

1965

# A Survey of Representative Industries of Coles County with Special Emphasis on the Accumulation of Public Relations Information

J. Allan Spencer  
*Eastern Illinois University*

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A SURVEY OF REPRESENTATIVE INDUSTRIES  
OF COLES COUNTY WITH SPECIAL EMPHASIS ON  
THE ACCUMULATION OF PUBLIC RELATIONS INFORMATION  
(TITLE)

BY

J. Allan Spencer  
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**THESIS**

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF

Master of Science in Education

IN THE GRADUATE SCHOOL, EASTERN ILLINOIS UNIVERSITY  
CHARLESTON, ILLINOIS

1965

YEAR

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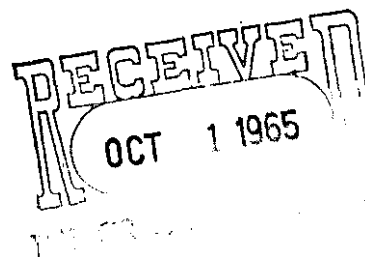
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Date



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First of all, sincere appreciation is given to all participants in this study.

In addition to those mentioned above, special appreciation is given to my advisor, Dr. Erwin, whose guidance and assistance aided greatly in the conduction of this survey and presentation.

Also, I wish to acknowledge my wife, Kay, for her assistance in preparing the material.

## INTRODUCTION

With the increasing demands of education, the classroom teacher holds great responsibility in supplying a background of knowledge to each student. The teacher must be prepared to meet this challenge by intensive college preparation, work experience, and use of available resource materials and resource persons.

This study was particularly concerned with availability of resource persons. With the increasing demands for better education, it is advisable that appropriate surveys be made from time to time to show current availability of resource people. The results of this compilation may be utilized by those in the educational field, thus providing valuable information with which to strengthen and rebuild present programs. It may also be useful to others in various fields in the community area.

To be specific, this survey was conducted with the objective of providing a brochure of available speakers in Coles County, Illinois. This brochure will be available to teachers and other interested persons. The conditions under which this brochure was made, its methods and limitations are described in the following pages. Results are based upon the information gathered by a survey form from those persons expressing willingness to make presentations.

**Definition of Terms**

**Industry:** A term to include any field of economic activity.

**Presentation:** The act of presenting material to an audience.

**Speaker:** Usually a person giving a presentation, but it is also to include films and other methods of presenting materials to an audience.

### Purpose of Study

The purpose of this study was to investigate the availability of speakers in Coles County. An attempt was made to secure a list of speakers who expressed a desire to participate in the development of a speakers brochure.

This study has been undertaken for several reasons. First, the vast amount of knowledge available in industry which can be used for educational purposes is not being utilized to the fullest extent. Secondly, a need has been expressed by the Charleston Chamber of Commerce and the Speaker's Bureau and Program Service of Eastern Illinois University for a list of additional speakers. And thirdly, leaders of various clubs and organizations have expressed a need for a brochure of this type.

This study also determined necessary information regarding each participant as follows: subject area of the presentation; title of the presentation; length of time to present material; size of audience; equipment needed for the presentation; fee; type of presentation; and type of audience preferred. A brochure was compiled to present this information to facilitate making arrangements for a speaker.



### Significance of the Study

The problem of finding a presentation for a meeting can become very difficult for different groups. The author could find no agency which deals with the availability of speakers in Coles County. Eastern Illinois University has a service which attempts to supply programs for this area.

This study is designed to attempt to find more and varied speakers in the Coles County area. This brochure will be available to individuals seeking a speaker for a program.

Delimitations

The industrial classifications used in this study were limited to agriculture; mining; contract construction; manufacturing; transportation, communications, electric, gas and sanitary services; wholesale and retail trade; finance, insurance, and real estate; services; and government. (For definition of these classifications, see page 33.)

The study dealt with establishments employing fifteen or more persons on a full-time basis who contribute to old age and survivor's insurance.

The investigation covered only those industries located in Coles County, Illinois.

The study dealt only with the industries which are listed by the Illinois State Office of Employment, Mattoon, Illinois.

## METHOD

After consultation with five faculty members of Eastern Illinois University, the Executive Secretary of the Charleston Chamber of Commerce, and the Office of Regional Services of Eastern Illinois University, a problem became apparent. The problem was that of finding people willing to make presentations to various groups. The decision was made to conduct a survey with the intent to locate these persons interested in making such presentations. Before actual work was begun, several persons were consulted for advice as to which method to employ in conducting this survey. After serious planning and careful investigation, the following method was adopted.

