MONTHLY
# WHOLESALE TRADE
REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

JANUARY 1961

BW-61-1

## SALES AND INVENTORIES

FOR RELEASE
MARCH 9, 1961[1]

SALES

January 1961 sales of merchant wholesalers, estimated at $9.8 billion, were down 9 percent from December sales but were up slightly(1%) over January sales a year ago.

Sales in the durable goods trades, totaling $3.8 billion in January, declined 8 percent from their December level and were 7 percent lower than January 1960 sales. The nondurable goods trades, with sales of $6.0 billion, also indicated a decline (10%) from previous month sales but showed an increase of 6 percent over a year ago.

Most trades indicated decreases from December sales--only 3 durable goods and 10 nondurable goods trades reporting gains. Substantial declines--mostly seasonal--were indicated by jewelry wholesalers(49%), wine, distilled spirits wholesalers (47%), and amusement, sporting goods distributors (34%). The largest increase was shown by farm supplies wholesalers (15%), among the nondurable goods trades and by waste materials dealers (10%) among the durable goods trades. Compared with a year ago most durable goods trades noted declines while most nondurable goods trades showed gains. Iron, steel scrap dealers reported the sharpest drop (37%) from January 1961 sales, while farm products (raw materials) merchants (30%), and poultry products distributors (27%) noted the largest increases.

All geographic divisions experienced sales declines 4 to 18 percent below December, with the sharpest decline in New England and the West North Central Divisions. Compared with a year ago, sales trends were mixed with three divisions reporting gains, two showing no change, four indicating declines.

INVENTORIES

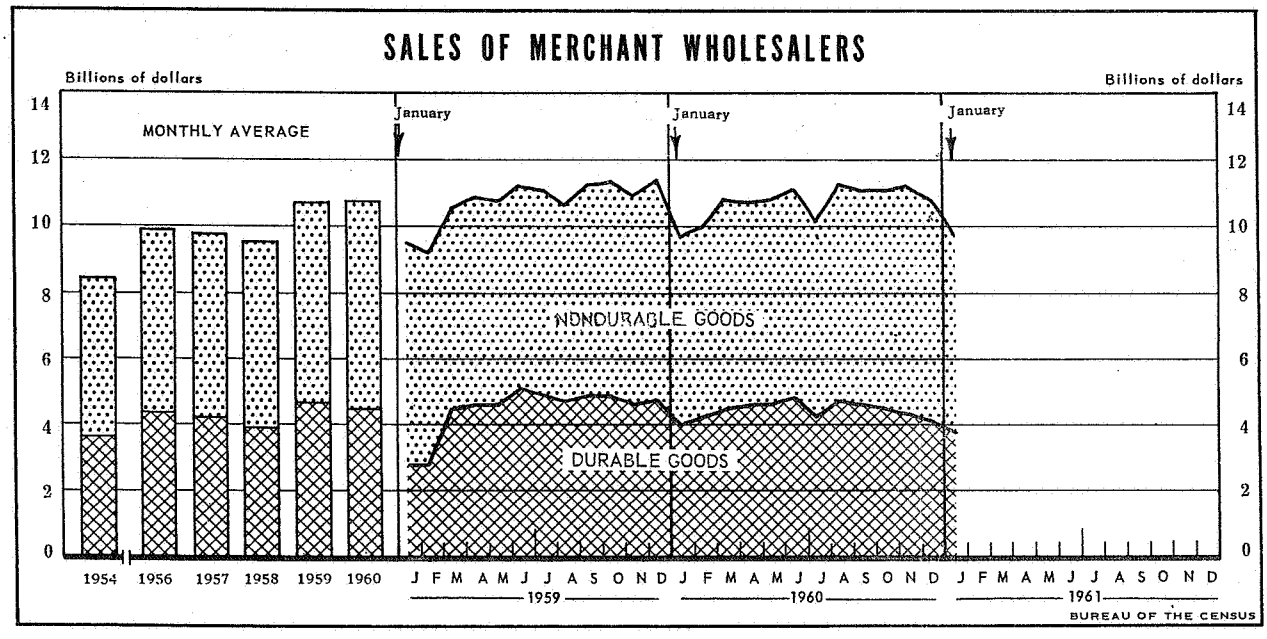
Inventories of wholesalers, excluding farm products (raw materials) merchants, estimated at $11.8 billion at the end of January remained virtually unchanged from their December level but were 3 percent higher than stocks on hand a year ago. Durable goods, also showing no change in their inventories during the month, were 3 percent above their January 1960 level. Nondurable goods inventories dropped slightly (1%) from their previous month level but were 5 percent higher than a year ago.

Most trades reported relatively small changes from December 31 inventory levels. Coal wholesalers reported the sharpest decline from previous month stocks (14%) but were 4 percent above a year ago. Inventories of iron, steel and products distributors declined 2 percent during the month, but reflected the principal increase (20%) over year-ago inventories.

The January 1961 stock-sales ratio for all merchant wholesalers reporting inventories in conjunction with their sales was 134 percent, up 12 points from December and also 6 points over the January 1960 ratio. The January 1961 stock-sales ratio of durable goods wholesalers was 189 percent compared with the nondurable goods ratio of 93 percent.

GENERAL

The data in this report are based on a probability sample representative of all merchant wholesalers in the country. A description of the sample and approximate measures of the reliability of the data are included on pages 10-12.




For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00

[1]An advance release of January 1961 data was issued on March 2, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS--UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Sales in millions of dollars)

