL	683	117 217	569	114 550	15 154	444	92 956	382	91 315	13 356
56	WOMEN'S READY-TO-WEAR STORES	252	42 435	224	41 527	5 211	142	29 907	127	29 512	4 082
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	47	4 095	27	(D)	(D)	34	(D)	21	(D)	(D)
568	FURRIERS AND FUR SHOPS	4	60	1	(D)	(D)	5	(D)	3	(D)	(D)
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	380	70 627	317	69 166	9 350	263	60 713	231	59 819	8 974
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	102	24 762	3 529	**	**	68	18 565	2 552
565	FAMILY CLOTHING STORES	**	**	59	19 234	2 220	**	**	49	22 285	3 307
566	SHOE STORES	**	**	127	22 843	3 272	**	**	94	17 153	2 811
564,7,9	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	29	2 327	329	**	**	20	1 816	304
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	640	119 867	459	114 775	16 177	418	105 563	305	101 999	14 794
5712	FURNITURE STORES	218	59 807	176	58 232	7 932	118	53 727	97	52 867	7 714
OTHER 571	HOME FURNISHINGS STORES	156	16 352	92	14 956	2 440	92	10 950	51	10 190	1 559
572	HOUSEHOLD APPLIANCE STORES	94	16 943	68	16 438	2 253	83	17 328	56	16 253	2 495
573	RADIO, TELEVISION, AND MUSIC STORES	172	26 765	123	25 149	3 552	125	23 558	101	22 689	3 026
	EATING AND DRINKING PLACES										
	TOTAL	2 072	227 315	1 751	218 637	55 272	1 556	164 670	1 370	160 164	40 778
5812	EATING PLACES	1 511	193 380	1 291	187 435	48 547	1 121	134 960	1 000	131 978	34 298
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	561	33 935	460	31 202	6 725	435	29 710	370	28 186	6 480
	DRUG STORES AND PROPRIETARY STORES										
	TOTAL	200	81 278	197	81 081	11 881	173	75 480	165	75 175	10 040
591 PT.	DRUG STORES	**	**	189	79 416	11 588	**	**	163	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	8	1 665	193	**	**	2	(D)	(D)
	MISCELLANEOUS RETAIL STORES										
	TOTAL	1 787	214 997	1 004	198 278	21 127	1 248	128 290	720	116 967	15 629
592	LIQUOR STORES	266	61 386	250	60 123	4 863	130	26 451	119	25 727	1 927
593	ANTIQUA STORES AND SECONDHAND STORES	193	7 870	77	6 390	1 111	158	8 647	81	7 606	1 459
595	SPORTING GOODS STORES AND BICYCLE SHOPS	135	14 735	92	13 741	1 588	141	15 354	96	14 138	1 703
597	JEWELRY STORES	137	12 644	80	11 269	1 816	87	12 015	55	11 454	2 220
598	FUEL AND ICE DEALERS	55	6 756	44	6 476	1 187	38	4 804	23	4 456	788
5992	FLORISTS	93	6 849	80	6 530	1 117	76	(D)	58	3 960	684
5993	CIGAR STORES AND STANDS	12	919	8	722	101	17	(D)	15	963	89
OTHER 59	MISCELLANEOUS RETAIL STORES, N.E.C.	896	103 838	373	93 027	9 344	601	55 590	273	48 663	6 759
	NONSTORE RETAILERS*										
	TOTAL	972	31 705	87	21 630	2 976	724	25 825	57	18 080	2 935
532	MAIL-ORDER HOUSES	43	11 756	22	11 330	1 308	16	1 937	4	(D)	(D)
534	MERCHANDISING MACHINE OPERATORS	55	4 468	20	3 534	390	62	8 775	12	(D)	(D)
535	DIRECT SELLING	874	15 481	45	6 766	1 278	646	15 113	41	8 933	1 505

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TABLE 8. Standard Metropolitan Statistical Areas, Based on 1967 Standard Industrial Classification: 1972—Continued

1967 SIC code	Kind of business	All establishments		Establishments with payroll			All establishments		Establishments with payroll			
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		SALINAS-SEASIDE-MONTEREY SMSA						SAN DIEGO SMSA				
	RETAIL TRADE, TOTAL	2 456	580 106	1 891	564 737	78 850	11 314	3 309 897	7 854	3 230 675	419 034	
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS											
	TOTAL	64	(D)	58	31 736	3 854	274	158 288	213	156 319	19 180	
52	BUILDING MATERIALS AND SUPPLY STORES	33	18 637	29	18 540	2 051	177	135 247	151	134 072	16 015	
52 EX. 525	HARDWARE STORES	21	(D)	19	4 289	592	88	16 086	53	15 292	1 970	
5251	FARM EQUIPMENT DEALERS	10	8 907	10	8 907	1 211	9	6 955	9	6 955	1 195	
	GENERAL MERCHANDISE GROUP STORES*											
	TOTAL	75	56 424	60	56 222	8 528	403	543 500	302	541 765	65 556	
53 PT.*	DEPARTMENT STORES	8	45 491	8	45 491	7 215	55	460 195	55	460 195	54 247	
531	VARIETY STORES	19	(D)	18	4 347	663	90	41 403	81	41 227	6 336	
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	48	(D)	34	6 384	650	258	41 902	166	40 343	4 973	
	FOOD STORES											
	TOTAL	258	123 130	213	120 197	12 560	1 153	645 245	915	633 922	61 532	
54	GROCERY STORES	156	113 235	132	111 585	11 147	777	602 482	666	595 994	54 846	
541	MEAT AND FISH (SEAFOOD) MARKETS	15	(D)	7	1 026	55	64	11 366	49	10 566	1 028	
542	FRUIT STORES AND VEGETABLE MARKETS	16	2 696	10	2 394	188	22	1 710	10	1 349	158	
543	CANDY, NUT, AND CONFECTIONERY STORES	19	(D)	18	1 098	139	47	2 916	30	2 562	427	
544	RETAIL BAKERIES	30	2 544	25	2 475	761	104	11 333	83	10 682	3 000	
546	OTHER FOOD STORES	22	(D)	21	1 619	270	139	15 438	77	12 769	2 073	
OTHER 54												
	AUTOMOTIVE DEALERS											
	TOTAL	163	113 367	132	111 977	13 993	760	724 704	580	716 992	80 911	
55 EX. 554	MOTOR VEHICLE DEALERS	74	87 084	64	86 458	10 308	279	575 453	221	571 236	62 464	
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	45	81 898	10 009	**	**	129	548 900	60 566	
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	19	4 560	299	**	**	92	22 336	1 898	
553	TIRE, BATTERY, AND ACCESSORY DEALERS	49	16 065	43	15 683	2 370	214	59 331	179	58 229	9 654	
559	MISCELLANEOUS AUTOMOTIVE DEALERS	40	10 218	25	9 836	1 315	267	89 920	180	87 527	8 793	
	GASOLINE SERVICE STATIONS											
	TOTAL	262	44 661	246	43 649	4 335	1 182	214 513	1 111	209 710	20 812	
	APPAREL AND ACCESSORY STORES											
	TOTAL	206	35 069	174	34 079	5 453	830	142 211	667	138 886	19 912	
56	WOMEN'S READY-TO-WEAR STORES	73	11 900	67	11 719	1 723	259	52 521	230	51 768	7 296	
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	14	(D)	11	(D)	(D)	92	(D)	48	(D)	(D)	
563	FURRIERS AND FUR SHOPS	2	(D)	2	(D)	(D)	4	(D)	2	(D)	(D)	
568	OTHER APPAREL AND ACCESSORY STORES	117	22 303	94	21 656	3 637	475	84 280	387	82 243	11 939	
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	30	7 089	1 307	**	**	123	33 640	4 974	
561	FAMILY CLOTHING STORES	**	**	19	7 944	1 377	**	**	58	19 492	2 661	
565	SHOE STORES	**	**	35	4 519	619	**	**	162	25 839	3 815	
566	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	10	2 104	334	**	**	44	3 272	489	
564,7,9												
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES											
	TOTAL	177	29 680	143	28 667	4 277	797	176 940	580	171 697	25 866	
57	FURNITURE STORES	54	11 607	44	11 392	1 696	240	81 175	187	79 290	12 086	
5712	HOME FURNISHINGS STORES	46	6 122	37	5 812	1 091	211	35 448	134	34 003	5 346	
OTHER 571	HOUSEHOLD APPLIANCE STORES	25	4 320	21	4 252	554	117	18 449	84	17 853	2 385	
572	RADIO, TELEVISION, AND MUSIC STORES	52	7 631	41	7 211	936	229	41 868	175	40 551	6 049	
573												
	EATING AND DRINKING PLACES											
	TOTAL	523	58 693	463	57 464	14 727	2 209	294 652	1 962	287 223	74 313	
58	EATING PLACES	396	50 934	351	49 894	13 017	1 520	248 929	1 334	243 325	62 783	
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	127	7 759	112	7 570	1 710	689	45 723	628	43 898	11 530	
5813												
	DRUG STORES AND PROPRIETARY STORES											
	TOTAL	54	21 911	50	21 799	2 645	210	120 943	194	120 239	17 075	
591	DRUG STORES	**	**	48	(D)	(D)	**	**	190	119 556	17 012	
591 PT.	PROPRIETARY STORES	**	**	2	(D)	(D)	**	**	4	683	63	
591 PT.												
	MISCELLANEOUS RETAIL STORES											
	TOTAL	498	(D)	324	51 357	7 304	2 133	231 209	1 214	210 870	26 220	
59 EX. 591	LIQUOR STORES	67	14 447	59	13 818	1 042	318	76 164	294	74 549	5 443	
592	ANTIQUES STORES AND SECONDHAND STORES	69	4 072	43	3 792	635	234	12 437	96	10 296	2 121	
593	SPORTING GOODS STORES AND BICYCLE SHOPS	31	2 899	22	2 618	299	168	19 816	102	18 040	2 104	
595	JEWELRY STORES	32	3 466	23	3 279	500	162	23 985	97	22 946	3 389	
597	FUEL AND ICE DEALERS	10	1 712	9	(D)	(D)	36	6 360	27	6 190	1 137	
598	FLORISTS	25	1 837	22	1 809	339	126	8 760	87	7 739	1 632	
5992	CIGAR STORES AND STANDS	4	276	2	(D)	(D)	24	2 582	14	2 151	191	
5993	MISCELLANEOUS RETAIL STORES, N.E.C.	260	(D)	144	24 155	4 196	1 065	81 105	497	68 959	10 203	
OTHER 59												
	NONSTORE RETAILERS*											
	TOTAL	176	9 586	28	7 590	1 174	1 363	57 692	116	43 052	7 657	
53 PT.*	MAIL-ORDER HOUSES	15	2 458	9	2 366	246	48	5 223	20	4 399	507	
532	MERCHANDISING MACHINE OPERATORS	12	1 619	3	1 314	121	91	22 761	34	21 236	3 724	
534	DIRECT SELLING	149	5 509	16	3 910	807	1 224	29 708	62	17 417	3 426	
535												