The Mattoon office of the Illinois Department of Unemployment supplied a list of the industries located in Coles County. The delimitations of the study were then established.

A letter of introduction was sent to the Public Relations Manager of each of the industries. The purpose of this letter of introduction was to acquaint the potential participant with the problem with which the study dealt. A copy of this letter of introduction may be found on page 29.

A survey form was compiled that would attempt to provide accurate and essential information. The survey form was designed to include the information which is generally needed to make arrangements for a

program. A copy of the survey form may be found on page 31. After several revised copies, a final draft was drawn up, and a "trial run" was made to assure proper interpretation of the questions.

The survey forms and letters of explanation were sent through first class mail to the industries which are listed in the appendix. (See pages 30-31.) Along with the survey form and letter of explanation, a post paid, self-addressed envelope was included to facilitate returning of the forms. These were sent one week from the date that the letter of introduction was sent.

A follow-up letter was sent to those who failed to return the forms. (See page 32.)

**DISTRIBUTION OF DATA RECEIVED FROM EACH MAJOR DIVISION OF INDUSTRY**

<u>Division of Industry</u>	<u>Total Returns</u>	<u>Preparation</u>	<u>Average Time of Presentation</u>	<u>Average Audience Size</u>	<u>Special Equipment</u>	<u>Fee</u>	<u>Type of Presentation</u>	<u>Average Length of Advance Notice</u>
<u>Division A</u>								
<u>Division B</u>	1							
<u>Division C</u>	3							
<u>Division D</u>	10	1	20					1
<u>Division E</u>	38	35	22		ABC	E	Film	2
<u>Division F</u>	10	5	22	20+				2
<u>Division G</u>	1	1	15		AC		Film	1
<u>Division H</u>	4	3	40	20+	B			1
<u>Division I</u>	1	1		40+				

**Legend:**

A - 16 mm film projector

B - 35 mm slide projector

C - Screen for films

D - Blackboard

E - No fee if within 25 miles of Matteon.

Blanks show no indication was made on returns.

## TABULAR PRESENTATION

Survey forms were sent to 100 persons in the various industries located in Coles County. Sixty-eight of those receiving survey forms made a return. The number of returns from each major division of industry<sup>1</sup> surveyed (page 8) can be seen from the list below.

<u>Major Division of Industry</u>	<u>Number of Returns</u>
Division A	0
Division B	1
Division C	3
Division D	10
Division E	38
Division F	10
Division G	1
Division H	4
Division I	1

Most major divisions were represented by someone willing to participate in the brochure. There were no returns from Division A. There were returns but no participants from Divisions B and C.

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<sup>1</sup>The Technical Committee on Industrial Classification Office of Statistical Standards, Standard Industrial Classification Manual (Washington, D. C.: U. S. Government Printing Office, 1957), pp. 11, 21, 35, 43, 125, 147, 173, 189, 215.

Time of Presentation

**Division A**

There were no participants in Division A.

**Division B**

There were no participants in Division B.

**Division C**

There were no participants in Division C.

**Division D**

The time listed on the one participating return from this division was from "10-30 minutes as requested".

**Division E**

Indicated in the list below are the time needed to make the presentations of Division E and the number of participants listing each time.

<u>Time</u>	<u>Number</u>	<u>Time</u>	<u>Number</u>
12 min.	1	27	2
15	8	28	1
20	17	29	1
21	1	30	4
22	1	45	1
25	3		

A substantially greater number reported 20 minutes as the time necessary for making the presentation. One person returned several forms indicating this 20 minute time. Little can be concluded as to the usual length of time for presentations because of the contribution.

**Division F**

The time variance was from 15 to 30 minutes. It is interesting to note that these were the only lengths of time indicated. Three participants indicated the 15 minutes and two the 30 minutes for the length of the presentation.

**Division G**

Fifteen minutes was given as the length of time for the presentation by the one participant.

**Division H**

The four presentations in this division varied considerably in length of time. One participant made no indication.

"20 minutes", "30 minutes", and "30 minutes to 1 hour" were given by the other three participants.

**Division I**

The one participating return had no time designated.