| Kind of business | 1961 | 1960 | | | | | | | | | | | | Total 1960[2] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan.[1] | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec[2]. | |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 9,728 | 9,965 | 10,825 | 10,675 | 10,750 | 11,142 | 10,072 | 11,297 | 11,091 | 11,104 | 11,168 | 10,839 | 128,656 |
| TOTAL (excluding farm products, raw materials, merchants) | 8,799 | 8,944 | 9,204 | 10,048 | 9,944 | 9,986 | 10,404 | 9,337 | 10,482 | 10,180 | 10,100 | 10,061 | 9,727 | 118,417 |
| DURABLE GOODS, TOTAL | 3,773 | 4,045 | 4,210 | 4,472 | 4,610 | 4,614 | 4,798 | 4,238 | 4,739 | 4,625 | 4,547 | 4,342 | 4,092 | 53,332 |
| Automotive wholesalers | 475 | 453 | 505 | 540 | 580 | 532 | 573 | 510 | 557 | 537 | 540 | 520 | 487 | 6,334 |
| Automotive equipment, tire, tube wholesalers | 409 | 374 | 383 | 418 | 449 | 443 | 469 | 427 | 472 | 467 | 469 | 447 | 417 | 5,235 |
| Electrical, electronics, appliance distributors | 602 | 620 | 645 | 682 | 654 | 654 | 711 | 654 | 720 | 721 | 698 | 696 | 724 | 8,179 |
| Electrical apparatus, supplies distributors | 284 | 285 | 304 | 321 | 323 | 328 | 349 | 321 | 354 | 350 | 340 | 335 | 350 | 3,960 |
| Electrical appliances, TV, radio sets, electronic parts, distributors | 318 | 335 | 341 | 361 | 331 | 326 | 362 | 333 | 366 | 371 | 359 | 361 | 375 | 4,221 |
| Furniture, home furnishings wholesalers | 169 | 182 | 209 | 228 | 213 | 215 | 226 | 189 | 232 | 239 | 242 | 233 | 224 | 2,632 |
| Furniture wholesalers | 56 | 60 | 67 | 67 | 66 | 66 | 72 | 60 | 76 | 73 | 72 | 67 | 74 | 820 |
| Home furnishings, floor coverings wholesalers | 113 | 122 | 142 | 162 | 147 | 149 | 154 | 129 | 156 | 166 | 170 | 166 | 150 | 1,813 |
| Hardware, plumbing, heating goods wholesalers | 360 | 377 | 391 | 421 | 440 | 460 | 466 | 430 | 486 | 487 | 489 | 453 | 390 | 5,290 |
| Hardware wholesalers | 156 | 166 | 178 | 192 | 203 | 198 | 201 | 182 | 205 | 204 | 200 | 188 | 171 | 2,288 |
| Plumbing, heating equipment, supplies distributors | 203 | 211 | 214 | 229 | 237 | 262 | 266 | 248 | 281 | 283 | 289 | 266 | 219 | 3,005 |
| Lumber, construction materials distributors | 460 | 521 | 545 | 593 | 677 | 728 | 779 | 692 | 747 | 710 | 688 | 608 | 492 | 7,780 |
| Lumber, millwork wholesalers | 261 | 308 | 323 | 356 | 368 | 385 | 420 | 361 | 381 | 352 | 340 | 295 | 268 | 4,157 |
| Construction materials distributors | 199 | 214 | 221 | 236 | 308 | 343 | 359 | 331 | 366 | 358 | 347 | 313 | 224 | 3,620 |
| Machinery, equipment, supplies distributors | 1,035 | 1,086 | 1,118 | 1,191 | 1,279 | 1,283 | 1,288 | 1,096 | 1,218 | 1,188 | 1,127 | 1,081 | 1,071 | 14,026 |
| Industrial machinery, equipment supplies distributors | 447 | 500 | 501 | 542 | 543 | 540 | 533 | 450 | 507 | 500 | 474 | 478 | 469 | 6,037 |
| Professional equipment, supplies distributors | 109 | 103 | 109 | 114 | 110 | 112 | 119 | 108 | 123 | 121 | 121 | 116 | 116 | 1,372 |
| Service establishment supply houses | 139 | 137 | 137 | 147 | 154 | 151 | 147 | 131 | 150 | 151 | 148 | 139 | 137 | 1,729 |
| Metals, metalwork (except scrap) distributors | 382 | 431 | 410 | 440 | 411 | 400 | 424 | 368 | 428 | 411 | 407 | 402 | 370 | 4,902 |
| Iron, steel and products distributors | 272 | 307 | 296 | 320 | 294 | 284 | 300 | 263 | 297 | 289 | 289 | 281 | 250 | 3,470 |
| Nonferrous metals distributors | 110 | 124 | 114 | 120 | 118 | 115 | 124 | 105 | 131 | 122 | 118 | 122 | 120 | 1,433 |
| Scrap, waste materials dealers | 232 | 315 | 323 | 314 | 292 | 276 | 271 | 243 | 274 | 245 | 260 | 248 | 225 | 3,286 |
| Iron, steel scrap dealers | 120 | 191 | 197 | 179 | 165 | 153 | 149 | 139 | 153 | 137 | 147 | 135 | 123 | 1,868 |
| Waste materials dealers | 112 | 124 | 126 | 135 | 127 | 123 | 121 | 104 | 121 | 108 | 114 | 113 | 102 | 1,418 |
| NONDURABLE GOODS, TOTAL | 6,044 | 5,682 | 5,755 | 6,353 | 6,065 | 6,136 | 6,344 | 5,834 | 6,557 | 6,465 | 6,558 | 6,826 | 6,746 | 75,321 |
| TOTAL (excluding farm products, raw materials, merchants) | 5,026 | 4,898 | 4,998 | 5,577 | 5,334 | 5,372 | 5,606 | 5,099 | 5,742 | 5,554 | 5,554 | 5,719 | 5,634 | 65,087 |
| Grocery, confectionery, meat wholesalers | 1,811 | 1,739 | 1,740 | 1,937 | 1,797 | 1,828 | 1,941 | 1,787 | 1,951 | 1,857 | 1,882 | 1,916 | 1,870 | 22,245 |
| General-line grocery wholesalers | 838 | 756 | 760 | 832 | 810 | 802 | 852 | 798 | 865 | 841 | 828 | 851 | 851 | 9,846 |
| Specialty-line grocery wholesalers | 580 | 608 | 615 | 695 | 600 | 614 | 646 | 590 | 639 | 618 | 636 | 634 | 610 | 7,505 |
| Confectionery wholesalers | 58 | 58 | 56 | 60 | 58 | 58 | 61 | 56 | 60 | 60 | 64 | 66 | 66 | 723 |
| Meat, meat products wholesalers | 336 | 317 | 309 | 349 | 329 | 354 | 382 | 344 | 386 | 338 | 354 | 365 | 344 | 4,171 |
| Farm products (edible) distributors | 378 | 355 | 347 | 416 | 423 | 410 | 445 | 399 | 395 | 371 | 383 | 427 | 440 | 4,811 |
| Poultry, poultry products distributors | 150 | 118 | 113 | 136 | 129 | 130 | 138 | 123 | 141 | 150 | 156 | 185 | 179 | 1,698 |
| Fresh fruit, vegetable wholesalers | 228 | 237 | 234 | 280 | 294 | 280 | 307 | 275 | 254 | 222 | 227 | 242 | 261 | 3,113 |
| Beer, wine, distilled spirits wholesalers | 469 | 431 | 480 | 567 | 572 | 614 | 650 | 583 | 633 | 615 | 607 | 707 | 758 | 7,217 |
| Beer, ale distributors | 183 | 165 | 176 | 201 | 222 | 247 | 268 | 270 | 282 | 246 | 213 | 216 | 218 | 2,724 |
| Wine, distilled spirits wholesalers | 286 | 266 | 304 | 366 | 350 | 367 | 382 | 313 | 350 | 369 | 395 | 491 | 540 | 4,493 |
| Drugs, chemicals, allied products wholesalers | 383 | 372 | 385 | 410 | 389 | 391 | 404 | 360 | 421 | 415 | 409 | 405 | 367 | 4,728 |
| Drug wholesalers (general and specialty lines) | 245 | 241 | 250 | 260 | 236 | 236 | 245 | 224 | 262 | 271 | 269 | 259 | 241 | 2,994 |
| Industrial chemicals, explosives wholesalers | 114 | 105 | 108 | 121 | 118 | 120 | 120 | 101 | 122 | 111 | 109 | 119 | 103 | 1,357 |
| Paint, varnish wholesalers | 24 | 25 | 27 | 30 | 34 | 35 | 38 | 35 | 36 | 33 | 32 | 26 | 24 | 375 |
| Tobacco distributors | 304 | 294 | 303 | 336 | 328 | 343 | 371 | 344 | 365 | 365 | 345 | 353 | 381 | 4,128 |
| Dry goods, apparel wholesalers | 459 | 491 | 512 | 572 | 537 | 501 | 527 | 466 | 625 | 566 | 582 | 560 | 445 | 6,384 |
| Clothing, furnishings, footwear wholesalers | 155 | 166 | 193 | 223 | 209 | 185 | 176 | 174 | 259 | 222 | 229 | 211 | 152 | 2,398 |
| Dry goods wholesalers (general and specialty lines) | 193 | 193 | 192 | 210 | 196 | 194 | 215 | 187 | 230 | 225 | 228 | 230 | 187 | 2,487 |
| Paper, allied products wholesalers | 347 | 333 | 329 | 365 | 356 | 342 | 346 | 316 | 377 | 354 | 364 | 364 | 351 | 4,197 |
| Paper wholesalers | 301 | 290 | 289 | 320 | 312 | 299 | 301 | 275 | 328 | 308 | 312 | 306 | 299 | 3,639 |
| Coal wholesalers | 75 | 76 | 72 | 77 | 65 | 67 | 68 | 61 | 68 | 70 | 73 | 69 | 80 | 846 |
| Farm supplies wholesalers | 133 | 128 | 139 | 171 | 187 | 151 | 127 | 106 | 121 | 125 | 118 | 101 | 116 | 1,590 |

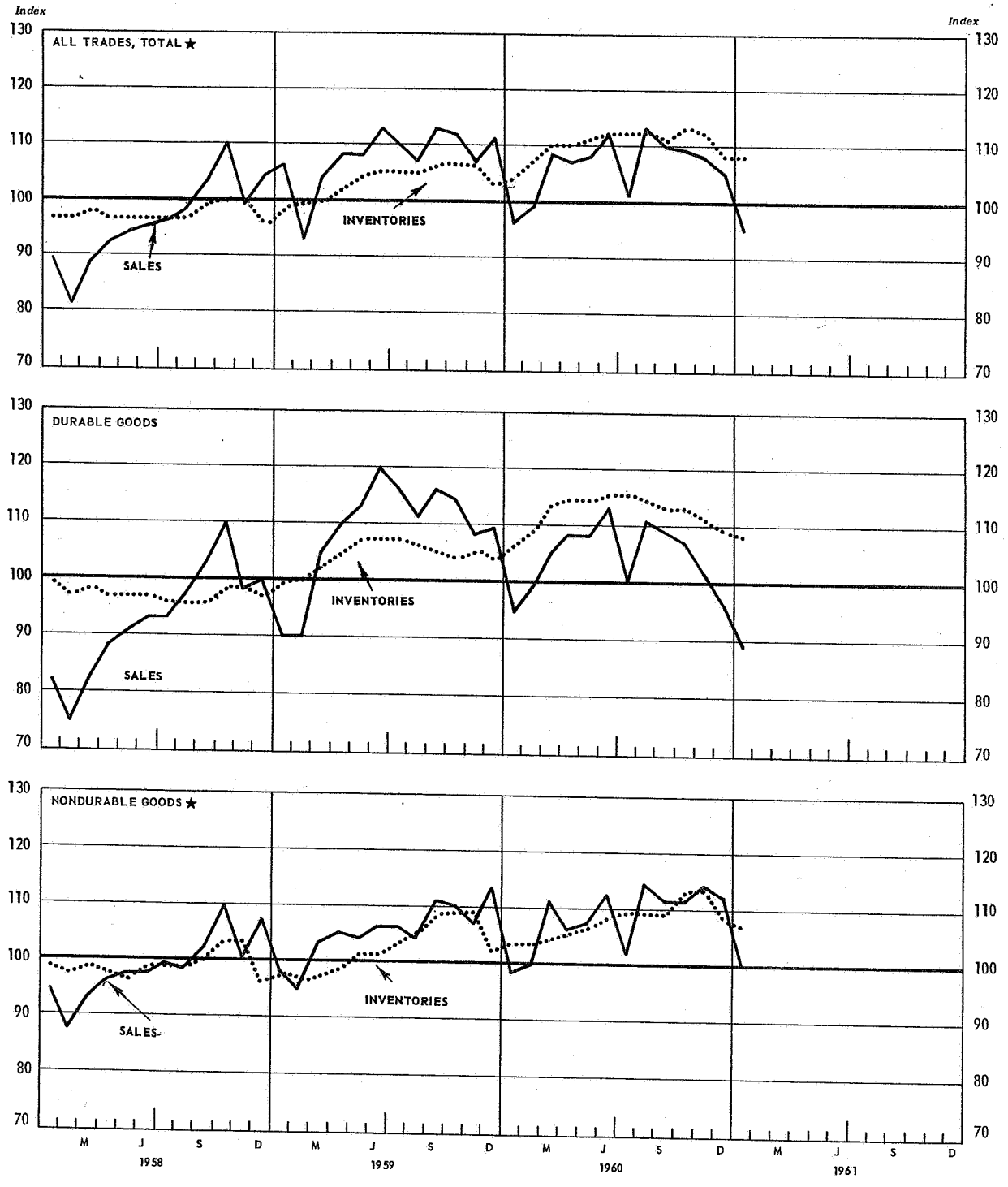
[1] Preliminary estimate.
[2] Final estimate.

