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SB-422 (1968)

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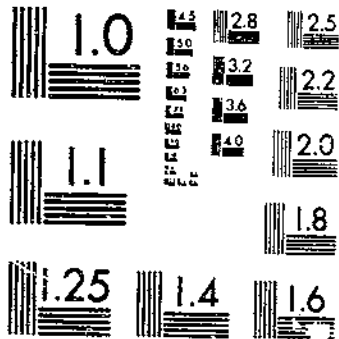
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HORTICULTURAL SPECIALTY CROPS: PRODUCTION AND MARKETING TRENDS, 1948-65

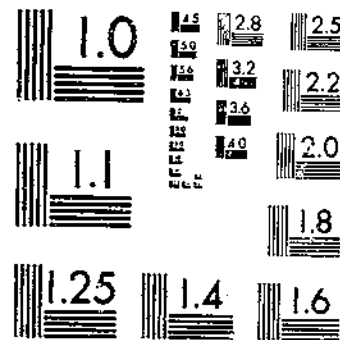
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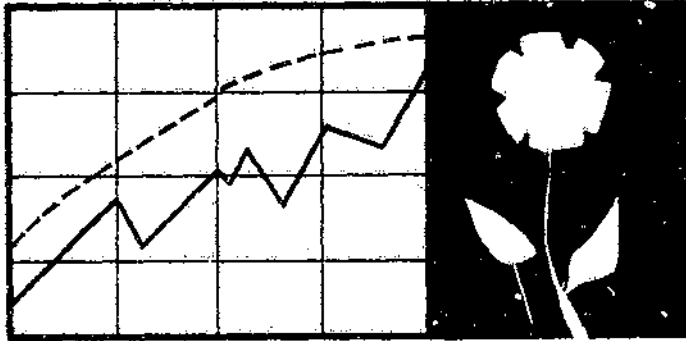


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**HORTICULTURAL SPECIALTY
CROPS PRODUCTION AND
MARKETING TRENDS 1948-65**

STATISTICS

1965

U.S. DEPARTMENT OF AGRICULTURE

PREFACE

This report updates and supersedes Marketing Research Report No. 33, "Trade in Horticultural Specialties 1890-1950," published in April 1953 and now out of print. It also updates some of the data in Marketing Research Report No. 96, "Commercial Ornamental Horticulture--Size of Establishment and Crop Specialization of Growers," and Marketing Research Report No. 97, "Commercial Floriculture--Size of Establishment and Crop Specialization of Growers," both published in June 1955 and now out of print.

In 1963, the Florists Transworld Delivery Association (F.T.D.A.) asked the U.S. Department of Agriculture to undertake a broad program of marketing research for the horticultural specialties industries. This report was partially financed by funds received from F.T.D.A. The following are other reports of research conducted under the cooperative agreement:

Marketing Flowers--Credit and Financing Problems of Retail and Wholesale Florists in Four Iowa Cities. U.S. Dept. Agr. Mktg. Res. Rpt. 704, Apr. 1965.

Profile of the Retail Florist Industry, 1964. U.S. Dept. Agr. Mktg. Res. Rpt. 741, Dec. 1965.

The Demand for Flowers-By-Wire. U.S. Dept. Agr. Mktg. Res. Rpt. 762, June 1966.

A Bibliography of Marketing Woody Plants and Related Nursery Products, 1949-65. U.S. Dept. Agr. Misc. Pub. 1039, Sept. 1966.

Annotated Bibliography of Floriculture and Ornamental Horticulture--Marketing and Other Economic Information. U.S. Dept. Agr. Econ. Res. Serv. Rpt. 337, Mar. 1967.

A Graphic View of the Retail Florist Industry. U.S. Dept. Agr. Mktg. Res. Rpt. 788, Apr. 1967.

Highlights--A Survey of the Retail Florist Industry. U.S. Dept. Agr. Econ. Res. Serv. Rpt. 298, July 1967.

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Washington, D.C.

April 1968

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HORTICULTURAL SPECIALTY CROPS--
PRODUCTION AND MARKETING TRENDS,
1948-65

By

Jules V. Powell and Stephen M. Raleigh, Agricultural Economists,
and Dorothy M. Lundquist, Statistical Assistant,
Marketing Economics Division, Economic Research Service

PURPOSE OF REPORT

The production and marketing of horticultural specialty crops in the United States has become big business. ^{1/} However, statistics on the horticultural specialty crops industries are meager. This is due to a number of reasons: (1) horticultural specialty crops are neither food nor fiber, and for many years were not considered part of agriculture, and therefore not included in many of the agricultural surveys, (2) typically, production is highly specialized and takes place on small acreages, (3) marketing is highly diversified, (4) retail outlets range from florists' shops and garden centers to retail food stores and hardware and drug stores, and (5) one source of data for most industries--the Census of Manufacturers--is eliminated because horticultural specialty crops are not processed and reach the consumer in essentially the same form as they leave the producer.

Some statistics on the horticultural specialty crops industries may be found in the general and special censuses of agriculture and in the censuses of business under wholesale and retail trade. A few publications of the U. S. Department of Agriculture and the land-grant universities have additional statistics. These statistics were collected through independent surveys and for different research objectives. Consequently, there is considerable overlapping in some of the data, and for certain segments of the industries data are not available in any source. As a result, probably no segment of agriculture knows less about itself than the horticultural specialties segment.

The data in this report are expected to be useful to the horticultural specialty crops industries and researchers in this field. In addition, the basic data may prove useful in planning and executing future research. While no analysis or interpretation of the data is given in this report, the data are well suited for statistical and economic research purposes.

^{1/} The term "horticultural specialty crops" includes both commercial floricultural and commercial ornamental horticulture.

EXPLANATION OF DATA

Except as otherwise noted, the data in this report were obtained from various publications of the U. S. Bureau of the Census. Census definitions of farms, firms, and other terms are frequently modified from one reporting period to another to reflect the changing structure of industries. For this reason, data for two reporting periods for the same item--say, nurseries--may not be strictly comparable. These differences are noted in the tables in this publication. To adequately and accurately interpret the data, the reader is provided with explanatory material in the appendix. Data since 1958 cover 50 States; data for earlier years are for 48 States.

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Table 1.--Production, horticultural specialty farms: Number and value of products sold, United States, specified years, 1890-1964

Year	All farms		Farms producing horticultural specialties		Horticultural specialties as a percentage of all sales	
	Number	Value of products ^{1/}	Number	Sales of horticultural specialties ^{1/}	Farms	Value of products ^{1/}
	Thousands	Million dollars	Thousands	Million dollars	Percent	Percent
1964 ^{2/} ...	3,158	35,306	41	707	1.3	2.0
1959	3,711	30,493	41	615	1.1	2.0
1954	4,782	24,645	^{3/} 41	454	.9	1.8
1949	5,382	22,051	^{4/} 45	393	.8	1.8
1945	5,859	16,231	35	231	.6	1.4
1940	5,617	6,682	32	130	.5	1.9
1930	6,289	9,610	30	146	.5	1.5
1920	6,448	21,426	---	106	---	.5
1910	6,362	8,494	---	57	---	.7
1900	5,737	4,689	---	30	---	.6
1890	4,565	2,460	---	26	---	1.1

^{1/} Farm products sold, 1930-64; all farm products produced, 1890-1920.

^{2/} Preliminary.

^{3/} Data interpolated between 1950 and 1959 censuses.

^{4/} Cumulative total of establishments reporting sales, computed by use of one-half the number reporting vegetables grown under glass, flower seeds, vegetable plants, bulbs, and mushrooms produced for sale.

U. S. Dept. Commerce, Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 2.--Production, all farms: Value and percentage distribution of products sold, by product group, United States, specified years, 1940-64

Product group	Value of farm products sold						Percentage distribution					
	1964 ^{1/}	1959	1954	1949	1945	1940	1964 ^{1/}	1959	1954	1949	1945	1940
	Million dollars	Million dollars	Million dollars	Million dollars	Million dollars	Million dollars	Percent	Percent	Percent	Percent	Percent	Percent
Total	35,306	30,493	24,645	22,051	16,231	6,682	100.0	100.0	100.0	100.0	100.0	100.0
Livestock and live- stock products ^{2/} ..	11,148	10,780	7,039	7,209	4,527	1,874	31.6	35.4	28.6	32.7	27.9	28.0
Dairy products	4,638	4,022	3,334	3,079	2,531	1,118	13.2	13.2	13.5	14.0	15.6	16.8
Poultry and poultry products	3,064	2,258	1,919	1,823	1,587	555	8.7	7.4	7.8	8.3	9.8	8.3
Field crops (includ- ing potatoes)	12,874	10,493	9,925	8,012	5,621	2,471	36.5	34.4	40.3	36.3	34.6	37.0
Vegetables	987	740	645	607	577	200	2.8	2.4	2.6	2.8	3.6	3.0
Fruits and nuts	1,673	1,398	1,198	792	1,079	295	4.7	4.6	4.9	3.6	6.6	4.4
Horticultural spec- ialties	707	615	454	393	231	130	2.0	2.0	1.8	1.8	1.4	1.9
Forest products	175	187	130	135	78	39	.5	.6	.5	.6	.5	.6

^{1/} Preliminary.

^{2/} Not including dairy and poultry products.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 3.--Production, commercial farms: Number and percentage distribution of farms, by product group, conterminous United States, specified years, 1940-64

Product group	Number of farms						Percentage distribution					
	1964 ^{1/}	1959	1954	1949	1945	1940	1964 ^{1/}	1959	1954	1949	1945	1940
	Thousands	Thousands	Thousands	Thousands	Thousands	Thousands	Percent	Percent	Percent	Percent	Percent	Percent
Total	2,166	2,416	3,328	3,706	5,328	5,617	100.0	100.0	100.0	100.0	100.0	100.0
Livestock and live- stock products ^{2/} ..	581	684	695	806	806	746	26.8	28.3	20.9	21.7	15.1	13.3
Dairy products	367	428	549	602	559	619	16.9	17.7	16.5	16.2	10.5	11.0
Poultry and poultry products	82	103	154	176	275	218	3.8	4.3	4.6	4.7	5.2	3.9
Field crops (includ- ing potatoes)	775	866	1,431	1,449	1,827	2,187	35.8	25.9	43.0	39.1	34.3	39.0
Vegetables	23	22	33	46	92	80	1.1	.9	1.0	1.2	1.7	1.4
Fruits and nuts	57	61	82	82	134	134	2.6	2.5	2.5	2.2	2.5	2.4
Horticultural spec- ialties ^{3/}	19	18	NA	17	16	19	.9	.7	---	.5	.3	.3
Other ^{4/}	NA	NA	NA	NA	1,619	1,614	---	---	---	NA	30.4	28.7

^{1/} Preliminary.

^{2/} Not including dairy and poultry products.

^{3/} Only farms producing and selling horticultural specialty products with a total sales value of \$2,000 or more for 1964 and 1959, and \$1,000 or more for 1949, 1945, and 1940.

^{4/} General farms and farms with other types of farm products as their major source of income.

NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 4.--Production, all farms: Value of horticultural specialties sold, by States, specified years, 1949-64

Geographic region and State	1964 1/	1959	1954	1949
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
United States	706,515	615,338	453,654	392,098
New England	43,660	38,165	33,667	30,915
Middle Atlantic	136,697	126,389	99,963	87,116
East North Central	137,739	128,905	102,799	89,732
West North Central	40,406	38,259	32,605	31,570
South Atlantic	108,577	91,052	56,056	43,444
East South Central	26,981	24,496	13,850	13,826
West South Central	29,183	28,935	19,935	18,762
Mountain	21,741	19,252	13,495	12,111
Pacific	161,531	119,885	81,284	64,624
New England:				
Maine	2,294	2,044	1,744	1,772
New Hampshire	2,768	2,068	1,407	1,795
Vermont	855	648	425	667
Massachusetts	19,464	18,161	15,059	15,490
Rhode Island	3,426	2,089	2,116	2,451
Connecticut	14,853	12,155	12,916	8,738
Middle Atlantic:				
New York	44,183	42,104	37,758	34,486
New Jersey	28,070	25,484	22,519	19,221
Pennsylvania	64,444	58,801	39,686	33,409
East North Central:				
Ohio	51,505	50,394	36,213	29,847
Indiana	17,225	14,728	14,148	12,465
Illinois	28,553	30,906	24,738	23,645
Michigan	26,950	23,386	19,921	15,994
Wisconsin	13,506	9,571	7,779	7,781
West North Central:				
Minnesota	9,708	10,011	9,467	8,063
Iowa	11,068	10,085	9,182	8,451
Missouri	10,024	9,706	7,160	8,394
North Dakota	770	657	439	479
South Dakota	692	1,018	1,000	637
Nebraska	2,509	2,323	2,079	2,098
Kansas	5,635	4,459	3,278	3,448
South Atlantic:				
Delaware	3,003	3,059	2,805	1,872
Maryland	8,816	8,019	5,697	5,559
District of Columbia	NA	NA	NA	424
Virginia	10,419	9,165	6,457	6,039
West Virginia	2,722	2,549	2,100	2,013
North Carolina	11,274	9,137	5,385	3,734
South Carolina	2,870	2,381	1,596	1,567
Georgia	7,461	6,714	4,415	4,863
Florida	62,012	50,028	27,601	17,373
East South Central:				
Kentucky	4,731	4,153	2,689	2,605
Tennessee	10,811	10,018	4,264	4,690
Alabama	9,066	8,191	5,647	5,210
Mississippi	2,373	2,134	1,250	1,321

--Continued

Table 4.--Production, all farms: Value of horticultural specialties sold, by States, specified years, 1949-64--Continued

Geographic region and State	1964 ^{1/}	1959	1954	1949
	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
West South Central:				
Arkansas	1,976	2,279	1,447	1,170
Louisiana	4,023	3,768	2,999	1,889
Oklahoma	6,807	6,177	2,807	3,886
Texas	16,377	16,711	12,682	11,817
Mountain:				
Montana	1,286	1,218	831	895
Idaho	1,518	1,794	1,434	1,262
Wyoming	364	365	408	255
Colorado	10,708	8,993	6,951	6,754
New Mexico	1,131	736	529	548
Arizona	4,638	4,489	2,072	861
Utah	1,781	1,445	1,210	1,409
Nevada	315	212	60	127
Pacific:				
Washington	14,956	11,692	8,854	8,726
Oregon	17,256	14,626	9,872	9,111
California	126,597	91,438	62,558	46,787
Alaska	44	69	NA	NA
Hawaii	2,678	2,060	NA	1,334

^{1/} Preliminary.
NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 5.--Production, all farms: Value of horticultural specialties sold as percentage of value of all farm products sold, by States, specified years, 1949-64

Geographic region and State	1964 ^{1/}	1959	1954	1949
	Percent	Percent	Percent	Percent
United States	2.0	2.0	1.8	1.8
New England	6.1	6.4	6.3	5.8
Middle Atlantic	7.3	7.4	6.6	6.3
East North Central	2.2	2.5	2.2	2.2
West North Central5	.5	.5	.6
South Atlantic	2.6	2.8	2.1	2.0
East South Central	1.1	1.2	.9	1.0
West South Central7	.8	.7	.7
Mountain9	.8	.7	.7
Pacific	3.4	3.0	2.6	2.7
New England:				
Maine9	1.2	1.2	1.4
New Hampshire	5.7	4.3	3.1	3.9
Vermont7	.6	.5	.8
Massachusetts	14.0	14.4	12.0	11.4
Rhode Island	18.5	16.9	13.8	15.2
Connecticut	10.7	10.1	10.5	7.2
Middle Atlantic:				
New York	5.2	5.6	5.6	5.5
New Jersey	13.0	11.0	9.3	9.0
Pennsylvania	8.1	8.3	6.6	6.1
East North Central:				
Ohio	5.1	5.8	4.3	4.2
Indiana	1.6	1.6	1.6	1.7
Illinois	1.3	1.7	1.6	1.7
Michigan	3.4	3.8	3.7	3.4
Wisconsin	1.2	1.0	1.0	1.0
West North Central:				
Minnesota7	.8	1.0	.8
Iowa4	.4	.5	.5
Missouri	1.0	1.0	1.0	1.2
North Dakota1	.1	.1	.1
South Dakota1	.2	.2	.1
Nebraska2	.2	.2	.1
Kansas5	.4	.4	.5
South Atlantic:				
Delaware	2.8	3.6	3.4	2.5
Maryland	3.2	3.5	2.9	3.2
District of Columbia	---	NA	NA	74.4
Virginia	2.2	2.2	1.8	2.0
West Virginia	3.0	2.6	2.3	2.4
North Carolina	1.1	1.1	.7	.7
South Carolina8	.8	.6	.7
Georgia9	1.1	1.0	1.3
Florida	6.5	7.1	5.9	5.1
East South Central:				
Kentucky8	.8	.6	.6
Tennessee	2.0	2.1	1.2	1.4
Alabama	1.7	2.0	1.9	1.9
Mississippi3	.4	.3	.4

--Continued

Table 5.--Production, all farms: Value of horticultural specialties sold as percentage of value of all farm products sold, by States, specified years, 1949-64--Continued

Geographic region and State	1964 ^{1/}	1959	1954	1949
	Percent	Percent	Percent	Percent
West South Central:				
Arkansas	0.2	0.4	0.3	0.3
Louisiana	1.0	1.1	1.0	.8
Oklahoma	1.1	1.1	.7	.8
Texas7	.8	.8	.7
Mountain:				
Montana3	.3	.2	.3
Idaho3	.4	.4	.4
Wyoming2	.2	.4	.2
Colorado	1.7	1.6	1.8	1.6
New Mexico5	.4	.3	.4
Arizona	1.0	1.2	.6	.4
Utah	1.1	.9	1.0	1.1
Nevada6	.4	.2	.4
Pacific:				
Washington	2.3	2.1	1.7	2.4
Oregon	4.0	3.6	2.9	3.1
California	3.6	3.2	2.8	2.7
Alaska	1.2	2.1	NA	NA
Hawaii	1.4	1.4	NA	.8