Audience Size

**Division A**

There were no participants in Division A.

**Division B**

There were no participants in Division B.

**Division C**

There were no participants in Division C.

**Division D**

No audience size was listed.

**Division E**

No audience size was listed.

**Division F**

The audience size listed in this group was as listed below.  
An audience size of 20 was given the most times.

<u>Size</u>	<u>Number of Participants</u>
20+	3
20-40	1
Not listed	1

**Division G**

No audience size was listed.

**Division H**

Participants in Division H reported a wide range of audience sizes even though there were only a few contributions.

<u>Size</u>	<u>Number of Participants</u>
20+	1
25+	1
Any	1
Not listed	1

**Division I**

The one participant in this Division reported an audience size of 40 or more.

Special Equipment

Division A

There were no participants in Division A.

Division B

There were no participants in Division B.

Division C

There were no participants in Division C.

Division D

No special equipment was requested in Division D.

Division E

A total of 23 participants in Division E reported a need for 16 mm motion film projectors. Seven desired a slide projector for 35 mm films. In two cases a 33 1/3 rpm record player and a 35 mm movie projector were requested. It is to be assumed that a screen for projecting the picture is also necessary. No participant listed a screen. In one case no equipment was listed. The list below includes the equipment as needed.

<u>Equipment</u>	<u>Number Requesting</u>
16 mm motion film projector	23
35 mm slide film projector	7
33 1/3 rpm record player and 35 mm slide projector	2
Screen for film (assumed to be needed)	32
No equipment listed	1

Division F

One 16 mm motion film projector and screen was reported as needed out of ten participants in Division F.

Division G

The one participant in Division G listed a 16 mm motion film projector and screen as needed.

Division H

A blackboard was requested by one participant. All others in this division indicated no special equipment needed.

Division I

No special equipment was requested in Division I.

Yes

Division A

There were no participants in Division A.

Division B

There were no participants in Division B.

Division C

There were no participants in Division C.

Division D

No fee was asked in Division D.

Division E

In two cases participants indicated that no fee was asked "if within 25 miles of Mattoon".

Division F

No fee was asked in Division F.

Division G

No fee was asked in Division G.

Division H

No fee was asked in Division H.

Division I

No fee was asked in Division I.

Type of Presentation

**Division A**

There were no participants in Division A.

**Division B**

There were no participants in Division B.

**Division C**

There were no participants in Division C.

**Division D**

No listed type of presentation was given.

**Division E**

In division E, 35 participants listed the film as the type of presentation. One was reported as a lecture.

**Division F**

It can be seen from the list below that the lecture type of presentation was the most frequent type of presentation reported in this division. A combination of demonstration and motion film was indicated by one participant. One participant made no reference as to the type of presentation.

<u>Type of Presentation</u>	<u>Number Reported</u>
Lecture	3
Combination demonstration & motion film	1
Not listed	1

**Division G**

One participant listed the sound film as the type of presentation.

**Division H**

In this division one participant reported a question and answer type; one, a demonstration; and one, no indication.

**Division I**

No report for type of presentation was made.

Advanced Notice

Division A

There were no participants in Division A.

Division B

There were no participants in Division B.

Division C

There were no participants in Division C.

Division D

One participant listed one week.

Division E

All in this division indicated two weeks advanced notice.

Division F

The list below explains the variance in advanced notice by those participants in this division. Advanced notice of 7-14 days was given three times. One participant indicated two weeks. Still another reported 30 days.

<u>Advanced Notice</u>	<u>Number Reporting</u>
7-14 days	3
14 days	1
30 days	1

Division G

One participant gave the time of advanced notice as one week.

Division H

One week was given by a participant; one to two weeks by a second; and no advanced notice was reported by a third in this division.

Division I

No advanced notice was recorded in this division.

Audience Preference

Division A

There were no participants in Division A.

Division B

There were no participants in Division B.

Division C

There were no participants in Division C.

Division D

The participant indicated a preference to speak to Civic and "Mixed Groups".

Division E

The 35 participants in this division reported the audience preferences as indicated by the list below.

Group Number Indicating Each Group

School	33
Civic	32
Service	24
Church	20
Women's	14
Men's	10
Occupational	8
Interest	1
Other	0

Division F

Participants in Division F reported the audience preference as indicated below.