See page 11, Estimating Procedure.

Note: These data exclude Alaska and Hawaii which in 1954, according to the Census of Business, had wholesale sales equivalent to about 0.04 percent and 0.3 percent respectively, of the United States total. Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# SALES AND INVENTORIES OF MERCHANT WHOLESALERS
## 1958, 1959, 1960 AND 1961

1957-59 MONTHLY AVERAGE = 100




★ Excludes farm products (raw materials).

BUREAU OF THE CENSUS

DATA IN THIS REPORT ARE NOT ADJUSTED FOR NUMBER OF DAYS IN THE MONTH NOR FOR SEASONAL OR PRICE FLUCTUATIONS

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | 1960 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan.[1] | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials, merchants) | 11,811 | 11,439 | 11,702 | 12,008 | 12,072 | 12,172 | 12,267 | 12,300 | 12,296 | 12,195 | 12,346 | 12,288 | 11,860 |
| Selected Kinds of Business | | | | | | | | | | | | | |
| Automotive wholesalers | 1,019 | 923 | 955 | 991 | 1,010 | 1,013 | 1,032 | 1,025 | 1,040 | 1,028 | 1,017 | 1,005 | 1,021 |
| Automotive equipment, tire, tube wholesalers | 898 | 818 | 843 | 866 | 880 | 874 | 877 | 873 | 895 | 891 | 885 | 874 | 893 |
| Electrical, electronics, appliance distributors | 1,048 | 1,075 | 1,115 | 1,122 | 1,146 | 1,166 | 1,162 | 1,119 | 1,118 | 1,133 | 1,150 | 1,130 | 1,049 |
| Electrical apparatus, supplies distributors | 463 | 475 | 489 | 496 | 520 | 512 | 496 | 485 | 492 | 487 | 495 | 485 | 457 |
| Electrical appliances, TV, radio sets, electronic parts, distributors | 585 | 600 | 627 | 626 | 625 | 654 | 666 | 634 | 625 | 646 | 654 | 645 | 593 |
| Hardware, plumbing, heating goods wholesalers | 847 | 875 | 920 | 957 | 932 | 929 | 912 | 925 | 911 | 891 | 882 | 871 | 829 |
| Hardware wholesalers | 402 | 424 | 450 | 464 | 446 | 440 | 432 | 434 | 429 | 410 | 410 | 406 | 385 |
| Plumbing, heating equipment, supplies distributors | 445 | 452 | 471 | 493 | 486 | 489 | 480 | 489 | 482 | 482 | 472 | 465 | 443 |
| Machinery, equipment, supplies distributors | 2,133 | 2,113 | 2,137 | 2,213 | 2,197 | 2,181 | 2,192 | 2,234 | 2,229 | 2,175 | 2,186 | 2,162 | 2,151 |
| Industrial machinery, equipment supplies distributors | 829 | 831 | 825 | 859 | 868 | 871 | 850 | 856 | 863 | 844 | 831 | 832 | 839 |
| Metals, metalwork (except scrap) distributors | 778 | 674 | 749 | 787 | 823 | 852 | 869 | 869 | 821 | 812 | 803 | 801 | 793 |
| Iron, steel and products distributors | 646 | 537 | 606 | 661 | 688 | 708 | 726 | 731 | 682 | 679 | 670 | 672 | 658 |
| Grocery, confectionery, meat wholesalers | 1,224 | 1,184 | 1,177 | 1,191 | 1,200 | 1,191 | 1,181 | 1,192 | 1,226 | 1,213 | 1,270 | 1,273 | 1,235 |
| General-line grocery wholesalers | 703 | 635 | 646 | 684 | 705 | 676 | 657 | 671 | 685 | 674 | 707 | 709 | 697 |
| Beer, wine, distilled spirits wholesalers | 635 | 570 | 572 | 601 | 606 | 631 | 672 | 654 | 662 | 652 | 731 | 771 | 660 |
| Wine, distilled spirits wholesalers | 525 | 464 | 469 | 486 | 491 | 496 | 523 | 510 | 527 | 524 | 606 | 655 | 556 |
| Drugs, chemicals, allied products wholesalers | 534 | 509 | 519 | 526 | 531 | 526 | 539 | 540 | 551 | 549 | 559 | 543 | 530 |
| Drug wholesalers (general and specialty lines) | 384 | 362 | 371 | 370 | 382 | 379 | 389 | 385 | 399 | 399 | 411 | 392 | 381 |
| Paper, allied products wholesalers | 326 | 325 | 325 | 329 | 327 | 338 | 340 | 341 | 331 | 324 | 329 | 335 | 328 |
| Paper wholesalers | 269 | 271 | 271 | 275 | 273 | 284 | 285 | 286 | 276 | 268 | 272 | 278 | 275 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

| Kind of business | 1961 | 1960 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan.[1] | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials, merchants) | 134 | 128 | 127 | 120 | 121 | 122 | 118 | 132 | 117 | 120 | 122 | 122 | 122 |
| DURABLE GOODS, TOTAL | 189 | 172 | 171 | 166 | 162 | 163 | 157 | 178 | 158 | 160 | 163 | 169 | 175 |
| Automotive wholesalers | 215 | 204 | 189 | 184 | 174 | 190 | 180 | 201 | 187 | 191 | 188 | 193 | 210 |
| Automotive equipment, tire, tube wholesalers | 220 | 219 | 220 | 207 | 196 | 197 | 187 | 204 | 190 | 191 | 189 | 196 | 214 |
| Electrical, electronics, appliance distributors | 174 | 173 | 173 | 165 | 175 | 178 | 163 | 171 | 155 | 157 | 165 | 162 | 145 |
| Electrical apparatus, supplies distributors | 163 | 167 | 161 | 155 | 161 | 156 | 142 | 151 | 139 | 139 | 145 | 145 | 131 |
| Electrical appliances, TV, radio sets, electronic parts, distributors | 184 | 179 | 184 | 173 | 189 | 201 | 184 | 190 | 171 | 174 | 182 | 179 | 158 |
| Hardware, plumbing, heating goods wholesalers | 235 | 232 | 235 | 227 | 212 | 202 | 196 | 215 | 187 | 183 | 180 | 192 | 213 |
| Hardware wholesalers | 258 | 255 | 253 | 242 | 220 | 222 | 215 | 238 | 209 | 201 | 205 | 216 | 225 |
| Plumbing, heating equipment, supplies distributors | 219 | 214 | 220 | 215 | 205 | 187 | 180 | 197 | 172 | 170 | 163 | 175 | 202 |
| Machinery, equipment, supplies distributors | 206 | 195 | 191 | 186 | 172 | 170 | 170 | 204 | 183 | 183 | 194 | 200 | 201 |
| Industrial machinery, equipment supplies distributors | 185 | 166 | 165 | 158 | 160 | 161 | 159 | 190 | 170 | 169 | 175 | 174 | 179 |
| Metals, metalwork (except scrap) distributors | 204 | 156 | 183 | 179 | 200 | 213 | 205 | 236 | 192 | 198 | 197 | 199 | 214 |
| Iron, steel and products distributors | 238 | 175 | 205 | 207 | 234 | 249 | 242 | 278 | 230 | 235 | 231 | 239 | 263 |
| NONDURABLE GOODS, TOTAL excluding farm products, raw materials, merchants) | 93 | 92 | 90 | 82 | 86 | 86 | 84 | 93 | 84 | 86 | 89 | 87 | 84 |
| Grocery;, confectionery, meat wholesalers | 68 | 68 | 68 | 61 | 67 | 65 | 61 | 67 | 63 | 65 | 67 | 66 | 66 |
| General-line grocery wholesalers | 84 | 84 | 85 | 82 | 87 | 84 | 77 | 84 | 79 | 80 | 85 | 83 | 82 |
| Beer, wine, distilled spirits wholesalers | 135 | 132 | 119 | 106 | 106 | 103 | 103 | 112 | 105 | 106 | 120 | 109 | 87 |
| Wine, distilled spirits wholesalers | 184 | 174 | 154 | 133 | 140 | 135 | 137 | 163 | 151 | 142 | 153 | 133 | 103 |
| Drugs, chemicals, allied products wholesalers | 139 | 137 | 135 | 128 | 137 | 135 | 133 | 150 | 131 | 132 | 137 | 134 | 144 |
| Drug wholesalers (general and specialty lines) | 157 | 150 | 148 | 142 | 162 | 161 | 159 | 172 | 152 | 147 | 153 | 151 | 158 |
| Paper, allied products wholesalers | 94 | 98 | 99 | 90 | 92 | 99 | 98 | 108 | 88 | 92 | 90 | 92 | 92 |
| Paper wholesalers | 89 | 93 | 94 | 86 | 88 | 95 | 95 | 104 | 84 | 87 | 87 | 91 | 90 |

[1] Preliminary estimate
[2] Final estimate

See page 11 Estimating Procedure.