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		SAN FRANCISCO-OAKLAND SMSA					SAN JOSE SMSA				
	RETAIL TRADE, TOTAL	27 071	7 764 307	19 022	7 520 380	1 097 291	8 648	2 777 691	6 069	2 715 069	360 397
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
	TOTAL	741	221 655	552	213 406	30 456	235	90 217	176	88 267	11 761
52	BUILDING MATERIALS AND SUPPLY STORES	448	167 134	343	162 779	22 572	130	51 428	106	50 523	6 567
52 Ex. 525	HARDWARE STORES	282	48 213	198	44 319	6 834	96	35 494	61	34 449	4 822
5251	FARM EQUIPMENT DEALERS	11	6 308	11	6 308	1 050	9	3 295	9	3 295	372
5252											
	GENERAL MERCHANDISE GROUP STORES*										
	TOTAL	841	1 164 513	590	1 159 575	187 774	257	453 263	204	452 386	62 729
53 PT.**	DEPARTMENT STORES ¹	88	988 668	88	988 668	162 348	35	392 540	35	392 540	53 226
531	VARIETY STORES	240	73 655	209	72 891	12 763	63	35 186	60	35 142	6 305
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	513	102 190	293	98 016	12 663	159	25 537	109	24 704	3 198
539											
	FOOD STORES										
	TOTAL	3 470	1 738 607	2 520	1 678 501	179 286	968	613 662	788	603 214	63 626
54	GROCERY STORES	2 203	1 579 733	1 609	1 536 195	156 284	627	575 198	549	568 837	57 236
541	MEAT AND FISH (SEAFOOD) MARKETS	363	66 010	233	57 341	6 263	54	9 605	31	7 998	920
542	FRUIT STORES AND VEGETABLE MARKETS	75	10 768	40	9 623	848	35	4 146	20	3 782	384
543	FRUITS, NUTS, AND CONFECTIONERY STORES	163	14 208	113	13 113	2 147	50	3 979	34	3 405	487
544	RETAIL BAKERIES	362	35 207	314	33 668	9 607	109	12 024	96	11 746	3 502
546	OTHER FOOD STORES	304	32 681	211	28 561	4 137	93	8 710	58	7 446	1 097
OTHER 54											
	AUTOMOTIVE DEALERS										
	TOTAL	1 358	1 366 762	1 017	1 352 625	154 116	535	564 451	403	558 358	62 109
55 Ex. 554	MOTOR VEHICLE DEALERS	553	1 147 350	439	1 141 087	126 695	189	445 598	148	442 678	47 761
551, 552	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	317	1 004 860	123 746	**	**	88	425 820	46 740
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	122	36 227	2 949	**	**	60	16 858	1 291
552	TIRE, BATTERY, AND ACCESSORY DEALERS	441	114 511	370	111 163	17 401	191	49 585	161	48 329	8 178
553	MISCELLANEOUS AUTOMOTIVE DEALERS	364	104 901	208	100 375	10 020	155	69 268	94	67 351	6 170
559											
	GASOLINE SERVICE STATIONS										
	TOTAL	2 419	479 770	2 234	467 955	50 393	933	184 810	885	181 422	18 000
554											
	APPAREL AND ACCESSORY STORES										
	TOTAL	2 022	487 083	1 623	477 476	74 466	625	164 771	544	163 049	22 930
56	WOMEN'S READY-TO-WEAR STORES	688	179 219	595	176 390	28 922	216	60 935	198	60 555	8 611
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	143	11 492	88	10 640	1 810	40	(D)	24	(D)	(D)
563	FURRIERS AND FUR SHOPS	40	4 292	23	4 067	631	3	(D)	2	(D)	(D)
568	OTHER APPAREL AND ACCESSORY STORES	1 151	292 080	917	286 379	43 103	366	100 213	320	99 128	13 793
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	331	116 492	17 431	**	**	115	30 206	4 268
561	FAMILY CLOTHING STORES	**	**	111	82 138	11 262	**	**	37	39 754	5 081
565	SHOE STORES	**	**	347	75 020	12 381	**	**	127	24 923	3 872
566	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	128	12 729	2 029	**	**	41	4 245	572
564,7,9											
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	1 822	386 491	1 267	371 189	54 140	613	151 889	440	146 864	21 074
57	FURNITURE STORES	575	187 917	421	183 076	25 995	164	67 448	126	65 564	8 232
5712	HOME FURNISHINGS STORES	510	60 149	319	55 096	9 600	194	24 565	120	23 119	3 862
OTHER 571	HOUSEHOLD APPLIANCE STORES	209	36 297	134	33 926	5 398	84	20 772	58	19 959	3 884
572	RADIO, TELEVISION, AND MUSIC STORES	528	102 128	393	99 091	13 147	171	39 104	136	38 222	5 096
573											
	EATING AND DRINKING PLACES										
	TOTAL	6 055	806 990	5 121	777 360	220 206	1 494	208 446	1 348	203 781	55 037
58	EATING PLACES	4 389	673 737	3 694	652 162	189 287	1 138	178 127	1 021	174 341	47 682
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	1 666	133 253	1 427	125 198	30 919	356	30 319	327	29 440	7 355
5813											
	DRUG STORES AND PROPRIETARY STORES										
	TOTAL	738	325 372	694	323 095	44 305	218	95 667	210	95 282	12 992
591	DRUG STORES	**	**	682	320 221	43 924	**	**	208	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	12	2 874	381	**	**	2	(D)	(D)
591 PT.											
	MISCELLANEOUS RETAIL STORES										
	TOTAL	5 471	679 437	3 150	615 770	82 331	1 689	214 600	991	197 662	25 614
59 Ex. 591	LIQUOR STORES	785	205 022	679	195 747	14 205	245	68 229	228	66 239	4 805
592	ANTIQUES STORES AND SECONDHAND STORES	614	41 978	288	36 659	6 757	169	10 759	78	9 088	1 536
593	SPORTING GOODS STORES AND BICYCLE SHOPS	373	59 685	264	55 762	7 777	138	21 840	92	20 744	2 777
595	JEWELRY STORES	507	76 245	290	70 132	13 405	148	17 163	88	15 630	2 783
597	FUEL AND ICE DEALERS	35	3 659	15	2 840	406	23	6 682	20	6 618	855
598	FLORISTS	335	25 814	234	23 918	5 294	116	7 930	84	7 298	1 453
5992	CIGAR STORES AND STANDS	96	9 913	68	8 894	1 221	19	1 285	12	917	102
5993	MISCELLANEOUS RETAIL STORES, N.E.C.	2 726	257 121	1 312	221 818	33 366	831	80 712	389	71 128	11 303
OTHER 59											
	NONSTORE RETAILERS*										
	TOTAL	2 134	107 627	254	83 428	19 818	1 081	35 915	80	24 784	4 525
53 PT.**	MAIL-ORDER HOUSES	115	17 573	52	16 254	5 707	27	2 272	9	2 115	185
532	MERCHANDISING MACHINE OPERATORS	202	44 040	74	40 904	8 259	89	13 978	32	12 548	1 860
534	DIRECT SELLING	1 817	46 014	128	26 270	5 852	965	19 665	39	10 121	2 480
535											