Group Number Indicating Each Group

Women's	5
Church	2
School	2
Civic	1
Occupational	1
Men's	1
Service	1
Interest	0
Other	0

**Division G**

The following groups were each listed once by the participants in Division G: Civic, Men's, Women's, Service, and School.

**Division H**

The three participants in this division each listed Church, Civic, and service organizations. Occupational and School groups were reported as the preferred audience by two participants. Interest, Men's, Women's and Other were listed by the same three participants.

**Division I**

The participant in this group indicated only Civic and Service organizations.

**DISTRIBUTION OF AUDIENCE PREFERENCE IN EACH MAJOR DIVISION OF INDUSTRY**

<u>Divisions of Industry</u>	<u>Church</u>	<u>Civic</u>	<u>Interest</u>	<u>Occupational</u>	<u>Men's</u>	<u>Women's</u>	<u>Service</u>	<u>School</u>	<u>Other</u>
<u>Division A</u>									
<u>Division B</u>									
<u>Division C</u>									
<u>Division D</u>		1							1
<u>Division E</u>	20	32	1	8	10	14	24	33	
<u>Division F</u>	2	1		1	1	5	1	2	
<u>Division G</u>		1			1	1	1	1	
<u>Division H</u>	3	3	1	2	1	1	3	2	1
<u>Division I</u>		1					1		



## **FINDINGS**

**ENCLOSURE OF PRESENTATIONS**

<b>Name and Address</b>	<b>Subject</b>	<b>Title</b>
<b><u>DIVISION D</u></b>		
<b>Frentiss M. Fav 802 Harrison; Charleston</b>	<b>Satire on Marriage</b>	<b>How to Treat Your Wife</b>
<b><u>DIVISION E</u></b>		
<b>J. R. Livessy P. O. Box 564; Mattoon</b>	<b>Communications</b>	
<b>Ken L. Wooddell P. O. Box 564; Mattoon</b>	<b>AM &amp; FM Radio Hi School Athletics</b>	
<b><u>DIVISION F</u></b>		
<b>G. Boyce Bezzell 408 Wabash; Mattoon</b>	<b>The Purpose of Church</b>	<b>All Are Seeking</b>
	<b>Toastmasters Club</b>	<b>Your Other Voice</b>
	<b>Life Insurance Industry</b>	<b>Tower of Strength</b>
<b>Myra Ingram 849 6th St.; Charleston</b>	<b>Charm</b>	<b>Reflections from the Looking Glass</b>
<b>R. H. Alexander Alexander's Dept. Store; Charleston</b>	<b>Home Decoration</b>	<b>Selection of Carpet in the Home</b>
<b><u>DIVISION G</u></b>		
<b>Wendell A. Lathrop 1521 Wabash; Mattoon</b>	<b>Life Insurance</b>	<b>Life Insurance - "What It Means and How It Works"</b>

**DIVISION B**

**Ray Fleetwood**  
1424 Bell Ave.; Mattoon

**Graphoanalysis**

**Handwriting Analysis Demonstrated**

**Wayne P. Annis**  
825 18 th St.; Charleston

**Any Hospital Matter of Current Interest**

**Albert S. Testers**  
1808 Meadow Lake Dr.; Charleston

**Geriatrics**

**Care and Rehabilitation**

**Frank J. Marek**  
P. O. Box 709; Mattoon

**American Revolution**

**The True Revolution**

**Atomic Energy**

**The Atom Comes to Town**

**Chancellor Audensuer**

**Chancellor Audensuer**

**Communism**

**Communism in Conflict**

**Communism**

**Operation Abolition**

**Communism**

**The Threat of Communism**

**Economics**

**America's Secret**

**Economics**

**Who Profits from Profits**

**Electricity and Natural Gas**

**Building a Utility Business**

**Electricity**

**C.I.P.S. and Its Electrical Service**

**Electricity**

**Eager Minds**

**Lighting**

**New Light on Your Favorite Subject**

Frank J. Marek  
P. O. Box 709; Mattoon

Electricity

Electricity

Electricity

Household Hints

Safety

Safety

Sociallogy

Socialism

Space

Space

First Aid

General MacArthur

History (Political)

Marxian

Peace Corps

United Nations

Washer Operation

World War II

World's Fair

The Mighty Atom

Total Electric Home

What's Behind Your Electric Wall Switch

Basic Principles of Washers

Electric Power and Common Sense

This Will Kill You

Battleground U. S. A.