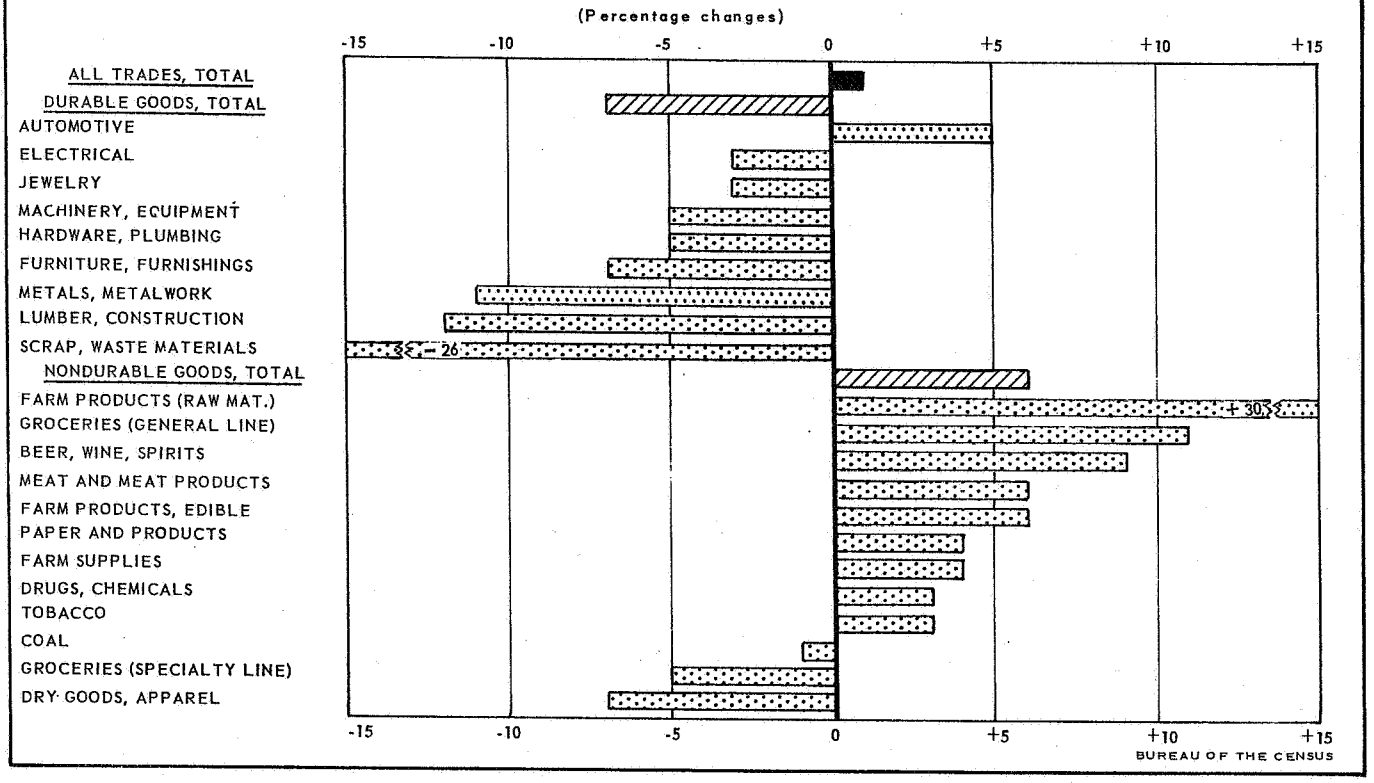
Note: These data exclude Alaska and Hawaii. Totals include data for some kinds of business not shown separately. Inventory detail may not add to totals due to rounding.

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: JANUARY 1961

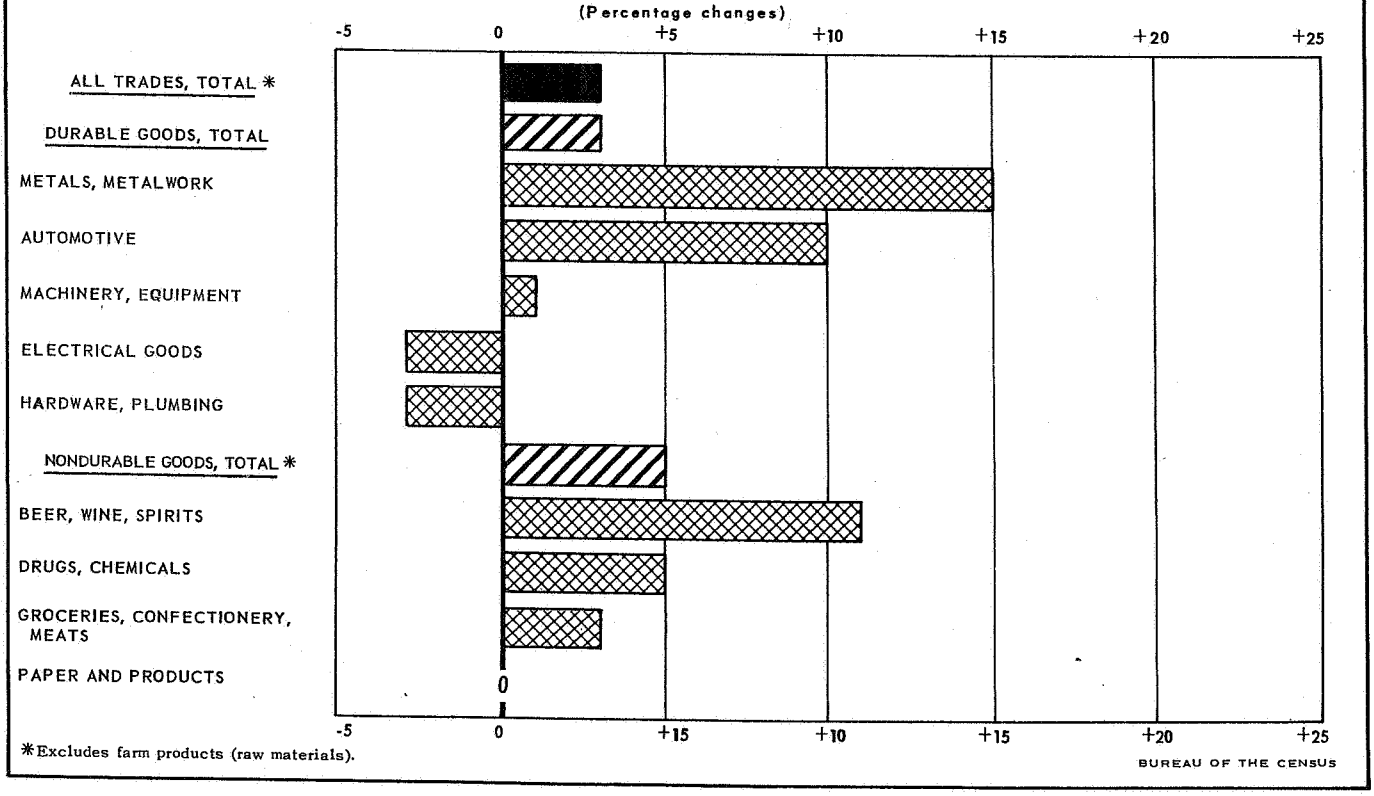
| Kind of business | Sales | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|
| | January 1961 from-- | | January 1961 from-- | |
| | January 1960 | December 1960 | January 1960 | December 1960 |
| MERCHANT WHOLESALERS, TOTAL | +1 | -9 | (X) | (X) |
| TOTAL (excluding farm products, raw materials, merchants) | -2 | -10 | +3 | 0 |
| DURABLE GOODS, TOTAL | -7 | -8 | +3 | 0 |
| Automotive wholesalers | +5 | -2 | +10 | 0 |
| Automotive equipment, tire, tube wholesalers | +9 | -2 | +10 | +1 |
| Electrical, electronics, appliance distributors | -3 | -17 | -3 | 0 |
| Electrical apparatus, supplies distributors | 0 | -19 | -3 | +1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | -5 | -15 | -3 | -1 |
| Furniture, home furnishings wholesalers | -7 | -25 | +4 | 0 |
| Furniture wholesalers | -7 | -24 | +2 | 0 |
| Home furnishings, floor coverings wholesalers | -7 | -25 | +5 | 0 |
| Hardware, plumbing, heating goods wholesalers | -5 | -8 | -3 | +2 |
| Hardware wholesalers | -6 | -9 | -5 | +4 |
| Plumbing, heating equipment, supplies distributors | -4 | -7 | -2 | 0 |
| Lumber, construction materials distributors | -12 | -7 | +1 | -1 |
| Lumber, millwork wholesalers | -15 | -3 | 0 | 0 |
| Construction materials distributors | -7 | -11 | +1 | -2 |
| Machinery, equipment, supplies distributors | -5 | -3 | +1 | -1 |
| Air conditioning, commercial refrigeration equipment, distributors | -12 | -2 | +19 | +1 |
| Commercial machines, equipment distributors | +13 | -10 | +7 | 0 |
| Industrial machinery, equipment, supplies distributors | -11 | -5 | 0 | -1 |
| Professional equipment, supplies distributors | +6 | -6 | +18 | 0 |
| Surgical, medical, hospital supply houses* | +8 | -11 | +20 | +1 |
| Service establishment supply houses | +1 | +1 | +4 | +3 |
| Metals, metalwork (except scrap) distributors | -11 | +3 | +15 | -2 |
| Iron, steel and products distributors | -11 | +9 | +20 | -2 |
| Nonferrous metals distributors | -11 | -8 | -4 | -3 |
| Scrap, waste materials dealers | -26 | +3 | +4 | -2 |
| Iron, steel scrap dealers | -37 | -2 | +10 | +2 |
| Waste materials dealers | -10 | +10 | -3 | -7 |
| Jewelry wholesalers | -3 | -49 | -4 | +3 |
| NONDURABLE GOODS, TOTAL | +6 | -10 | (X) | (X) |
| TOTAL (excluding farm products, raw materials, merchants) | +3 | -11 | +5 | -1 |
| Grocery, confectionery, meat wholesalers | +4 | -3 | +3 | -1 |
| General-line grocery wholesalers | +11 | -2 | +11 | +1 |
| Voluntary groups* | +13 | -6 | +8 | -1 |
| Retailer-cooperative* | +11 | +1 | +12 | 0 |
| Nonaffiliated* | +7 | +1 | +7 | +2 |
| Specialty-line grocery wholesalers | -5 | -5 | -6 | -3 |
| Confectionery wholesalers | 0 | -12 | -5 | -5 |
| Meat, meat products wholesalers | +6 | -2 | +3 | -1 |
| Farm products (edible) distributors | +6 | -14 | -3 | -1 |
| Poultry, poultry products distributors | +27 | -16 | -6 | 0 |
| Fresh fruit, vegetable wholesalers | -4 | -13 | -2 | -2 |
| Beer, wine, distilled spirits wholesalers | +9 | -38 | +11 | -4 |
| Beer, ale distributors | +11 | -16 | +4 | +6 |
| Wine, distilled spirits wholesalers | +8 | -47 | +13 | -6 |
| Drugs, chemicals, allied products wholesalers | +3 | +4 | +5 | +1 |
| Drug wholesalers (general and specialty lines) | +2 | +2 | +6 | +1 |
| General-line drug wholesalers* | -2 | +4 | +2 | 0 |
| Industrial chemicals, explosives wholesalers | +9 | +11 | +2 | +1 |
| Paint, varnish wholesalers | -4 | 0 | +2 | 0 |
| Tobacco distributors | +3 | -20 | +6 | +4 |
| Dry goods, apparel wholesalers | -7 | +3 | +4 | 0 |
| Clothing, furnishings, footwear wholesalers | -7 | +2 | -2 | +1 |
| Dry goods wholesalers (general and specialty lines) | 0 | +3 | +9 | -1 |
| Piece goods converters | -16 | +4 | +3 | 0 |
| Paper, allied products wholesalers | +4 | -1 | 0 | +1 |
| Paper wholesalers | +4 | +1 | -1 | 0 |
| Stationery, wallpaper wholesalers | +5 | -15 | +8 | +6 |
| Farm products (raw materials) merchants | +30 | -8 | (X) | (X) |
| Other nondurable goods wholesalers | -1 | -14 | +4 | -1 |
| Amusement, sporting goods distributors | +10 | -34 | +11 | +1 |
| Book, magazine, newspaper wholesalers | +12 | -4 | -11 | -7 |
| Coal wholesalers | -1 | -6 | +4 | -14 |
| Farm supplies wholesalers | +4 | +15 | +3 | +5 |