^{1/} Preliminary.
 NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 6.--Production, all farms: Percentage distribution of value of horticultural specialties sold, by States, specified years, 1949-64

Geographic region and State	1964 1/	1959	1954	1949
	Percent	Percent	Percent	Percent
United States	100.0	100.0	100.0	100.0
New England	6.2	6.2	7.4	7.9
Middle Atlantic	19.4	20.5	22.0	22.2
East North Central	19.5	21.0	22.7	22.9
West North Central	5.6	6.2	7.2	8.0
South Atlantic	15.4	14.8	12.4	11.1
East South Central	3.8	4.0	3.0	3.5
West South Central	4.1	4.7	4.4	4.8
Mountain	3.1	3.1	3.0	3.1
Pacific	22.9	19.5	17.9	16.5
New England:				
Maine3	.3	.4	.5
New Hampshire4	.3	.3	.5
Vermont1	.1	.1	.2
Massachusetts	2.8	3.0	3.3	3.9
Rhode Island5	.5	.5	.6
Connecticut	2.1	2.0	2.8	2.2
Middle Atlantic:				
New York	6.3	6.8	8.3	8.8
New Jersey	4.0	4.1	5.0	4.9
Pennsylvania	9.1	9.6	8.7	8.5
East North Central:				
Ohio	7.3	8.2	8.0	7.6
Indiana	2.4	2.4	3.1	3.2
Illinois	4.1	5.0	5.5	6.0
Michigan	3.8	3.8	4.4	4.1
Wisconsin	1.9	1.6	1.7	2.0
West North Central:				
Minnesota	1.4	1.6	2.1	2.0
Iowa	1.6	1.6	2.0	2.2
Missouri	1.4	1.6	1.6	2.1
North Dakota1	.1	.1	.1
South Dakota1	.2	.2	.2
Nebraska3	.4	.5	.5
Kansas8	.7	.7	.9
South Atlantic:				
Delaware4	.5	.6	.5
Maryland	1.2	1.3	1.3	1.4
District of Columbia	NA	NA	NA	.1
Virginia	1.5	1.5	1.4	1.6
West Virginia4	.4	.5	.5
North Carolina	1.6	1.5	1.2	1.0
South Carolina4	.4	.4	.4
Georgia	1.1	1.1	1.0	1.2
Florida	8.8	8.1	6.0	4.4
East South Central:				
Kentucky7	.7	.6	.7
Tennessee	1.5	1.6	.9	1.2
Alabama	1.3	1.3	1.2	1.3
Mississippi3	.4	.3	.3

--Continued

Table 6.--Production, all farms: Percentage distribution of value of horticultural specialties sold, by States, specified years, 1949-64--Continued

Geographic region and State	1964 ^{1/}	1959	1954	1949
	Percent	Percent	Percent	Percent
West South Central:				
Arkansas	0.3	0.4	0.3	0.3
Louisiana6	.6	.7	.5
Oklahoma9	1.0	.6	1.0
Texas	2.3	2.7	2.8	3.0
Mountain:				
Montana2	.2	.2	.2
Idaho2	.3	.3	.3
Wyoming1	.1	.1	.1
Colorado	1.5	1.5	1.5	1.8
New Mexico2	.1	.1	.1
Arizona7	.7	.5	.2
Utah2	.2	.3	.4
Nevada	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>
Pacific:				
Washington	2.1	1.9	2.0	2.2
Oregon	2.5	2.4	2.2	2.3
California	17.9	14.9	13.7	12.0
Alaska	<u>2/</u>	<u>2/</u>	NA	NA
Hawaii4	.3	NA	.3

^{1/} Preliminary.

^{2/} Less than .05 percent.

NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 7.--Production, all producers of flowers and flowering plants: Number of producers, area, and value of sales, conterminous United States, specified years, 1949-64

Year	Grown under glass		Grown in open		Value of sales			Population	
	Producers	Square feet	Producers	Acres	Total	As percent- age of all farm production	Average per producer	Per capita	per producer
	Number	1,000	Number	Number	1,000 dollars	Percent	Dollars	Dollars	Persons
1964 ^{1/}	16,920	218,665	7,917	34,037	359,503	1.0	16,877	1.87	9,019
1959	16,215	204,513	10,260	46,662	327,626	1.1	14,753	1.84	8,007
1954	14,490	168,562	11,040	42,085	247,857	1.0	12,068	1.54	7,847
1949	15,779	164,786	14,269	53,439	235,826	1.1	10,045	1.58	6,355

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^{1/} Preliminary.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 8.--Production, all producers of nursery products: Number of producers, area, and value of sales, conterminous United States, specified years, 1949-64

Year	Producers	Acres	Value of sales				Population per producer
			Total	:As percent- :age of all : farm :production :	Average per producer	: Per : capita	
	<u>Number</u>	<u>Number</u>	<u>1,000 dollars</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>Persons</u>
1964 <u>1</u> /	18,994	173,954	240,550	0.7	12,665	1.25	10,115
1959	16,972	172,787	198,726	.7	11,709	1.12	10,479
1954	15,032	130,662	136,340	.6	9,070	.84	10,721
1949	14,744	100,407	98,529	.4	6,683	.66	10,119

1/ Preliminary.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 9.--Production, all producers of vegetables grown under glass, flower seeds, vegetable seeds, vegetable plants, bulbs, and mushrooms: Number of producers, area, and value of sales, conterminous United States, specified years, 1949-64

Year	Grown under glass		Grown in open		Value of sales				Population per producer
	Producers	Square feet	Producers	Acres	Total	As percent- age of all farm production	Average per producer	Per capita	
	Number	1,000	Number	Number	1,000 dollars	Percent	Dollars	Dollars	Persons
1964 ^{1/}	7,902	90,210	3,664	60,372	106,463	0.3	9,989	0.5	18,026
1959	7,211	81,562	3,751	46,350	86,857	.3	8,381	.5	17,158
1954	7,456	63,873	5,355	57,009	69,457	.3	5,922	.4	13,742
1949	9,492	61,214	6,663	51,654	57,743	.3	3,954	.4	10,217

^{1/} Preliminary.

U. S. Bur. of the Census, U. S. Census of Agriculture, General Report.

Table 10.--Production, horticultural specialty producers: Value of cut flowers, nursery products, and bulbs sold at wholesale prices, by States, conterminous United States, 1959 and 1949 1/

Geographic region and State:	Value of crops sold at wholesale prices								
	Cut flowers 2/			Nursery products			Bulbs		
	1959	1949	1959 as percentage of 1949	1959	1949	1959 as percentage of 1949	1959	1949	1959 as percentage of 1949
	1,000 dol.	1,000 dol.	Pct.	1,000 dol.	1,000 dol.	Pct.	1,000 dol.	1,000 dol.	Pct.
Conterminous United States :	292,303	190,909	153	155,506	71,053	219	9,964	9,237	108
New England :	22,070	16,254	136	7,554	4,223	179	192	27	704
Middle Atlantic :	57,023	48,522	118	23,393	11,122	210	545	1,187	56
East North Central :	62,429	46,622	134	22,911	11,002	208	1,345	2,104	64
West North Central :	16,780	12,068	139	8,683	8,396	103	602	536	113
South Atlantic :	51,051	22,914	223	24,845	7,392	336	1,382	554	250
East South Central :	7,602	4,314	176	13,024	5,662	230	72	57	126
West South Central :	9,937	4,821	206	12,589	8,031	157	99	110	90
Mountain :	10,820	6,671	162	3,945	765	516	41	81	51
Pacific :	54,591	28,723	190	38,562	14,460	267	5,686	4,581	124
New England:									
Maine :	918	760	121	286	107	268	3/	---	---
New Hampshire :	1,480	858	172	98	57	172	3	3	99
Vermont :	243	132	183	36	32	113	75	4	4/
Massachusetts :	11,693	8,663	135	2,265	1,033	219	41	10	417
Rhode Island :	1,017	788	129	1,487	619	240	3/	---	---
Connecticut :	6,719	5,053	133	3,382	2,375	142	71	10	717
Middle Atlantic:									
New York :	21,804	19,625	111	8,027	4,302	187	317	1,089	29
New Jersey :	13,107	12,349	106	7,823	4,133	189	207	79	261
Pennsylvania :	22,112	16,548	134	7,543	2,687	281	21	19	113
East North Central:									
Ohio :	21,799	13,041	167	8,224	4,127	199	82	161	51
Indiana :	7,895	6,760	117	2,241	1,188	189	172	121	142
Illinois :	17,481	16,436	106	5,579	2,417	231	306	396	77
Michigan :	9,540	6,544	146	5,501	2,429	226	755	1,383	55
Wisconsin :	5,714	3,841	149	1,366	841	162	30	43	71
West North Central:									
Minnesota :	5,365	3,060	175	1,831	1,413	130	90	146	61
Iow. :	3,420	2,668	128	2,955	3,377	87	205	206	100
Missouri :	4,580	3,499	115	1,706	2,086	82	251	61	413
North Dakota :	239	142	168	170	102	167	3/	---	---
South Dakota :	426	229	186	192	170	113	12	---	---
Nebraska :	717	612	117	743	409	182	11	62	17
Kansas :	2,033	1,358	150	1,086	839	129	32	61	53
South Atlantic:									
Delaware :	269	367	73	1,462	853	171	3/	1	67
Maryland :	3,660	2,775	132	2,466	959	257	18	67	26
District of Columbia :	NA	28	NA	NA	---	NA	NA	---	---
Virginia :	2,285	1,910	120	5,192	1,206	431	23	13	169
West Virginia :	1,520	1,003	152	346	191	181	5	7	85
North Carolina :	5,427	2,213	245	1,860	801	232	238	209	114
South Carolina :	687	480	143	1,214	449	270	3/	---	---
Georgia :	4,095	602	681	1,579	809	195	73	42	175
Florida :	33,108	13,536	245	10,726	2,124	505	1,023	215	477
East South Central:									
Kentucky :	1,556	877	177	1,109	558	199	2	1	155
Tennessee :	2,827	1,837	154	6,265	1,982	316	7	14	53
Alabama :	2,488	1,284	194	4,786	2,775	173	55	42	129
Mississippi :	731	316	231	864	347	249	8	---	---
West South Central:									
Arkansas :	926	529	175	592	421	141	6	4	144
Louisiana :	1,124	297	378	1,769	758	234	10	29	36
Oklahoma :	2,393	1,247	192	2,216	577	384	16	27	57
Texas :	5,494	2,747	200	8,012	6,275	128	67	50	135

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Table 10.--Production, horticultural specialty producers: Value of cut flowers, nursery products, and bulbs sold at wholesale prices, by States, conterminous United States, 1959 and 1949 ^{1/}--Continued

Geographic region and State:	Value of crops sold at wholesale prices								
	Cut flowers ^{2/}			Nursery products			Bulbs		
	1959	1949	1959 as percentage of 1949	1959	1949	1959 as percentage of 1949	1959	1949	1959 as percentage of 1949
	1,000 dol.	1,000 dol.	Pct.	1,000 dol.	1,000 dol.	Pct.	1,000 dol.	1,000 dol.	Pct.
Mountain:									
Montana	577	330	175	148	41	359	3/	---	---
Idaho	431	312	138	59	62	95	11	3	432
Wyoming	109	89	123				---	---	---
Colorado	8,018	5,103	157	258	208	124	23	75	31
New Mexico	285	166	172	305	83	367	1	---	---
Arizona	285	67	426	3,026	231	4/	---	---	---
Utah	934	598	156	149	134	107	5	2	352
Nevada	181	6	4/				6	---	1
Pacific:									
Washington	4,776	3,072	156	2,544	1,089	234	1,283	1,420	90
Oregon	3,772	2,547	148	5,959	2,582	231	2,257	2,010	112
California	46,043	23,104	199	30,059	10,789	279	2,146	1,151	187

^{1/} Data for 1959 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$2,000 or more. Data for 1949 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$1,000 or more.

^{2/} Cut flowers include cut flowers and potted plants.

^{3/} Less than \$500.

^{4/} 1,000 percent or more.

NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, Special Reports.

Table 11.--Production, horticultural specialty producers: Percentage distribution of value of cut flowers, nursery products, and bulbs sold at wholesale prices, by States, conterminous United States, 1959 and 1949 1/

Geographic region and State	Percentage distribution of value of crops sold at wholesale prices					
	Cut flowers 2/		Nursery products		Bulbs	
	1959	1949	1959	1949	1959	1949
	Percent	Percent	Percent	Percent	Percent	Percent
Conterminous United States	100.0	100.0	100.0	100.0	100.0	100.0
New England	7.6	8.5	4.9	5.9	1.9	.3
Middle Atlantic	19.5	25.4	15.0	15.7	5.5	12.8
East North Central	21.3	24.4	14.7	15.5	13.5	22.8
West North Central	5.7	6.3	5.6	11.8	6.0	5.8
South Atlantic	17.5	12.0	16.0	10.4	13.9	6.0
East South Central	2.6	2.3	8.4	8.0	.7	.6
West South Central	3.4	2.5	8.1	11.3	1.0	1.2
Mountain	3.7	3.5	2.5	1.1	.4	.9
Pacific	18.7	15.1	24.8	20.3	57.1	49.6
New England:						
Maine3	.4	.2	.2	3/	---
New Hampshire5	.5	.1	.1	3/	3/
Vermont1	.1	3/	3/	.8	3/
Massachusetts	4.0	4.5	1.4	1.4	.4	.1
Rhode Island4	.4	1.0	.9	3/	---
Connecticut	2.3	2.6	2.2	3.3	.7	.1
Middle Atlantic:						
New York	7.4	10.3	5.2	6.1	3.2	11.8
New Jersey	4.5	6.4	5.0	5.8	2.1	.8
Pennsylvania	7.6	8.7	4.8	3.8	.2	.2
East North Central:						
Ohio	7.4	6.8	5.3	5.8	.8	1.7
Indiana	2.7	3.6	1.4	1.7	1.7	1.3
Illinois	6.0	8.6	3.6	3.4	3.1	4.3
Michigan	3.2	3.4	3.5	3.4	7.6	15.0
Wisconsin	2.0	2.0	.9	1.2	.3	.5
West North Central:						
Minnesota	1.8	1.6	1.2	1.9	.9	1.6
Iowa	1.2	1.4	1.9	4.8	2.1	2.2
Missouri	1.6	2.1	1.1	2.9	2.5	.6
North Dakota1	.1	.1	.1	3/	---
South Dakota1	.1	.1	.3	.1	---
Nebraska2	.3	.5	.6	.1	.7
Kansas7	.7	.7	1.2	.3	.7
South Atlantic:						
Delaware1	.2	1.0	1.2	3/	3/
Maryland	1.3	1.5	1.6	1.3	.2	.7
District of Columbia	NA	3/	NA	---	NA	---
Virginia8	1.0	3.3	1.7	.2	.1
West Virginia5	.5	.2	.3	.1	.1
North Carolina	1.9	1.2	1.2	1.1	2.4	2.3
South Carolina2	.2	.8	.6	3/	---
Georgia	1.4	.3	1.0	1.2	.7	.5
Florida	11.3	7.1	6.9	3.0	10.3	2.3

--Continued

Table 11.--Production, horticultural specialty producers: Percentage distribution of value of cut flowers, nursery products, and bulbs sold at wholesale prices, by States, conterminous United States, 1959 and 1949 ^{1/}--Continued

Geographic region and State	Percentage distribution of value of crops sold at wholesale prices					
	Cut flowers ^{2/}		Nursery products		Bulbs	
	1959	1949	1959	1949	1959	1949
	Percent	Percent	Percent	Percent	Percent	Percent
East South Central:						
Kentucky	0.5	0.3	0.7	0.8	^{3/}	^{3/}
Tennessee	1.0	1.0	4.0	2.8	.1	.2
Alabama8	.7	3.1	3.9	.5	.4
Mississippi3	.2	.6	.5	.1	---
West South Central:						
Arkansas3	.3	.4	.6	.1	^{3/}
Louisiana4	.2	1.1	1.1	.1	.3
Oklahoma8	.6	1.4	.8	.1	.3
Texas	1.9	1.4	5.2	8.8	.7	.6
Mountain:						
Montana2	.2	.1	.1	^{3/}	---
Idaho1	.2	^{3/}	.1 {	.1	^{3/}
Wyoming	^{3/}	^{3/}			---	---
Colorado	2.7	2.7	.2	.3	.2	.8
New Mexico1	.1	.2	.1	^{3/}	---
Arizona1	^{3/}	1.9	.3	---	---
Utah3	.3	.1 {	.2	.1	^{3/}
Nevada1	^{3/}		^{3/}	---	^{3/}
Pacific:						
Washington	1.6	1.6	1.7	1.5	12.9	15.4
Oregon	1.3	1.4	3.8	3.6	22.7	21.8
California	15.8	12.1	19.3	15.2	21.5	12.4

^{1/} Data for 1959 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$2,000 or more. Data for 1949 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$1,000 or more.

^{2/} Cut flowers include cut flowers and potted plants.

^{3/} Less than .05 percent.

NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, Special Reports.

