

## SECTION 22

# DISTRIBUTION AND SERVICES

This section presents statistics relating to retail trade, wholesale trade, and selected services.

These activities have undergone rapid growth in recent decades. Retail sales increased from \$121 million in 1939 to \$522 million in 1958 and \$1.1 billion in 1967. Wholesale sales rose from \$97 million to \$1.0 billion in the same 28-year period. Hotels, amusements, and other services reported receipts of \$295 million in 1967, compared with \$101 million in 1958 and only \$15 million in 1939.

General excise and use tax base data for more recent years indicate continued increases; between 1967 and 1971, the retailing tax base rose 60 percent, the wholesaling base by 61 percent, and the base for services by 71 percent.

The major source for these data is the United States Census of Business, most recently conducted in 1967. Statistics on the retailing, wholesaling, and services tax base are available from the Hawaii State Department of Taxation. Data on hotel room counts and occupancy are given in the section on recreation and tourism. The *Statistical Abstract of the United States: 1971*, Section 29, presents similar data for the nation as a whole.

**Table 203.—RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES,  
FOR HAWAII: 1939 TO 1967**

(Coverage varies somewhat from year to year)

Year	Retail trade		Wholesale trade		Selected services <sup>1</sup>	
	Establishments	Sales (\$1,000)	Establishments	Sales (\$1,000)	Establishments	Receipts (\$1,000)
1939 .....	4,256	120,681	704	97,045	2,186	15,340
1948 .....	4,881	382,680	702	480,734	2,337	44,617
1954 .....	4,807	426,115	594	581,940	2,595	64,726
1958 .....	4,760	521,877	793	618,155	3,070	101,142
1963 .....	4,578	751,411	974	735,205	3,431	163,094
1967 .....	5,212	1,083,458	1,030	1,013,813	4,057	294,828

<sup>1</sup>Includes hotels; personal services; miscellaneous business services; automobile repair, services, and garages; miscellaneous repair services; and motion pictures and other amusement and recreation services.

Source: U.S. Bureau of the Census, *U.S. Census of Business: 1948*, Bulletin No. 1-RWS-51; *U.S. Census of Business: 1958*, Bulletins BC58-RA52, BC58-SA52, and BC58-WA52; *U.S. Census of Business: 1967*, Bulletins BC67-RA13, BC67-SA13, and BC67-WA13.

**Table 204.—RETAIL TRADE, BY GEOGRAPHIC AREA AND KIND OF BUSINESS: 1967**

Subject	Number of establishments	Sales (\$1,000)	Proprietors	Payroll, entire year (\$1,000)	Paid employees, March 12
Total <sup>1</sup> .....	5,212	1,083,458	4,408	147,608	41,347
<b>GEOGRAPHIC AREA</b>					
City and County of Honolulu <sup>2</sup> .....	3,837	899,741	3,245	126,411	35,135
City of Honolulu <sup>2</sup> .....	2,965	734,546	2,459	107,532	29,566
Kailua .....	153	33,780	119	4,150	1,141
Remainder of County .....	719	131,415	667	14,729	4,428
County of Hawaii .....	642	83,635	547	9,523	2,911
Hilo .....	362	58,975	279	7,251	2,201
Remainder of County .....	280	24,660	268	2,272	710
County of Kauai .....	320	42,487	265	5,098	1,388
County of Maui .....	413	57,595	349	6,576	1,913
Lanai .....	11	1,803	10	(W)	(W)
Maui .....	375	52,921	313	6,131	1,779
Molokai .....	27	2,871	26	(W)	(W)
<b>KIND OF BUSINESS</b>					
Building materials, hardware, farm equipment dealers .....	68	26,016	50	4,087	691
General merchandise stores .....	279	187,258	225	26,155	7,540
Food stores .....	852	254,536	793	20,388	5,756
Automotive dealers .....	159	153,597	93	16,300	2,688
Gasoline service stations .....	457	72,987	437	8,437	3,225
Apparel and accessory stores .....	403	67,321	230	10,433	2,930
Furniture, home furnishings, equipment stores .....	274	40,650	197	5,581	1,170
Eating and drinking places .....	1,255	143,860	1,104	39,613	13,396
Drug stores, proprietary stores .....	101	40,717	53	4,511	1,133
Miscellaneous retail stores .....	1,065	78,943	925	9,699	2,258
Nonstore retailers .....	299	17,573	301	2,404	560

W Withheld to avoid disclosure.

<sup>1</sup>Excludes commissaries, exchanges, and eating and drinking places operated for military personnel by the U.S. Department of Defense. Total sales for these groups amounted to \$109,467,000 in 1967.

<sup>2</sup>Revised since publication of the census bulletin.

Source: U.S. Bureau of the Census, *Census of Business, 1967. Retail Trade: Hawaii*, BC67-RA13, and special tabulation for the County of Maui.