* See text, page 10.
X Withheld due to extreme variability of reported data. See "Inventories," page 10.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS– JANUARY 1961 COMPARED WITH JANUARY 1960




## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS JANUARY 1961 COMPARED WITH JANUARY 1960



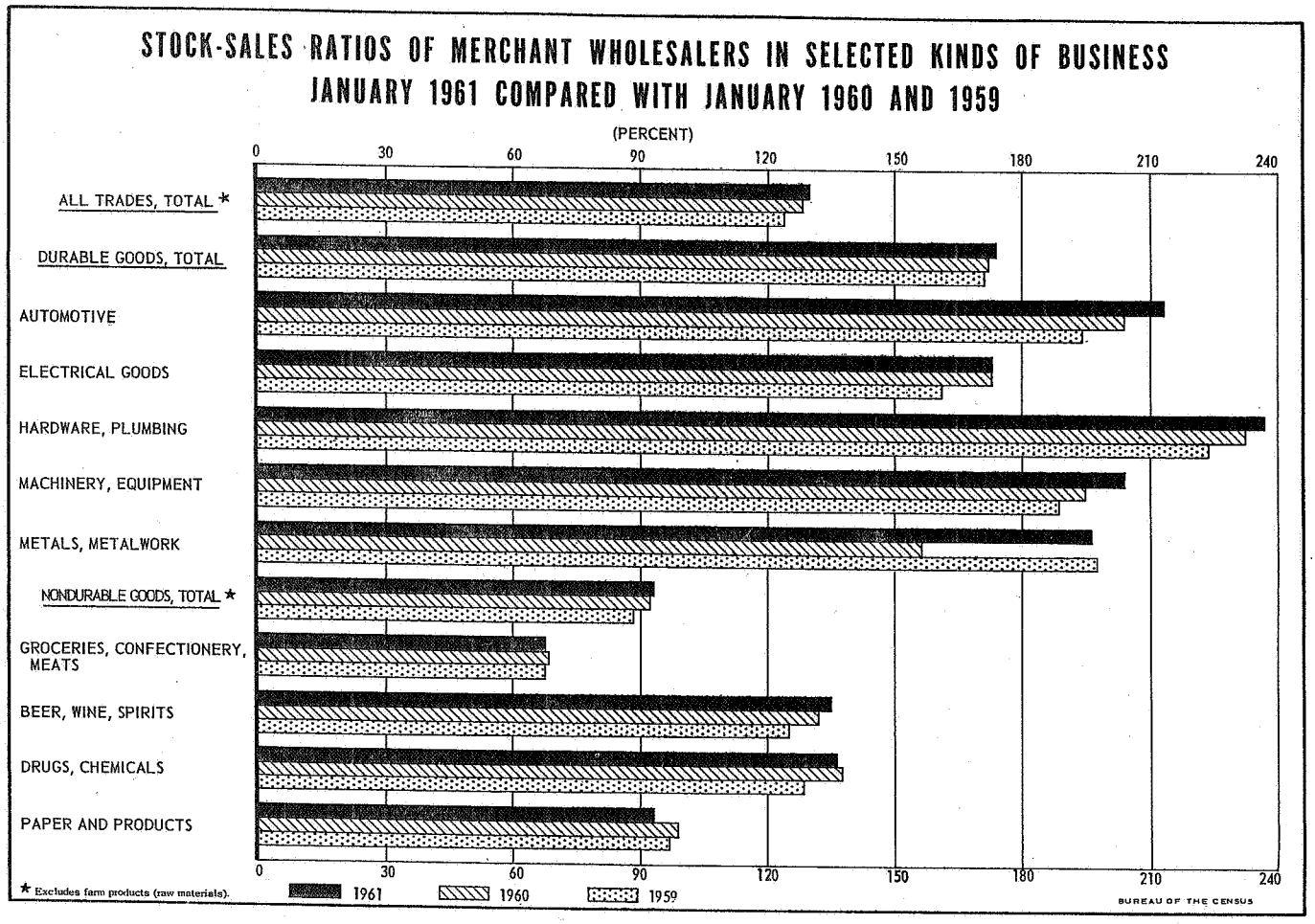

*Excludes farm products (raw materials).

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

JANUARY 1961

| Kind of business and geographic division (see map page 8) | Sales | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|
| | January 1961 | | January 1961 | |
| | January 1960 | December 1960 | January 1960 | December 1960 |
| MERCHANT WHOLESALERS, TOTAL[1] | +1 | -9 | +3 | 0 |
| New England | 0 | -18 | 0 | -1 |
| Middle Atlantic | -4 | -7 | +2 | -2 |
| East North Central | -3 | -11 | +4 | 0 |
| West North Central | +3 | -18 | -7 | 0 |
| South Atlantic | -7 | -7 | +1 | +1 |
| East South Central | -4 | -4 | +6 | 0 |
| West South Central | +5 | -8 | +3 | 0 |
| Mountain | +8 | -6 | -2 | +1 |
| Pacific | 0 | -7 | 0 | -2 |
| Automotive equipment, tire, tube wholesalers | +9 | -2 | +10 | +1 |
| New England | (X) | -17 | (X) | -2 |
| Middle Atlantic | +10 | -6 | +15 | -1 |
| East North Central | -3 | -9 | (X) | 0 |
| West North Central | 0 | 0 | -6 | +1 |
| South Atlantic | +1 | -1 | -2 | +2 |
| East South Central | +5 | +6 | +8 | 0 |
| West South Central | -4 | +2 | -6 | 0 |
| Mountain | +10 | -1 | (X) | +4 |
| Pacific | +4 | +2 | -1 | -1 |
| Electrical apparatus, supplies distributors | 0 | -19 | -3 | +1 |
| New England | (X) | (X) | (X) | (X) |
| Middle Atlantic | -3 | -9 | +3 | +2 |
| East North Central | +1 | -22 | -5 | +3 |
| West North Central | +5 | -25 | -2 | -1 |
| South Atlantic | +1 | -22 | -2 | 0 |
| East South Central | +12 | -19 | +11 | +5 |
| West South Central | +7 | -4 | -8 | 0 |
| Mountain | (X) | (X) | (X) | (X) |
| Pacific | -6 | -16 | -4 | -2 |
| Elec. appliances, TV, radio sets, electronic parts distributors | -5 | -15 | -3 | -1 |
| New England | -3 | -16 | (X) | -5 |
| Middle Atlantic | +2 | -19 | +2 | +1 |
| East North Central | -11 | -13 | +2 | -1 |
| West North Central | -8 | -14 | -5 | -1 |
| South Atlantic | -18 | -22 | +5 | +2 |
| East South Central | (X) | -5 | (X) | (X) |
| West South Central | +3 | 0 | -6 | 0 |
| Pacific | +5 | -19 | -6 | -2 |
| Furniture, home furnishings wholesalers | -7 | -25 | +4 | 0 |
| New England | (X) | (X) | (X) | (X) |
| Middle Atlantic | -14 | -27 | +11 | -3 |
| East North Central | +6 | -14 | +7 | +2 |
| West North Central | -18 | (X) | -8 | +1 |
| South Atlantic | -9 | -22 | -3 | -1 |
| East South Central | (X) | -8 | (X) | +4 |
| West South Central | 0 | (X) | +1 | 0 |
| Pacific | | | | |
| Hardware wholesalers | -6 | -9 | -5 | +4 |
| New England | -6 | -14 | +4 | 0 |
| Middle Atlantic | -4 | -10 | -9 | -2 |
| East North Central | -7 | -14 | -10 | +4 |
| West North Central | -7 | -3 | -7 | +5 |
| South Atlantic | -6 | -12 | -9 | +1 |
| East South Central | -7 | -3 | -13 | +11 |
| West South Central | -4 | -12 | -10 | +3 |
| Mountain | (X) | (X) | (X) | (X) |
| Pacific | -7 | -2 | -2 | +2 |
| Plumbing, heating equipment, supplies distributors | -4 | -7 | -2 | 0 |
| New England | (X) | -8 | (X) | -1 |
| Middle Atlantic | -8 | -3 | -6 | 0 |
| East North Central | -16 | -17 | -4 | +2 |
| West North Central | -5 | -1 | -11 | 0 |
| South Atlantic | -15 | -6 | -8 | +4 |
| East South Central | +4 | +4 | +1 | 0 |
| West South Central | ++6 | -3 | -10 | -5 |
| Pacific | | | | |
| Lumber, construction materials distributors | -12 | -7 | +1 | -1 |
| New England | +1 | -17 | (X) | -1 |
| Middle Atlantic | -16 | -13 | -9 | 0 |
| East North Central | -1 | -5 | -8 | -1 |
| West North Central | -5 | -12 | -7 | +1 |
| South Atlantic | -19 | -3 | -8 | +1 |
| East South Central | -12 | -2 | -2 | -3 |
| West South Central | -15 | -10 | +27 | -2 |
| Pacific | | | | |