The Castaways

Project Gemini

Teen-Age Space Scientists

Rescue Breathing

General MacArthur

How America Got So Lucky

Backfire

The Peace Corps

The United Nations

Our Modern Washday

1939-Europe Goes to War

World's Fair New York

Frank J. Marek  
P. O. Box 709; Mattoon

City Under the Ice

Operation Big Lift  
per

DIVISION I

Morgan F. Phipps  
City Hall; Mattoon

~~Government~~

City Government

## SUMMARY

This study attempted to give the reader an over-all picture of the availability of speakers located in industry of Coles County. All information was gathered by survey forms. No attempt was made to revise or alter any of the information that was recorded.

Of the 100 inquiries sent to industries, 68 were returned. There were 46% of the 68 returns which indicated a desire to participate.

The returns from each division of industry were as follows:

Agriculture	0
Mining	1
Contract Construction	3
Manufacturing	10
Transportation, Communications, Electrical, Gas, and Sanitary Services	38
Wholesale and Retail Trade	10
Insurance and Real Estate	1
Services	4
Government	1

The length of the presentation varied from 12 to 45 minutes. Twenty minutes was the time most frequently required.

Audience size ranged from "20 and up" to "any" size. All returns had an audience size listed.

The 16 mm movie projector and screen were the most often listed pieces of equipment requested by those making returns. The 35 mm

slide projector and screen were listed as the next most commonly needed pieces of equipment.

It is significant to note that no participant listed a fee when the presentation was to be given within 25 miles of their location.

The amount of advanced notice time ranged from none to one month in advance.

The type of presentation listed most often was the movie. This was due to one company's having a large volume of presentations of this kind.

The following is a list of types of audiences in order of preference:

Civic Groups-School Groups  
Service Clubs  
Church Groups  
Women's Clubs  
Men's Clubs  
Occupational Groups  
Interest Groups  
Others

## RECOMMENDATIONS FOR FURTHER STUDY

Additional research could be conducted in this area. More complete lists could be compiled to locate other people interested in making presentations.

A study surveying only one of the major divisions of industry is recommended. The information collected from several studies of this nature would be valuable to: educators for resource information, the Charleston Chamber of Commerce, the Speaker's Bureau and Program Service of Eastern Illinois University, and various others needing this kind of information.

The nature of this study necessitates periodic examination to insure authenticity of the brochure. Many times the participant may wish to discontinue making presentations for various reasons and fail to inform the distributor of the brochure.



**APPENDIX**

University Apartment 1  
Charleston, Illinois

May 14, 1965

Dear Sir:

Are you experiencing difficulty in finding speakers for your programs? Perhaps we can help you solve this problem by supplying you with a speaker's brochure.

In order to compile this brochure a survey is being undertaken to locate people willing to make speeches or presentations.

This survey is being conducted in partial fulfillment for a Master's Degree in conjunction with the College of Industrial Arts of Eastern Illinois University, the Speakers Bureau and Program Service of Eastern Illinois University, and the Charleston Chamber of Commerce.

In a few days you will receive a survey form. Your cooperation will be appreciated in completing the survey form and returning it at your earliest convenience.

Sincerely,

Allan Spencer

University Apartment 1  
Charleston, Illinois

May 25, 1965

Dear Sir:

Enclosed you will find the survey forms for the Speakers Brochure to which reference was made in a previous letter.

A separate survey form should be used for each individual presentation. Additional forms are available upon request.

Please return the forms by \_\_\_\_\_  
in order that the survey may be completed quickly.

Sincerely,

Allen Spencer

**SURVEY FORM**

(Please Print Plainly or Type)

**Section I**

(Miss Mrs. Mr. ) \_\_\_\_\_

Address \_\_\_\_\_, Illinois

Telephone Number 217- \_\_\_\_\_ Employer \_\_\_\_\_

**Section II**

**Directions:** This section deals with the specific characteristics of your presentation. List below the subject which your presentation is concerned; the specific title of your presentation; the presentation time in minutes; the group size you prefer to address; the special equipment you will need for your presentation (i.e. film projectors, audio amplifiers, etc.); the fee for making the presentation; the type of presentation (i.e. lecture, illustrated talk, demonstration, etc.); and the number of days advance arrangements should be made.