Table 12.--Production, horticultural specialty producers: Value at wholesale and retail prices of sales of horticultural specialties, by States, conterminous United States, 1959 and 1949 1/

Geographic region and State	Sales							
	Total		Wholesale		Retail		Wholesale as percentage of total	
	1959	1949	1959	1949	1959	1949	1959	1949
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Percent	Percent
Conterminous United States	584,751,415	467,346,986	435,052,807	249,814,924	149,698,608	217,532,062	74.4	53.5
New England	35,833,874	35,804,799	24,596,164	17,199,062	11,237,710	18,605,737	68.6	48.0
Middle Atlantic	119,406,928	105,448,098	90,379,415	62,511,346	29,027,513	42,936,752	75.7	59.3
East North Central	123,424,951	114,405,584	90,046,860	59,373,689	33,378,091	55,031,895	73.0	51.9
West North Central	36,794,244	44,558,883	18,067,556	14,719,997	18,726,688	29,838,886	49.1	33.0
South Atlantic	87,224,622	49,303,706	66,784,883	25,614,772	20,439,739	23,688,934	76.6	52.0
East South Central	23,745,191	15,993,412	17,672,947	8,246,476	6,072,244	7,746,936	74.4	51.6
West South Central	27,090,976	24,151,699	18,100,301	9,901,082	8,990,675	14,250,617	66.8	41.0
Mountain	17,544,502	12,707,112	12,674,111	6,392,471	4,870,391	6,314,641	72.2	50.3
Pacific	113,686,127	64,973,693	96,730,570	45,856,029	16,955,557	19,117,664	85.1	70.6
New England:								
Maine	1,782,228	2,267,795	730,469	529,333	1,051,799	1,738,462	41.0	23.3
New Hampshire	1,904,693	1,707,925	1,248,018	699,802	656,675	1,008,123	65.5	41.0
Vermont	547,433	591,344	105,616	46,705	441,817	544,639	19.3	7.9
Massachusetts	16,771,847	17,109,513	11,816,905	8,644,508	4,954,942	8,465,005	70.5	50.5
Rhode Island	2,906,162	2,683,015	2,249,793	1,165,315	656,369	1,517,700	77.4	43.4
Connecticut	11,921,511	11,445,207	8,445,363	6,113,399	3,476,148	5,331,808	70.8	53.4
Middle Atlantic:								
New York	40,735,042	43,043,052	29,040,499	23,593,343	11,694,543	19,449,709	71.3	54.8
New Jersey	24,170,063	23,584,907	18,023,567	14,135,038	6,146,496	9,449,869	74.6	59.9
Pennsylvania	54,501,823	38,820,139	43,315,349	24,782,965	11,186,474	14,037,174	79.5	63.8
East North Central:								
Ohio	48,719,653	37,473,450	39,111,622	22,147,502	9,608,031	15,325,948	80.3	59.1
Indiana	14,108,904	14,956,156	9,956,551	7,862,658	4,152,353	7,093,498	70.6	52.6
Illinois	28,998,821	31,007,688	20,331,755	17,190,138	8,667,066	13,817,550	70.1	55.4
Michigan	22,474,518	21,014,623	15,488,825	8,659,320	6,985,693	12,355,303	68.9	41.2
Wisconsin	9,123,055	9,953,667	5,158,107	3,514,071	3,964,948	6,439,596	56.5	35.3
West North Central:								
Minnesota	10,086,736	10,108,218	4,491,246	2,967,762	5,595,490	7,140,456	44.5	29.4
Iowa	9,542,291	12,854,824	4,525,733	4,806,200	5,016,558	8,048,624	47.4	37.4
Missouri	9,318,932	11,239,061	5,463,065	4,437,451	3,855,867	6,801,610	58.6	39.5
North Dakota	525,025	1,461,967	253,564	108,061	271,461	1,353,906	48.3	7.4
South Dakota	953,154	1,004,671	322,178	244,834	630,976	759,837	33.8	24.4
Nebraska	2,167,636	2,832,162	759,806	549,889	1,407,830	2,282,273	35.1	19.4
Kansas	4,200,470	5,057,980	2,251,964	1,605,800	1,948,506	3,452,180	53.6	31.7

--Continued

Table 12.--Production, horticultural specialty producers: Value at wholesale and retail prices of sales of horticultural specialties, by States, conterminous United States, 1959 and 1949 1/--Continued

Geographic region and State	Sales							
	Total		Wholesale		Retail		Wholesale as percentage of total	
	1959	1949	1959	1949	1959	1949	1959	1949
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Percent	Percent
South Atlantic:								
Delaware	2,719,054	2,076,896	2,228,620	1,212,424	490,434	864,472	82.0	58.4
Maryland	7,898,465	7,237,598	4,995,190	2,937,256	2,903,275	4,300,342	63.2	40.6
District of Columbia	NA	112,268	NA	12,430	NA	99,838	NA	11.1
Virginia	8,987,956	6,556,287	5,617,358	1,687,865	3,370,598	4,868,422	62.5	25.7
West Virginia	2,337,260	2,990,963	1,268,047	765,274	1,069,213	2,225,689	54.3	25.6
North Carolina	8,587,720	5,852,877	6,397,208	2,633,664	2,190,512	3,219,213	74.5	45.0
South Carolina	2,243,098	1,743,419	1,339,185	638,643	903,913	1,104,776	59.7	36.6
Georgia	6,364,155	4,193,540	5,053,802	890,990	1,310,353	3,302,550	79.4	21.2
Florida	48,086,914	18,539,858	39,885,473	14,836,226	8,201,441	3,703,632	82.9	80.0
East South Central:								
Kentucky	3,972,224	3,555,263	1,963,680	894,657	2,008,544	2,660,606	49.4	25.2
Tennessee	9,995,842	5,639,190	8,064,071	3,248,943	1,931,771	2,390,247	80.7	57.6
Alabama	7,826,392	5,227,597	6,472,748	3,656,059	1,353,644	1,571,538	82.7	69.9
Mississippi	1,950,733	1,571,362	1,172,448	446,817	778,285	1,124,545	60.1	28.4
West South Central:								
Arkansas	1,806,588	1,498,243	1,079,822	755,247	726,766	742,996	59.8	50.4
Louisiana	3,458,566	1,904,194	2,261,039	827,405	1,197,527	1,076,789	65.4	43.5
Oklahoma	6,014,815	3,851,872	3,091,317	1,283,868	2,923,498	2,568,004	51.4	33.3
Texas	15,811,007	16,897,390	11,668,123	7,034,562	4,142,884	9,862,828	73.8	41.6
Mountain:								
Montana	1,156,963	1,185,020	345,271	184,450	811,692	1,000,570	29.8	15.6
Idaho	713,614	1,000,288	271,993	170,883	441,621	829,405	38.1	17.1
Wyoming	231,452	245,688	11,284	13,057	220,168	232,631	4.9	5.3
Colorado	8,800,069	7,065,397	7,954,449	5,225,366	845,620	1,840,031	90.4	74.0
New Mexico	669,516	792,945	517,247	112,586	152,269	680,359	77.3	14.2
Arizona	4,383,625	959,556	2,553,927	178,278	1,829,698	781,278	58.3	18.6
Utah	1,388,213	1,405,862	840,890	506,456	547,323	899,406	60.6	36.0
Nevada	201,050	52,356	179,050	1,395	22,000	50,961	89.1	2.7
Pacific:								
Washington	11,379,613	8,051,435	8,406,653	5,040,003	2,972,960	3,011,432	73.9	62.6
Oregon	13,619,472	9,592,193	10,851,926	6,885,214	2,767,546	2,706,979	79.7	71.8
California	88,687,042	47,330,065	77,471,991	33,930,812	11,215,051	13,399,253	87.4	71.7

1/ Data for 1959 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$2,000 or more. Data for 1949 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$1,000 or more.

NA - Not available.

U. S. Bur. of the Census, U. S. Census of Agriculture, Special Reports.

Table 13.--Production, horticultural specialty producers: Wholesale value, 1949 and 1959, and percentage increase or decrease, 1949-59, of selected horticultural specialty crops, conterminous United States ^{1/}

Horticultural specialty crop	1959	1949	Increase or decrease (1949-59)
	Dollars	Dollars	Percent
All horticultural specialties	515,681,277	300,637,657	71.5
Cut flowers, flowering and foliage plants, bedding plants, and cultivated florist greens	292,302,771	190,909,657	53.1
Unpotted plants, rooted cuttings, etc. for growing on	54,586,152	30,591,286	78.4
Potted plants	95,076,448	36,743,696	158.8
Cut flowers and foliage	142,640,171	123,574,474	15.4
Nursery crops	155,505,957	71,052,719	118.9
Lining out stock	7,559,271	3,323,068	127.5
Ornamental plants	125,124,417	57,297,435	118.4
Deciduous fruit and nut trees and grapevines ^{2/}	11,373,265	6,120,648	85.8
Citrus and subtropical fruit trees ^{2/} ..	7,409,449	1,795,404	312.7
Small fruit plants ^{2/}	4,039,555	2,516,164	60.5
Bulb crops	9,963,663	9,236,989	7.9
Flower seed crops ^{2/}	2,592,824	1,826,226	42.0
Vegetables grown under glass ^{2/}	19,545,643	13,046,460	49.8
Propagated mushrooms ^{2/}	35,770,419	14,565,807	145.6

^{1/} Data for 1959 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$2,000 or more. Data for 1949 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$1,000 or more.

^{2/} Not included in horticultural specialty totals in other tables.

U. S. Bur. of the Census, U. S. Census of Agriculture, Special Reports.

Table 14.--Production, horticultural specialty farms: Quantities sold and wholesale value of selected horticultural specialty products, conterminous United States, 1959 and 1949 ^{1/}

Selected product	Unit	Quantity sold			Quantity sold per 1,000 population			Value at wholesale prices			
		1959	1949	1959 as percentage of 1949	1959 2/ No.	1949 3/ No.	1959 as percentage of 1949	Total		Average per unit	
								1959	1949	1959	1949
		Thou.	Thou.	Pct.	No.	No.	Pct.	1,000 dol.	1,000 dol.	1,000 dol.	1,000 dol.
Cut flowers:											
Chrysanthemums, pompons	Bunch	24,189	13,909	174	135	92	147	19,028	10,403	0.79	0.75
Chrysanthemums, standard--											
fuji, spider	Flower	90,317	39,885	226	504	264	191	16,433	7,290	.18	.18
Orchids, cattleya	Flower	7,628	5,587	137	43	37	116	6,276	7,169	.82	1.28
Roses	Flower	360,242	389,789	92	2,009	2,576	78	30,942	30,582	.09	.08
Gladioli	Dozen	28,371	24,070	118	158	159	99	15,474	14,868	.55	.62
Carnations	Dozen	428,526	250,810	171	2,390	1,657	144	30,508	19,909	.07	.08
Potted plants:											
Lillies	Pot	4,119	2,825	146	23	19	121	5,780	3,556	1.40	1.26
Roses	Pot	698	564	124	4	4	---	982	713	1.41	1.26
Azaleas	Pot	6,128	3,411	180	34	23	148	8,253	4,315	1.35	1.27
Hydrangeas	Pot	3,173	3,341	95	18	22	82	4,159	4,197	1.31	1.26
Poinsettias	Pot	6,819	3,707	184	38	24	158	8,963	4,715	1.31	1.27
Ornamental plants:											
Broad-leaved evergreen	Plant	32,673	13,000	251	182	86	212	33,592	10,561	1.03	.81
Coniferous evergreens	Tree	18,505	12,403	149	103	82	126	36,368	18,696	1.97	1.51
Deciduous shrubs (not roses):	Shrub	16,220	21,464	76	90	142	63	9,083	5,632	.56	.26
Flowering trees, deciduous ..	Tree	7,541	3,919	192	42	26	162	16,879	4,739	2.24	1.21
Rose plants (excluding multi-floral)	Plant	47,757	46,230	103	266	306	87	15,815	11,328	.33	.25

^{1/} Data for 1959 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$2,000 or more. Data for 1949 cover only establishments producing and selling horticultural specialty crops with a total sales value of \$1,000 or more.

^{2/} Computations based on population in 1960.

^{3/} Computations based on population in 1950.

Table 15.--Wholesale trade: Number of establishments and value of sales, all merchant wholesalers and merchant wholesalers of horticultural specialties, United States, specified years, 1948-63 ^{1/}

Year	All merchant wholesalers		Merchant wholesalers of horticultural specialties			
	Establishments	Sales	Establishments	Sales	Number as per-	Sales as percent-
					centage of number	age of sales of
					of all merchant	all merchant
					wholesalers	wholesalers
	<u>Number</u>	<u>Million dollars</u>	<u>Number</u>	<u>Million dollars</u>	<u>Percent</u>	<u>Percent</u>
1963	208,997	157,392	1,065	297	0.5	0.2
1958	189,728	121,707	903	202	.5	.2
1954	165,153	101,101	966	223	.5	.2
1948	146,793	79,816	636	148	.4	.2

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 16.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and value of sales, by crops, United States, specified years, 1948-63 ^{1/}

Year	Total		Cut flowers, potted plants		Bulbs, roots, nursery stock	
	Establishments	Sales	Establishments	Sales	Establishments	Sales
	<u>Number</u>	<u>1,000 dollars</u>	<u>Number</u>	<u>1,000 dollars</u>	<u>Number</u>	<u>1,000 dollars</u>
1963	1,065	296,861	736	233,709	^{2/} 329	63,152
1958	903	202,051	722	169,115	181	32,936
1954	966	222,942	851	193,276	115	29,672
1948	636	147,744	545	129,848	91	17,896
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1963	100	100	69.1	78.7	30.8	21.3
1958	100	100	79.9	83.7	20.1	16.3
1954	100	100	88.1	86.7	11.9	13.3
1948	100	100	85.7	87.9	14.3	12.1

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.
^{2/} Includes florist supplies.

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 17.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and value of sales, by geographic regions, United States, specified years, 1948-63 ^{1/}

Geographic region	Establishments					Sales				
	1963	1958	1954	1948	:Change from : :1948 to 1963:	1963	1958	1954	1948	: Change from :1948 to 1963
	Number	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
United States	1,065	903	966	636	429	296,861	202,051	222,942	147,744	149,117
New England	71	66	61	56	15	15,595	9,294	8,472	8,717	6,878
Middle Atlantic	268	218	252	179	89	73,579	62,030	59,526	41,812	31,767
East North Central	202	171	181	87	115	61,192	38,592	50,608	NA	10,584
West North Central	58	39	52	31	27	15,578	5,859	10,255	NA	15,323
South Atlantic	123	107	106	58	65	29,475	19,599	23,632	35,606	9,192
East South Central	59	44	45	23	36	17,997	11,517	10,032	5,762	12,235
West South Central	92	81	91	40	52	24,196	15,760	14,268	7,239	16,957
Mountain	25	28	14	8	17	13,088	6,870	7,580	5,466	7,622
Pacific	166	149	164	154	12	46,161	32,530	38,569	22,900	23,261
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
United States	100.0	100.0	100.0	100.0	67.5	100.0	100.0	100.0	100.0	100.9
New England	6.7	7.3	6.3	8.8	26.8	5.3	4.6	3.8	5.9	78.9
Middle Atlantic	25.2	24.1	26.1	28.1	49.8	24.8	30.7	26.7	28.3	76.0
East North Central	19.0	18.9	18.7	13.7	132.2	20.6	19.1	22.7	24.1	20.9
West North Central	5.5	4.3	5.4	4.9	87.1	5.2	2.9	4.6	NA	51.9
South Atlantic	11.6	11.9	11.0	9.1	112.1	9.9	9.7	10.6	NA	25.8
East South Central	5.6	4.9	4.7	3.6	156.5	6.1	5.7	4.5	3.9	212.3
West South Central	8.7	9.0	9.4	6.3	130.0	8.2	7.8	6.4	4.9	234.2
Mountain	2.3	3.1	1.4	1.3	212.0	4.4	3.4	3.4	3.7	139.4
Pacific	15.4	16.5	17.0	24.2	7.8	15.5	16.1	17.3	15.5	101.6

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.

NA - Not available.

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 18.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and value of sales, by volume of sales per establishment, United States, specified years, 1948-63 ^{1/}

Volume of sales per establishment	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Total	1,065	903	966	636	296,861	202,051	222,942	147,744
Less than \$100,000 ..	358	388	386	262	17,274	17,110	17,224	10,151
\$100,000-\$199,999 ..	234	220	214	134	33,452	32,220	31,447	19,284
\$200,000-\$299,999 ..	129	84	113	77	31,601	20,538	27,827	19,410
\$300,000-\$499,999 ..	166	108	115	83	63,807	40,383	46,638	31,437
\$500,000-\$999,999 ..	107	63	80	54	71,008	43,952	54,379	36,876
\$1,000,000 and over :	35	18	25	19	71,771	13,036	28,687	29,317
Not operated entire year	36	22	33	---	7,948	2,483	4,670	---
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than \$100,000 ..	33.6	42.9	39.9	41.6	5.8	8.5	7.7	6.9
\$100,000-\$199,999 ..	22.0	24.4	22.2	21.3	11.3	15.9	14.1	13.2
\$200,000-\$299,999 ..	12.1	9.3	11.7	12.2	10.6	10.2	12.5	13.2
\$300,000-\$499,999 ..	15.6	12.0	11.9	13.2	21.5	20.0	20.9	21.5
\$500,000-\$999,999 ..	10.0	7.0	8.3	8.6	23.9	21.8	24.4	25.2
\$1,000,000 and over :	3.3	2.0	2.6	3.0	24.2	22.4	18.3	20.0
Not operated entire year	3.4	2.4	3.4	---	2.7	1.2	2.1	---

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.