See footnotes at end of table.


STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
JANUARY 1961 COMPARED WITH JANUARY 1960 AND 1959
(PERCENT)
0
30
60
90
120
150
180
210
240
ALL TRADES, TOTAL *
DURABLE GOODS, TOTAL
AUTOMOTIVE
ELECTRICAL GOODS
HARDWARE, PLUMBING
MACHINERY, EQUIPMENT
METALS, METALWORK
NONDURABLE GOODS, TOTAL *
GROCERIES, CONFECTIONERY, MEATS
BEER, WINE, SPIRITS
DRUGS, CHEMICALS
PAPER AND PRODUCTS
* Excludes farm products (raw materials).
1961
1960
1959
BUREAU OF THE CENSUS

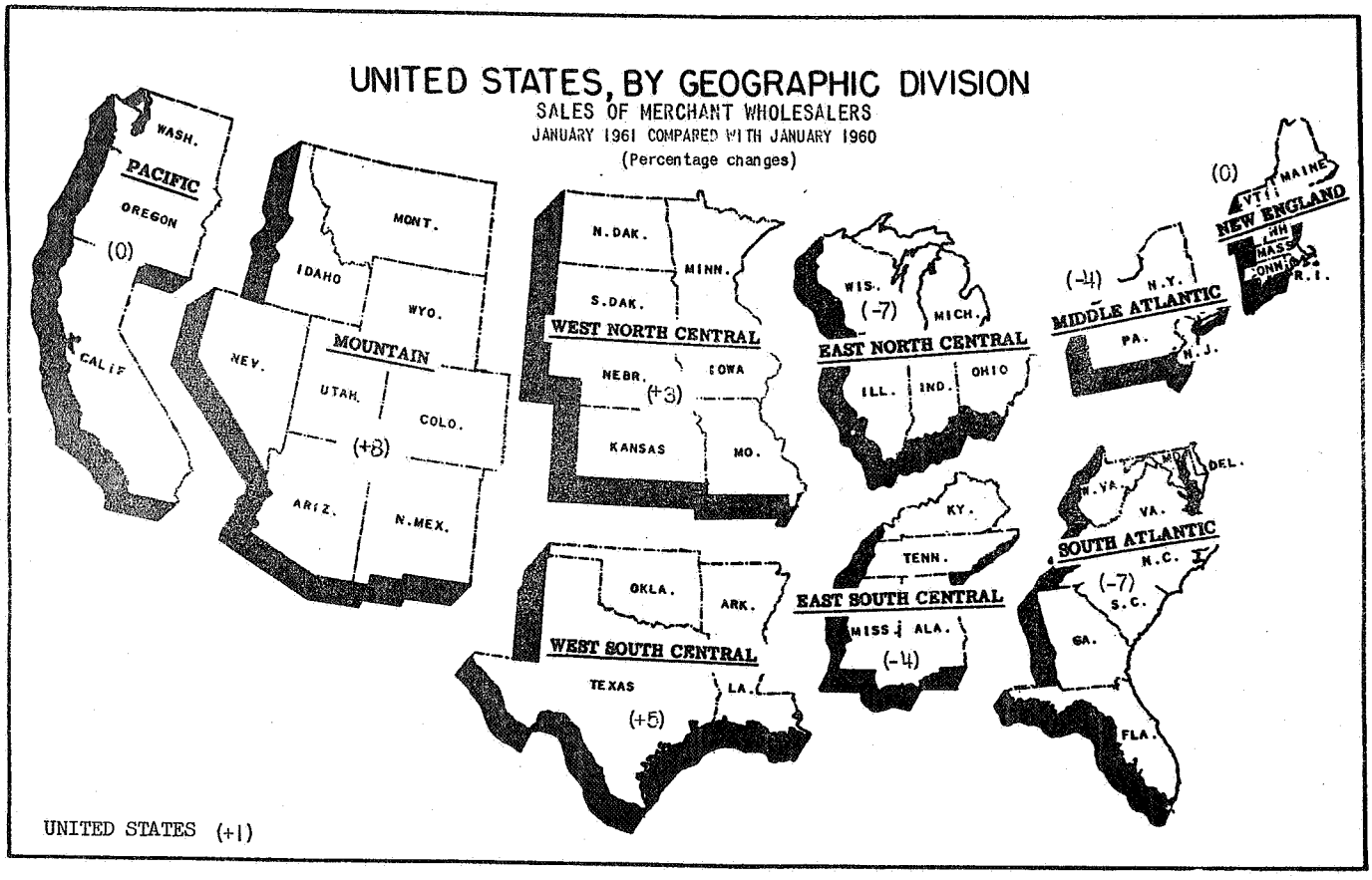

UNITED STATES, BY GEOGRAPHIC DIVISION
SALES OF MERCHANT WHOLESALERS
JANUARY 1961 COMPARED WITH JANUARY 1960
(Percentage changes)
WASH.
PACIFIC
OREGON
(0)
CALIF.
MONT.
IDAHO
WYO.
NEV.
MOUNTAIN
UTAH.
COLO.
(+8)
ARIZ.
N.MEX.
N.DAK.
MINN.
S.DAK.
WEST NORTH CENTRAL
NEBR.
IOWA
(+3)
KANSAS
MO.
WIS.
(-7)
MICH.
EAST NORTH CENTRAL
ILL.
IND.
OHIO
(-4)
N.Y.
MIDDLE ATLANTIC
PA.
N.J.
(0)
VT.
MAINE
NEW ENGLAND
N.H.
MASS.
CONN.
R.I.
OKLA.
ARK.
WEST SOUTH CENTRAL
TEXAS
LA.
(+5)
KY.
TENN.
EAST SOUTH CENTRAL
MISS.
ALA.
(-4)
MD.
DEL.
W.VA.
VA.
SOUTH ATLANTIC
N.C.
(-7)
S.C.
GA.
FLA.
UNITED STATES (+1)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

