PENALTY FOR FAILURE TO REPORT **DUE DATE: 30 days after receipt of form** OMB No. 0607-0013: Approval Expires 11/30/2002

FORM **SA-44E**
(12-9-99)

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

ANNUAL RETAIL TRADE REPORT 1999

Public reporting burden for this collection of information is estimated to average 25 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to the Associate Director for Finance and Administration, Paperwork Reduction Project 0607-0013, U.S. Census Bureau, Room 3104, FB 3, Washington, DC 20233-0001. *PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.* Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

NOTICE – Response to this inquiry **is required by law (Title 13, U.S. Code).** By the same law, your report to the U.S. Census Bureau is **confidential.** It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

Any questions call 1-800-772-7851

Return the completed report in the enclosed preaddressed envelope within **30 days** after you receive it. PROMPT RETURN WILL RESULT IN CONSIDERABLE SAVINGS TO YOUR GOVERNMENT.

RETURN TO

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001
FAX 1-800-447-4613

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

GENERAL INSTRUCTIONS

Please read all instructions and complete all items in this report. If book figures are not available, carefully prepared estimates, labeled "Est." are acceptable.

This report should cover ALL retail establishments whose payroll was reported on the Employer's Quarterly Federal Tax Return, Treasury Form 941, **under the Employer Identification Number (EIN)** shown in the address label (or as corrected in item 1A).

Data for auxiliary facilities operated under this EIN primarily engaged in furnishing supporting services to your retail establishments (such as warehouses, garages, central administrative offices, and repair services), should also be included in this report.

For those establishments acquired or sold during 1999 or 1998, only include data for the period they were operated by your firm.

Leased departments and concessions

1. **Include** in all items of this report, retail leased departments and concessions operated by this firm in establishments of others (e.g., shoe departments in department stores, prescription counters in food stores, restaurants in hotels, concession operations in sports stadiums) which report payroll under this firm's current EIN shown in the address label or as corrected in item 1A.
2. **Exclude** from all items of this report, departments and concessions operated by other firms in your retail stores.

Item 1A FEDERAL EMPLOYER IDENTIFICATION NUMBER

Does your firm currently report payroll under the EIN shown in the address label?

020 1 ☐ YES — *Go to item 1B* 2 ☐ NO

(1) Enter your present EIN . . . . . 021 [| | – | | | | | | | |]

(2) When did you start reporting payroll under this EIN? . . . . . Month 022 | Year

Item 1B NUMBER OF RETAIL ESTABLISHMENTS

Enter the total number of retail establishments, including departments and concessions, covered by this report as of December 31, 1999 and December 31, 1998. →

Number as of December 31, 1999	Number as of December 31, 1998
110	160

Item 2A TOTAL SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 1999 AND 1998

See instruction sheet for detailed directions.

Book figures for the calendar years 1999 and 1998 should be reported in items 2a through 2c below. If book figures for the calendar year are not available, carefully prepared estimates for the calendar year are preferable to book figures covering another period.

	1999 Dollars	1999 Cents	1998 Dollars	1998 Cents
a. Sales of merchandise and other receipts for all retail establishments, departments, and concessions. → **NOTE — Include excise taxes on sales of items such as gasoline, liquor, and tobacco. Include e-commerce sales.** *Do not include in item 2a receipts collected from customers for* ***carrying charges*** *or other charges for credit or* ***sales taxes*** which were forwarded directly to taxing authorities.	100 $	.00	150 $	.00
b. Did your firm collect sales taxes which were forwarded directly to taxing authorities? **NOTE — Do not include excise taxes reported in item 2a.** 120 1 ☐ YES — *Report the amount of such taxes collected.* → 2 ☐ NO	102 $	.00	152 $	.00
c. TOTAL sales of merchandise and other operating receipts including sales taxes collected and forwarded directly to taxing authorities — Sum of items 2a and 2b →	103 $	.00	153 $	.00

Item 2B E-COMMERCE SALES OF MERCHANDISE AND OTHER OPERATING RECEIPTS FOR 1999 AND 1998

(E-commerce sales are sales of goods and services over an Internet, extranet, EDI, or other online system. Payment may or may not be made online.)

a. Did your firm have e-commerce sales during 1999 and/or 1998?

130 1 ☐ YES — *Enter the date your firm began e-commerce sales.* → 2 ☐ NO — *SKIP to Item 2C.*

Month *(i.e. June = 06)*	**Year** *(i.e. Year = 1999)*
111	112

	1999 Dollars	1999 Cents	1998 Dollars	1998 Cents
b. E-commerce sales by your firm for 1999 and 1998 (Include e-commerce sales in Item 2Aa. Exclude sales taxes and shipping and handling.) →	113 $	.00	163 $	.00

Item 2C SALES REPORT PERIOD

a. Do the data reported in items 2A and 2B represent the calendar year (January 1 through December 31) for 1999 and 1998?

121 1 ☐ YES — *Go to item 3*
2 ☐ NO — *Enter the period that the data represent.* →

	1999 Month	1999 Day	1999 Year	1998 Month	1998 Day	1998 Year
104 **From**				154 **From**		
105 **To**				155 **To**		

CONTINUE ON REVERSE SIDE →

Item 3 MERCHANDISE INVENTORIES (December 31) — *See instruction sheet for detailed directions.*

Report cost value of **all** merchandise. Cost figures for December 31 should be reported in items 3a through 3c. If book figures are not available, carefully prepared estimates of inventories for December 31 are preferable to book figures representing another date. **For inventories at LIFO cost, report the LIFO amount plus the LIFO reserve.**

Complete each item; enter "0" if none.