**Table 205.—RETAIL TRADE FOR MAJOR RETAIL CENTERS ON OAHU: 1948 TO 1967**

Retail center	Sales (\$1,000)			Percent distribution		
	1948	1958	1967	1948	1958	1967
Oahu .....	285,710	415,471	884,069	100.0	100.0	100.0
Honolulu <sup>1</sup> .....	249,850	346,094	720,371	87.4	83.3	81.5
Central business district .....	71,648	64,059	55,138	25.1	15.4	6.2
Waikiki .....	14,824	31,881	84,005	5.2	7.7	9.5
Ala Moana Center .....	—	—	122,051	—	—	13.8
Waiialae-Kahala .....	—	4,152	15,984	—	1.0	1.8
Kapalama .....	(NA)	(NA)	23,896	(NA)	(NA)	2.7
Remainder of Oahu <sup>1</sup> .....	35,860	69,377	163,698	12.6	16.7	18.5
Kailua Shopping Center ...	(NA)	8,835	22,769	(NA)	2.1	2.6
Wahiawa Shopping Center	(NA)	(NA)	18,883	(NA)	(NA)	2.1

NA Not available.

<sup>1</sup>Includes areas not shown separately.

Source: Honolulu Redevelopment Agency, *Redevelopment and Housing Research*, No. 7, January 1957, pp. 25-26; U.S. Bureau of the Census, *U.S. Census of Business, 1958*, BC58-CBD36, and *U.S. Census of Business, 1967*, BC67-MRC-12.

Table 206.—MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS: 1967

Merchandise line	The State		Oahu	
	Establishments	Sales (\$1,000)	Establishments	Sales (\$1,000)
All lines .....	3,537	1,041,540	2,644	869,784
Groceries, other foods .....	807	217,420	540	166,248
Meals, snacks .....	1,047	107,012	815	96,349
Alcoholic drinks .....	454	35,627	350	32,782
Packaged alcoholic beverages .....	392	22,913	244	18,700
Cigars, cigarettes, tobacco .....	613	14,601	406	11,862
Cosmetics, drugs, cleaners .....	501	42,223	317	37,655
Men's, boys' clothing, exc. footwear .....	382	39,779	227	34,507
Women's, girls' clothing, exc. footwear .....	493	75,472	317	67,150
All footwear .....	286	17,719	187	15,746
Curtains, draperies, dry goods .....	252	23,298	133	19,878
Major appl., radio, TV, musical inst. ....	264	35,400	172	30,177
Furniture, sleep equip., floor cov. ....	164	19,978	105	17,323
Kitchenware, home furnishings .....	306	15,728	196	14,090
Jewelry, optical goods .....	323	17,195	221	15,241
Sporting, recreation equipment .....	176	9,577	112	8,587
Hardware, gardening equipment .....	251	11,890	132	9,365
Lumber, building materials .....	129	15,515	72	8,175
Automobiles, trucks .....	100	128,359	72	106,807
Auto fuels, lubricants .....	477	57,175	337	47,018
Auto tires, batteries, access. ....	479	28,426	354	21,789
Farm equipment machinery .....	16	1,766	6	1,462
Hay, grain, feed, farm supplies .....	103	7,278	36	4,952
All other merchandise .....	764	57,334	519	49,484
Nonmerchandise receipts .....	1,074	39,479	828	34,188
Miscellaneous merchandise .....	—	376	—	248

Source: U.S. Bureau of the Census, *Census of Business, 1967. Retail Trade. Merchandise Line Sales. Hawaii*, BC67-MLS-13, pp. 3 and 12.

**Table 207.—WHOLESALE TRADE, BY GEOGRAPHIC AREA, TYPE OF OPERATION,  
AND KIND OF BUSINESS: 1967**

Subject	Establish- ments	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees, March 12	Proprie- tors
Total .....	1,030	1,013,813	76,054	12,442	311
<b>GEOGRAPHIC AREA</b>					
City and Co. of Honolulu .....	849	912,333	67,698	10,742	267
City of Honolulu .....	802	891,432	66,673	10,545	243
Remainder of County .....	47	20,901	1,025	197	24
County of Hawaii .....	99	61,709	4,960	1,035	17
County of Kauai .....	29	14,821	1,504	284	11
County of Maui .....	53	24,950	1,892	381	16
Maui .....	49	23,461	1,757	357	16
Molokai .....	4	1,489	135	24	—
<b>TYPE OF OPERATION</b>					
Merchant wholesalers .....	754	537,555	—	—	—
Manufacturers' sales branches .....	118	201,273	—	—	—
Mdse. agents, brokers .....	82	144,500	—	—	—
Other operating types .....	76	130,485	—	—	—
<b>KIND OF BUSINESS</b>					
Motor vehicles, automotive equipment .....	70	62,804	5,381	914	19
Groceries, related products .....	232	244,888	11,876	2,283	88
Electrical goods .....	62	84,760	6,494	1,031	12
Machinery, equip., supplies .....	159	86,835	13,439	2,004	41
Petroleum bulk terminals .....	43	118,063	2,374	335	3
Lumber and construction materials .....	34	57,366	4,841	839	9
Other products .....	430	359,097	31,649	5,036	139

Source: U.S. Bureau of the Census, *Census of Business, 1967. Wholesale Trade: Hawaii*, BC67-WA13, and special tabulation for Maui County.