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		SANTA BARBARA-SANTA MARIA-LOMPOC SMSA					SANTA CRUZ SMSA				
	RETAIL TRADE, TOTAL	2 626	637 893	1 953	621 197	85 661	1 647	344 318	1 143	330 790	42 869
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
52	TOTAL	83	31 982	67	31 252	4 207	56	(D)	42	(D)	(D)
52 EX. 525	BUILDING MATERIALS AND SUPPLY STORES	46	18 911	38	18 554	2 624	35	(D)	27	(D)	(D)
5251	HARDWARE STORES	27	7 990	19	7 617	1 164	21	4 262	15	3 997	568
5252	FARM EQUIPMENT DEALERS	10	5 081	10	5 081	419	-	-	-	-	-
	GENERAL MERCHANDISE GROUP STORES*										
53 PT.*	TOTAL	82	72 633	62	72 433	10 195	56	39 870	47	39 662	5 707
531	DEPARTMENT STORES ¹	12	58 090	12	58 090	8 036	7	33 217	7	33 217	4 882
533	VARIETY STORES	19	(D)	18	5 947	953	20	(D)	16	3 715	514
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	51	(D)	32	8 396	1 206	29	(D)	24	2 730	311
	FOOD STORES										
54	TOTAL	263	134 180	206	131 492	13 885	183	82 942	132	80 566	8 396
541	GROCERY STORES	152	122 283	130	121 127	11 773	106	77 068	83	75 493	7 723
542	MEAT AND FISH (SEAFOOD) MARKETS	20	2 427	13	1 817	221	14	2 125	9	1 842	193
543	FRUIT STORES AND VEGETABLE MARKETS	3	38	-	-	-	10	(D)	3	224	13
544	CANDY, NUT, AND CONFECTIONERY STORES	16	1 411	11	1 321	193	8	(D)	7	215	34
546	RETAIL BAKERIES	35	3 490	31	3 378	1 033	25	1 286	16	1 058	289
OTHER 54	OTHER FOOD STORES	37	4 531	21	3 849	665	20	1 877	14	1 734	144
	AUTOMOTIVE DEALERS										
55 EX. 554	TOTAL	158	112 516	126	111 654	12 919	101	(D)	85	60 096	6 919
551, 552	MOTOR VEHICLE DEALERS	58	91 533	53	91 419	10 130	39	45 958	35	45 755	5 543
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	39	85 187	9 654	**	**	26	43 828	5 370
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	14	6 232	476	**	**	9	1 927	173
553	TIRE, BATTERY, AND ACCESSORY DEALERS	46	9 745	41	9 543	1 754	31	5 055	27	4 775	686
559	MISCELLANEOUS AUTOMOTIVE DEALERS	54	11 238	32	10 692	1 035	31	(D)	23	9 566	690
	GASOLINE SERVICE STATIONS										
554	TOTAL	307	47 162	288	46 509	4 514	166	24 466	152	23 821	2 254
	APPAREL AND ACCESSORY STORES										
56	TOTAL	196	33 072	166	32 027	4 823	111	14 568	89	13 962	1 953
562	WOMEN'S READY-TO-WEAR STORES	74	13 370	64	12 804	1 972	46	4 295	39	4 070	464
563	WOMEN'S ACCESSORY AND SPECIALTY STORES	15	(D)	12	(D)	(D)	11	(D)	7	364	42
568	FURRIERS AND FUR SHOPS	1	(D)	1	(D)	(D)	1	(D)	-	-	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	106	17 527	89	17 062	2 454	53	9 911	43	9 528	1 447
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	30	8 219	1 129	**	**	18	2 857	276
565	FAMILY CLOTHING STORES	**	**	10	2 087	312	**	**	5	2 713	492
566	SHOE STORES	**	**	34	5 838	864	**	**	14	2 542	403
564,7,9	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	15	918	149	**	**	6	1 416	276
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
57	TOTAL	188	38 327	147	37 044	5 396	101	14 809	72	14 121	1 858
5712	FURNITURE STORES	61	19 811	55	19 658	2 712	34	7 347	22	7 014	958
OTHER 571	HOME FURNISHINGS STORES	55	8 256	38	7 701	1 330	34	1 834	22	1 674	191
572	HOUSEHOLD APPLIANCE STORES	28	5 776	25	5 737	666	13	(D)	10	2 352	316
573	RADIO, TELEVISION, AND MUSIC STORES	44	4 484	29	3 948	688	20	(D)	18	3 081	393
	EATING AND DRINKING PLACES										
58	TOTAL	524	70 436	467	68 725	17 654	343	32 703	295	31 424	7 485
5812	EATING PLACES	417	62 112	376	60 914	15 958	266	29 030	237	28 370	6 923
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	107	8 324	91	7 811	1 696	77	3 673	58	3 054	562
	DRUG STORES AND PROPRIETARY STORES										
591	TOTAL	62	28 077	59	27 791	3 895	34	17 829	33	(D)	(D)
591 PT.	DRUG STORES	**	**	59	27 791	3 895	**	**	33	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	-	-	-	**	**	-	(D)	(D)
	MISCELLANEOUS RETAIL STORES										
59 EX. 591	TOTAL	563	60 253	339	55 360	7 023	365	34 139	184	(D)	(D)
592	LIQUOR STORES	75	(D)	74	18 176	1 403	43	11 332	40	11 124	928
593	ANTIQUES STORES AND SECONDHAND STORES	54	2 226	26	1 871	329	64	1 837	15	1 241	251
595	SPORTING GOODS STORES AND BICYCLE SHOPS	47	6 383	33	5 781	717	27	2 650	19	2 363	294
597	JEWELRY STORES	41	4 933	28	4 732	829	19	3 347	13	3 102	490
598	FUEL AND ICE DEALERS	7	540	4	(D)	(D)	8	1 658	8	1 658	327
5992	FLORISTS	29	3 096	23	3 001	655	20	(D)	15	(D)	(D)
5993	CIGAR STORES AND STANDS	5	(D)	3	(D)	(D)	4	(D)	1	(D)	(D)
OTHER 59	MISCELLANEOUS RETAIL STORES, N.E.C.	305	24 703	148	21 108	2 963	180	12 087	73	9 151	1 450
	NONSTORE RETAILERS*										
53 PT.*	TOTAL	200	9 255	26	6 910	1 150	131	4 372	12	2 870	381
532	MAIL-ORDER HOUSES	14	3 118	6	3 031	439	8	1 374	5	(D)	(D)
534	MERCHANDISING MACHINE OPERATORS	13	2 877	6	2 619	455	12	1 246	3	1 154	153
535	DIRECT SELLING	173	3 260	14	1 260	256	111	1 752	4	(D)	(D)

Note: For description of each SMSA see appendix E.
 Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 * Nonstore retailers, part of SIC major group 53, are shown separately in this table.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
 1 Includes sales from catalog order desks.

TABLE 8. Standard Metropolitan Statistical Areas, Based on 1967 Standard Industrial Classification: 1972—Continued

1967 SIC code	Kind of business	All establishments		Establishments with payroll			All establishments		Establishments with payroll		
		Number	Sales	Number	Sales	Payroll, entire year	Number	Sales	Number	Sales	Payroll, entire year
			(\$1,000)		(\$1,000)	(\$1,000)		(\$1,000)		(\$1,000)	(\$1,000)
		SANTA ROSA SMSA					STOCKTON SMSA				
	RETAIL TRADE, TOTAL	2 320	581 298	1 664	564 223	69 638	2 720	727 079	2 050	709 428	87 408
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS										
	TOTAL	101	42 142	84	41 107	4 909	95	52 476	84	52 001	6 334
52	BUILDING MATERIALS AND SUPPLY STORES	63	31 348	50	30 387	3 270	50	21 923	43	21 697	2 326
52 Ex. 525	HARDWARE STORES	31	7 838	27	7 764	1 029	25	7 522	21	7 273	912
5251	FARM EQUIPMENT DEALERS	7	2 956	7	2 956	610	20	23 031	20	23 031	3 096
5252											
	GENERAL MERCHANDISE GROUP STORES*										
	TOTAL	72	62 162	55	61 909	8 126	78	91 332	57	90 984	12 002
53 PT.**	DEPARTMENT STORES	5	47 566	5	47 566	6 149	9	76 707	9	76 707	10 362
531	VARIETY STORES	19	(D)	18	9 261	1 344	24	8 031	21	7 949	1 102
533	MISCELLANEOUS GENERAL MERCHANDISE STORES	48	(D)	32	5 082	633	45	6 594	27	6 328	538
539											
	FOOD STORES										
	TOTAL	289	136 850	229	133 096	13 174	335	138 576	249	133 654	13 401
54	GROCERY STORES	182	125 540	157	123 375	11 848	233	128 057	180	124 415	11 994
541	MEAT AND FISH (SEAFOOD) MARKETS	30	3 448	18	2 674	232	32	5 414	25	4 900	440
542	FRUIT STORES AND VEGETABLE MARKETS	12	(D)	10	2 951	298	11	3 777	4	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	11	(D)	6	512	65	13	816	5	(D)	(D)
544	RETAIL BAKERIES	29	1 722	24	1 657	478	25	2 225	20	2 166	727
546	OTHER FOOD STORES	25	2 443	14	1 927	253	21	1 687	15	1 480	168
OTHER 54											
	AUTOMOTIVE DEALERS										
	TOTAL	160	110 100	122	108 905	12 344	220	145 410	180	143 834	15 521
55 Ex. 554	MOTOR VEHICLE DEALERS	58	81 140	49	80 658	9 512	88	117 129	74	116 367	12 162
551	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	37	76 962	9 187	**	**	41	106 528	11 567
552	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	12	3 696	325	**	**	33	9 839	595
553	TIRE, BATTERY, AND ACCESSORY DEALERS	44	8 291	39	8 150	1 127	81	15 427	70	14 864	2 176
559	MISCELLANEOUS AUTOMOTIVE DEALERS	58	20 669	34	20 097	1 705	51	12 854	36	12 603	1 183
	GASOLINE SERVICE STATIONS										
	TOTAL	312	44 739	288	43 562	4 181	326	50 855	304	49 338	4 585
	APPAREL AND ACCESSORY STORES										
	TOTAL	109	26 114	93	25 768	3 744	145	31 025	124	30 497	4 547
56	WOMEN'S READY-TO-WEAR STORES	39	(D)	37	6 239	848	51	11 794	45	11 721	1 749
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	8	639	8	639	93	10	(D)	6	(D)	(D)
563	FURRIERS AND FUR SHOPS	-	-	-	-	-	4	(D)	2	(D)	(D)
568	OTHER APPAREL AND ACCESSORY STORES	62	(D)	48	18 890	2 803	80	18 621	70	18 198	2 721
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	12	4 759	719	**	**	25	7 164	1 166
561	FAMILY CLOTHING STORES	**	**	13	10 660	1 615	**	**	13	5 735	924
565	SHOE STORES	**	**	16	2 877	402	**	**	25	4 558	570
566	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	7	594	67	**	**	7	741	61
564,7,9											
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES										
	TOTAL	130	21 238	94	20 395	3 023	151	36 996	127	36 310	5 107
57	FURNITURE STORES	43	9 964	37	9 869	1 400	46	20 611	40	20 493	2 906
5712	HOME FURNISHINGS STORES	25	2 326	11	2 022	462	39	6 025	30	5 775	935
OTHER 571	HOUSEHOLD APPLIANCE STORES	22	2 742	13	2 527	327	30	5 368	26	5 233	677
572	RADIO, TELEVISION, AND MUSIC STORES	40	6 206	33	5 977	834	36	4 992	31	4 809	589
573											
	EATING AND DRINKING PLACES										
	TOTAL	473	41 862	394	40 065	9 961	601	54 683	524	52 813	12 855
58	EATING PLACES	339	32 981	287	32 064	8 171	412	44 331	367	43 334	10 905
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	134	8 881	107	8 001	1 790	189	10 352	157	9 479	1 950
5813											
	DRUG STORES AND PROPRIETARY STORES										
	TOTAL	52	(D)	50	27 165	3 373	78	(D)	77	29 288	4 214
591	DRUG STORES	**	**	48	(D)	(D)	**	**	77	29 288	4 214
591 PT.	PROPRIETARY STORES	**	**	2	(D)	(D)	**	**	-	-	-
591 PT.											
	MISCELLANEOUS RETAIL STORES										
	TOTAL	422	(D)	232	56 789	5 987	460	(D)	301	85 744	8 005
59 Ex. 591	LIQUOR STORES	42	7 614	38	7 197	597	72	15 022	65	14 693	1 008
592	ANTIQUA STORES AND SECONDHAND STORES	56	2 765	23	2 359	523	46	6 112	25	5 900	936
593	SPORTING GOODS STORES AND BICYCLE SHOPS	32	3 087	22	2 624	335	41	4 767	37	4 553	649
595	JEWELRY STORES	34	3 171	20	2 716	393	33	4 377	26	4 161	767
597	FUEL AND ICE DEALERS	16	3 688	13	3 655	766	11	2 200	7	(D)	(D)
598	FLORISTS	22	1 477	17	(D)	(D)	26	(D)	24	2 440	471
5992	CIGAR STORES AND STANDS	1	(D)	1	(D)	(D)	1	(D)	1	(D)	(D)
5993	MISCELLANEOUS RETAIL STORES, N.E.C.	219	39 016	98	36 785	3 067	230	54 205	116	51 802	3 796
OTHER 59											
	NONSTORE RETAILERS*										
	TOTAL	200	7 873	23	5 462	816	231	7 188	23	4 965	837
53 PT.**	MAIL-ORDER HOUSES	13	2 748	7	2 615	246	6	1 097	3	(D)	(D)
532	MERCHANDISING MACHINE OPERATORS	14	1 776	7	1 712	392	21	2 459	9	2 217	284
534	DIRECT SELLING	173	3 349	9	1 135	178	204	3 632	11	(D)	(D)
535											