Table 19.--Wholesale trade, merchant wholesalers of horticultural specialties: Percentage distribution of sales of cut flowers and potted plants, by type of customer, United States, specified years, 1948-63

Type of customer	Percentage distribution of sales			
	1963	1958	1954	1948
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	100.0	100.0	100.0	100.0
Retailers	75.7	80.0	83.7	88.9
Wholesalers	19.9	17.4	11.8	7.7
Consumers and farmers ..	1.8	1.3	1.1	.6
Others	2.6	1.3	3.4	2.8

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 20.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments, sales, labor force, and payrolls, United States, specified years, 1948-63 ^{1/}

Item	Unit	1963	1958	1954	1948
Establishments	Number	1,065	903	966	636
Sales	1,000 dollar	296,861	202,051	222,942	147,744
Active proprietors of unincorporated businesses ...	Number	693	675	664	480
Paid employees	Number	7,946	6,608	7,766	5,145
Payroll	1,000 dollar	38,155	21,996	28,605	16,521
Average wage per paid employee	Dollar	4,802	3,329	3,683	3,211
Average sales per:					
Paid employee	Dollar	37,359	30,577	28,707	28,716
Paid employee and proprietor	Dollar	34,362	27,743	26,446	26,266
Establishment	Dollar	278,742	223,755	230,789	232,302
Average paid employees per establishment	Number	7	7	8	8
Establishments with sales of more than \$50,000 ^{2/} ..	Number	671	659	735	455
Sales	1,000 dollar	271,639	195,768	217,141	142,709
Average sales per:					
Paid employee	Dollar	39,425	29,626	27,960	27,737
Establishment	Dollar	404,827	297,068	295,430	313,646
Average paid employees per establishment	Number	10	10	11	11
Average wage per paid employee as percentage of average sales per paid employee	Percent	12.8	11.2	13.2	11.6

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.

^{2/} 1963 data are for establishments with sales of \$100,000 or more.

Table 21.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and sales, by number of paid employees per establishment, United States, specified years, 1954-63 ^{1/}

Number of paid employees per establishment	Establishments			Sales		
	1963	1958	1954	1963	1958	1954
	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars
Total	1,065	903	966	296,861	202,051	222,942
1 to 3	443	449	421	38,510	34,145	31,927
4 to 7	297	210	261	62,065	44,710	47,170
8 to 19	256	177	211	109,073	64,227	83,381
20 to 49	55	53	57	56,256	34,151	NA
50 or more	14	14	16	30,957	24,818	NA
	Percent	Percent	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0	100.0	100.0
1 to 3	41.6	49.7	43.6	13.0	16.9	14.3
4 to 7	27.9	23.3	27.0	20.9	22.1	21.2
8 to 19	24.0	19.6	21.8	36.7	31.8	37.4
20 to 49	5.2	5.9	5.9	19.0	16.9	---
50 or more	1.3	1.5	1.7	10.4	12.3	---

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock. NA - Not available.

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 22.--Wholesale trade, merchant wholesalers of horticultural specialties: Operating expenses as percentage of sales, by volume of sales per establishment, United States, specified years, 1948-63 ^{1/}

Value of sales per establishment	1963	1958	1954	1948
	Percent	Percent	Percent	Percent
Total	23.5	22.5	24.1	19.8
Less than \$50,000	27.6	36.3	35.9	33.2
\$50,000-\$99,999	27.6	35.7	27.8	24.3
\$100,000-\$199,999	25.9	23.5	25.9	19.7
\$200,000-\$299,999	22.8	23.7	21.9	20.5
\$300,000-\$499,999	23.7	23.5	22.4	19.3
\$500,000-\$999,999	22.6	23.3	23.5	19.8
\$1,000,000 and over	^{2/}	NA	NA	17.2
Establishments not operated entire year ...	24.2	23.2	NA	NA

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.

^{2/} Establishments with sales of \$1,000,000 to \$1,999,000, 26.8 percent; \$2,000,000 to \$4,999,000, 19.7 percent; and \$5,000,000 to \$9,999,000, 15.6 percent.

NA - Not available.

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 23.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and value of sales, establishments reporting end-of-year receivables or credit sales, those reporting cash sales only, and those not reporting on nature of sales, United States, specified years, 1948-63 ^{1/}

Year	All establishments			Establishments reporting end-of-year receivables or credit sales					Establishments reporting cash sales only			Establishments not reporting on nature of sales	
	Number	Sales	Sales per establishment	Number	Sales (cash and credit)	Sales per establishment	Receivables as percentage of sales	Bad debt losses as percentage of sales	Number	Sales	Sales per establishment	Number	Sales
		1,000 dollars	Dollars		1,000 dollars	Dollars	Percent	Percent		1,000 dollars	Dollars		1,000 dollars
1963	1,065	296,861	278,743	693	244,420	352,698	13.2	0.32	59	6,177	104,695	313	46,264
1958	903	202,051	223,755	502	146,243	291,321	12.9	.20	45	4,338	96,400	356	51,470
1954	966	222,942	230,789	712	180,303	253,235	12.8	.30	44	4,158	94,500	210	38,481
1948	636	147,744	230,307	569	145,480	255,677	11.0	.24	67	2,264	33,791	---	---

^{1/} Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of cut flowers and potted plants and distributors of bulbs, roots, and nursery stock.

U. S. Bur. of the Census, Census of Business, Wholesale Trade--Summary Statistics.

Table 24.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and value of sales, by sales volume per establishment, United States, specified years, 1948-63 1/

Geographic region and sales volume per establishment	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
United States	1,065	903	966	636	296,861	202,051	222,942	147,744
\$2,000,000 and over	10	7	4	NA	36,616	NA	NA	NA
\$500,000-\$1,999,999	132	74	101	NA	106,163	NA	NA	NA
\$200,000-\$499,999	295	192	228	NA	95,408	60,921	74,465	NA
Under \$200,000	592	608	600	NA	50,726	49,330	48,671	NA
Not operated entire year	36	22	33	NA	7,948	2,483	NA	NA
New England	71	66	61	56	15,595	9,326	8,513	8,662
\$2,000,000 and over	1	---	---	NA	NA	---	---	NA
\$500,000-\$1,999,999	7	5	3	NA	4,393	3,316	1,791	NA
\$200,000-\$499,999	13	8	11	NA	4,132	2,464	NA	NA
Under \$200,000	47	52	45	NA	3,977	NA	NA	NA
Not operated entire year	3	1	2	NA	NA	NA	NA	NA
Middle Atlantic	268	218	252	179	73,579	62,068	59,540	41,789
\$2,000,000 and over	4	3	1	NA	12,286	NA	NA	NA
\$500,000-\$1,999,999	33	16	30	NA	25,855	NA	NA	NA
\$200,000-\$499,999	70	46	46	NA	21,937	15,361	14,736	NA
Under \$200,000	151	146	165	NA	11,893	12,141	12,970	NA
Not operated entire year	10	7	10	NA	1,608	NA	2,358	NA
East North Central	202	171	181	87	61,192	38,503	50,653	35,644
\$2,000,000 and over	2	2	2	NA	NA	NA	NA	NA
\$500,000-\$1,999,999	27	16	22	NA	21,735	NA	NA	NA
\$200,000-\$499,999	53	32	45	NA	17,253	NA	NA	NA
Under \$200,000	116	119	107	NA	10,120	10,009	8,437	NA
Not operated entire year	4	2	5	NA	NA	NA	NA	NA
West North Central	58	39	52	31	15,578	5,875	10,174	NA
\$2,000,000 and over	---	---	---	NA	---	---	---	NA
\$500,000-\$1,999,999	6	---	6	NA	5,824	---	3,477	NA
\$200,000-\$499,999	22	11	13	NA	7,501	NA	4,283	NA
Under \$200,000	29	24	31	NA	NA	NA	NA	NA
Not operated entire year	1	4	2	NA	NA	363	NA	NA
South Atlantic	123	107	106	58	29,425	19,642	23,520	NA
\$2,000,000 and over	---	---	---	NA	---	---	---	NA
\$500,000-\$1,999,999	12	7	14	NA	9,182	NA	NA	NA
\$200,000-\$499,999	39	27	28	NA	13,067	8,605	NA	NA
Under \$200,000	68	70	60	NA	5,833	5,764	4,687	NA
Not operated entire year	4	3	4	NA	1,393	NA	215	NA

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Table 24.--Wholesale trade, merchant wholesalers of horticultural specialties: Establishments and value of sales, by sales volume per establishment, United States, specified years, 1948-63 1/--Continued

Geographic region and sales volume per establishment	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
East South Central	59	44	45	23	17,997	11,483	10,093	5,794
\$2,000,000 and over	---	---	---	NA	---	---	---	NA
\$500,000-\$1,999,999	10	6	3	NA	6,662	4,686	NA	NA
\$200,000-\$499,999	25	15	18	NA	7,833	NA	6,062	NA
Under \$200,000	22	23	24	NA	NA	1,969	2,293	NA
Not operated entire year	2	---	---	NA	NA	NA	---	NA
West South Central	93	81	91	40	24,196	15,664	14,281	7,304
\$2,000,000 and over	---	---	---	NA	---	---	---	NA
\$500,000-\$1,999,999	12	6	1	NA	10,368	NA	NA	NA
\$200,000-\$499,999	26	19	22	NA	8,039	NA	NA	NA
Under \$200,000	52	55	63	NA	4,857	NA	5,752	NA
Not operated entire year	3	1	5	NA	932	NA	784	NA
Mountain	25	28	14	8	13,088	6,976	7,674	5,395
\$2,000,000 and over	1	1	1	NA	NA	NA	NA	NA
\$500,000-\$1,999,999	5	1	3	NA	4,693	NA	NA	NA
\$200,000-\$499,999	6	5	2	NA	2,200	NA	NA	NA
Under \$200,000	13	21	7	NA	1,166	NA	605	NA
Not operated entire year	---	---	1	NA	---	NA	NA	NA
Pacific	166	149	164	154	46,161	32,514	38,494	22,898
\$2,000,000 and over	2	1	---	NA	NA	NA	---	NA
\$500,000-\$1,999,999	20	17	19	NA	17,451	NA	NA	NA
\$200,000-\$499,999	41	29	43	NA	13,441	8,964	14,232	NA
Under \$200,000	94	98	98	NA	7,828	7,400	8,432	NA
Not operated entire year	9	4	4	NA	NA	NA	NA	NA

1/ Establishments with one or more paid employees. Horticultural specialty establishments include merchant wholesalers of flowers, bulbs, and plants and distributors of bulbs, roots, and nursery stock.
 NA - Not available.

Table 25.--Foreign trade, Dutch bulbs: Quantity and value of imports, United States, 1949-64

Year	Hyacinth bulbs			Tulip bulbs			Narcissus bulbs		
	Quantity	Value		Quantity	Value		Quantity	Value	
		Total	Average per bulb		Total	Average per bulb		Total	Average per bulb
	Thousands	1,000 dollars	Dollars	Thousands	1,000 dollars	Dollars	Thousands	1,000 dollars	Dollars
1949	22,855	1,407	0.062	128,957	3,760	0.029	23,400	1,093	0.047
1950	24,325	1,470	.060	136,290	3,801	.028	26,496	1,183	.045
1951	23,698	1,606	.068	140,966	4,116	.029	25,064	1,119	.045
1952	24,888	2,189	.088	165,954	4,874	.029	28,279	1,270	.045
1953	26,628	1,824	.068	171,308	5,289	.031	30,308	1,334	.044
1954	27,154	1,823	.067	167,735	5,147	.031	27,803	1,278	.046
1955	27,053	1,854	.069	168,190	5,329	.032	26,948	1,204	.045
1956	26,779	1,718	.064	167,084	5,167	.031	25,806	1,115	.043
1957	27,708	1,908	.069	178,396	5,663	.032	28,577	1,303	.046
1958	28,504	1,984	.070	178,914	5,482	.031	28,038	1,262	.045
1959	27,543	1,937	.070	179,255	5,400	.030	26,942	1,313	.049
1960	27,478	1,985	.072	173,166	5,456	.032	27,598	1,466	.053
1961	24,083	1,833	.076	160,812	5,243	.033	23,390	1,290	.055
1962	23,402	1,744	.075	150,078	5,239	.035	21,508	1,192	.055
1963	22,222	1,751	.079	135,590	4,948	.036	20,244	1,180	.058
1964	21,399	1,708	.080	142,375	5,323	.037	19,548	1,121	.057

U. S. Dept. Commerce, Bur. International Commerce, Overseas Business Reports, U. S. Foreign Trade.

Table 26.--Foreign trade, lily bulbs, crocus corms, and lily of the valley pips: Quantity and value of imports, United States, 1949-64

Year	Lily bulbs			Crocus corms			Lily of the valley pips		
	Value			Value			Value		
	Quantity	Total	Average	Quantity	Total	Average	Quantity	Total	Average
			per bulb			per corm			per pip
	1,000			1,000			1,000		
	Thousands	dollars	Dollars	Thousands	dollars	Dollars	Thousands	dollars	Dollars
1949	4,636	412	0.089	29,501	263	0.009	1,431	57	0.040
1950	4,584	314	.068	27,543	292	.011	3,951	161	.041
1951	5,768	331	.057	25,434	325	.013	3,846	139	.036
1952	6,285	392	.062	28,806	473	.016	2,096	93	.044
1953	6,047	402	.066	26,501	432	.016	2,130	114	.054
1954	5,431	380	.070	23,395	422	.018	3,437	126	.037
1955	5,053	362	.072	23,504	398	.017	3,343	118	.035
1956	5,707	403	.071	25,897	331	.013	2,513	96	.038
1957	6,024	385	.064	33,851	369	.011	1,034	41	.040
1958	5,354	418	.078	40,390	439	.011	2,714	85	.031
1959	7,097	460	.065	42,907	465	.011	1,600	61	.038
1960	5,403	435	.081	38,106	462	.012	1,266	56	.044
1961	5,356	380	.071	41,158	442	.011	912	32	.035
1962	5,877	396	.067	39,324	449	.011	2,457	98	.040
1963	4,852	385	.079	41,885	459	.011	2,517	108	.043
1964	4,078	375	.092	44,048	460	.010	2,507	84	.034

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Table 27.--Foreign trade, plants and flower seeds: Quantity and value of imports, United States, 1949-64

Year	: Bulbs, roots, clumps, etc. 1/:			Orchid plants			Flower seeds		
	: Value			: Value			: Value		
	Quantity:	Total	Average	Quantity	Total	Average	Quantity	Total	Average
:	:	:per plant	:	:	:per plant	:	:	:per pound	
:	1,000			1,000			1,000	1,000	
:	Thousands	dollars	Dollars	Thousands	dollars	Dollars	pounds	dollars	Dollars
1949	170,812	1,733	0.010	96	229	2.39	107	336	3.14
1950	229,346	2,102	.009	107	207	1.93	88	220	2.50
1951	281,102	1,930	.007	36	182	5.10	122	223	1.83
1952	310,301	3,102	.010	69	293	4.25	122	293	2.40
1953	318,590	3,519	.011	79	302	3.82	164	366	2.23
1954	225,206	2,674	.012	25	160	6.40	218	350	1.61
1955	188,810	2,493	.013	21	115	5.48	169	428	2.53
1956	271,608	3,456	.013	23	104	4.52	137	473	3.45
1957	241,549	3,447	.014	34	91	2.68	110	422	3.84
1958	230,764	3,458	.015	17	39	2.29	92	403	4.38
1959	219,955	3,698	.017	58	72	1.24	144	510	3.54
1960	264,587	4,305	.016	49	56	1.14	214	545	2.55
1961	230,342	4,154	.018	90	37	.41	172	533	3.10
1962	208,737	4,197	.020	63	38	.60	161	585	3.63
1963	90,251	2,516	.028	43	52	1.21	142	622	4.38
1964	75,569	1,722	.023	93	58	.62	220	850	3.86

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1/ Excludes bulbs given on tables 25 and 26.

U. S. Dept. Commerce, Bur. International Commerce, Overseas Business Reports, U. S. Foreign Trade.

Table 28.--Foreign trade, seedlings, cuttings, and tree and shrub seeds: Quantity and value of imports, United States, 1949-64

Year	Seedlings and cuttings				Tree and shrub seeds	
	Fruit stock		Rose stock		Quantity	Value
	Quantity	Value	Quantity	Value		
	<u>pounds</u>	<u>dollars</u>	<u>pounds</u>	<u>dollars</u>	<u>pounds</u>	<u>dollars</u>
1949	799	174	678	20	65	102
1950	1,039	225	942	34	50	65
1951	2,032	331	1,729	32	47	77
1952	2,678	471	1,513	35	60	65
1953	2,790	621	2,046	41	61	59
1954	2,192	518	1,400	29	50	71
1955	1,580	449	1,275	34	78	88
1956	1,852	474	1,318	26	142	171
1957	1,749	406	1,679	37	119	304
1958	2,059	423	1,024	24	112	371
1959	1,667	444	1,012	26	128	193
1960	1,957	417	619	16	82	256
1961	1,827	389	400	20	64	96
1962	1,565	386	1,169	28	74	147
1963	447	58	473	13	91	93
1964	55	88	170	7	78	182

U. S. Dept. Commerce, Bur. International Commerce, Overseas Business Reports, U. S. Foreign Trade.

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Table 29.--Foreign trade, miscellaneous horticultural specialties: Quantity and value of domestic exports, United States, 1949-64

Year	Flower seeds		:Value of cut flowers, ferns, and foliage	: Bulbs, roots, corms, plants and seedlings		:Value of all other greenhouse or nursery stock
	Quantity	Value		Quantity	Value	
	1,000 pounds	1,000 dollars	1,000 dollars	1,000 pounds	1,000 dollars	1,000 dollars
1949	170	262	---	9,686	286	639
1950	170	250	---	19,168	347	688
1951	201	339	---	20,205	400	735
1952	157	295	592	18,059	547	765
1953	173	377	861	19,557	630	810
1954	215	588	983	21,317	712	856
1955	210	607	1,202	23,976	909	1,047
1956	258	552	1,359	17,707	697	1,778
1957	267	599	1,589	62,369	801	2,199
1958	359	671	1,621	21,013	675	2,641
1959	235	573	1,864	21,528	715	2,874
1960	318	735	2,079	9,477	574	3,337
1961	350	732	2,011	15,834	676	3,344
1962	307	736	1,586	16,039	800	3,357
1963	262	746	1,611	19,141	1,108	3,566
1964	441	944	1,956	25,099	1,535	4,127

U. S. Dept. Commerce, Bur. International Commerce, Overseas Business Reports, U. S. Foreign Trade.

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Table 30.--Retail trade: Number of retail florist establishments, value of sales, and personal consumption expenditures for floriculture, United States, specified years, 1929-63

Year	All retail trade		Retail florists				Sales of retail florists	
	Establishments	Sales	Establishments	Sales	Number as percentage of total of all retail trade	Sales as percentage of sales of all retail trade	Personal consumption expenditures for floriculture	as percentage of consumption expenditures for floriculture
	Thousands	Million dollars	Number	Thousand dollars	Percent	Percent	Million dollars	Percent
1963	1,708	244,202	19,801	780,407	0.1	0.3	1,159	67
1958	1,795	200,365	19,176	638,397	.1	.3	815	76
1954	1,722	169,968	16,279	495,553	.1	.3	697	71
1948	1,770	130,520	14,749	377,250	.1	.3	658	55
1939 ^{1/}	1,770	42,042	16,055	148,741	.1	.4	188	80
1935 ^{1/}	1,588	32,791	11,000	99,000	.1	.3	128	80
1929 ^{1/}	1,476	48,330	9,328	176,201	.1	.4	221	80

^{1/} Also includes retail growers.

