

FORM **SA-44N**  
(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  NO

- Enter your present EIN
- When did you start reporting payroll under this EIN?

021

Month	Year
022	

**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.

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.

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

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**

	1999		1998	
	Dollars	Cents	Dollars	Cents
100			150	
\$		.00	\$	.00
102			152	
\$		.00	\$	.00
103			153	
\$		.00	\$	.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.

	1999			1998		
	Dollars	Cents		Dollars	Cents	
111				112		
113				163		
\$		.00		\$		.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.

	Month	Day	Year		Month	Day	Year
	From	To			From	To	
104				154			
105				155			

**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.**

- a. Merchandise in retail store(s), departments, and concessions operated under the EIN shown on the reverse . . . . .
- 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 . . . . .
- c. **TOTAL merchandise inventories — Sum of items 3a and 3b** →
- d. Are the data reported in items 3a through 3c for December 31?
  - 220 1  YES — Go to item 4
  - 2  NO — Enter the date that the data represent. →

Merchandise inventories at cost value					
1999			1998		
Dollars		Cents	Dollars		Cents
201			251		
\$		.00	\$		.00
202			252		
\$		.00	\$		.00
200			250		
\$		.00	\$		.00
203			253		
Month	Day	Year	Month	Day	Year

**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
- b. LIFO value of inventories in item 3c — Exclude LIFO reserve. . . . .
- 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) . . . . .
- d. Amount of total inventories subject to LIFO costing . . . . .
- e. Amount of total inventories in item 3c which was not subject to LIFO costing . . . . .

1999		1998	
Dollars	Cents	Dollars	Cents
300		350	
\$	.00	\$	.00
301		351	
\$	.00	\$	.00
302		352	
\$	.00	\$	.00
303		353	
\$	.00	\$	.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.

- 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. →
- 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

Purchases at cost value			
1999		1998	
Dollars	Cents	Dollars	Cents
400		450	
\$	.00	\$	.00

**Item 6A ACCOUNTS RECEIVABLE BALANCES**

Does this company extend credit to customers at any of its retail establishments or departments and concessions included in item 1B?

- 520 1  YES — Refer to definitions of accounts receivable below. 2  NO — SKIP to item 7

**NOTE — Exclude credit which may have originated at this firm, but is actually provided by others, such as banks, finance companies, oil or other credit card issuing companies.**

**DEFINITIONS OF ACCOUNTS RECEIVABLE**

**INSTALLMENT ACCOUNTS**

**Open-end** — Primarily "revolving" or optional accounts in which a deferred payment privilege is extended through a line of credit and the customer has the option of paying the balance in full, usually with no finance charge, or paying in two or more installments subject to some minimum required payment with a finance charge usually assessed.

**Closed-end** — Credit generally requiring a new contract to cover each extension of credit in which a precomputed finance charge is assessed, and which specifies a fixed schedule of installment payments with the number and the amount of payments and due dates specified in the contract.

**CHARGE ACCOUNTS** — Credit accounts for which full payment is scheduled to be made at the end of the customary billing period.

**PLEASE READ THE INSTRUCTIONS ABOVE BEFORE ANSWERING ITEM 6B.**

**Item 6B UNPAID BALANCES FOR ALL RETAIL ESTABLISHMENTS INCLUDED IN ITEM 1B**

Type of account  
Mark (X) one box for each line to indicate type of credit account carried.

- 1. Installment accounts
  - (a) Open-end accounts (revolving or optional) 521 1  YES 2  NO
  - (b) Closed-end accounts 522 1  YES 2  NO
- 2. Charge accounts 523 1  YES 2  NO
- 3. Total — Sum of lines 1(a), 1(b), and 2 →

Balances outstanding as of —			
December 31, 1999		December 31, 1998	
Dollars	Cents	Dollars	Cents
501		551	
\$	.00	\$	.00
502		552	
\$	.00	\$	.00
503		553	
\$	.00	\$	.00
500		550	
\$	.00	\$	.00

**Item 7 CLASS OF CUSTOMER**

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

- Class of customer**
- a. Households .....
  - b. Wholesalers and other retailers .....
  - c. Other businesses, and private nonprofit institutions .....
  - d. Governments .....

Percentage of total sales	
600	%
601	%
602	%
603	%

**Item 8 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 8b  
 2  NO — Skip to Item 9

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 9 MAJOR MERCHANDISE LINES**

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

- a. Books and magazines .....
- b. Clothing and clothing accessories (Include footwear) .....
- c. Computer hardware .....
- d. Computer software .....
- e. Drugs, health aids, beauty aids .....
- f. Electronics and appliances .....
- g. Food, beer and wine .....
- h. Furniture and home furnishings .....
- i. Music and Videos .....
- j. Office supplies .....
- k. Toys, hobby goods, and games .....
- l. Other merchandise — Specify principle line(s) below ↘  
 \_\_\_\_\_
- m. Advertising Revenue .....
- n. Other non-merchandise receipts — Specify principle receipt(s) below ↘  
 \_\_\_\_\_