Note: For description of each SMSA see appendix E.
 Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 * Nonstore retailers, part of SIC major group 53, are shown separately in this table.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
 † Includes sales from catalog order desks.

TABLE 8. Standard Metropolitan Statistical Areas, Based on 1967 Standard Industrial Classification: 1972—Continued

1967 SIC code	Kind of business	All establishments		Establishments with payroll		
		Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll, entire year (\$1,000)
VALLEJO-FAIRFIELD-NAPA SMSA						
	RETAIL TRADE, TOTAL	2 140	561 966	1 618	547 908	73 440
	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS					
	TOTAL	88	28 011	74	27 571	3 624
52	BUILDING MATERIALS AND SUPPLY STORES	54	(D)	47	(D)	(D)
52 Ex. 525	HARDWARE STORES	25	(D)	18	5 008	651
5251	FARM EQUIPMENT DEALERS	9	(D)	9	(D)	(D)
5252						
	GENERAL MERCHANDISE GROUP STORES*					
	TOTAL	68	65 595	52	65 256	9 765
53 PT.*	DEPARTMENT STORES ¹	11	52 018	11	52 018	7 984
533	VARIETY STORES	21	(D)	20	5 846	827
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	36	(D)	21	7 392	954
	FOOD STORES					
	TOTAL	227	126 837	185	124 311	13 474
54	GROCERY STORES	155	113 354	136	112 085	10 941
541	MEAT AND FISH (SEAFOOD) MARKETS	22	3 145	12	2 109	146
542	FRUIT STORES AND VEGETABLE MARKETS	2	(D)	2	(D)	(D)
543	CANDY, NUT, AND CONFECTIONERY STORES	11	(D)	7	(D)	(D)
544	RETAIL BAKERIES	21	7 692	17	7 599	2 142
546	OTHER FOOD STORES	16	1 461	11	1 403	110
OTHER 54						
	AUTOMOTIVE DEALERS					
	TOTAL	170	(D)	134	123 058	13 399
55 Ex. 554	MOTOR VEHICLE DEALERS	77	98 275	64	97 764	10 710
551, 552	MOTOR VEHICLE DEALERS--NEW AND USED CARS	**	**	48	92 887	10 450
551	MOTOR VEHICLE DEALERS--USED CARS ONLY	**	**	16	4 877	260
552	TIRE, BATTERY, AND ACCESSORY DEALERS	55	10 270	43	9 775	1 354
553	MISCELLANEOUS AUTOMOTIVE DEALERS	38	(D)	27	15 519	1 335
559						
	GASOLINE SERVICE STATIONS					
	TOTAL	270	46 453	251	45 016	4 463
	APPAREL AND ACCESSORY STORES					
	TOTAL	127	21 677	104	20 847	2 487
56	WOMEN'S READY-TO-WEAR STORES	43	5 828	37	5 398	753
562	WOMEN'S ACCESSORY AND SPECIALTY STORES	11	(D)	5	(D)	(D)
563	FURRIERS AND FUR SHOPS	1	(D)	1	(D)	(D)
568	OTHER APPAREL AND ACCESSORY STORES	72	13 895	61	13 588	1 609
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES	**	**	20	5 194	524
561	FAMILY CLOTHING STORES	**	**	14	5 238	596
565	SHOE STORES	**	**	23	2 896	443
566	APPAREL AND ACCESSORY STORES, N.E.C.	**	**	4	260	46
564, 7, 9						
	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES					
	TOTAL	149	25 037	111	23 554	3 436
57	FURNITURE STORES	43	12 669	38	12 386	1 762
5712	HOME FURNISHINGS STORES	43	3 980	28	3 468	587
OTHER 571	HOUSEHOLD APPLIANCE STORES	19	3 156	16	3 002	422
572	RADIO, TELEVISION, AND MUSIC STORES	44	5 232	29	4 698	665
573						
	EATING AND DRINKING PLACES					
	TOTAL	448	58 170	404	56 962	14 762
58	EATING PLACES	298	47 830	270	47 015	12 349
5812	DRINKING PLACES (ALCOHOLIC BEVERAGES)	150	10 340	134	9 947	2 413
5813						
	DRUG STORES AND PROPRIETARY STORES					
	TOTAL	47	(D)	45	23 450	3 063
591 PT.	DRUG STORES	**	**	44	(D)	(D)
591 PT.	PROPRIETARY STORES	**	**	1	(D)	(D)
	MISCELLANEOUS RETAIL STORES					
	TOTAL	374	37 437	236	34 570	4 596
59 Ex. 591	LIQUOR STORES	54	10 502	51	10 084	996
592	ANTIQUE STORES AND SECONDHAND STORES	55	1 665	25	(D)	(D)
593	SPORTING GOODS STORES AND BICYCLE SHOPS	31	3 617	24	3 448	473
595	JEWELRY STORES	36	4 632	24	4 423	679
597	FUEL AND ICE DEALERS	7	(D)	6	1 331	280
598	FLORISTS	16	(D)	14	1 653	291
5992	CIGAR STORES AND STANDS	1	(D)	1	(D)	(D)
5993	MISCELLANEOUS RETAIL STORES, N.E.C.	174	13 754	91	12 111	1 567
OTHER 59						
	NONSTORE RETAILERS*					
	TOTAL	172	5 035	22	3 313	371
53 PT.*	MAIL-ORDER HOUSES	6	(D)	5	(D)	(D)
532	MERCHANDISING MACHINE OPERATORS	15	(D)	8	1 325	166
534	DIRECT SELLING	151	2 170	9	(D)	(D)
535						

Note: For description of each SMSA see appendix E.
 Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. X Not applicable.
 * Nonstore retailers, part of SIC major group 53, are shown separately in this table.
 ** Data not provided because establishments with no payroll are classified only at the next broader kind-of-business level.
¹ Includes sales from catalog order desks.

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and Method of Enumeration of the 1972 Census of Retail Trade Universe—Firms in the 1972 Census of Retail Trade were divided into two categories—the “mail universe” and the “nonmail universe.” The coverage of each component and the method of obtaining census information from each group are described below.

1. *The “Nonmail Universe”*—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. *All “nonemployers”*—This category consists of all firms with no paid employees during 1972. Sales information for these firms was obtained from 1972 Federal income tax records. Although consisting of a large number of firms, the nonemployer segment accounts for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1972 plus firms in operation for less than the full year which reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1967 census.

b. *Selected “small employers”*—“Employers” consist of all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. “Small employers” consist basically of all those single establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, this segment generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for “under cutoff” employer firms were obtained from the records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA), except for a 10-percent sample of these which were included in the “mail universe.”