U. S. Bur. of the Census, Census of Business, Retail Trade--Summary Statistics.

Table 31.--Retail trade: Number of retail florists and value of sales, by States, specified years, 1948-63

Geographic region and State	Retail florists					Sales				
	1963	1958	1954	1948	:Number in 1963: :as percentage :of number in : 1948	1963	1958	1954	1948	:Number in 1963 :as percentage :of number in : 1948
	Number	Number	Number	Number	Percent	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	Percent
United States	19,801	19,176	16,276	14,749	133	780,407	638,397	495,553	377,250	206
New England	1,286	1,311	1,144	1,077	119	50,188	39,719	31,671	25,361	203
Middle Atlantic	4,064	4,121	3,733	3,750	108	167,877	145,031	117,497	93,732	179
East North Central	3,692	3,613	3,175	3,039	121	157,357	131,205	109,447	82,415	191
West North Central	1,278	1,272	1,104	864	148	57,948	50,309	38,798	28,498	203
South Atlantic	3,130	2,740	2,172	1,733	181	110,787	82,878	59,108	43,452	255
East South Central	1,573	1,359	1,079	765	206	48,734	38,910	29,996	19,312	246
West South Central	2,049	2,117	1,736	1,376	149	67,731	57,957	44,101	31,413	216
Mountain	651	640	481	435	150	28,294	21,318	15,701	12,598	225
Pacific	1,945	2,003	1,655	1,710	114	86,921	71,070	49,264	41,464	210
New England:										
Maine	105	98	72	50	210	3,567	2,834	1,933	1,054	338
New Hampshire	66	73	60	42	157	2,739	2,085	1,686	976	281
Vermont	38	36	33	23	143	1,032	915	695	515	200
Massachusetts	666	679	635	592	113	26,057	21,203	17,721	14,063	185
Rhode Island	99	120	123	107	93	3,274	2,607	2,811	2,136	153
Connecticut	317	305	221	263	121	13,519	10,075	6,825	6,617	204
Middle Atlantic:										
New York	1,869	1,946	1,783	1,861	100	86,037	74,144	61,560	49,358	174
New Jersey	820	789	686	720	114	31,589	25,152	18,909	14,910	212
Pennsylvania	1,375	1,386	1,264	1,169	118	50,251	45,735	37,028	28,464	177
East North Central:										
Ohio	1,084	1,049	902	797	136	43,324	34,832	30,381	22,151	196
Indiana	471	442	336	309	152	19,569	14,980	11,010	8,268	237
Illinois	1,042	1,022	977	1,011	103	48,581	42,898	36,281	28,573	170
Michigan	763	739	648	661	115	33,210	26,884	22,362	15,987	208
Wisconsin	332	361	312	261	127	12,673	11,611	9,413	7,436	170
West North Central:										
Minnesota	199	207	205	139	143	12,379	11,328	7,781	5,160	240
Iowa	244	225	197	121	202	9,590	7,579	6,081	4,974	193
Missouri	408	404	334	347	118	18,756	16,436	14,221	10,692	175
North Dakota	32	20	20	16	200	1,598	1,119	1,074	802	199
South Dakota	41	39	34	23	178	1,339	1,280	743	796	168
Nebraska	131	130	107	74	177	5,824	5,072	3,192	2,334	250
Kansas	23	247	207	144	155	8,462	7,495	5,706	3,740	226

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Table 31.--Retail trade: Number of retail florists and value of sales, by States, specified years, 1948-63--Continued

Geographic region and State	Retail florists					Sales				
	1963	1958	1954	1948	:Number in 1963: :as percentage :of number in : 1948	1963	1958	1954	1948	:Number in 1963 :as percentage :of number in : 1948
	Number	Number	Number	Number	Percent	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	Percent
South Atlantic:										
Delaware	44	59	37	33	133	2,072	1,954	1,232	862	240
Maryland	239	245	237	230	104	11,521	8,559	6,993	5,622	205
District of Columbia	78	94	89	98	80	7,050	5,417	4,882	4,656	151
Virginia	351	301	270	199	176	20,170	13,646	9,511	6,154	328
West Virginia	174	156	127	104	167	8,056	5,707	4,466	3,959	203
North Carolina	686	579	440	329	209	18,108	13,462	10,459	6,709	270
South Carolina	321	301	183	185	174	6,539	5,286	3,681	2,989	219
Georgia	621	500	406	259	240	17,590	12,760	9,041	6,268	281
Florida	616	505	383	296	208	19,681	16,087	8,843	6,238	316
East South Central:										
Kentucky	341	282	243	158	216	11,642	9,421	7,307	4,290	241
Tennessee	476	441	340	259	184	17,216	13,984	10,870	7,954	216
Alabama	499	383	322	224	223	13,598	9,716	8,051	4,752	286
Mississippi	257	253	174	124	207	6,278	5,789	3,738	2,316	271
West South Central:										
Arkansas	193	198	161	113	171	5,797	4,634	3,454	2,558	227
Louisiana	255	300	248	196	130	10,775	9,680	7,513	4,966	217
Oklahoma	254	249	229	160	159	9,406	7,805	6,451	4,134	228
Texas	1,347	1,370	1,098	907	149	41,753	35,838	26,683	19,755	211
Mountain:										
Montana	57	65	48	44	130	2,551	2,414	1,789	1,634	156
Idaho	63	67	56	48	131	2,360	2,016	1,862	1,397	169
Wyoming	54	40	39	31	174	1,549	1,083	1,072	707	219
Colorado	187	160	125	124	151	8,364	5,817	4,429	3,579	234
New Mexico	64	72	63	45	142	2,707	2,373	1,814	1,132	239
Arizona	113	106	62	49	231	5,034	4,091	2,258	1,652	305
Utah	84	104	68	72	117	3,344	2,581	1,690	1,970	170
Nevada	29	26	20	22	132	2,385	943	787	527	453
Pacific:										
Washington	259	293	234	236	110	10,106	9,116	7,203	6,220	162
Oregon	182	195	185	147	124	6,491	7,303	4,955	4,438	146
California	1,504	1,515	1,236	1,327	113	70,324	54,651	37,106	30,806	228
Alaska	13	18	NA	NA	NA	589	637	NA	NA	NA
Hawaii	120	118	NA	NA	NA	3,981	2,973	NA	NA	NA

NA - Not available.

Table 32.--Retail trade: Percentage distribution of retail florists and value of sales, by States, conterminous United States, specified years, 1948-63

Geographic region and State	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Conterminous United States	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
New England	6.5	6.8	7.0	7.3	6.5	6.2	6.4	6.7
Middle Atlantic	20.7	21.5	22.9	25.4	21.6	22.7	23.7	24.6
East North Central	18.8	18.8	19.5	20.6	20.3	20.6	22.1	21.9
West North Central	6.5	6.6	6.8	5.9	7.5	7.9	7.8	7.6
South Atlantic	15.9	14.3	13.3	11.7	14.3	13.0	11.9	11.5
East South Central	8.0	7.1	6.6	5.2	6.3	6.1	6.1	5.1
West South Central	10.4	11.0	10.7	9.3	8.7	9.1	8.9	8.3
Mountain	3.3	3.4	3.0	3.0	3.7	3.3	3.2	3.3
Pacific	9.9	10.4	10.2	11.6	11.2	11.1	9.9	11.0
New England:								
Maine	.5	.5	.4	.3	.5	.5	.4	.3
New Hampshire	.3	.4	.4	.3	.3	.3	.3	.3
Vermont	.2	.2	.2	.2	.1	.1	.1	.1
Massachusetts	3.4	3.5	3.9	4.0	3.4	3.3	3.6	3.7
Rhode Island	.5	.6	.8	.7	.4	.4	.6	.6
Connecticut	1.6	1.6	1.3	1.8	1.7	1.6	1.4	1.7
Middle Atlantic:								
New York	9.5	10.2	11.0	12.6	11.0	11.6	12.4	13.1
New Jersey	4.2	4.1	4.2	4.9	4.1	3.9	3.8	4.0
Pennsylvania	7.0	7.2	7.7	7.9	6.5	7.2	7.5	7.5
East North Central:								
Ohio	5.5	5.5	5.5	5.4	5.6	5.5	6.2	5.9
Indiana	2.4	2.3	2.1	2.1	2.5	2.4	2.2	2.2
Illinois	5.3	5.3	6.0	6.9	6.3	6.7	7.3	7.6
Michigan	3.9	3.9	4.0	4.5	4.3	4.2	4.5	4.2
Wisconsin	1.7	1.9	1.9	1.7	1.6	1.8	1.9	2.0
West North Central:								
Minnesota	1.0	1.1	1.3	.9	1.6	1.8	1.6	1.4
Iowa	1.2	1.1	1.2	.8	1.3	1.2	1.2	1.3
Missouri	2.1	2.1	2.0	2.4	2.4	2.5	2.9	2.9
North Dakota	.2	.1	.1	.1	.2	.2	.2	.2
South Dakota	.2	.2	.2	.2	.2	.2	.1	.2
Nebraska	.7	.7	.7	.5	.8	.8	.6	.6
Kansas	1.1	1.3	1.3	1.0	1.1	1.2	1.2	1.0
South Atlantic:								
Delaware	.2	.3	.2	.2	.3	.3	.3	.2
Maryland	1.2	1.3	1.5	1.6	1.5	1.4	1.4	1.5
District of Columbia	.4	.5	.5	.7	.9	.9	1.0	1.2
Virginia	1.8	1.6	1.7	1.3	2.6	2.1	1.9	1.6
West Virginia	.9	.8	.8	.7	1.0	.9	.9	1.0
North Carolina	3.5	3.0	2.7	2.2	2.3	2.1	2.1	1.8
South Carolina	1.6	1.6	1.1	1.3	.9	.8	.7	.8
Georgia	3.2	2.6	2.5	1.7	2.3	2.0	1.8	1.7
Florida	3.1	2.6	2.3	2.0	2.5	2.5	1.8	1.7
East South Central:								
Kentucky	1.7	1.5	1.5	1.1	1.5	1.5	1.5	1.1
Tennessee	2.4	2.3	2.1	1.8	2.2	2.2	2.2	2.1
Alabama	2.6	2.0	2.0	1.5	1.8	1.5	1.6	1.3
Mississippi	1.3	1.3	1.0	.8	.8	0.9	.8	.6
West South Central:								
Arkansas	1.0	1.0	1.0	.8	.7	.7	.7	.7
Louisiana	1.3	1.6	1.5	1.3	1.4	1.5	1.5	1.3
Oklahoma	1.3	1.3	1.4	1.1	1.2	1.2	1.3	1.1
Texas	6.8	7.1	6.8	6.1	5.4	5.7	5.4	5.2

--Continued

Table 32.--Retail trade: Percentage distribution of retail florists and value of sales, by States, conterminous United States, specified years, 1948-63--Continued

Geographic region and State	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Mountain:								
Montana	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Idaho3	.4	.4	.3	.3	.3	.4	.4
Wyoming3	.2	.2	.2	.2	.2	.2	.2
Colorado	1.0	.8	.8	.9	1.1	.9	.9	1.0
New Mexico3	.4	.4	.3	.3	.4	.4	.3
Arizona6	.6	.4	.3	.7	.6	.4	.4
Utah4	.6	.4	.5	.4	.4	.3	.5
Nevada1	.1	.1	.2	.3	.1	.2	.1
Pacific:								
Washington	1.3	1.5	1.4	1.6	1.3	1.4	1.4	1.6
Oregon9	1.0	1.2	1.0	.8	1.1	1.0	1.2
California	7.7	7.9	7.6	9.0	9.1	8.6	7.5	8.2

U. S. Bur. of the Census, Census of Business, Retail Trade--Summary Statistics.

Table 33.--Retail trade: Number of retail florists and value of sales, by volume of sales per establishment, United States, specified years, 1948-63

Volume of sales per establishment	Retail florists				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Less than \$5,000	1,053	1,159	1,034	2,851	4,880	3,964	NA	6,999
\$5,000-\$9,999	2,176	2,628	2,498	2,411	17,903	18,105	17,499	17,515
\$10,000-\$19,999	3,740	4,528	4,116	3,419	28,397	64,045	58,362	49,184
\$20,000-\$29,999	3,107	3,183	2,783	2,072	183,609	76,787	66,881	50,345
\$30,000-\$49,999	3,697	3,469	2,817	2,083	221,921	131,153	106,840	79,864
\$50,000-\$99,999	3,249	2,417	1,892	1,497	141,838	162,016	126,360	101,745
\$100,000-\$299,999 ..	1,248	829	570	385	75,603	119,431	82,236	57,501
\$300,000-\$499,999 ..	77	56	37	21	53,625	21,012	13,807	7,827
\$500,000-\$999,999 ..	28	18	9	10	15,083	NA	6,000	6,720
\$1,000,000 and over :	3	1	1	---	3,450	NA	NA	---
Not operated entire :								
year	1,423	888	522	---	34,098	28,334	12,896	---
Total	19,801	19,176	16,279	14,749	780,407	638,397	495,553	377,250
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Less than \$5,000	5.3	6.1	6.4	19.3	0.6	0.6	---	1.9
\$5,000-\$9,999	11.0	13.7	15.3	16.3	2.3	2.8	3.5	4.6
\$10,000-\$19,999	18.9	23.6	25.3	23.2	3.6	10.1	11.8	13.0
\$20,000-\$29,999	15.7	16.6	17.1	14.1	23.5	12.0	13.5	13.3
\$30,000-\$49,999	18.7	18.1	17.3	14.1	28.4	20.6	21.6	21.2
\$50,000-\$99,999	16.4	12.6	11.6	10.2	18.2	25.4	25.5	27.0
\$100,000-\$299,999 ..	6.3	4.3	3.5	2.6	9.7	18.7	16.6	15.2
\$300,000-\$499,999 ..	4	.3	.2	.1	6.9	3.3	2.8	2.1
\$500,000-\$999,999 ..	.1	.1	.1	.1	1.9	---	1.2	1.7
\$1,000,000 and over :	1/	1/	1/	---	.4	---	---	---
Not operated entire :								
year	7.2	4.6	3.2	---	4.5	4.4	2.6	---
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1/ Less than .05 percent.

NA - Not available.