JANUARY 1961

| Kind of business and geographic division (see map page 8) | Sales | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|
| | January 1961 from-- | | January 1961 from-- | |
| | January 1960 | December 1960 | January 1960 | December 1960 |
| Industrial machinery, equipment supplies distributors | -11 | -5 | 0 | -1 |
| Middle Atlantic | -1 | -2 | +6 | -1 |
| East North Central | -20 | 0 | -5 | 0 |
| West North Central | +2 | (X) | -4 | -1 |
| South Atlantic | -16 | -2 | +1 | +2 |
| East South Central | (X) | (X) | +2 | -4 |
| West South Central | -18 | -9 | -15 | -5 |
| Mountain | (X) | (X) | -5 | 0 |
| Pacific | +6 | +15 | -8 | 0 |
| General-line grocery wholesalers | +11 | -2 | +11 | +1 |
| New England | (X) | -4 | +9 | -1 |
| Middle Atlantic | +17 | +1 | +12 | +1 |
| East North Central | +9 | -9 | +8 | +2 |
| West North Central | +14 | -2 | +8 | -3 |
| South Atlantic | +10 | 0 | +12 | +5 |
| East South Central | +8 | -2 | +7 | -1 |
| West South Central | +11 | +5 | +5 | +2 |
| Mountain | +14 | +11 | +6 | +2 |
| Pacific | +2 | -2 | +8 | -2 |
| Specialty-line grocery wholesalers | -5 | -5 | -6 | -3 |
| Middle Atlantic | -2 | -3 | -1 | -3 |
| East North Central | +4 | -10 | -14 | -3 |
| South Atlantic | 0 | -9 | +11 | -1 |
| West South Central | +14 | +2 | +2 | -9 |
| Pacific | +7 | -2 | +23 | -3 |
| Fresh fruit, vegetable wholesalers | -4 | -13 | -2 | -2 |
| New England | -1 | -12 | -24 | -5 |
| Middle Atlantic | +4 | -9 | +2 | -14 |
| East North Central | -3 | -12 | (X) | 0 |
| West North Central | -7 | -15 | -2 | -2 |
| South Atlantic | -4 | -16 | +22 | +11 |
| West South Central | -2 | -6 | +8 | +12 |
| Pacific | -8 | -7 | (X) | -6 |
| Drug wholesalers (general and specialty lines) | +2 | +2 | +6 | +1 |
| New England | +2 | -3 | (X) | (X) |
| Middle Atlantic | +2 | 0 | +9 | -3 |
| East North Central | -2 | +6 | +3 | +5 |
| West North Central | -6 | -2 | 0 | -3 |
| South Atlantic | -2 | 0 | +3 | -1 |
| East South Central | +2 | +3 | +4 | +2 |
| West South Central | -5 | +7 | +4 | +5 |
| Mountain | +6 | +16 | -4 | +2 |
| Pacific | 0 | +8 | +5 | -5 |
| Tobacco distributors | +3 | -20 | +6 | +4 |
| New England | +5 | -19 | -1 | +1 |
| Middle Atlantic | +10 | -19 | +6 | 0 |
| East North Central | +1 | -14 | +7 | 0 |
| West North Central | +3 | -16 | +13 | +7 |
| South Atlantic | 0 | -24 | +6 | +14 |
| East South Central | (X) | (X) | (X) | (X) |
| West South Central | +23 | (X) | +25 | +17 |
| Dry goods, apparel wholesalers | -7 | +3 | +4 | 0 |
| New England | -4 | (X) | -3 | -4 |
| Middle Atlantic | -12 | -1 | +5 | -2 |
| East North Central | (X) | -37 | -2 | -4 |
| West North Central | +6 | (X) | (X) | (X) |
| South Atlantic | +15 | (X) | (X) | +5 |
| Pacific | (X) | (X) | (X) | (X) |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

Note: Sales and inventory trends by geographic division shown in table 5 may be outside the range indicated by the percentage changes for the United States. The trends by geographic division pertain only to firms that were in business and reported data in the months for which comparisons are shown, and do not necessarily represent trends of all firms because of the omission of firms that started new businesses or went out of business during the months compared. The percentage changes by geographic division, therefore, are not as reliable as the percentage changes for the United States which are based on "composite" estimates and represent all firms in the sample. (See Text, page 10.)

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey.

Merchant wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments usually known as wholesalers, merchant wholesalers or jobbers, primarily engaged in buying, taking title to, and where customary, physically storing and handling goods and selling the goods at wholesale principally to retailers and industrial and commercial users. This group also includes industrial distributors, exporters, and importers, cash-and-carry wholesalers, drop shippers, wagon distributors, etc. The establishments included in this group may perform operations on the goods incidental to the wholesale trading and delivery, such as installing equipment and fixtures and collecting and baling waste materials." Firms which, in addition to merchants wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The sample, which includes over 17,000 firms (about 26,000 establishments) is drawn from two sources: (1) 1954 Census of Business lists representing all wholesalers (with paid employees) in business in 1954 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1954. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,400 very large firms reporting monthly and four rotating panels each containing about 3,900 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,300 firms.

The number of firms selected in the sample for each kind of business varies from 150 to 650 firms, depending upon (a) the total number of firms in the trade, (b) and distribution of firms within the trade by sales size, and (c) whether geographic division trends are to be shown for the trade. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased by about 50 percent to provide wider representation by geographic division. In some of these trades, however, data are not shown separately for some geographic divisions because even this increase in the sample size will not provide reliable results in all geographic divisions.

### 3. Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability. For still other kinds of business (identified by * in table 4), the trend figures are based only on the weighted sales of identical firms (i.e., firms reporting data for each of the months for which comparisons are made). Such figures do not purport to represent the trends of all firms, including those newly in business, but only of those firms represented in the specific months compared.

Sales trends by geographic division are also shown for selected kinds of business (table 5), based on weighted sales of identical firms. United States trend estimates, based on the "composite" dollar volume estimates shown in table 4, may, in some instances, be outside the range indicated by the percentage changes based on identical firms due to differences in treatment of "births" and "deaths" in the two methods of estimating as well as the sampling errors associated with these estimates. (See "estimating procedure" and "reliability of data" below.)

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates where measurements of trend are considered to have acceptable reliability. For still other kinds of business (identified by an * in table 4), the trends are based only on weighted inventory data reported by identical firms. As for sales, these trend figures do not purport to represent the trends of all firms, but only those firms represented in the specific months.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventory trends by geographic division are also shown for selected kinds of business (table 5) based on weighted inventories of identical firms. United States trend estimates based on the "composite" dollar volume estimates may in some instances be outside the range indicated by the percentage changes based on identicals. For an explanation, see paragraph above on sales trends by geographic division.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor does it include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the estimated dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade. These stock-sales ratios may differ from those previously published in this series which were based on identical firms reporting inventories in conjunction with sales. The new stock-sales may be somewhat lower because the new ratios include the sales of firms which carry no inventories.

### 4. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Whole-

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

sale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

The initial publication of dollar volume estimates of inventories in the May 1960 report includes data for the period May 1959 to May 1960. Data for the period November 1956 to April 1959 are also available upon request.

## 5. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

Volume estimates.--The summation of the weighted reports of sales and inventories for each monthly panel provides unbiased dollar volume estimates, by kind of business, for two months--the current month and the previous month. However, the published estimates, both preliminary and final, are "composite" estimates. The preliminary "composite" estimate is a weighted average of two estimates: (a) the unbiased estimate (weight .3) for the current month obtained from the summation of the current month reports and (b) a ratio estimate (weight .7) obtained by multiplying the "composite" estimate for the previous month by the ratio of the current month unbiased to previous month unbiased estimates obtained from the summation of the current reports. The final "composite" estimate (available one month later) is also a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

Percentage changes--Two types of percentage change figures are presented in this report: (1) percentage changes derived from dollar volume estimates and (2) percentage changes based on the weighted data from identical firms (i.e., those reporting data for each of the months for which comparisons are made). The percentage changes based on identicals however, should not be regarded as an unbiased measure of percentage chance. Since only those establishments reporting in both periods compared are included, the net change due to births and deaths is not reflected in the ratios shown.

## 6. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete census taken with the same enumeration procedures. For all trades combined, the sampling variability of the "composite" sales estimates for any individual month, is about one percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within about one percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined is somewhat less than one percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month and current month to year-ago sales and inventories for selected months during 1958 and 1959. Table 6 presents the range of the sampling errors and their medians; however, the sampling errors for selected individual months, are available upon request. The sampling errors shown in table 6 are based on the preliminary "composite" estimates. The sampling errors of the final "composite" estimates are expected to be generally lower than those shown for the preliminary "composite" estimates. Sampling errors of the ratios based on weighted identicals are not available. However, where these ratios are based on a small number of reports (viz., trends by geographic division) the sampling variability is usually quite high.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. They may also increase over time as the original sample changes as a result of births and deaths of business firms.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

## 7. Use of Sampling Errors

The use of sampling errors shown in table 6 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in June 1960. The published estimate is $4,798 million while the median sampling error shown in this report is 1.6 percent (or .016). Multiplying $4,798 million by .016, we obtain $77 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,721 and $4,875 million. Doubling the given median sampling error gives us the limits, $4,644 to $4,952 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from May 1960 to June 1960 for all durable goods. This ratio of change, obtained by dividing $4,798 million by $4,614 million, is 1.04 (it can also be expressed as a 4% increase). The median sampling error of this statistic is 0.9 percent (.009). Multiplying 1.04 by .009, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.03 to 1.05 (that is, that the May to June change was between a 3% and 5% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.02 to 1.06.