		1999			
		Total sales (a)		E-commerce sales (b)	
		Dollars	or Percent	Dollars	or Percent
700		800		720	820
	\$		%	\$	%
701		801		721	821
	\$		%	\$	%
702		802		722	822
	\$		%	\$	%
703		803		723	823
	\$		%	\$	%
704		804		724	824
	\$		%	\$	%
705		805		725	825
	\$		%	\$	%
706		806		726	826
	\$		%	\$	%
707		807		727	827
	\$		%	\$	%
708		808		728	828
	\$		%	\$	%
709		809		729	829
	\$		%	\$	%
710		810		730	830
	\$		%	\$	%
711		811		731	831
	\$		%	\$	%
712		812		732	832
	\$		%	\$	%
713		813		733	833
	\$		%	\$	%

**REMARKS**

962

<b>CENSUS USE</b>
961

**Item 10 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
Signature of authorized person	Title 952	Date 953	955 Fax number	
			Area code	Number
			956 Internet address (firm's homepage)	
		http://		

**SALES**

Report sales figures for the calendar year. If calendar year data are not available, specify the period that the data represent in item 2C.

**NOTE** – Carefully prepared estimates for the calendar year are acceptable if book figures are not available.

For those establishments acquired during the year, only include data from time of acquisition. Do not include these establishments in previous year data.

**INCLUDE** in item 2A

- Credit and cash sales of merchandise
- E-commerce sales
- Wholesale sales made by retail establishments covered by this report
- Receipts from layaway purchases
- Receipts from the rental or leasing of vehicles, equipment, instruments, tools, etc.
- Receipts from deliveries
- Receipts from installations, maintenance contracts, repairs, alterations, storage, and other such services
- Value of trade-ins taken as part payment for other merchandise
- Excise taxes (such as those on gasoline, liquor, tobacco) which are levied on the manufacturer or wholesaler and included in the cost of goods purchased by this firm
- Sales made by departments and concessions operated by this firm in establishment(s) of other firms

**INCLUDE** in item 2Ab

- Sales taxes which were forwarded directly to taxing authorities

**EXCLUDE** from all parts of item 2

- Carrying or other credit charges
- Commissions from vending machine operators
- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in this firm's retail establishment(s)
- Commissions from sale of government lottery tickets

**DEDUCT**

- Refunds and allowances for returned goods
- The value of rebates and discounts granted to the purchaser that originated with your firm, even if granted as an increase in trade-in allowance

**DO NOT DEDUCT**

- The value of trade-in taken as part payment for other merchandise
- The value of manufacturers rebates

**SPECIAL INSTRUCTIONS****1. Automotive dealers**

- Include charges for dealer preparation, warranty charges, and delivery costs.
- Include combined sales for all new and used car locations and service facilities within the immediate vicinity of the new car showroom when such locations are considered as integral parts of the "new car" business and separate books are not maintained for their operations.
- Exclude receipts from customers for tag and title fees, licenses, etc., forwarded to State or local licensing agencies.

**2. 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.

**INVENTORIES****INCLUDE**

- Merchandise purchased if title has passed to you, including merchandise in transit in the United States
- Merchandise under contract for sale
- Merchandise owned by your firm but held by others for sale on consignment
- Merchandise inventories at departments and concessions operated by your firm in establishments of other firms

**EXCLUDE**

- Fixtures, equipment, and supplies not held for sale
- Merchandise inventories owned by others such as those held on consignment
- Merchandise inventories at departments and concessions operated by other firms in your retail establishment(s)
- Merchandise held outside the United States

**INVENTORY VALUATION METHOD**

Answer inventory valuation items only when the Last-in, First-out (LIFO) or LIFO Retail Method was used to value any of your inventory. If another method was used, SKIP to purchases.

- The Last-in, First-out (LIFO) method of inventory valuation is based on the assumption that the last merchandise acquired is the first merchandise sold; therefore the ending inventory consists of the oldest acquired goods.
- The LIFO Retail Method – In addition to the Last-in, First-out assumption, the LIFO Retail Method derives the cost value of the inventory by applying a cost ratio to the retail value of the inventory.

**PURCHASES OF MERCHANDISE****INCLUDE**

- Cash and credit purchases
- Merchandise in transit to you for which you have taken title
- Purchases made by both your warehouse(s) and establishment(s)
- Value of automotive and other trade-ins exclusive of rebates and discounts granted as an increase in trade-in allowance
- Freight, delivery, and other transportation costs, import duties (if paid separately)
- Purchases made for departments and concessions operated by your firm in establishments of other firms
- Cost of services resold without any processing
- Parts and supplies used in repair work or other service type activities

**EXCLUDE**

- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal tax agency
- Expenditures for supplies, equipment, and parts purchased for your company's own use
- Purchases made by other firms operating departments and concessions in your retail establishment(s)
- Purchases of merchandise held outside the United States

**ACCOUNTS RECEIVABLE****INCLUDE**

- Credit originated by the firm for which payment is to be made directly to the firm because the firm carries its own consumer credit accounts receivable

**EXCLUDE**

- Credit which may have originated at this firm but is actually provided by others such as banks, finance companies, oil or other credit card issuing companies
- Accounts receivable serviced by the firm but sold or pledged to a bank or other factor