U. S. Bur. of the Census, Census of Business, Retail Trade--Summary Statistics.

Table 34.--Retail trade: Percentage distribution and value of sales, all retail trade and retail florists, by volume of sales per establishment, United States, specified years, 1948-63

Volume of sales per establishment	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Total:								
All retail stores	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Retail florists	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than \$10,000:								
All retail stores	10.1	12.4	12.5	22.2	.4	0.6	.7	1.4
Retail florists	16.3	19.8	21.7	35.7	2.9	3.5	3.5	6.5
\$10,000 - \$29,999:								
All retail stores	20.2	24.9	27.5	29.3	2.7	4.2	5.2	7.5
Retail florists	34.6	40.2	42.4	37.2	27.1	22.1	25.3	26.4
\$30,000 - \$49,999:								
All retail stores	14.2	16.1	16.7	16.8	3.9	5.6	6.5	8.8
Retail florists	18.7	18.1	17.3	14.1	28.4	20.5	21.6	21.2
\$50,000 - \$99,999:								
All retail stores	19.3	17.7	18.4	16.9	9.6	11.2	13.1	16.0
Retail florists	16.4	12.6	11.6	10.2	18.2	25.4	25.5	27.0
\$100,000 - \$299,999:								
All retail stores	17.9	14.8	13.4	11.0	20.8	21.8	22.1	24.4
Retail florists	6.3	4.3	3.5	2.6	9.7	18.7	16.6	15.2
\$300,000 and over:								
All retail stores	8.0	6.2	5.3	3.8	57.7	51.0	48.0	41.9
Retail florists5	.4	.3	.2	9.2	5.4	4.9	3.7
Not operated entire year:								
All retail stores	10.3	7.9	6.2	---	4.9	5.6	4.4	---
Retail florists	7.2	4.6	3.2	---	4.5	4.4	2.6	---

Table 35.--Retail trade: Number of retail florists open all year, less than a full year, and with specified volume of sales, by States, 1963

Geographic region and State	Establishments open full year	Establishments with a sales volume of--							Establishments open less than full year	Total (all establishments)
		Over \$300,000	\$100,000-299,999	\$50,000-99,999	\$30,000-49,999	\$20,000-29,999	\$10,000-19,999	Under \$10,000		
	Number	Number	Number	Number	Number	Number	Number	Number	Number	
United States	18,378	108	1,248	3,249	3,697	3,107	3,740	3,229	1,423	19,801
New England	1,193	7	84	203	248	202	241	208	93	1,286
Middle Atlantic	3,801	22	271	731	774	631	768	604	263	4,064
East North Central	3,451	19	305	667	772	554	653	531	241	3,692
West North Central	1,194	10	96	240	255	214	218	161	84	1,278
South Atlantic	2,890	24	136	418	512	483	679	638	240	3,130
East South Central	1,445	8	53	177	275	267	322	343	128	1,573
West South Central	1,906	4	101	252	331	334	456	428	143	2,049
Mountain	599	4	46	118	134	103	123	71	52	651
Pacific	1,899	10	156	443	446	319	280	245	179	2,078
New England:										
Maine	97	---	12	12	11	12	19	31	8	105
New Hampshire	62	---	4	18	11	5	15	9	4	66
Vermont	31	---	---	6	8	9	8	---	2	33
Massachusetts	621	6	38	100	130	115	131	101	45	666
Rhode Island	91	---	6	10	22	17	18	18	8	99
Connecticut	291	1	24	57	66	44	50	49	26	317
Middle Atlantic:										
New York	1,755	16	150	375	341	295	319	259	114	1,869
New Jersey	755	1	53	154	153	123	170	101	65	820
Pennsylvania	1,291	5	68	202	280	213	279	244	84	1,375
East North Central:										
Ohio	1,014	4	77	191	183	190	189	180	70	1,084
Indiana	447	2	38	84	106	62	76	79	24	471
Illinois	970	7	101	205	205	145	183	124	72	1,042
Michigan	720	5	66	139	157	110	138	105	43	763
Wisconsin	300	1	23	48	71	47	67	43	32	332
West North Central:										
Minnesota	185	4	24	38	40	27	22	30	14	199
Iowa	230	---	19	45	43	31	58	34	14	244
Missouri	382	6	20	84	76	68	72	56	26	408
North Dakota	32	---	4	6	10	5	6	1	---	32
South Dakota	38	---	1	5	8	11	4	9	3	41
Nebraska	115	---	16	21	23	25	17	13	16	131
Kansas	212	---	12	41	55	47	39	18	11	123

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Table 35.--Retail trade: Number of retail florists open all year, less than a full year, and with specified volume of sales, by States, 1963
--Continued

Geographic region and State	Establishments open full year	Establishments with a sales volume of--							Establishments open less than full year	Total (all establishments)
		Over \$300,000	\$100,000-299,999	\$50,000-99,999	\$30,000-49,999	\$20,000-29,999	\$10,000-19,999	Under \$10,000		
	Number	Number	Number	Number	Number	Number	Number	Number	Number	
South Atlantic:										
Delaware	42	---	6	8	6	4	9	9	2	44
Maryland	220	2	26	45	40	34	37	36	19	239
District of Columbia	73	6	12	25	11	5	10	4	5	78
Virginia	331	7	19	79	69	53	61	43	20	351
West Virginia	169	2	11	34	34	37	31	20	5	174
North Carolina	632	1	18	76	99	103	169	166	54	686
South Carolina	291	---	4	22	45	45	76	99	30	321
Georgia	567	?	22	56	92	96	161	138	54	621
Florida	565	4	18	73	116	106	125	123	51	616
East South Central:										
Kentucky	308	---	14	53	73	57	65	46	33	341
Tennessee	436	5	22	62	89	82	101	75	40	476
Alabama	463	3	13	42	71	86	97	151	36	499
Mississippi	238	---	4	20	42	42	59	71	19	257
West South Central:										
Arkansas	180	---	8	16	43	36	37	40	13	193
Louisiana	237	2	18	41	44	37	52	43	18	255
Oklahoma	234	1	16	32	41	43	66	35	20	254
Texas	1,255	1	59	163	203	218	301	310	92	1,347
Mountain:										
Montana	52	---	5	5	17	14	9	2	5	57
Idaho	56	---	2	13	10	8	18	5	7	63
Wyoming	47	---	2	5	12	7	10	11	7	54
Colorado	169	1	18	33	37	27	29	24	18	187
New Mexico	59	---	2	16	20	10	9	2	5	64
Arizona	107	1	9	23	12	21	27	14	1	113
Utah	80	1	3	13	21	13	18	11	4	84
Nevada	29	1	5	10	5	3	3	2	---	29
Pacific:										
Washington	232	2	16	47	48	38	45	36	27	259
Oregon	167	1	14	18	45	27	23	39	15	182
California	1,377	7	116	366	327	230	187	144	127	1,504
Alaska	12	---	2	1	3	3	3	---	1	13
Hawaii	111	---	8	11	23	21	22	26	9	120

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Table 36.--Retail trade: Number, sales, payroll, and labor force of retail florists, by number of paid employees per establishment, United States, specified years, 1948-63

Number of paid employees per establishment	Establishments				Sales				Active proprietors of unincorporated establishments			
	1963	1958	1954	1948	1963	1958	1954	1948	1963	1958	1954	1948
	Number	Number	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	Number	Number	Number	Number
Total	19,801	19,176	16,279	14,749	780,407	638,397	495,553	377,250	21,062	21,514	18,233	15,840
None	5,666	7,704	7,064	5,987	77,862	108,688	93,991	53,457	6,302	8,568	7,867	6,880
1	4,644	3,196	2,624	2,814	108,179	70,267	56,871	45,292	5,241	3,576	2,860	2,958
2	2,887	2,601	2,061	1,979	109,390	82,439	63,669	48,492	3,150	2,873	2,252	2,065
3	1,909	1,679	1,328	1,299	95,242	71,460	52,295	43,929	1,974	1,758	1,397	1,343
4 or 5	1,596	1,552	1,318	1,320	112,142	90,133	70,367	61,481	1,572	1,580	1,413	1,305
6 or 7	726	664	628	633	69,066	53,287	43,962	38,576	646	676	641	629
8 or 9	399	336	258	265	45,828	33,297	22,700	20,984	335	317	241	229
10 to 19	429	419	362	398	83,332	60,417	46,265	42,545	270	385	338	368
20 to 49	112	119	100	84	NA	32,392	24,955	18,212	NA	90	69	64
50 to 99	9	18	13	8	6,273	7,683	NA	NA	---	20	NA	NA
100 or more ...	1	---	1	2	NA	---	NA	NA	NA	---	NA	NA
Not operated :												
entire year ..	2/1,423	2/888	522	NA	34,098	28,334	12,896	NA	1,519	1,671	1,149	NA
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	28.6	40.2	43.4	40.6	10.0	17.0	19.0	14.2	29.9	39.8	43.1	43.4
1	23.5	16.7	16.1	19.1	13.9	11.0	11.5	12.0	24.9	16.6	15.7	18.7
2	14.6	13.6	12.7	13.4	14.0	12.9	12.8	12.8	15.0	13.4	12.4	13.0
3	9.6	8.7	8.2	8.8	12.2	11.2	10.6	11.6	9.4	8.2	7.7	8.5
4 or 5	8.0	8.1	8.1	8.9	14.4	14.1	14.2	16.3	7.5	7.3	7.7	8.2
6 or 7	3.7	3.5	3.9	4.3	8.9	8.4	8.9	10.2	3.1	3.1	3.5	4.0
8 or 9	2.0	1.7	1.6	1.8	5.9	5.2	4.6	5.6	1.6	1.5	1.3	1.4
10 to 19	2.2	2.2	2.2	2.6	10.7	9.5	9.3	11.3	1.3	1.8	1.9	2.3
20 to 496	.6	.6	.5	NA	5.1	5.0	4.8	NA	.4	.4	.4
50 to 99	3/	.1	.1	3/	.8	1.2	NA	NA	---	.1	NA	NA
100 or more ...	3/	---	3/	3/	NA	---	NA	NA	NA	---	NA	NA
Not operated :												
entire year ..	2/7.2	2/4.6	3.2	NA	4.4	4.4	2.6	NA	7.2	7.8	6.3	NA

--Continued

Table 36.--Retail trade: Number, sales, payroll, and labor force of retail florists, by number of paid employees per establishment, United States, specified years, 1948-63--Continued

Number of paid employees per establishment	Payroll				Paid employees 1/			
	1963	1958	1954	1948	1963	1958	1954	1948
	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>
Total	132,578	96,666	75,917	53,497	42,803	39,087	31,878	30,619
None	---	8,374	1,908	356	---	---	---	---
1	12,748	7,380	5,506	3,737	4,644	3,196	2,624	2,814
2	15,685	11,633	8,394	5,801	5,774	5,202	4,122	3,880
3	16,045	11,719	8,231	6,214	5,727	5,037	3,984	3,897
4 or 5	21,774	17,692	13,090	9,970	6,999	6,962	5,784	5,854
6 or 7	15,654	11,302	9,522	7,103	4,654	4,253	4,024	4,061
8 or 9	11,261	7,679	5,495	4,437	3,360	2,813	2,161	2,211
10 to 19	20,396	14,707	12,122	9,865	3,683	5,363	4,635	5,055
20 to 49	NA	8,337	7,150	4,716	NA	3,311	2,781	2,294
50 to 99	2,112	1,811	NA	NA	558	1,249	NA	NA
100 or more	NA	---	NA	NA	NA	---	NA	NA
Not operated entire year	4,593	4,032	1,586	NA	2,263	1,701	802	NA
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
None	---	.4	2.5	.7	---	---	---	---
1	9.6	7.6	7.4	7.0	10.8	8.2	8.2	9.2
2	11.8	12.0	11.1	10.8	13.5	13.3	12.9	12.7
3	12.1	12.1	10.8	11.6	13.4	12.9	12.5	12.7
4 or 5	16.4	18.3	17.2	18.6	16.4	17.8	18.1	12.6
6 or 7	11.8	11.7	12.5	13.3	10.9	10.9	12.6	13.3
8 or 9	8.5	8.0	7.2	8.3	7.8	7.2	6.8	7.2
10 to 19	15.4	15.2	16.0	18.4	8.6	13.7	14.5	16.5
20 to 49	NA	8.6	9.4	8.8	NA	8.5	8.7	7.5
50 to 99	1.6	1.9	NA	NA	1.3	3.2	NA	NA
100 or more	NA	---	NA	NA	NA	---	NA	NA
Not operated entire year	3.5	4.2	2.1	NA	5.3	4.3	2.5	NA

1/ Number of paid employees as of week ending nearest November 15.
 2/ Establishments in business at end of year.
 3/ Less than .05 percent.
 NA - Not available.

Table 37.--Retail trade: Number, sales, labor force, and payroll of retail florists, United States, specified years, 1948-63

Item	Unit	1963	1958	1954	1948
Establishments	Number	19,801	19,176	16,279	14,749
Sales	1,000 dollar	780,407	638,397	495,553	377,250
Active proprietors of unincorporated businesses ..	Number	21,062	21,514	18,233	15,840
Paid employees ^{1/}	Number	42,803	39,087	31,878	30,619
Payroll	1,000 dollar	132,578	96,666	75,917	53,497
Average wage per paid employee ^{1/}	Dollar	3,097	2,473	2,381	1,747
Average sales per:					
Paid employee ^{1/}	Dollar	18,233	16,333	15,545	12,321
Paid employee and proprietor ^{1/}	Dollar	12,220	10,534	9,889	8,120
Establishment	Dollar	39,413	33,291	30,441	25,578
Average paid employees per establishment ^{1/}	Number	2	2	2	2
Average wage per paid employee as percentage of : average sales per paid employee ^{1/}	Percent	17.0	15.1	15.3	14.2

^{1/} Number of paid employees as of week ending nearest November 15.

U. S. Bur. of the Census, Census of Business, Retail Trade--Summary Statistics.

Table 38.--Retail trade: Number of retail florists and value of sales, by legal form of organization, United States, specified years, 1948-63

Legal form of organization	Establishments				Sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Total	19,801	19,176	16,279	14,749	780,407	638,397	495,553	377,250
Individual proprietorships ...	14,558	14,492	12,185	10,610	444,378	381,373	290,914	210,294
Partnerships	3,252	3,374	3,048	3,171	153,216	148,840	125,164	99,585
Corporations	1,955	1,284	1,015	948	181,350	107,215	78,334	66,464
Other legal forms	36	26	31	20	1,463	969	1,141	907
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Individual proprietorships....	73.5	75.6	74.9	72.0	57.0	59.7	58.7	55.8
Partnerships	16.4	17.6	18.7	21.5	19.6	23.3	25.3	26.4
Corporations.....	9.9	6.7	6.2	6.4	23.2	16.8	15.8	17.6
Other legal forms2	.1	.2	.1	.2	.2	.2	.2

U. S. Bur. of the Census, Census of Business, Retail Trade--Summary Statistics.

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Table 39.--Retail trade: Percentage distribution of sales, by kind of business, United States, specified years, 1948-63

Kind of business	1963	1958	1954	1948
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	100.0	100.0	100.0	100.0
Food group	23.4	24.6	23.4	22.7
Eating and drinking places	7.5	7.6	7.7	8.3
General merchandise group	12.3	11.0	10.5	11.4
Apparel group	5.7	6.3	6.5	7.5
Furniture, furnishings appliance group	4.5	5.0	5.3	5.1
Automotive group	18.6	15.9	17.6	15.6
Gasoline service stations	7.3	7.1	6.3	5.0
Lumber, building, hardware group	6.0	7.2	7.7	8.7
Drug and proprietary stores	3.5	3.4	3.1	3.1
Liquor stores	2.1	2.1	1.9	2.0
Other retail stores	6.6	7.1	7.3	8.8
Nonstore retailers	2.5	2.7	2.7	1.8
Retail florists3	.3	.3	.3

U. S. Bur. of the Census, Census of Business, Retail Trade-- Summary Statistics.

Table 40.--Retail trade: Number of establishments and value of sales, by selected kinds of business, United States, specified years, 1948-63

Kind of business	Establishments				Value of sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Thousands	Thousands	Thousands	Thousands	Million dollars	Million dollars	Million dollars	Million dollars
All retail stores	1,708	1,795	1,722	1,770	244,202	200,365	169,968	130,521
Retail florists	20	19	16	15	780	638	496	377
Jewelry stores	21	24	24	21	1,560	1,495	1,408	1,225
Liquor stores	40	37	31	33	5,189	4,202	3,181	2,580
Cigar stores, stands	5	5	6	15	275	233	233	535
Candy, nut, confectionery : stores	15	18	21	33	499	528	568	649
Drug stores	55	56	56	56	8,487	6,803	5,252	4,013
Filling stations	211	207	182	188	17,760	14,228	10,744	6,483
Shoe stores	25	24	24	20	2,390	2,130	1,895	1,467
Women's clothing stores ..	44	45	45	31	5,592	4,909	4,333	3,305
Men's and boy's clothing : stores	22	24	19	24	2,910	2,597	2,299	2,166
Eating places	224	230	195	194	13,919	11,038	8,731	6,468
Drinking places	111	115	124	152	4,493	4,164	4,360	4,215
Other stores	915	991	979	988	180,348	147,400	126,468	97,038
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
All retail stores	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Retail florists	1.2	1.1	.9	.8	.3	.3	.3	.3
Jewelry stores	1.2	1.3	1.4	1.2	.6	.7	.8	.9
Liquor stores	2.3	2.1	1.8	1.9	2.1	2.1	1.9	2.0
Cigar stores, stands3	.3	.3	.8	.1	.1	.1	.4
Candy, nut, confectionery : stores9	1.0	1.2	1.9	.2	.3	.3	.5
Drug stores	3.2	3.1	3.3	3.2	3.5	3.4	3.1	3.1
Filling stations	12.4	11.5	10.6	10.6	7.3	7.1	6.3	5.0
Shoe stores	1.5	1.3	1.4	1.1	1.0	1.1	1.1	1.1
Women's clothing stores ..	2.6	2.5	2.6	1.8	2.3	2.4	2.6	2.5
Men's and boy's clothing : stores	1.3	1.3	1.1	1.4	1.2	1.3	1.4	1.7
Eating places	13.1	12.8	11.3	10.9	5.7	5.5	5.1	5.0
Drinking places	6.5	6.4	7.2	8.6	1.8	2.1	2.6	3.2
Other stores	53.5	55.3	56.9	55.8	73.9	73.6	74.4	74.3

Table 41.--Retail trade: Paid employees and payroll, by selected kinds of business, United States, specified years, 1948-63

Kind of business	Paid employees ^{1/}				Payroll			
	1963 ^{2/}	1958 ^{2/}	1954	1948	1963	1958	1954	1948
	Thousands	Thousands	Thousands	Thousands	Million dollars	Million dollars	Million dollars	Million dollars
All retail stores	8,410	7,942	5,778	5,608	27,632	21,673	18,199	13,568
Retail florists	43	39	32	31	133	97	76	53
Jewelry stores	61	69	60	62	232	226	214	178
Liquor stores	94	81	46	44	322	225	163	116
Cigar stores, stands	8	7	6	14	22	15	17	33
Candy, nut, confectionery stores	22	23	18	30	46	40	44	57
Drug stores	361	349	224	212	1,170	878	658	468
Filling stations	520	468	283	226	1,510	1,138	836	488
Shoe stores	92	95	61	53	326	281	244	166
Women's clothing stores	281	285	220	182	803	699	598	404
Men's and boy's clothing stores	112	111	83	77	433	367	319	244
Eating places	1,490	1,313	877	792	3,371	2,481	1,899	1,342
Drinking places	272	263	235	288	694	538	612	598
Other stores	5,054	4,839	3,639	3,597	18,570	14,688	12,519	9,421
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
All retail stores	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Retail florists5	.5	.4	.6	.5	.4	.4	.4
Jewelry stores7	.9	1.0	1.1	.8	1.0	1.2	1.3
Liquor stores	1.1	1.0	.8	.8	1.2	1.0	.9	.9
Cigar stores, stands1	.1	.1	.3	.1	.1	.1	.2
Candy, nut, confectionery stores3	.3	.3	.5	.2	.2	.2	.4
Drug stores	4.3	4.4	3.9	3.8	4.2	4.1	3.6	3.5
Filling stations	6.2	5.9	4.9	4.0	5.5	5.3	4.6	3.6
Shoe stores	1.1	1.2	1.1	.9	1.2	1.3	1.3	1.2
Women's clothing stores	3.3	3.6	3.8	3.2	2.9	3.2	3.3	3.0
Men's and boy's clothing stores	1.3	1.4	1.4	1.4	1.6	1.7	1.8	1.8
Eating places	17.7	16.5	15.2	14.1	12.2	11.4	10.4	9.9
Drinking places	3.2	3.3	4.1	5.1	2.5	2.5	3.4	4.4
Other stores ..	60.2	60.9	63.0	64.2	67.1	67.8	68.8	69.4

^{1/} Number of paid employees as of week ending nearest November 15.