2. *The “Mail Universe”*—Information for firms in this group was obtained basically by means of a mail canvass. The “mail universe” includes the following categories:

a. *“Large employers”*—This category comprises all “employer” firms above the size cutoff referred to in section 1 b above. Within this category, a pre-census mail canvass operation was conducted in order to identify firms which operated establishments at more than one location and to obtain information on mid-March 1972 employment at each location for use as a coverage check in the census. Firms included in the pre-census mailing

were drawn primarily from 1967 census records of multiunit firms and other large employers.

b. *Sample of “small employers”*—This category included the 10-percent sample of “small employer” firms referred to in section 1 b above.

Method of Classifying Kinds of Business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed as follows:

1. *The “Nonmail Universe”*:

a. *All “nonemployers”*—Nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. These nonemployer firms were coded in less detail than employer firms. Therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than data for employer establishments alone.

b. *Selected “small employers”*—The 1972 census classification for the “small employer” firms which were not mailed a census report form (see section 1 b above) was based on the 1967 census kind-of-business classification. If the firm was not in business in 1967, the SSA classification was used. If the SSA classification was not available or was inadequate for coding, the IRS classification based on the firm’s description of its principal business activity as entered on its IRS business tax return was used.

If the previous Census, SSA, and IRS classifications all proved inadequate (i.e., none corresponded to a 1972 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary in order to assign a 1972 census kind-of-business code.

2. *The “Mail Universe”*—The 1972 census classification for establishments in the “mail universe” (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

Comparability of the 1967 and 1972 Censuses—The 1967 and 1972 censuses were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

1. *Classification*—In both 1967 and 1972, classifications were based on the Standard Industrial Classification (SIC)

¹ Executive Office of the President, Office of Management and Budget, *Standard Industrial Classification Manual*, 1972.

Manual; however, there were major revisions to the SIC structure in 1972 which limit the comparability of data between these two censuses. The kinds of business involving the most significant changes are those in the building materials, hardware, and farm equipment dealers (SIC 52) Major Group. These changes are described in detail in the "Kind-of-Business Classifications" sections below.

It was not possible to retabulate 1967 data based on the revised 1972 classifications for comparative purposes, since in many cases the necessary information was not available for assigning the new 1972 classifications to the 1967 records. However, 1972 census records were assigned both a 1972 and a 1967 census classification. 1972 census data are presented based on the 1972 classifications for all areas specified under "Types of Areas Covered" in the Introduction. In addition, data for the State as a whole are presented for both 1972 and 1967 based on the 1967 classifications; and for standard metropolitan statistical areas (SMSA's), 1972 statistics are also shown based on the 1967 classifications. (Comparable 1967 data for SMSA's are not included in this report but are available in the 1967 census publications.)

2. *Areas*—The boundaries of a number of areas for which data are shown in the 1972 census are not the same as in the 1967 census because of annexations, other boundary changes, and redefinitions of SMSA's which occurred since 1967. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years. See the "Types of Areas Covered" section in the Introduction for description of areas covered.
3. *Proprietors of Unincorporated Businesses*—The number of proprietors of unincorporated businesses, shown in the 1967 census publications, is not shown for 1972. This number was not directly available in either census year from the census report form or from the records of the Internal Revenue Service. It was calculated for 1967 by crediting each proprietorship with one proprietor and each partnership with two proprietors. Since this method of calculation does not provide the actual number of proprietors and is, therefore, potentially misleading, this item has been replaced for 1972 by the presentation of data on the number of proprietorships and partnerships. These statistics are presented to provide the user with a basis for developing data comparable to those presented in 1967 on "number of proprietors." The method used in determining the legal form of organization and the limitations involved are described in the following section.
4. *Legal Form of Organization*—In 1967 the legal form of organization was determined for establishments in the "legal mail universe" on the basis of the response to the "legal

form of organization" inquiry on the census forms. The legal form of organization of "nonmail" establishments was generally based on the type of IRS business income tax return form filed (e.g., businesses filing a partnership Federal tax return Form 1065 were assumed to be a partnership).

In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies (those with total company employment of 250 persons or more). A company summary report, submitted by these large firms, included an inquiry on legal form of organization. The legal form of organization of all other establishments was generally based on the type of IRS business income tax return form filed.

In the 1967 census, "small employers" in the "nonmail universe" were assumed to be sole proprietorships if no IRS business tax return was located in the IRS files. In the 1972 censuses, since the legal form of organization of most large and small establishments was based on the type of IRS form, no such assumption was made. Consequently, it was necessary to establish a classification covering establishments for which the legal form of organization was unknown. This classification includes establishments of organizations not required to file IRS business tax returns (e.g., certain nonprofit organizations) plus proprietorships, partnerships, and corporations for which a 1972 tax return could not be located in the IRS file, and for which identification of the type of tax return required was not available from IRS records from previous years.²

A later retail trade report, "Establishment Size and Firm Size," will present data by the following legal form of organization categories:

- a. Individual proprietorships
- b. Partnerships
- c. Corporations (including non-tax-exempt cooperatives)
- d. Other legal form, or legal form unknown (for appropriate kind-of-business classifications, tax-exempt cooperatives and government operated liquor stores, normally included in this classification, will be presented separately).

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the company or enterprise which may consist of one or more establishments. Census of retail

²These firms for which the legal form of organization could not be determined account in total for about 14.6 percent of all establishments and about 6.7 percent of total sales and receipts in this State. These percentages, however, may vary considerably by geographic area and kind-of-business classification.

APPENDIX A—Continued

trade figures represent a summary of reports for individual establishments rather than companies. Separate information was obtained for each location where business was conducted. Each report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this report represents the number in business at the end of the year.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. In those cases, however, where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. It should be noted, however, that in the case of the "nonmail universe," for which information is obtained from IRS and SSA sources, it is generally not possible to differentiate between leased department and separate establishments. Also, leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold, receipts from repairs and other services to customers, delivery, and carrying charges whether or not payment was received in 1972. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Sales also include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes, which are paid by the manufacturer or wholesaler and passed along to the retailer are also included. Total sales do not include non-operating income from such sources as investments, rental of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, nor other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial

users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll, Entire Year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit nor other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

Payroll for the First Quarter of 1972—This item consists of payroll, as defined above, paid to persons employed at any time during the January to March 1972 quarter.

Paid Employees for the Pay Period Including March 12, 1972—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1972. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

Central Administrative Offices and Auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent publication.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1972 edition of the SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass,

and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Also, establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Additional important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they may process their products, but such processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present, and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 edition of the SIC manual. However, because in some instances a more detailed classification is required for census purposes than is defined in the SIC manual, additional kinds of business have been identified within SIC categories. In general, retail establishments are classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell several kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business will be available in the 1972 Census of Retail Trade report, "Merchandise Line Sales".)

The basis for kind-of-business classification is described above in the section under "Method of Classifying Kinds of Business." Descriptions of 1972 Census of Retail Trade kind-of-business classifications follow.

BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Establishments primarily selling plumbing, heating, and air-conditioning equipment; electrical supplies; and farm equipment, which were classified in major group 52 in the 1967 census, are classified in wholesale trade. Retail nurseries and lawn and garden supply stores, part of major group 59 in 1967, and mobile home dealers, part of major group 55 in 1967, are classified here.

Lumber and Other Building Materials Dealers (SIC 521)—Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. While these establishments may also sell to contractors, they are known as "retail" in the trade. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers. Establishments which do no selling to the general public, or those which are known in the trade as "wholesale," are classified in SIC 503.

Paint, Glass, and Wallpaper Stores (SIC 523)—Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public. While these establishments may also sell to contractors, they are known as "retail" in the trade. Establishments which do no selling to the general public or are known in the trade as "wholesale" are classified in wholesale trade.

Hardware Stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

Retail Nurseries, Lawn and Garden Supply Stores (SIC 526)—Establishments primarily engaged in selling trees, shrubs,

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other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves. Establishments primarily engaged in the growing of plants are classified in SIC major group 01.

Mobile Home Dealers (SIC 527)—Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories. Establishments primarily selling travel trailers and campers are classified in SIC 5561.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling, in SIC 596.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59 in the 1972 census.

Department Stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. *Furniture, home furnishings, appliances, radio and TV sets.*
2. *A general line of apparel for the family.*
3. *Household linens and dry goods.*

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety Stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-

carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous General Merchandise Stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as country general stores are included here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens accounts for 20 percent or more of total sales.

FOOD STORES (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors in SIC 5921.

In the 1972 census, data for freezer and locker meat provisioners and meat markets are shown separately. In the 1967 census, data for these two kinds of business were combined into a single classification, "Meat markets." Data for egg and poultry dealers, shown separately in the 1967 census, have been combined with data for "Other miscellaneous food stores" in the 1972 census.

Grocery Stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed food and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Freezer and Locker Meat Provisioners (SIC 5422)—Establishments primarily engaged in the retail sale, on a bulk basis, of

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meat for freezer storage. Also included are establishments primarily providing home freezer plans. Food locker plants primarily engaged in renting locker space for the storage of food products for individual households are classified in SIC 4222.

Meat Markets (SIC 5423 pt.)—Establishments primarily selling fresh, frozen, or cured meats. Frequently these establishments also sell poultry, fish, dairy products, eggs, and some groceries. Establishments included in this category reported that meat, fish, and poultry sales accounted for 80 percent or more of total sales, and that fresh and/or frozen meat accounted for 50 percent or more of their total receipts.

Fish (Seafood) Markets (SIC 5423 pt.)—Establishments primarily selling fresh or frozen fish, oysters and other shellfish, and other seafoods. These establishments frequently sell other food items commonly used in preparing seafood or consumed with seafoods. Establishments included in this category reported that sales of fish and other seafood accounted for 50 percent or more of total receipts.

Fruit Stores and Vegetable Markets (SIC 543)—Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands of farmers selling only their own produce are not included in the census.