	Merchandise inventories at cost value			
	1999		**1998**	
	Dollars	Cents	Dollars	Cents
a. Merchandise in retail store(s), departments, and concessions operated under the EIN shown on the reverse	201 $	.00	251 $	.00
b. Merchandise in warehouses, offices, or in transit for distribution to your retail outlet(s), including merchandise to be distributed to retail departments and concessions operated by your firm in other establishments	202 $	.00	252 $	.00
c. TOTAL merchandise inventories — *Sum of items 3a and 3b*	200 $	.00	250 $	.00
d. Are the data reported in items 3a through 3c for December 31?	203		253	
	Month / Day / Year		Month / Day / Year	

220 1☐ YES — *Go to item 4*
2☐ NO — *Enter the date that the data represent.*

Item 4 INVENTORY VALUATION METHOD — *See instruction sheet for detailed directions.*

a. Were any of the inventories reported in item 3 above valued using the Last-in, First-out (LIFO) and/or LIFO Retail Method of inventory valuation?

305 1☑ YES 2☐ NO — *SKIP to item 5*

	1999		**1998**	
	Dollars	Cents	Dollars	Cents
b. LIFO value of inventories in item 3c — *Exclude LIFO reserve.*	300 $	.00	350 $	.00
c. LIFO Reserve — The LIFO Reserve is the DIFFERENCE between a given physical stock valued on a non-LIFO basis, for example FIFO, and that same physical stock valued at LIFO (i.e., non-LIFO value MINUS LIFO value)	301 $	.00	351 $	.00
d. Amount of total inventories subject to LIFO costing	302 $	.00	352 $	.00
e. Amount of total inventories in item 3c which was not subject to LIFO costing	303 $	.00	353 $	.00

NOTE — The sum of lines b and c should equal line d. The sum of lines d and e should equal item 3c.

Item 5 PURCHASES OF MERCHANDISE (AT COST)

See instruction sheet for detailed directions.

	Purchases at cost value			
	1999		**1998**	
	Dollars	Cents	Dollars	Cents
a. Report total cost of merchandise purchased for resale (net of returns, allowances, and trade and cash discounts), for which you took title in 1999 and 1998 whether or not payment was made during the year. *Exclude purchases of containers, wrappings, packaging, and selling supplies.*	400 $	.00	450 $	.00

b. Were any of the goods purchased for resale in item 5a ordered over an Internet, extranet, EDI or other online system?

405 1☐ YES 2☐ NO 3☐ Don't know

Item 6 CLASS OF CUSTOMER

Report the percentage of this firm's total sales in 1999 (Item 2A) for each class of customer.

Class of customer	Percentage of total sales
a. Households	600 %
b. Wholesalers and other retailers	601 %
c. Other businesses and private nonprofit institutions	602 %
d. Governments	603 %

Item 7 E-COMMERCE SALES

a. Do the e-commerce sales in Item 2B include sales to customers located outside the United States?

610 1☐ YES — *Go to item 7b*
2☐ NO — *Skip to Item 8*

b. Check the percentage of total e-commerce sales in Item 2B that were to customers located outside the United States. (Reminder: E-commerce sales from U.S. locations only).

620 1☐ <1%
2☐ 1%—5%
3☐ 6%—10%
4☐ >10%

Item 8 MAJOR MERCHANDISE LINES

For clarification regarding merchandise lines call 1–800–772–7851.

	1999			
	Total sales (a)		E-commerce sales (b)	
	Dollars or Percent		Dollars or Percent	
a. Books and magazines	700 $	800 %	720 $	820 %
b. Clothing and clothing accessories (Include footwear)	701 $	801 %	721 $	821 %
c. Computer hardware	702 $	802 %	722 $	822 %
d. Computer software	703 $	803 %	723 $	823 %
e. Drugs, health and beauty aids	704 $	804 %	724 $	824 %
f. Electronics and appliances	705 $	805 %	725 $	825 %
g. Food, beer and wine	706 $	806 %	726 $	826 %
h. Furniture and home furnishings	707 $	807 %	727 $	827 %
i. Music and Videos	708 $	808 %	728 $	828 %
j. Office supplies	709 $	809 %	729 $	829 %
k. Toys, hobby goods, and games	710 $	810 %	730 $	830 %
l. Other merchandise — *Specify principle line(s) below* ↘ _____	711 $	811 %	731 $	831 %
m. Advertising revenues	712 $	812 %	732 $	832 %
n. Other non-merchandise receipts — *Specify principle receipt(s) below* ↘ _____	713 $	813 %	733 $	833 %

REMARKS
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CENSUS USE
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Item 9 CERTIFICATION — This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report *Print or type* 950	Address — *Number and street, city, State, ZIP Code* 951	954 Telephone: Area code / Number / Extension
		955 Fax number: Area code / Number
Signature of authorized person	Title 952 / Date 953	956 Internet address (firm's homepage): http://