^{2/} Some of the data include full-time and part-time employees.

U. S. Bur. of the Census, Census of Business, Retail Trade--Summary Statistics.

Table 42.--Retail trade: Average value of sales per store, per paid employee, per capita, and per \$100 of payroll, by selected kinds of business, United States, specified years, 1948-63

Kind of business	Average value of sales per--							
	Store				Paid employee ^{1/}			
	1963	1958	1954	1948	1963 ^{2/}	1958 ^{2/}	1954	1948
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
All retail stores	142,981	111,640	98,724	73,760	29,036	30,819	29,415	23,272
Retail florists	39,413	33,291	30,441	25,578	18,233	16,333	15,545	12,321
Jewelry stores	74,519	62,935	58,021	57,590	25,528	24,171	23,299	19,739
Liquor stores	129,124	113,358	101,817	77,180	55,426	63,102	69,008	58,707
Cigar stores, stands	56,111	43,635	38,419	36,848	34,105	38,728	37,016	39,631
Candy, nut, confectionery stores	33,331	29,998	27,696	19,751	22,894	33,400	30,987	21,787
Drug stores	155,059	120,552	93,767	71,927	23,522	25,129	23,414	18,931
Filling stations	83,982	68,816	59,114	34,439	34,166	37,465	37,898	28,680
Shoe stores	97,293	87,151	79,475	75,050	26,058	30,953	31,107	27,894
Women's clothing stores	125,918	109,994	95,832	107,741	19,871	21,290	19,654	18,138
Men's and boy's clothing stores	129,635	107,304	119,429	91,275	25,929	25,862	27,812	28,284
Eating places	62,175	48,028	44,747	33,320	9,344	9,988	9,961	8,169
Drinking places	40,622	36,231	35,196	27,652	16,521	19,563	18,544	14,621

Kind of business	Average value of sales per--							
	Capita				\$100 of payroll			
	1963	1958	1954	1948	1963 ^{2/}	1958 ^{2/}	1954	1948
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
All retail stores	1,294	1,152	1,055	866	884	924	934	962
Retail florists	4	4	3	3	589	660	652	705
Jewelry stores	8	9	9	8	673	662	658	687
Liquor stores	28	24	20	17	1,617	1,864	1,951	2,218
Cigar stores, stands	1	1	1	4	1,246	1,510	1,371	1,637
Candy, nut, confectionery stores	3	3	4	4	1,089	1,313	1,291	1,146
Drug stores	45	38	33	27	718	765	798	857
Filling stations	94	82	67	43	1,176	1,251	1,285	1,328
Shoe stores	13	12	12	10	734	758	777	885
Women's clothing stores	30	28	27	22	696	702	725	818
Men's and boy's clothing stores	15	15	14	14	672	707	721	888
Eating places	74	64	54	43	413	445	460	482
Drinking places	24	24	27	28	647	774	712	704

^{1/} Number of paid employees as of week ending nearest November 15.

^{2/} Some of the data include full-time and part-time employees.

Table 43.--Retail trade: Population per store, per employee, and per \$1,000 of sales; and payroll as percentage of sales, by selected kinds of business, United States, specified year., 1948-63

Kind of business	Population per--							
	Store				Employee ^{1/}			
	1963	1958	1954	1948	1963 ^{2/}	1958 ^{2/}	1954	1948
	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
All retail stores	110	109	94	83	22	22	28	26
Retail florists	9,433	9,122	10,073	9,740	4,387	4,444	6,199	4,713
Jewelry stores	8,984	7,222	6,715	6,957	3,093	2,512	2,686	2,356
Liquor stores	4,716	4,684	5,199	4,427	2,007	2,140	3,504	3,320
Cigar stores, stands	37,732	34,664	26,861	9,740	23,582	24,760	26,861	10,435
Candy, nut, confectionery stores	12,577	9,629	7,674	4,427	8,575	7,536	8,954	4,870
Drug stores	3,430	3,095	2,878	2,609	523	498	719	689
Filling stations	894	837	886	777	363	370	569	646
Shoe stores	7,546	7,222	6,715	7,305	2,051	1,824	2,642	2,756
Women's clothing stores	4,288	3,852	3,581	4,713	671	608	733	803
Men's and boy's clothing stores	8,575	7,222	8,482	6,087	1,684	1,561	1,942	1,897
Eating places	842	754	826	753	127	132	184	184
Drinking places	1,700	1,507	1,300	961	694	659	686	507
	Population per \$1,000 of sales				Payroll as percentage of sales			
	1963	1958	1954	1948	1963	1958	1954	1948
	Persons	Persons	Persons	Persons	Percent	Percent	Percent	Percent
All retail stores	1	1	1	1	11.3	10.8	10.7	10.4
Retail florists	242	272	325	388	17.1	15.2	15.3	14.1
Jewelry stores	121	116	114	119	14.9	15.1	15.2	14.5
Liquor stores	36	41	51	57	6.2	5.4	5.1	4.5
Cigar stores, stands	686	744	692	273	8.0	6.4	7.3	6.2
Candy, nut, confectionery stores	378	328	284	225	9.2	7.6	7.7	8.8
Drug stores	22	26	31	36	13.8	12.9	12.5	11.7
Filling stations	11	12	15	23	8.5	8.0	7.8	7.5
Shoe stores	79	81	85	100	13.6	13.2	12.9	11.3
Women's clothing stores	34	35	37	44	14.4	14.2	13.8	12.2
Men's and boy's clothing stores	65	67	70	67	14.9	14.1	13.9	11.3
Eating places	14	16	18	23	24.2	22.5	21.8	20.7
Drinking places	42	42	37	35	15.4	12.9	14.9	14.2

^{1/} Number of paid employees as of week ending nearest November 15.

^{2/} Some of the data include full-time and part-time employees.

Table 44.--Employment and income, total U. S. population: Average full-time and part-time employees of all industries, average annual earnings per full-time employee, per capita personal income, and disposable personal income per consumer unit, specified years, 1929-63

Item	Unit	1963	1959	1954	1949	1939	1935	1929
Average full-time and part-time employees	Thousands	65,198	60,325	55,945	48,938	39,174	34,891	37,029
Full-time equivalent employees	Thousands	60,141	56,707	53,423	46,596	36,038	31,651	35,295
Average annual earnings per full-time employee	Dollar	5,190	4,558	3,670	2,851	1,269	1,153	1,405
Per capita personal income	Dollar	<u>1/2</u> ,448	2,163	1,770	1,330	539	460	680
Disposable personal income per consumer unit	Dollar	6,720	5,940	4,840	3,860	<u>2/1</u> ,720	<u>2/1</u> ,510	<u>2/2</u> ,320

1/ After taxes.

2/ Not in current dollars.

U. S. Bur. of the Census, U. S. Census of Population, Characteristics of the Population.

Table 45.--Population, births, deaths, and marriages, United States, specified years, 1900-60

Item	Unit	1960	1950	1940	1930	1920	1910	1900
Population	Thousands	179,323	150,697	131,669	122,775	105,711	91,972	75,995
Urban	Percent	69.9	64.0	56.5	56.2	51.4	45.8	40.0
Rural	Percent	30.1	36.0	43.5	43.8	48.6	54.2	60.0
Per family	Number	3.6	3.5	3.8	4.1	4.3	4.5	4.8
Births (per 1,000 persons)	Number	23.7	23.6	17.9	18.9	23.7	NA	NA
Deaths (per 1,000 persons)	Number	9.5	9.6	10.8	11.3	13.0	14.7	17.2
Marriages (per 1,000 persons)	Number	8.5	11.1	12.1	9.2	12.0	10.3	9.3

NA - Not available.

U. S. Dept. of Health, Education, and Welfare, Pub. Health Serv., Vital Statistics of the United States.

Table 46.--Number and percentage distribution of persons engaged in production, by kind of industry, United States, specified years, 1929-63

Industry	1963	1959	1954	1949	1939	1935	1929
	Thousands	Thousands	Thousands	Thousands	Thousands	Thousands	Thousands
Total	69,411	66,450	62,666	57,346	46,157	42,206	45,683
Agriculture, forestry, and fisheries ..	4,725	5,223	5,573	7,266	8,020	8,590	8,850
Mining	654	737	810	961	870	876	1,017
Contract construction	4,305	4,251	3,647	3,279	1,827	1,514	2,306
Manufacturing	16,767	16,430	16,204	14,345	10,091	8,986	10,561
Wholesale and retail trade	13,928	13,263	12,078	11,054	8,277	7,097	7,736
Finance, insurance, and real estate...	3,200	2,869	2,297	1,963	1,582	1,435	1,576
Transportation	2,546	2,646	2,760	2,846	2,169	2,102	3,035
Communications and public utilities...	1,461	1,459	1,404	1,288	871	806	1,034
Services	10,498	9,502	8,085	7,271	6,307	5,756	6,374
Government and Government enterprises..	11,323	10,066	9,803	7,068	6,142	5,043	3,194
Other	4	4	5	5	1	1	---
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Agriculture, forestry, and fisheries ..	6.8	7.9	8.9	12.7	17.4	20.4	19.4
Mining9	1.1	1.3	1.7	1.9	2.1	2.2
Contract construction	6.2	6.4	5.8	5.7	3.9	3.6	5.0
Manufacturing	24.2	24.7	25.9	25.0	21.9	21.3	23.1
Wholesale and retail trade	20.1	20.0	19.3	19.3	17.9	16.8	16.9
Finance, insurance, and real estate ..	4.6	4.3	3.7	3.4	3.4	3.4	3.5
Transportation	3.7	4.0	4.4	5.0	4.7	5.0	6.6
Communications and public utilities ...	2.1	2.2	2.2	2.2	1.9	1.9	2.3
Services	15.1	14.3	12.9	12.7	13.7	13.6	14.0
Government and Government enterprises..	16.3	15.1	15.6	12.3	13.3	11.9	7.0
Other	1/	1/	1/	1/	1/	1/	---

1/ Less than .05 percent.

U. S. Bur. of the Census, Census of Manufacturers.

Table 47.--Personal expenditures for retail floriculture and other selected items, United States, specified years, 1929-63

Item	1963	1958	1954	1949	1939	1935	1929
	Million dollars	Million dollars	Million dollars	Million dollars	Million dollars	Million dollars	Million dollars
Total	374,959	293,198	236,557	180,588	67,466	56,215	78,761
Food and tobacco	95,209	82,999	78,343	63,145	21,072	17,693	21,374
Clothing, accessories, and jewelry	37,121	31,046	24,504	23,007	8,299	6,928	11,018
Personal care	6,484	4,425	2,893	2,216	1,004	802	1,116
Housing	48,916	37,656	29,539	18,080	8,940	7,597	11,421
Household operation	52,382	41,278	30,854	23,540	9,461	7,604	10,509
Medical care and death expenses	25,416	18,082	11,765	8,885	3,386	2,762	3,620
Personal business	24,931	17,046	11,559	7,576	3,725	3,304	5,221
Transportation	47,217	33,565	26,797	19,274	6,250	5,179	7,496
Recreation	22,703	16,842	12,189	10,276	3,446	2,625	4,327
Private education and research	5,663	3,641	2,708	1,663	628	507	664
Religious and welfare activities	5,424	3,997	3,231	1,762	938	862	1,196
Foreign travel	3,493	2,621	2,175	1,164	317	352	799
Retail floriculture	1,159	815	697	658	188	128	221
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Food and tobacco	25.5	28.4	33.1	35.1	31.3	31.6	27.3
Clothing, accessories, and jewelry	9.9	10.6	10.4	12.7	12.3	12.3	14.0
Personal care	1.7	1.5	1.2	1.2	1.5	1.4	1.4
Housing	13.0	12.8	12.5	10.0	13.2	13.5	14.5
Household operation	14.0	14.1	13.0	13.0	14.0	13.5	13.3
Medical care and death expenses	6.8	6.2	5.0	4.9	5.0	4.9	4.6
Personal business	6.6	5.8	4.9	4.2	5.5	5.9	6.6
Transportation	12.6	11.4	11.3	10.7	9.3	9.2	9.5
Recreation	6.1	5.7	5.2	5.7	5.1	4.7	5.5
Private education and research	1.5	1.2	1.1	.9	.9	.9	.8
Religious and welfare activities	1.4	1.4	1.4	1.0	1.4	1.5	1.5
Foreign travel9	.9	.9	.6	.5	.6	1.0
Retail floriculture3	.3	.3	.3	.3	.2	.3

U. S. Dept. Commerce, Off. Bus. Econ., Survey of Current Business.

Table 48.--Population, disposable personal income, and retail florist sales, by States, specified years, 1948-63

Geographic region and State	Population			Disposable personal income						Retail florist sales		
	1950	1960 1/ persons	1960 as percentage of 1950	Total			Per capita			1948	1963	1963 as percentage of 1948
				1950	1963	1963 as percentage of 1950	1950	1963	1963 as percentage of 1950			
	1,000 persons	1,000 persons	Percent	Million dollars	Million dollars	Percent	Dollars	Dollars	Percent	1,000 dollars	1,000 dollars	Percent
United States	150,697	178,464	118	204,729	298,251	175	1,354	2,123	157	377,250	780,407	207
New England	9,315	10,509	113	13,769	25,742	167	1,477	2,391	162	25,361	51,494	203
Middle Atlantic	30,164	34,169	113	47,825	85,498	179	NA	NA	---	92,732	167,877	179
East North Central	30,329	36,225	119	46,020	84,173	183	1,505	2,261	150	82,415	157,357	191
West North Central	14,061	15,394	110	18,192	32,056	176	1,293	2,046	158	28,498	57,948	203
South Atlantic	21,182	25,972	123	23,420	50,609	216	NA	NA	---	43,457	110,787	255
East South Central	11,477	12,050	105	7,650	18,469	191	NA	NA	---	19,312	47,428	246
West South Central	14,538	16,951	117	18,903	31,087	195	NA	NA	---	31,413	67,731	216
Mountain	5,075	6,855	135	6,496	15,050	232	NA	NA	---	12,598	28,294	225
Pacific	14,486	20,339	140	23,451	55,567	237	NA	NA	---	41,464	86,921	210
New England:												
Maine	914	969	106	1,012	1,745	172	1,111	1,777	160	1,054	3,567	338
New Hampshire	533	607	114	644	1,264	196	1,213	2,016	166	976	2,739	281
Vermont	378	390	103	416	727	175	1,103	1,864	169	515	1,032	200
Massachusetts	4,691	5,149	110	6,996	12,629	183	1,492	2,459	165	14,063	26,057	185
Rhode Island	792	859	109	1,170	1,579	161	1,502	2,123	141	2,136	4,580	214
Connecticut	2,207	2,535	126	3,531	7,298	207	1,738	2,737	157	6,617	13,519	204
Middle Atlantic:												
New York	14,830	16,782	113	24,938	44,920	180	1,673	2,537	152	49,358	86,037	174
New Jersey	4,835	6,067	126	7,899	16,310	206	1,625	2,521	155	14,910	31,589	212
Pennsylvania	10,498	11,319	108	14,991	24,268	162	1,425	2,124	149	28,464	50,251	177
East North Central:												
Ohio	7,347	9,706	122	11,711	21,840	186	1,464	2,147	147	22,151	43,324	196
Indiana	3,934	4,662	119	5,515	10,222	187	1,395	2,178	156	8,268	19,569	237
Illinois	8,712	10,081	116	14,438	25,351	180	1,649	2,549	155	28,573	48,581	170
Michigan	6,372	7,823	123	9,776	17,939	184	1,523	2,210	145	15,987	33,210	208
Wisconsin	3,435	3,952	115	4,580	8,221	179	1,328	2,024	152	7,436	12,673	170
West North Central:												
Minnesota	2,982	3,414	115	3,787	7,040	186	1,264	2,011	159	5,160	12,379	240
Iowa	2,621	2,758	105	3,494	5,659	162	1,333	2,036	153	4,974	9,590	193
Missouri	3,955	4,320	109	5,233	9,541	182	1,326	2,204	166	10,692	18,756	175
North Dakota	620	632	102	718	1,174	164	1,166	1,852	159	802	1,598	199
South Dakota	653	681	104	742	1,257	169	1,138	1,706	150	796	1,339	168
Nebraska	1,326	1,411	106	1,803	2,994	166	1,362	2,051	151	2,334	5,824	250
Kansas	1,905	2,179	114	2,415	4,391	182	1,261	1,973	156	3,740	8,462	226

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Table 48.--Population, disposable personal income, and retail florist sales, by States, specified years, 1948-63--Continued