Candy, Nut, and Confectionery Stores (SIC 544)—Establishments primarily selling candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores.

Dairy Products Stores (SIC 545)—Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers. Ice cream and frozen custard stands are classified in SIC 5812 and establishments buying ice cream and similar products and selling them from trucks or wagons are classified in SIC 5963. Establishments primarily engaged in processing and distributing milk and cream are classified in SIC 202.

Retail Bakeries—Baking and Selling (SIC 5462)—Establishments primarily engaged in the retail sale of bakery products, such as bread, cakes, and pies, and which prepare some or all of the products sold on the premises. Establishments manufacturing bakery products and selling them chiefly through house-to-house routes are classified in manufacturing (SIC 2051). Establishments purchasing bakery products and selling house-to-house are classified in SIC 5963.

Retail Bakeries—Selling Only (SIC 5463)—Establishments primarily engaged in the retail sale of bakery products, such as

bread, cakes, and pies, none of which are produced on the premises.

Other Miscellaneous Food Stores (SIC 549)—Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

AUTOMOTIVE DEALERS AND GASOLINE
SERVICE STATIONS
(SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; those selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. This group includes establishments dealing in used automobiles exclusively, but not establishments dealing exclusively in used parts (SIC 5931). Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade. Mobile home dealers previously classified in major group 55 are classified in major group 52 in the 1972 census.

Dealers With Domestic Car Franchise Only (SIC 5511 pt.)—Establishments having only a domestic car franchise and primarily engaged in the sale of new automobiles or new and used automobiles. These establishments usually have a service and parts department.

Dealers With Imported Car Franchise Only (SIC 5511 pt.)—Establishments having only an imported car franchise and primarily engaged in the sale of new automobiles or new and used automobiles. These establishments usually have a service and parts department.

Dealers With Domestic and Imported Car Franchises (SIC 5511 pt.)—Establishments with both domestic and imported car franchises and primarily engaged in the sale of new automobiles or new and used automobiles. These establishments usually have a service and parts department.

Used Car Dealers (SIC 552)—Establishments primarily selling used cars and not holding a franchise for the sale of new passenger cars.

Tire, Battery, and Accessory Dealers (SIC 553 pt.)—Establishments primarily selling new automobile tires, batteries, automobile seat covers, and other automotive parts and accessories.

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Establishments primarily selling used merchandise in these categories are classified as "Used merchandise stores" (SIC 5931).

Other Auto and Home Supply Stores (SIC 553 pt.)—Establishments engaged in selling a combination of lines of merchandise including tires, batteries and accessories, household appliances, radios and television sets, sporting and recreational goods, toys, housewares, and hardware, no one of which accounts for over 49 percent of total sales.

Gasoline Service Stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Boat Dealers (SIC 555)—Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

Recreational and Utility Trailer Dealers (SIC 556)—Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories. Establishments primarily engaged in the retail sale of mobile homes are classified in SIC 5271.

Motorcycle Dealers (SIC 557)—Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

Automotive Dealers, Not Elsewhere Classified (SIC 559)—Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, and go-carts, and new equipment and supplies, not elsewhere classified.

APPAREL AND ACCESSORY STORES
(SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Data for custom tailors, shown separately in the 1967 census, have been combined with data for miscellaneous apparel and accessory stores in the 1972 census.

Men's and Boys' Clothing and Furnishings Stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's Ready-to-Wear Stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Millinery Stores (SIC 563 pt.)—Establishments primarily selling women's hats, including those making hats on the premises to custom order.

Corset and Lingerie Stores (SIC 563 pt.)—Establishments primarily selling women's foundation garments, lingerie, negligees, robes, and other intimate wear. Establishments primarily engaged in selling foundation garments made or fitted to custom order also are included.

Other Women's Accessory and Specialty Stores (SIC 563 pt.)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, and hosiery. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 5651) under conditions specified in the definition for that kind of business.

Children's and Infants' Wear Stores (SIC 564)—Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

Family Clothing Stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of

APPENDIX A—Continued

apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Men's Shoe Stores (SIC 566 pt.)—Establishments primarily selling men's and boys' shoes and other footwear. Establishments selling women's and girls' and/or children's and infants' footwear are included in this classification if sales of men's and boys' footwear are more than three times the combined sales of women's, girls', children's, and infants' footwear.

Women's Shoe Stores (SIC 566 pt.)—Establishments primarily selling women's and girls' shoes and other footwear. Establishments selling men's and boys' and/or children's and infants' footwear are included in this classification if sales of women's and girls' footwear are more than three times the combined sales of men's, boys', children's, and infants' footwear.

Children's and Juveniles' Shoe Stores (SIC 566 pt.)—Establishments primarily selling children's and infants' shoes and other footwear. Establishments selling men's, boys', and/or women's and girls' footwear are included in this classification if sales of children's and infants' footwear are more than three times the combined sales of men's, boys', women's, and girls' footwear.

Family Shoe Stores (SIC 566 pt.)—Establishments primarily selling both men's and women's shoes and other footwear, and may or may not sell children's shoes. Accessories such as hosiery, gloves, and handbags also are frequently sold. Establishments are included in this classification if (1) sales of any one of the three major groupings (men's and boys' footwear, women's and girls' footwear, and children's and infants' footwear) are not more than three times the sales of the other two groups combined, and (2) if children's and infants' footwear are not carried, sales of the larger of the two remaining groups are not more than three times the sales of the smaller.

Furriers and Fur Shops (SIC 568)—Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order. Establishments primarily engaged in fur repair and storage and which also may sell a minor amount of fur apparel are classified in SIC 7219.

Miscellaneous Apparel and Accessory Stores (SIC 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports

apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel, SIC 5681) to individual order.

**FURNITURE, HOME FURNISHINGS, AND
EQUIPMENT STORES
(SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores furnishing interior decorator service are classified according to the merchandise handled.

In the 1972 census, data for china, glassware, and metalware stores and miscellaneous home furnishings stores have been combined into a single kind of business classification, "Miscellaneous home furnishings stores." In the 1967 census, data for these two kinds of business were shown separately.

Furniture Stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Floor Covering Stores (SIC 5713)—Establishments primarily engaged in the retail sale of floor coverings and related products. Establishments included in this industry, which sometimes may perform installation service, are to be distinguished from contractors primarily engaged in installing floor coverings which are classified in SIC 1752.

Drapery, Curtain, and Upholstery Stores (SIC 5714)—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included. Establishments primarily engaged in reupholstering or repairing furniture are included in the census of selected service industries.

Miscellaneous Home Furnishing Stores (SIC 5719)—Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, and

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window shades. Establishments primarily engaged in the retail sale of miscellaneous home furnishings by house-to-house canvass or by party-plan merchandising are classified in SIC 5963.

Household Appliance Stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances, such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

Radio and Television Stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines, such as household appliances, musical instruments, or records. Radio and television repair and installation shops are classified in SIC 7622.

Record Shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical Instrument Stores (SIC 5733 pt.)—Establishments primarily selling musical instruments, such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes retail establishments selling prepared foods and drinks for consumption on the premises, and also lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and lunch counters operated by hotels are classified in major group 70; those operated by department stores are classified in major group 53.

In the 1972 census, data for restaurants and lunchrooms and social caterers are shown separately at the national level. In the 1967 census, data for these two kinds of business were combined into a single classification, "Restaurants, lunchrooms, and caterers." Data for ice cream and frozen custard stands, which were combined with other refreshment places in the 1967 census, are shown separately in the 1972 census at the national level.

Restaurants and Lunchrooms (SIC 5812 pt.)—Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared food and nonalcoholic beverages are classified as "Drinking places" (SIC 5813).

Social Caterers (SIC 5812 pt.)—Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed business location. Such establishments also may arrange for some entertainment but this should be a minor part of the business. (Separate data are shown only at the national level.)

Cafeterias (SIC 5812 pt.)—Establishments engaged in serving prepared food and beverages primarily through the use of a cafeteria line where the customer serves himself from displayed selections. Some limited waiter or waitress service may be provided. Table and/or booth seating facilities are usually provided.

Refreshment Places (SIC 5812 pt.)—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

Contract Feeding (SIC 5812 pt.)—Establishments primarily engaged in providing food service under contract to another company; hospital; or governmental, penal, or educational institution. The facilities and personnel of these establishments may be provided by the contracting company, institution, etc.; however, the management is always supplied by the contractor. (Separate data are shown only at the national level.)

Ice Cream and Frozen Custard Stands (SIC 5812 pt.)—Establishments primarily engaged in selling ice cream, frozen custard, or other frozen ices for consumption either on or near the premises. "Take-home" packages also may be provided for ice cream sold in bulk. (Separate data are shown only at the national level.)

Drinking Places (SIC 5813)—Establishments primarily engaged in the retail sale of drinks, such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

MISCELLANEOUS RETAIL STORES
(SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. Nonstore retailers; dry goods stores; sewing, needlework, and piece goods stores, which were classified in major group 53 in the 1967 census, are classified in major group 59 in the 1972 census. Hay, grain, feed, and other farm supply stores, and retail nurseries, lawn and garden supply stores, previously classified in major group 59, are classified in wholesale trade and major group 52, respectively, in the 1972 census.

Drug Stores (SIC 591 pt.)—Establishments engaged in the retail sale of prescription drugs and patent medicines, and which may carry a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise, and which may operate a soda fountain or lunch counter.

These stores are included on the basis of their usual trade designation rather than on the more strict interpretation of commodities handled.

Proprietary Stores (SIC 591 pt.)—Establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor Stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages, such as ale, beer, wine, and whiskey, for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Used Merchandise Stores (SIC 593)—This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops. Dealers primarily engaged in selling used motor vehicles, trailers, and boats are classified in major group 55; used mobile homes in SIC 5271; and establishments primarily engaged in automobile repair in SIC 753. Scrap, waste, and junk dealers are classified in SIC 5093.