Subject	Title	Time
_____	_____	_____
Size	Equipment	Fee
_____	_____	_____
	Notice	
	_____	

**Section III**

**Directions:** Check the type of audience you prefer to address.

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 1. Church                | <input type="checkbox"/> 4. Occupational | <input type="checkbox"/> 7. Service Clubs |
| <input type="checkbox"/> 2. Civic                 | <input type="checkbox"/> 5. Men's        | <input type="checkbox"/> 8. School        |
| <input type="checkbox"/> 3. Interest (hobby)      | <input type="checkbox"/> 6. Women's      |   |
| <input type="checkbox"/> 9. Other (specify) _____ |  |   |

**Section IV**

**Directions:** If you desire, the space below is provided for a brief personal background for introductory purposes.

**Follow-up Letter**

Dear Sir:

We have received no Speakers Survey forms from you. Without these the Speakers Brochure can not be completed. Please return the forms immediately so that a personal interview will not be necessary.

Sincerely,

Allan Spencer  
Univ. Apt. 1  
Charleston, Illinois

**TITLES AND DESCRIPTIONS OF INDUSTRIES**

**AGRICULTURE, FORESTRY, AND FISHERIES**  
**(Division A)**

**The Division as a Whole**

This division includes agriculture, forestry, fisheries, and related services.

Farms are the single units of agricultural activity. For the purpose of industrial classification, a farm is any tract of land comprising three or more acres on which agricultural products with a value of \$150 or more are produced annually (1949 prices), and tracts of land of less than 3 acres if the value of sales of agricultural products produced amounts to \$150 or more annually (1949 prices).

Agricultural operations consist of the production of crops or plants, vines, and trees (excluding forestry operations); or the keeping, grazing, or feeding of livestock for animal products (including serums), animal increase, or value increase. Livestock, as here used, includes poultry of all kinds, rabbits, bees, and fur bearing animals in captivity, in addition to mules, asses, burros, horses, cattle, sheep, goats, and hogs. This division also includes activities such as dry lot or farm dairies; nurseries; green-houses; seed farms; bulb, flower, and vegetable seed crops; mushroom cellars; cranberry bogs; apiaries; poultry hatcheries; and fur farms.

A farm may consist of a single tract of land, or a number of separate tracts which may be held under different tenures. For example, one tract may be owned by the farmer and another rented by him. When a landowner has one or more tenants, renters, croppers, or managers, the land operated by each is considered a farm. Thus, on a plantation the land operated by each cropper, renter, or tenant should be considered a separate farm, and the land operated by the owner or manager by means of wage hands should likewise be considered a farm. It may be operated by the operator's labor alone or with the assistance of members of his household or hired employees, or it may be operated by a partnership, corporation, or any other organization.

The classification of agriculture also includes agricultural services, animal husbandry services, horticultural services, and other operations such as hunting, trapping, and game propagation, when carried on as business enterprises.

The classification of forestry covers timber tracts, forest nurseries, reforestation, and the gathering of gums and barks, as well as other services and miscellaneous operations connected with forestry. Logging camps and logging contractors are classified in Division D, Manufacturing.

The classification of fisheries covers commercial fishing, fish farms, and related services such as fish hatcheries and frog farms.

**MINING**  
**(Division B)**

**The Division as a Whole**

This division includes all establishments primarily engaged in mining. Mining is here used in the broad sense to include the extraction of minerals occurring naturally; solids, such as coal and ores; liquids, such as crude petroleum; and gases, such as natural gas. The term "mining" is also used in the broad sense to include quarrying, well operation, milling (crushing, screening, washing, flotation, etc.), and other preparation needed to render the material marketable. Exploration and development of mineral properties are included. Services performed on a contract, fee, or other basis in the development of mineral properties are classified separately but within this division.

Mining operations are classified, by industry, on the basis of the principal mineral produced, or, if there is no production, on the basis of the principal mineral for which development work is in process. The mining of culm banks, ore dumps, and tailing piles is classified as mining according to the mineral product derived.

The purification and distribution of water, harvesting and storage of natural ice, bottling and distributing of natural spring and mineral waters, and the crushing, grinding, or otherwise treating of certain earths, rocks, and minerals not in conjunction with mining activities are not included in this division.