Geographic region and State	Population			Disposable personal income						Retail florist sales		
	1950	1960 1/ persons	1960 as percentage of 1950	Total			Per capita			1948	1963	1963 as percentage of 1948
				1950	1963	1963 as percentage of 1950	1950	1963	1963 as percentage of 1950			
	1,000 persons	1,000 persons	Percent	Million dollars	Million dollars	Percent	Dollars	Dollars	Percent	1,000 dollars	1,000 dollars	Percent
South Atlantic:												
Delaware	318	446	140	565	1,288	228	1,760	2,706	154	862	2,072	240
Maryland	2,343	3,101	132	3,335	7,886	236	1,404	2,398	171	5,622	11,521	205
District of Columbia:	802	764	95	1,599	2,224	139	1,964	2,787	142	4,656	7,050	151
Virginia	3,319	3,967	120	3,699	7,733	209	1,134	1,785	157	6,154	20,170	328
West Virginia	2,006	1,860	93	2,057	2,962	144	1,025	1,666	163	3,959	8,056	203
North Carolina	4,062	4,556	112	3,832	7,627	199	944	1,602	170	6,709	18,108	270
South Carolina	2,117	2,383	113	1,749	3,523	201	825	1,419	172	2,989	6,539	219
Georgia	3,445	3,943	115	3,255	6,830	210	943	1,650	175	6,268	17,590	281
Florida	2,771	4,952	179	3,329	10,536	316	1,180	1,864	158	6,238	19,681	316
East South Central:												
Kentucky	2,945	3,038	103	2,612	4,875	187	883	1,575	178	4,290	10,336	241
Tennessee	3,292	3,567	108	3,056	5,782	189	925	1,565	169	7,954	17,216	216
Alabama	3,062	3,267	107	2,471	4,917	199	808	1,469	182	4,752	13,598	286
Mississippi	2,179	2,178	100	1,511	2,895	192	697	1,264	181	2,316	6,278	271
West South Central:												
Arkansas	1,910	1,786	94	1,445	2,675	185	758	1,440	190	2,558	5,797	227
Louisiana	2,684	3,257	121	2,706	5,402	200	1,002	1,580	158	4,966	10,775	217
Oklahoma	2,233	2,328	104	2,293	4,272	186	1,046	1,718	164	4,134	9,406	228
Texas	7,711	9,580	124	9,459	18,738	198	1,221	1,815	149	19,755	41,753	211
Mountain:												
Montana	591	675	114	384	1,379	156	1,478	1,950	132	1,634	2,551	156
Idaho	589	667	113	594	1,194	172	1,172	1,675	143	1,397	2,360	169
Wyoming	291	330	113	435	728	167	1,490	2,160	145	707	1,549	219
Colorado	1,325	1,754	132	1,744	4,184	240	1,304	2,134	164	3,579	8,364	234
New Mexico	681	951	140	736	1,715	233	1,071	1,685	157	1,132	2,707	239
Arizona	750	1,302	174	900	2,938	326	1,190	1,885	158	1,652	5,034	305
Utah	689	891	129	827	1,830	221	1,188	1,862	157	1,970	3,344	170
Nevada	160	285	178	276	1,082	392	1,704	2,940	173	527	2,385	453
Pacific:												
Washington	2,379	2,853	120	3,631	6,544	180	1,522	2,146	141	6,220	10,106	162
Oregon	1,521	1,769	116	2,205	3,918	178	1,439	2,146	149	4,438	6,491	146
California	10,586	15,717	149	17,615	45,105	256	1,650	2,564	155	30,806	70,324	228
Alaska	129	226	175	NA	613	NA	NA	2,472	NA	NA	589	NA
Hawaii	500	633	127	622	1,420	228	1,267	2,097	166	NA	3,981	NA

1/ As of July 1, rather than December 31.

NA - Not available.

U. S. Dept. of Commerce, Off. Bus. Econ., Survey of Current Business.

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APPENDIX

Definitions and Explanations of Terms Related to Farm Production, Wholesale Trade and Retail Trade 1/

Censuses of Agriculture

Definition of Farm

In general, the data from the 1964, 1959, and 1954 general censuses of agriculture are comparable.

For the 1964 census, the definition of a farm was based primarily on a combination of "acres in the place" and the estimated value of agricultural products sold. "Place" was defined to include all land on which agricultural operations were conducted at any time in 1964 under the control or supervision of one person. Places of less than 10 acres were counted as farms if the estimated sales of agricultural products for the year amounted to at least \$250. Places of 10 or more acres were counted as farms if the estimated sales of agricultural products for the year amounted to at least \$50. Places having less than the minimum estimated sales in 1964 were counted as farms if they could normally be expected to produce agricultural products in sufficient quantity to meet the requirements of the definition.

In the 1950 Census of Agriculture, places of 3 or more acres were counted as farms if the value of agricultural products, excluding those from home gardens, amounted to \$150 or more. The agricultural products could have been either for home use or for sale. Places of less than 3 acres were counted as farms only if the value of sales of agricultural products amounted to \$150 or more.

From 1925 to 1945, farms, for census purposes, included places of 3 or more acres on which there were agricultural operations, and places of less than 3 acres with agricultural products for home use or for sale valued at \$250 or more.

The definition of a farm in the 1920 census was similar to that used from 1925 to 1940 but was somewhat more inclusive. Farms of less than 3 acres with products valued at less than \$250 were included, provided they required the continuous services of at least one person.

Calculating Value of Crops

In the case of vegetables harvested for sale and nursery and greenhouse products, average prices were not obtained because of the difficulty of securing a satisfactory common unit of production. When totals were obtained for the value of all crops harvested, the value of sales of vegetables and nursery

1/ From the U.S. Census of Agriculture, General Reports and Special Reports, and from the U.S. Census of Business, Wholesale Trade and Retail Trade.

and greenhouse products was used in the absence of the value of the quantity harvested.

For many farms, the sales enumerated do not represent their total gross cash income because certain sales were excluded, and there was no provision for enumerating unusual sources of income. For example, sales of baby chicks; Government payments, such as those for soil conservation; and income received by the farm operator for off-farm work, for custom work, and from land rents and other investments are not included.

Crops Covered

While farms or establishments producing flowers, bulbs, nursery products, and vegetable and flower seeds have always been included in the general census of agriculture, detailed data regarding these types of agricultural production have been obtained in a special census only in connection with the 1890, 1930, 1950, and 1959 special censuses of agriculture. Growers of Christmas trees, collectors of native plants, turf or sod growers, and producers of vegetable seeds were not included in the special censuses. The sales of forest tree seedlings and other nursery stock grown by noncommercial type nurseries, such as those operated by municipal, State, and U. S. agencies, were also excluded.

Classification of Horticultural Specialties

Comparative data from the 1950 and 1959 special censuses are given in this report. Some horticultural specialty crops in the 1950 census were either combined with another crop, or other similar crops, or were combined as "all other" in a particular crop group or subgroup in the 1959 census. The classifications of horticultural specialty crops in the two censuses are given below.

1950	:	1959
CUT FLOWERS, FLOWERING AND FOLIAGE	:	
PLANTS (INCLUDING CACTI AND	:	
SUCCULENTS), BEDDING PLANTS, AND	:	
CULTIVATED FLORIST GREENS	:	
Unpotted plants, rooted cuttings, etc.:	:	
Roses	:	included with "all other"
Potted plants:	:	
Bulb crops, other than lily	:	included with "all other"
Cut flowers and foliage:	:	
Chrysanthemum, pompon--	:	
Under glass, under cloth, outdoors	:	
and under lath	:	included as one crop, "chrysanthemum, pompon"

--Continued

1950	1959
Chrysanthemum, standard--	
Under glass, under cloth, outdoors	
and under lath	included as one crop, "chrysanthemum, standard, fuji, spider"
Bulb crops, other than lily, dahlia,	
delphinium, iris, narcissus	included with "all other"
NURSERY PRODUCTS	
Ornamental plants:	
Bulbs	included with "all other"
Deciduous fruit and nut trees and	
grapevines:	
Apricot, quince	included with "all other" deciduous fruit and nut trees and grapevines
Almond, filbert, pecan, walnut	included in "nut trees"
Citrus and subtropical fruit trees:	
Orange, Valencia, and orange, all	
other	included in "orange trees"
Fig, Japanese persimmon, olive	included with "all other"
Small fruit plants:	
Blackberry, boysenberry, currant,	
dewberry, gooseberry, youngberry ...	included with "all other"
BULB CROPS	
Narcissus (tender bulbs) and narcissus	
(hardy bulbs)	included in "narcissus"
Amaryllis bulbs, anemone roots, canna	
roots, freesia corms, hyacinth bulbs,	
muscari bulbs, ranunculus tubers	included in "all other"
FLOWER SEEDS	
Petunia, regular, and petunia, hybrid	included in "petunia"
Snapdragon, regular, and snapdragon,	
hybrid	included in "snapdragon"
Begonia, cyclamen, delphinium,	
larkspur, nasturtium, stock	included in "all other"

Reporting Firms with More Than One Growing Location

When a grower had production of horticultural specialty crops in several counties, all data for his operations in all counties were tabulated and published for the county with the greatest production area. When a grower had the same amount of production area in two or more counties within a State, the

data were tabulated and published for the county in which the sales office was located.

An operator with growing operations in more than one State was required to fill out a separate questionnaire indicating his production in each State. He was required to report the products on a separate questionnaire in the State where they were produced, even if all products were marketed from a central location.

Comparability of Data from Prior Censuses

Data from the 1950 and 1959 special censuses are not fully comparable because of the differences listed below.

1. Differences in coverage.--The 1959 Special Census included only establishments producing and selling horticultural specialty products with a total sales value of \$2,000 or more. Approximately 19,000 farms producing and selling less than \$2,000 worth of flowers, nursery products, bulbs, vegetable and flower seeds were excluded from the special census. In 1950, the special census included only establishments producing and selling horticultural specialty products with a value of \$1,000 or more.

2. Differences in reporting value of crops sold.--In the 1959 Special Census, the value of each crop sold represents the value of the crop as sold; some of the sales were at wholesale prices and others were at retail prices. For the 1950 Special Census, the value of crops sold was calculated at wholesale prices, even though part of the sales were made at retail prices.

3. Differences in counting establishments growing more than one group of horticultural specialty products.--In 1959, an establishment growing more than one group of horticultural specialty products was counted as a single establishment. In 1950, an establishment of this type was counted as a separate establishment for each group of products sold. For example, an establishment producing and selling cut flowers and bulbs was counted twice--once as an establishment for cut flowers and again as an establishment for bulbs. The re-counting of the same establishment for each group of horticultural specialty products it produced or sold resulted in an overstatement of 600 establishments, or 3 percent, in the total number of horticultural specialty establishments in 1950.

4. Differences in period to which data on employment relate.--For the 1959 census, data on employment relate to the pay period ending nearest November 15, 1959. In the 1950 census, the data on employment relate to the pay period ending nearest March 15, 1949.

Censuses of Business

Wholesale trade includes establishments primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; to other wholesalers; or establishments acting as agents in selling merchandise to, or buying merchandise for such companies or persons.

Census of business figures represent a summary of reports for individual establishments rather than companies. A separate report was obtained for each location at which business was conducted, including each location of multiunit organizations.

In the 1963 and 1958 censuses of business, wholesale trade covers all establishments with one or more paid employees included in wholesale trade in accordance with the principles of the 1957 edition of the Standard Industrial Classification Manual and its supplement issued in 1963.

In all major respects, the 1958 and 1963 censuses were conducted under similar conditions. Strict comparability of the data from the two censuses is limited by the following factors:

1. In 1958, Alaska and Hawaii had not yet been admitted as States. Tables in the 1963 publication which show United States totals for 1958 have been adjusted to include Alaska and Hawaii.
2. The physical area of a number of urban places for which data are shown in the 1963 census is not the same as it was in the 1958 census because of annexations and other boundary changes.
3. The number of active proprietors shown in 1963 is based on a number resulting from crediting each sole proprietorship with one active proprietor if the establishment were in operation at any time during 1963. In the 1953 and 1958 censuses, each business was asked to report this number.

The 1953 census covers all establishments which reported any paid employment during 1953 and which were included in wholesale trade as defined in the Standard Industrial Classification Manual.

Although the 1948 Census of Business enumerated all wholesale establishments regardless of size, tabulations exclude data for those that operated during the entire year but had sales of less than \$5,000.

Sales figures in all the censuses represent total sales and receipts of all establishments primarily engaged in wholesale trade.

Total operating expenses, sometimes referred to as overhead, include all expenses incurred during the census year by the reporting establishment. It covers such items as payrolls and administrative, selling, warehousing, delivery, occupancy, miscellaneous, and other overhead expenses. It does not include the cost of merchandise sold, nor withdrawals by owners of unincorporated establishments.

Payroll includes all compensations (salaries, wages, commissions, and bonuses) paid to all employees during the specified period. For corporations, it includes amounts paid to officers and executives; it does not include compensation for proprietors or firm members of unincorporated businesses.

Payroll is reported before deductions for items such as social security, income tax, and insurance dues.

Active proprietors include owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business during November.

Paid employees are those employees, including salaried officers and executives of corporations, who were on the payroll for the specified workweeks.

Merchant wholesalers consist of establishments usually known as wholesalers, distributors, or jobbers primarily engaged in buying, taking title to, and, where customary, physically storing and handling goods, and selling goods at wholesale principally to retailers and to industrial and commercial users.

The "merchandise agent, broker" classification includes establishments whose operators are in business for themselves negotiating sales and/or purchases in domestic and foreign trade, but who do not, as a rule, take title to the merchandise. Auction companies, merchandise brokers, commission merchants, export agents, import agents, manufacturers' agents, selling agents, resident or syndicate buyers, and cooperative sales agencies are included in this group. In 1948, the equivalent classification for this group was "agents and brokers." Compensation is usually in the form of commissions or brokerage. Net sales, as shown for agents and brokers, represent the sales (or purchase) value of the goods in the transactions negotiated. Some approximation is included because many of the agents and brokers do not maintain records of the dollar sales. In such cases, carefully prepared estimates are included.

Assemblers of farm products consist of establishments primarily engaged in purchasing and assembling farm products and seafoods in local growers' markets, at local producing points, and in the cities of producing regions. These establishments are primarily engaged in purchasing farm products produced on a relatively small scale and assembling larger lots for shipment to other wholesale buyers. In addition to the actual buying and wholesale distribution of farm products, establishments included in this group frequently grade, pack, store, and in some cases, finance the commodities they handle. In 1948, the equivalent classification for this group was "assemblers (mainly farm products)."

To classify establishments by product group, the following definitions were used:

1. Seeds--wholesale establishments primarily engaged in selling field, garden, and flower seeds.
2. Flowers (cut), potted plants--wholesale establishments primarily engaged in selling cut flowers, greens, and potted plants. Nurseries primarily engaged in growing and selling nursery stocks are included in the census of agriculture.
3. Bulbs, plants--wholesale establishments primarily engaged in selling bulbs, plants, cuttings, seeds, and

so forth. Establishments primarily engaged in selling vegetable and flower seeds are included in "Seeds."

Retail trade as defined in the Standard Industrial Classification Manual includes all establishments primarily engaged in selling merchandise to personal, household, and farm users. It also includes liquor stores operated by State and local governments. Retail trade excludes post exchanges, ship stores, and other establishments operated on military posts by agencies of the Federal Government. Also excluded are peddlers and itinerant vendors without established places of business and businesses operated by institutions and open only to their own members or personnel.

Census of business figures represent a summary of reports for individual establishments rather than companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations.

Data for retail leased departments located in retail stores are combined with data for the store in which located and are not reported as separate stores, except in 1954. Retail leased departments not located in retail stores, however, are reported and tabulated as separate retail stores. Retail trade excludes "service" leased departments, such as those for watch repair, hair dressing, shoe repair, and other leased departments deriving a major source of receipts from services to customers rather than from sales of merchandise.

For the 1963, 1958, and 1954 censuses of business, all establishments with employees were tabulated. In 1963, data were compiled from only one-half of the tax returns of nonemployer establishments and were multiplied by two to establish census totals. Only those establishments were included here which reported a sales volume of \$2,500 or more during 1963 or, having been in operation for less than the full year, sales which would have reached a total of \$2,500 or more on an annual basis. In 1958 and 1954, establishments reporting sales of less than \$2,500 were not included in these tabulations, regardless of the period of time they were operated during the year.

Although the 1948 Census of Business enumerated all retail stores regardless of size, tabulations exclude data for stores which operated during the entire year but had sales of less than \$500. In 1939, the corresponding figure for exclusion from the tabulations was \$100.

In all the censuses, sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, but exclude amounts not received from customers, such as income from investments and rental of real estate. Except for 1963, they do not include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to local, State, or Federal taxing agencies. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is something other than retail trade.

Payroll includes all compensations (salaries, wages, commissions, and bonuses) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation for proprietors or firm members of unincorporated businesses. Excluded from payroll is the value of payments in kind, such as free meals, lodgings, and so forth, or amounts received by employees as tips. Payroll is reported before deductions for items such as social security, income tax, and insurance dues.

The number of active proprietorships shown in 1963 is based on a number resulting from crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors, if the establishment were in operation during November. In earlier censuses, each business was asked to report this number.

Unpaid family workers include family members (wives, sons, daughters, etc.) who worked in the business during November but who were not paid a wage or salary. Family workers paid a wage or salary are included in the count of employees, and their compensation is included in payroll.

Paid employees include employees, including salaried officers and executives of corporations, who were on the payroll for the specified workweeks.

Full-time employees include employees, whether regular or seasonal, who, for a specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-time employees.

The following business classifications varied among the censuses:

1. Garden supply stores in the 1963 census were stores primarily engaged in selling, at retail, seeds, bulbs, and nursery stock and other lawn and garden supplies. Prior to 1963, they were classified as "farm, garden supply stores;" tools, other farm supplies, irrigation and drainage equipment, and fertilizer were included in the products sold. Stores primarily engaged in selling farm implements are classified as "farm equipment dealers" in the 1963 census. Greenhouses and nurseries are not included in the business censuses.
2. In the 1963 census, florists were stores primarily engaged in selling, at retail, cut flowers and growing plants. In 1948, they also included retail growers.

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