General Line Sporting Goods Stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty Line Sporting Goods Stores (SIC 5941 pt.)—Establishments primarily selling a specialty line of sporting goods

and equipment for only one of the lines listed in "General line sporting goods stores."

Book Stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "Mail-order houses" (SIC 5961).

Stationery Stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery, such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry Stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, Toy, and Game Shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies, or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and Photographic Supply Stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, Novelty, and Souvenir Shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and Leather Goods Stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, Needlework, and Piece Goods Stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Mail-Order Houses (SIC 5961)—Establishments primarily selling merchandise as a result of orders received by mail. Customers are made aware of goods available for sale through catalogs, mailing pieces, advertisements in newspapers and magazines, and advertising on radio and television.

APPENDIX A—Continued

Departmentalized retail stores normally with 25 employees or more, operated by mail-order houses and selling a general line of merchandise, are classified in SIC 5311. Retail stores normally with less than 25 employees, operated by mail-order houses and selling a general line of merchandise, are classified in SIC 5399.

In some tabulations at the national level, mail-order houses are divided into subclassifications on the basis of the merchandise they sell in the same manner as the store-type establishments.

These subclassifications are department store merchandise; other general merchandise; food; apparel and accessories; furniture, home furnishings, and equipment; books and stationery; and other mail-order houses.

Automatic Merchandising Machine Operators (SIC 5962)—Establishments primarily engaged in the retail sale of products by means of automatic merchandising units (vending machines) which are generally located on the premises of other businesses. The industry does not include coin-operated service machines, such as washers and dryers (SIC 7215), music machines and amusement and game machines (SIC 7993), and lockers and scales (SIC 7299).

Since a large number of automatic merchandising machine operations are conducted in conjunction with the operation of manufacturing plants and of wholesale and other establishments not classified in retail trade, data for "retail" automatic merchandising machine operators should not be interpreted as providing a measure of total sales through automatic merchandising machines. The data for "retail" automatic merchandising machine operators also do not include sales made through automatic merchandising machines owned by establishments classified in other kinds of retail trade. In some tabulations at the national level, automatic merchandising machine operators are divided into subclassifications on the basis of the merchandise sold in the machines on location at the end of the census year.

These subclassifications are candy, nut, and confectionery; milk and ice cream; other beverages; tobacco products; and other merchandising machine operators.

Direct Selling Establishments (SIC 5963)—Establishments primarily selling merchandise by house-to-house canvass, by party plan, by telephone, or from a truck. When the canvassers are employed by the organization which they represent, the "establishment" is the location from which they operate. However, many of the important organizations whose products are distributed in this manner utilize self-employed canvassers as their representatives. Each such canvasser is counted as an "establishment" in this report. As a result, the "number of establishments" count is considerably larger than would be the case if the count were based on the primary

organizations whose products are being distributed. Establishments in operation throughout the census year were included if their annual sales were \$2,500 or more; establishments in operation during part of the census year were included only if their sales were at an annual rate of \$2,500 or more. Consequently, the "number of establishments" in this category should not be interpreted as being a count of the total number of self-employed canvassers.

In some tabulations at the national level, direct selling organizations are divided into subclassifications on the basis of the merchandise they sell.

These subclassifications are building materials, hardware, and garden supplies; general merchandise; milk; other foods; apparel and accessories; furniture, home furnishings, and equipment; mobile food service; books and stationery; and other direct selling.

Fuel and Ice Dealers, Not Elsewhere Classified (SIC 5982)—Establishments primarily engaged in the retail sale of coal, coke, charcoal, wood, ice, or any combination of these lines. Establishments primarily selling fuel oil are classified in SIC 5983, and those primarily selling bottled gas in SIC 5984.

Fuel Oil Dealers (SIC 5983)—Establishments primarily engaged in the retail sale of fuel oil. Establishments primarily selling fuel oil burners are classified in SIC 5074, dealers primarily engaged in installing and servicing fuel oil burners, in SIC 1711, and fuel oil burner repair service only, in SIC 7699.

Liquefied Petroleum Gas Dealers (SIC 5984)—Establishments primarily engaged in the retail sale of liquefied petroleum (LP) gas (bottled gas or in bulk).

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Cigar Stores and Stands (SIC 5993)—Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies. Many of the establishments included in this classification are operated as concessions in places of amusement, railway stations, airports, and other public places.

News Dealers and Newsstands (SIC 5994)—Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals. Home delivery of newspapers by other than printers or publishers is classified in SIC 5963.

APPENDIX A—Continued

Miscellaneous Retail Stores, Not Elsewhere Classified (SIC 5999)—Establishments primarily engaged in the retail sale of specialized lines of merchandise, not elsewhere classified.

This industry also includes establishments primarily engaged in selling a general line of their own or consigned merchandise at retail on an auction basis. Establishments

primarily engaged in auctioning tangible personal property of others on a fee basis are classified in SIC 7399.

In some tabulations, "Miscellaneous retail stores" are divided into subclassifications on the basis of the merchandise they sell. These subclassifications are pet shops, typewriter stores, optical goods stores, and other retail stores.

APPENDIX B. Changes in Retail Trade Kind-of-Business Classifications in 1972

Based on revisions to the Standard Industrial Classification Manual, definitions of some kinds of business were changed in 1972. The significant changes in kind-of-business classification from 1967 to 1972 are listed below. For industries other than those listed, the kind-of-business definitions are the same as in 1967, or contain only minor revisions affecting the classification of few, if any, establishments.

1972 Census		1967 Census	
SIC code	Title	SIC code	Short or descriptive title ¹
5063	Electrical apparatus and equipment ²	5241	Electrical supply stores.
5074	Plumbing and hydronic heating supplies ²	5221	Plumbing and heating equipment dealers.
5075	Warm air heating and air conditioning ²		
5083	Farm machinery and equipment ²		
5191 pt.	Farm supplies ²	5252	Farm equipment dealers.
		5962	Hay, grain, and feed stores.
		5969 pt.	Farm supply stores, n.e.c..
5261	Retail nurseries and garden stores	5969 pt.	Garden supply stores.
5271	Mobile home dealers	5592 pt.	Household trailer dealers.
5399	Miscellaneous general merchandise stores	5399 pt.	Miscellaneous general merchandise stores.
5422	Freezer and locker meat provisioners	5421	Meat and fish (seafood) markets.
5423	Meat and fish (seafood) markets		
5551	Boat dealers ³	5591	Boat dealers.
5561	Recreational and utility trailer dealers	5592 pt.	Household trailer dealers.
5571	Motorcycle dealers	5599	Automotive dealers, n.e.c.
5599	Automotive dealers, n.e.c.		
5611	Men's and boys' clothing and furnishings (excludes uniforms)		
5621	Women's ready-to-wear stores (excludes uniforms)	5611 pt.	Men's and boys' clothing and furnishings.
		5621 pt.	Women's ready-to-wear stores.
5699	Miscellaneous apparel and accessory stores	5611 pt.	Men's uniforms.
		5621 pt.	Women's uniforms.
		5671	Custom tailors.
		5699	Miscellaneous apparel and accessories.
		5999 pt.	Wig and toupee stores.
5719	Miscellaneous home furnishings stores	5399 pt.	Bedding and linen shops.
		5715	China, glassware, and metalware stores.
		5719	Miscellaneous home furnishings stores.
5931	Used merchandise stores	5932	Antique stores.
		5933	Secondhand stores.
5941	Sporting goods and bicycle shops	5952	Sporting goods stores.
		5953	Bicycle shops.
5944	Jewelry stores ³	5971	Jewelry stores.
5945	Hobby, toy, and game shops ³	5995	Hobby, toy, and game shops.

See footnotes on page B2.

APPENDIX B—Continued

1972 Census		1967 Census	
SIC code	Title	SIC code	Short or descriptive title ¹
5946	Camera and photographic supply stores ³	5996	Camera and photographic supply stores.
5947	Gift, novelty, and souvenir shops ³	5997	Gift, novelty, and souvenir shops.
5948	Luggage and leather goods stores	5999 pt.	Luggage and leather goods stores.
5949	Sewing, needlework, and piece goods	{ 5399 pt.	Dry goods stores.
		{ 5399 pt.	Sewing and needlework stores.
5961	Mail-order houses ³	5321	Mail-order houses.
5962	Merchandising machine operators ³	5341	Merchandising machine operators.
5963	Direct selling organizations ³	5351	Direct selling organizations.
5999	Miscellaneous retail stores, n.e.c.	5999 pt.	Retail stores, n.e.c.

¹ For complete title and description, see Standard Industrial Classification Manual, 1967, Executive Office of the President, Office of Management and Budget.

² Classified in Wholesale Trade in 1972.

³ No change in content.