## **CONTRACT CONSTRUCTION (Division C)**

### **The Division as a Whole**

This division includes establishments primarily engaged in contract construction. The term "construction" includes new work, additions, alterations, and repairs. Three broad types of contract construction activity are covered; namely, (1) building construction by general contractors, (2) other construction by general contractors, and (3) construction by special trade contractors. Operative builders who build on their own account for resale or lease, and investment builders who build structures on their own account for rental, are classified in Major Group 65, Real Estate.

General building contractors are primarily engaged in the construction of dwellings, office buildings, stores, farm buildings, and other projects of a similar character. General contractors in fields other than buildings, often referred to as heavy construction contractors, are primarily engaged in the construction of highways, streets, bridges and tunnels, docks and piers, dams and water projects; sewage collection, treatment, and disposal facilities; and storm systems, air fields, and other heavy construction which involves either earth moving or the erection of structures and appurtenances, other than buildings. The removal of overburden is classified in Division (D), Mining.

Special trade contractors are primarily engaged in specialized construction activities such as plumbing, painting, electrical work, and carpentry.

General contractors in both the building field and the heavy construction field usually assume responsibility for an entire construction project, but may subcontract to others those portions of the project requiring special skills or equipment. Special trade contractors may work for general contractors under subcontracts or may work directly for the owner of the property.

Force account construction (construction work performed by an establishment, primarily engaged in some business other than construction, for its own account and use by its own employees) is not included in this division but is classified according to the principal activity normally carried on in the establishment or which will be conducted at the site when the construction work is completed.

The installation of prefabricated building equipment and materials by general contractors and special trade contractors is classified in this division. Similar installation work performed as a service incidental to sale by employees of an establishment manufacturing or selling prefabricated equipment and materials is classified according to the principal activity of the establishment in the Manufacturing or Trade Divisions.

**MANUFACTURING  
(Division D)**

**The Division as a Whole**

The manufacturing division includes those establishments engaged in the mechanical or chemical transformation of inorganic or organic substances into new products, and usually described as plants, factories, or mills, which characteristically use power driven machines and materials handling equipment. Establishments engaged in assembling component parts of manufactured products are also considered manufacturing if the new product is neither a structure nor other fixed improvement.

The materials processed by manufacturing establishments include products of agriculture, forestry, fishing, mining, and quarrying. The final product of a manufacturing establishment may be "finished" in the sense that it is ready for utilization or consumption, or it may be "semifinished" to become a raw material for an establishment engaged in further manufacturing. For example, the product of the copper smelter is the raw material used in electrolytic refineries; refined copper is the raw material used by copper wire mills; and copper wire is the raw material used by certain electrical equipment manufacturers.

The materials used by manufacturing establishments may be purchased directly from producers, obtained through customary trade channels, or secured without recourse to the market by transferring the product from one establishment to another which is under the same ownership. Manufacturing production is usually carried on for the wholesale market, for interplant transfer, or to order for industrial users, rather than for direct sale to the domestic consumer.

Printing, publishing, and industries servicing the printing trades are classified as manufacturing industries.

There are borderline cases between the manufacturing division and the other divisions in the classification system. Specific instances will be found in the description of the individual industries. A few of the more important examples are:

**Mining**

The dressing and beneficiating of ores, and the breaking, washing, and grading of coal are not considered manufacturing.

**Construction**

Fabricating operations performed at the site of construction by contractors are not considered manufacturing, but the prefabrication of sheet metal, concrete, and terrazzo products and similar construction materials is included in the manufacturing division.

**Wholesale and Retail Trade**

Establishments engaged in the following types of operations are not included in the manufacturing division: assembling, grading, and preparing fruits and vegetables for market; shelling and roasting nuts; and establishments primarily engaged in selling, to the general public, products produced on the same premises from which they are sold, such as bakeries, candy stores, ice cream parlors, shade shops, and custom tailors.

**TRANSPORTATION, COMMUNICATION, ELECTRIC,  
GAS AND SANITARY SERVICES  
(Division E)**

**The Division as a Whole**

This division includes enterprises engaged in passenger and freight transportation by railway, highway, water, or air, or furnishing services related to transportation; petroleum pipe line transportation; warehousing; telephone and telegraph communication services; radio broadcasting and television; and the supplying of electricity, gas, steam, water, or sanitary services. Industries assigned to this division are to a large extent regarded legally as having a semipublic character. Most of the establishments included are regulated by commissions or other public authorities as to the rates or prices they may charge and the services they may render. The workers and physical facilities of an enterprise classifiable in this division are often distributed over an extensive geographic area.