**Table 208.—SELECTED SERVICES, BY GEOGRAPHIC AREA AND KIND OF BUSINESS: 1967**

Subject	Establishments	Receipts (\$1,000)	Proprietors	Payroll, entire year (\$1,000)	Paid employees, March 12
Total .....	4,057	294,828	2,784	88,024	22,004
<b>GEOGRAPHIC AREA</b>					
City and Co. of Honolulu .....	3,208	236,858	2,141	71,587	17,362
City of Honolulu .....	2,454	218,623	1,530	67,124	16,125
Remainder of County .....	754	18,235	611	4,463	1,237
County of Hawaii .....	387	26,503	302	7,723	2,134
County of Kauai .....	184	13,850	130	3,822	1,039
County of Maui .....	278	17,617	211	4,892	1,469
Lanai .....	7	(W)	(W)	(W)	(W)
Maui .....	245	16,655	179	4,675	1,382
Molokai .....	26	(W)	(W)	(W)	(W)
<b>KIND OF BUSINESS</b>					
Hotels, motels, camps .....	212	113,216	105	32,744	8,509
Personal services .....	1,541	40,512	1,119	14,975	4,032
Miscellaneous business services .....	895	60,520	593	21,331	4,515
Automobile repair, services, garages .....	487	39,283	375	7,823	1,791
Miscellaneous repair services .....	384	9,731	298	2,380	440
Motion pictures .....	68	9,531	24	1,662	701
Amusement and recreation, except motion pictures .....	470	22,035	270	7,109	2,016

W Withheld to avoid disclosure

Source: U.S. Bureau of Census, *Census of Business, 1967. Selected Services: Hawaii*, BC67-SA13, and special tabulation for Maui County.

**Table 209.—FOREIGN, INTERSTATE, AND LOCAL TRADE AND AREA IN SHOPPING CENTERS: 1959 TO 1970**  
(Trade in millions of dollars; area of shopping centers in thousands of square feet)

Year	Direct foreign trade		Interstate trade		Local trade		Oahu shopping center area <sup>1</sup>
	Imports	Exports	Imports	Exports	Retail	Wholesale	
1959 .....	34.1	18.0	486.7	258.1	844.6	350.4	1,430
1960 .....	47.0	20.3	519.1	243.5	948.2	383.6	1,430
1961 .....	58.0	22.4	515.5	258.9	949.0	394.1	1,430
1962 .....	68.3	28.1	480.1	265.5	1,027.6	418.0	1,506
1963 .....	74.0	26.7	497.9	307.8	1,026.8	430.0	1,749
1964 .....	85.8	38.2	567.1	283.4	1,101.8	468.9	1,824
1965 .....	95.9	34.7	615.1	296.7	1,200.7	517.2	1,939
1966 .....	107.2	40.6	688.8	310.6	1,297.2	790.0	2,730
1967 .....	125.1	47.4	822.4	325.3	1,394.3	861.1	2,928
1968 .....	142.5	48.6	886.7	329.1	1,559.2	1,014.2	3,155
1969 .....	171.0	46.4	1,029.1	321.7	1,763.1	1,235.1	3,627
1970 .....	174.7	51.2	(NA)	(NA)	2,024.7	1,498.9	3,771

NA Not available.

<sup>1</sup>Gross leaseable area of Oahu shopping centers.

Source: Data from U.S. Department of Commerce, Hawaii State Department of Taxation, Retail Board of the Chamber of Commerce of Hawaii, and major shippers and carriers, summarized in the Bank of Hawaii, *Hawaii '71 Annual Economic Review* (August 1971), p. 45.

**Table 210.—GENERAL EXCISE AND USE TAX BASE FOR RETAILING, WHOLESALING, AND SERVICES: 1958 TO 1971**

Year	Retailing (\$1,000)	Wholesaling (\$1,000)	Services (\$1,000)
1958 .....	664,973	282,734	135,730
1959 .....	756,003	320,194	165,402
1960 .....	846,729	354,598	188,752
1961 .....	859,563	359,725	203,354
1962 .....	920,956	386,135	228,420
1963 .....	928,895	396,462	231,777
1964 .....	998,510	435,707	240,909
1965 .....	1,097,826	482,563	260,693
1966 .....	1,184,736	547,031	276,833
1967 .....	1,271,932	570,678	305,691
1968 .....	1,423,835	651,512	358,852
1969 .....	1,670,288	747,204	451,814
1970 .....	1,895,089	854,660	504,191
1971 .....	2,030,170	918,425	523,824

Source: Hawaii State Department of Taxation, annual releases.