APPENDIX C—Continued

Item 6 - COMPANY ORGANIZATION										
a. Is the first digit of your Census File Number (imprinted in the address box) a zero (0)?					1 <input type="checkbox"/> YES - Answer b, c, and d			2 <input type="checkbox"/> NO - SKIP to item 7		
b. Is this company owned or controlled by another company? 1 <input type="checkbox"/> YES → 2 <input type="checkbox"/> NO					Enter the company name and address (street name and number, city, State, ZIP code) and E.I. number. If more space is needed to list companies, use the "Remarks" section.					
					Owning or controlling company					
c. Does this company own or control any other company or companies? 1 <input type="checkbox"/> YES → 2 <input type="checkbox"/> NO					Owned or controlled company					
					E.I. No. (9 digits) [][] - [][][][][][][][][][]					
d. YOUR BUSINESS LOCATIONS										
(1) At how many locations did you operate this business during 1972? (Include all selling or service locations and any other facilities such as warehouses, administrative offices, etc.) . . .								Number of locations		
								If more than one location, complete (2) below.		
(2) List each location (including main location). If more space is needed, attach separate sheet providing same information required below.										
Census use only	Physical address of business location (Street name and number, city, State, ZIP code) (a)	Census use only	Kind of business at this location (b)	Sales and receipts (c)			Annual payroll (d)			Number of employees * (e)
				Mil.	Thou.	Dol.	Mil.	Thou.	Dol.	
070	1.	071		072			073			074
070	2.	071		072			073			074
070	3.	071		072			073			074
TOTAL (Totals should equal entries in items 4a, 5a, and 5c) →										

APPENDIX D. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
53	GENERAL MERCHANDISE GROUP STORES		5641	Children's and infants' wear stores	56
5311	Department stores	53A	5651	Family clothing stores	56
5331	Variety stores	53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Women's shoe stores	56
54	FOOD STORES		5661 PT.	Children's and juveniles' shoe stores	56
5411	Grocery stores	54	5661 PT.	Family shoe stores	56
5422	Freezer and locker meat provisioners	54	5681	Furriers and fur shops	56
5423 PT.	Meat markets	54	5699	Miscellaneous apparel and accessory stores	56
5423 PT.	Fish (seafood) markets	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5431	Fruit stores and vegetable markets	54	5712	Furniture stores	57A
5441	Candy, nut, and confectionery stores	54	5713	Floor covering stores	57B
5451	Dairy products stores	54	5714	Drapery, curtain, and upholstery stores	57B
5462	Retail bakeries—baking and selling	54	5719	Miscellaneous home furnishings stores	57B
5463	Retail bakeries—selling only	54	5722	Household appliance stores	57A
5499	Miscellaneous food stores	54	5732	Radio and television stores	57A
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5733 PT.	Record shops	57B
5511 PT.	Dealers with domestic car franchise only	55A	5733 PT.	Musical instrument stores	57B
5511 PT.	Dealers with imported car franchise only	55A	58	EATING AND DRINKING PLACES	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms	58
5521	Used car dealers	55A	5812 PT.	Social caterers	58
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Cafeterias	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Refreshment places	58
5541	Gasoline service stations	55D	5812 PT.	Contract feeding	58
5551	Boat dealers	55C	5812 PT.	Ice cream, frozen custard stands	58
5561	Recreational and utility trailer dealers	55C	5813	Drinking places (alcoholic beverages)	58
5571	Motorcycle dealers	55C			
5599	Automotive dealers, n.e.c.	55C			

APPENDIX D—Continued

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES—Con.	
5912 PT.	Drug stores	59A	5962 PT.	Milk and ice cream—vending machine	58
5912 PT.	Proprietary stores	59A	5962 PT.	Other beverages—vending machine	58
5921	Liquor stores	59G	5962 PT.	Tobacco products—vending machine	58
5931	Used merchandise stores	59G	5962 PT.	Other merchandising machine operators	58
5941 PT.	General line sporting goods stores	59C			
5941 PT.	Specialty line sporting goods stores	59C	5963 PT.	Building materials, hardware, and garden supplies—direct selling	52A
5942	Book stores	59B	5963 PT.	General merchandise—direct selling	53B
5943	Stationery stores	59B	5963 PT.	Milk—direct selling	54
5944	Jewelry stores	59D	5963 PT.	Other foods—direct selling	54
5945	Hobby, toy, and game shops	59B	5963 PT.	Apparel and accessories—direct selling	56
5946	Camera and photographic supply stores	59B	5963 PT.	Furniture, home furnishings, equipment— direct selling	57A
5947	Gift, novelty, and souvenir shops	59B	5963 PT.	Mobile food service—direct selling	58
5948	Luggage and leather goods stores	59B	5963 PT.	Books and stationery—direct selling	59B
5949	Sewing and needlework stores and piece goods stores	59B	5963 PT.	Other direct selling	59G
5961 PT.	Department store merchandise—mail order	53A	5982	Fuel and ice dealers, n.e.c.	59E
5961 PT.	General merchandise, n.e.c.—mail order	53A	5983	Fuel oil dealers	59E
5961 PT.	Food—mail order	54	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5961 PT.	Apparel and accessories—mail order	56			
5961 PT.	Furniture, home furnishings, equipment— mail order	57A	5992	Florists	59F
5961 PT.	Books and stationery—mail order	59B	5993	Cigar stores and stands	59G
5961 PT.	Other mail-order houses	59G	5994	News dealers and newsstands	59G
			5999 PT.	Pet shops	59G
5962 PT.	Candy, nut, and confectionery—vending machine	58	5999 PT.	Typewriter stores	59B
			5999 PT.	Optical goods stores	59G
			5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX E. Standard Metropolitan Statistical Areas in California

(Titles and definitions of the 17 standard metropolitan statistical areas in the State of California established by the Office of Management and Budget as of August 15, 1973)

ANAHEIM-SANTA ANA-GARDEN GROVE SMSA

Coextensive with Orange County, CA.

BAKERSFIELD SMSA

Coextensive with Kern County, CA.

FRESNO SMSA

Coextensive with Fresno County, CA.

LOS ANGELES-LONG BEACH SMSA

Coextensive with Los Angeles County, CA.

MODESTO SMSA

Coextensive with Stanislaus County, CA.

OXNARD-SIMI VALLEY-VENTURA SMSA

Coextensive with Ventura County, CA.

RIVERSIDE-SAN BERNARDINO-ONTARIO SMSA

Consists of Riverside and San Bernardino Counties, CA.

SACRAMENTO SMSA

Consists of Placer, Sacramento, and Yolo Counties, CA.

SALINAS-SEASIDE-MONTEREY SMSA

Coextensive with Monterey County, CA.

SAN DIEGO SMSA

Coextensive with San Diego County, CA.

SAN FRANCISCO-OAKLAND SMSA

Consists of Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, CA.

SAN JOSE SMSA

Coextensive with Santa Clara County, CA.

SANTA BARBARA-SANTA MARIA-LOMPOC SMSA

Coextensive with Santa Barbara County, CA.

SANTA CRUZ SMSA

Coextensive with Santa Cruz County, CA.

SANTA ROSA SMSA

Coextensive with Sonoma County, CA.

STOCKTON SMSA

Coextensive with San Joaquin County, CA.

VALLEJO-FAIRFIELD-NAPA SMSA

Consists of Napa and Solano Counties, CA.

Publication Program

1972 CENSUS OF RETAIL TRADE

Publications of the 1972 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publication order forms for the specific reports may be obtained from any Department of Commerce district office or from:

Subscriber Services Section (Publications)
Social and Economic Statistics Administration
Washington, D.C. 20233

Preliminary area data from the 1972 census will be issued in press releases. Final detailed statistics will be issued in separate, paperbound reports. These reports subsequently will be assembled and reissued in clothbound volumes. A description of the reports is given below.

FINAL REPORTS

Area Series (52 reports—RC72-A-1 to 52)

A separate report will be published for each State, the District of Columbia, and the United States. Each State report presents data on the number of establishments, sales, payroll, employment, and number of proprietorships and partnerships, for the State, standard metropolitan statistical areas (SMSA's), and area outside SMSA's, by detailed kinds of business; and for counties and cities with 500 retail establishments or more by varied kind-of-business detail. For cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for 10 major kind-of-business groups.

Subject Series (2 reports—RC72-S-1 and 2)

A size report (RC72-S-1) will present data based on size of establishment, size of firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size, including concentration by largest firms, and by number of establishments operated (single units and multiunits). Statistics are presented by kind of business on the number of establishments, sales, payroll, and employment, for the United States.

The other report (RC72-S-2) will contain data on eating and drinking places and merchandising machine operators, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Merchandise Line Sales Series (52 reports—RC72-L-1 to 52)

A separate report will be issued for each State, the District of Columbia, and the United States. Tables provide data (number

of establishments and sales) by kind of business, for 27 broad merchandise lines. Additional merchandise line detail is shown for selected kinds of business. Data are shown for the United States, States, SMSA's, and for those parts of States not located in any SMSA.

Major Retail Center Series (49 reports—RC72-C-1 to 49)

A separate report will be issued for each State having one or more SMSA's and the District of Columbia. Each report presents statistics on number, sales, payroll, and employment for all retail stores.

Number of stores is shown by kinds of retail business for each SMSA in the State, each city of 100,000 inhabitants or more and its central business district (CBD), and each major retail center (MRC) in the SMSA. Also, for each SMSA with one or more cities of 100,000 inhabitants or more, statistics are presented on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships. Maps show the total area covered, define the CBD's, and locate the MRC's in the SMSA.

VOLUMES

Findings of the 1972 Census of Retail Trade, released earlier in separate paperbound reports, will be assembled and reissued in clothbound volumes. These volumes may contain additional explanatory materials and graphics not published previously.

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC72-S-1 and 2.
- Volume II. Retail Trade—Area Statistics. Includes data previously issued in series RC72-A-1 to 52.
- Volume III. Major Retail Centers. Includes data previously issued in series RC72-C-1 to 49.
- Volume IV. Retail Merchandise Line Sales. Includes data previously issued in series RC72-L-1 to 52.

PUBLIC USE TAPES

Concurrent with the publication of the volumes, selected aggregate data included in the final reports will be made available for sale on computer tapes.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, selected service industries, construction industries, manufactures, mineral industries, enterprise statistics, and transportation also are issued as part of the 1972 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from:

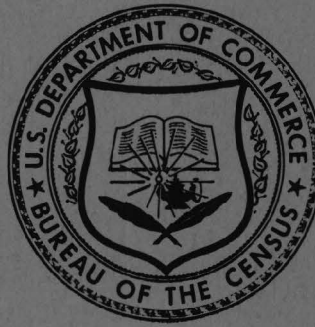
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