**WHOLESALE AND RETAIL TRADE  
(Division F)**

**The Division as a Whole**

This division includes establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesales; or acting as agents in buying merchandise for or selling merchandise to such persons or companies. The principal types of establishments included are: (1) merchant wholesalers -- wholesalers who take title to the goods they sell such as wholesale merchants or jobbers, industrial distributors, voluntary group wholesalers, exporters, importers, cash and carry wholesalers, drop shipper, wagon distributors, retailer cooperative warehouses, terminal elevators, and cooperative buying associations; (2) sales branches and sales offices (but not retail stores) maintained by manufacturing or mining enterprises apart from their plants or mines for the purpose of marketing their products; (3) agents, merchandise or commodity brokers, and commission merchants; (4) petroleum bulk stations; and (5) assemblers, buyers, and associated engaged in the cooperative marketing of farm products.

The chief functions of establishments included in wholesale trade are selling goods to trading establishments, or to industrial, commercial, institutional, and professional users; and bringing buyer and seller together. In addition to selling, functions frequently performed by wholesale establishments include maintaining inventories of goods; extending credit; physically assembling, sorting, and grading goods in large lots; breaking bulk and redistribution in smaller lots; delivery; refrigeration; and various types of promotion, such as advertising and label designing.

Retail Trade includes establishments engaged in selling merchandise for personal, household, or farm consumption, and rendering services incidental to the sale of the goods. In general, retail establishments are classified by kind of business according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.). Some of the important characteristics of retail trade establishments are: the establishment is usually a place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment may process its products, but such processing is incidental or subordinate to selling; the establishment is considered as retail

in the trade; and the establishment sells to customers for personal, household, or farm use. Not all of these characteristics need be present and some are modified by trade practices.

Buying of goods for resale to the consumer is a characteristic of retail trade establishments that particularly distinguishes them from the agricultural and extractive industries. For example, farmers who sell only their own produce at or from the point of production are not classified as retailers.

Processing incidental or subordinate to selling often is conducted at retail stores. For example, restaurants prepare meals, and feed stores grind feed. Retail establishments of manufacturing concerns are included in retail trade.

For the most part, establishments engaged in retail trade sell merchandise to the general public for personal or household consumption. Certain exceptions to this general rule are made necessary by trade practices. For example, retail lumber yards are included in Retail Trade despite the fact that a high proportion of their sales are made to contractors; and establishments selling feed, fertilizer, machinery, etc., to farmers are also included in Retail Trade. Chain store warehouses are considered auxiliary to the retail establishment served and are classified on the basis of the industrial activity carried on by such retail stores.

Establishments engaged in selling to the general public, from displayed merchandise, products such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be for use for personal or household consumption. However, establishments that sell these products only to institutional or industrial users and establishments that sell similar merchandise for use exclusively by business establishments are not classified in Retail Trade.

**FINANCE, INSURANCE, AND REAL ESTATE  
(Division C)**

**The Division as a Whole**

This division comprises establishments operating primarily in the fields of finance, insurance, and real estate. Finance includes banks, holding (but not predominantly operating) companies, other investment companies, brokers and dealers in securities and commodity contracts, and security and commodity exchanges. Insurance covers carriers of all types of insurance, and insurance agents and brokers. Real estate includes owners, lessors, lessees, buyers, sellers, agents, and developers of real estate.

In most cases, establishments included in this division are primarily engaged in specialized activities in either the finance, insurance, or real estate field and can therefore be classified in one of the major groups provided for these activities. However, there are some small establishments which are regularly engaged in some combination of finance, insurance, real estate, and law, no one of which is the principal activity. A separate major group has been provided for such establishments.

**SERVICES  
(Division E)**

**The Division as a Whole**

This division includes establishments primarily engaged in rendering a wide variety of services to individuals and business establishments. Hotels and other lodging places; establishments providing personal, business, repair and amusement services; medical, legal, engineering and other professional services; nonprofit membership organizations; and other miscellaneous services are included.



**GOVERNMENT**  
**(Division I)**

**The Division as a Whole**

This division includes all Federal, State, local and international government activities, such as the legislative, judicial and administrative functions, as well as government owned and operated business enterprises.

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