Table 6. SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to-- | | | | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to-- | |
| | | | Previous month | | Year ago | | | | Previous month | Year ago |
| | Range | Median | Range | Median | Range | Median | Range | Median | | |
| MERCHANT WHOLESALERS, TOTAL | 0.8-1.5 | 1.0 | 0.6-0.6 | 0.6 | 0.6-1.1 | 0.8 | - | - | - | - |
| TOTAL (excluding farm products, raw materials, merchants) | 0.8-1.2 | 1.1 | NA | NA | NA | NA | 0.6-1.1 | 0.8 | 0.5 | 0.7 |
| DURABLE GOODS, TOTAL | 1.3-2.0 | 1.6 | 0.6-1.1 | 0.9 | 1.2-2.0 | 1.5 | - | - | 0.5 | 0.8 |
| Automotive wholesalers | 4-11 | 7 | 2-6 | 3 | 4-11 | 8 | 2-3 | 3 | 2 | 3 |
| Automotive equipment, tire, tube wholesalers | 2-6 | 3 | 2-3 | 2 | 3-3 | 3 | 3-4 | 3 | 2 | 3 |
| Electrical, electronics, appliance distributors | 2-4 | 3 | 1-2 | 1 | 2-3 | 2 | 2-3 | 3 | 1 | 2 |
| Electrical apparatus, supplies distributors | 2-4 | 3 | 2-3 | 2 | 3-4 | 3 | 2-2 | 2 | 2 | 1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | 3-5 | 4 | 2-3 | 2 | 2-5 | 3 | 3-4 | 4 | 2 | 3 |
| Furniture, home furnishings wholesalers | 2-5 | 3 | 2-5 | 3 | 3-5 | 3 | - | - | 2 | 2 |
| Furniture wholesalers | 4-7 | 6 | 3-5 | 4 | 4-8 | 6 | - | - | 2 | 3 |
| Home furnishings, floor coverings wholesalers | 3-6 | 4 | 3-5 | 4 | 3-5 | 4 | - | - | 2 | 2 |
| Hardware, plumbing, heating goods wholesalers | 2-3 | 2 | 1-2 | 1 | 2-2 | 2 | 1-2 | 2 | 1 | 1 |
| Hardware wholesalers | 2-4 | 3 | 1-2 | 2 | 2-3 | 2 | 2-2 | 2 | 1 | 1 |
| Plumbing, heating equipment, supplies distributors | 3-5 | 4 | 2-3 | 2 | 3-3 | 3 | 3-5 | 3 | 2 | 2 |
| Lumber, construction materials distributors | 2-4 | 2 | 2-4 | 2 | 2-3 | 2 | - | - | 2 | 3 |
| Lumber, millwork wholesalers | 3-6 | 4 | 2-6 | 2 | 3-6 | 4 | - | - | 3 | 3 |
| Construction materials distributors | 3-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 5 |
| Machinery, equipment, supplies distributors | 2-3 | 3 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 1 | 2 |
| Air conditioning, commercial refrigeration equipment, distributors | - | - | 3-9 | 7 | 7-11 | 10 | - | - | 3 | 5 |
| Commercial machines, equipment distributors | - | - | 3-6 | 4 | 5-6 | 6 | - | - | 3 | 3 |
| Industrial machinery, equipment, supplies distributors | 3-6 | 4 | 2-3 | 2 | 4-5 | 4 | 4-5 | 5 | 3 | 3 |
| Professional equipment, supplies distributors | 4-6 | 5 | 2-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Service establishment supply houses | 5-7 | 5 | 2-4 | 3 | 4-7 | 5 | - | - | 3 | 3 |
| Metals, metalwork (except scrap) distributors | 3-5 | 4 | 2-3 | 2 | 3-4 | 3 | 2-5 | 3 | 2 | 2 |
| Iron, steel and products distributors | 4-6 | 6 | 2-4 | 3 | 4-7 | 5 | 3-4 | 4 | 2 | 2 |
| Nonferrous metals distributors | 3-4 | 4 | 1-2 | 2 | 3-6 | 4 | - | - | 2 | 2 |
| Scrap, waste materials dealers | 3-5 | 4 | 2-3 | 2 | 4-4 | 4 | - | - | 4 | 5 |
| Iron, steel scrap dealers | 4-7 | 5 | 4-4 | 4 | 5-6 | 6 | - | - | 2 | 6 |
| Waste materials dealers | 6-10 | 7 | 3-4 | 3 | 4-9 | 6 | - | - | 3 | 2 |
| Jewelry wholesalers | - | - | 4-9 | 6 | 6-8 | 8 | - | - | 2 | 2 |
| NONDURABLE GOODS, TOTAL | 1.2-1.8 | 1.6 | 0.7-1.1 | 0.8 | 1.0-1.3 | 1.2 | - | - | - | - |
| TOTAL (excluding farm products, raw materials, merchants) | 1.0-1.2 | 1.1 | NA | NA | NA | NA | - | - | 0.8 | 1.2 |
| Grocery, confectionery, meat wholesalers | 2-2 | 2 | 1-1 | 1 | 1-2 | 2 | 2-3 | 2 | 1 | 2 |
| General-line grocery wholesalers | 2-3 | 2 | 1-2 | 1 | 1-2 | 2 | 2-5 | 3 | 2 | 2 |
| Specialty-line grocery wholesalers | 5-8 | 7 | 3-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Confectionery wholesalers | 4-8 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 4 | 6 |
| Meat, meat products wholesalers | 4-6 | 5 | 2-4 | 3 | 3-4 | 4 | - | - | 3 | 8 |
| Farm products (edible) distributors | 3-5 | 4 | 1-2 | 2 | 2-4 | 3 | - | - | 4 | 6 |
| Poultry, poultry products distributors | 5-7 | 6 | 2-4 | 3 | 5-5 | 5 | - | - | 3 | 9 |
| Fresh fruit, vegetable wholesalers | 3-7 | 5 | 2-3 | 2 | 3-4 | 4 | - | - | 6 | 7 |
| Beer, wine, distilled spirits wholesalers | 2-4 | 3 | 1-3 | 2 | 2-3 | 2 | 3-5 | 3 | 2 | 3 |
| Beer, ale distributors | 3-6 | 5 | 2-3 | 3 | 2-4 | 3 | - | - | 5 | 5 |
| Wine, distilled spirits wholesalers | 3-4 | 4 | 2-3 | 2 | 3-4 | 3 | 3-5 | 4 | 2 | 4 |
| Drugs, chemicals, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 1-2 | 2 | 1 | 2 |
| Drug wholesalers (general and specialty lines) | 3-5 | 4 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 2 | 2 |
| Industrial chemicals, explosives wholesalers | 3-6 | 5 | 3-3 | 3 | 3-4 | 3 | - | - | 3 | 3 |
| Paint, varnish wholesalers | 4-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 2 |
| Tobacco distributors | 2-4 | 3 | 2-2 | 2 | 2-2 | 2 | - | - | 3 | 3 |
| Dry goods, apparel wholesalers | 2-4 | 3 | 2-3 | 2 | 3-3 | 3 | - | - | 2 | 2 |
| Clothing, furnishings, footwear wholesalers | 4-8 | 6 | 3-6 | 5 | 5-5 | 5 | - | - | 3 | 3 |
| Dry goods wholesalers (general and specialty lines) | 4-6 | 5 | 2-4 | 4 | 4-6 | 5 | - | - | 6 | 3 |
| Piece goods converters | - | - | 1-2 | 2 | 3-4 | 4 | - | - | 3 | 3 |
| Paper, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 2-3 | 3 | 2 | 2 |
| Paper wholesalers | 2-4 | 3 | 2-2 | 2 | 2-3 | 2 | 3-4 | 4 | 2 | 2 |
| Stationery, wallpaper wholesalers | - | - | 3-4 | 3 | 3-5 | 4 | - | - | 4 | 3 |
| Farm products (raw materials) merchants | - | - | 3-6 | 5 | 7-9 | 7 | - | - | 3 | 5 |
| Other nondurable goods wholesalers | - | - | 2-2 | 2 | 2-3 | 3 | - | - | 1 | 3 |
| Amusement, sporting goods distributors | - | - | 3-4 | 4 | 3-4 | 3 | - | - | 4 | 5 |
| Book, magazine, newspaper wholesalers | - | - | 2-3 | 3 | 3-4 | 4 | - | - | 2 | 3 |
| Coal wholesalers | 3-5 | 4 | 1-2 | 2 | 2-4 | 2 | - | - | 3 | 3 |
| Farm supplies wholesalers | 6-8 | 7 | 2-5 | 4 | 5-8 | 6 | - | - | 4 | 3 |

NA Not available.

Note: Only one measurement covering October 1958--is currently available for the sampling error of the ratio of current month to previous month or year-ago inventories. The sampling error of the sales ratios are based on 4 measurements during 1958 and 1959 while the sampling errors of the volume estimates of sales and inventories are based on 12 measurements during 1958 and 1959.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications used in the 1954 Census of Business covering wholesale trade. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

### DURABLE GOODS

#### Automotive wholesalers

Motor-vehicle distributors.--Merchant wholesale establishments primarily engaged in selling new and used passenger automobiles and similar motor vehicles, road-type trucks, truck tractors, busses, trailers, and semitrailers to dealers or to fleet operators, industrial accounts, and to commercial users. Dealers in road-type trucks, truck tractors, and truck trailers are included here on the basis of kind-of-goods sold. (Not shown separately in the accompanying table.)

Automotive equipment, tire-tube wholesalers.--Merchant wholesale establishments--frequently referred to as jobbers in this trade--primarily engaged in selling automotive equipment, accessories, parts, tires, tubes and garage equipment and tools.

#### Electrical, electronics, appliance distributors

Electrical apparatus, supplies wholesalers.--Merchant wholesale establishments selling a general line of electrical equipment and apparatus; wiring supplies and construction materials; lighting fixtures and lamps; radio and television sets and accessories; electric refrigerators and other electrical appliances and specialties; and electronic parts and equipment; and those primarily engaged in selling such electrical equipment and apparatus; wiring supplies and construction materials, and lighting fixtures and lamps, as conduits and fittings, interior wires and cables, wiring devices, safety switches, poles, crossarms, pole-line hardware, outside wires and cables, residential, commercial, and industrial lighting fixtures, and incandescent and fluorescent lamps. Establishments specializing in the sale of electrical prime movers and other electrical power equipment for the generation, transmission, or utilization of electric energy are also included.

Electrical appliances, TV, radio sets, electronic parts distributors.--Merchant wholesale establishments primarily engaged in selling such electrical appliances and specialties as radio and television sets, dish washers, electric refrigerators, electric ranges, washing machines, ironers, radio and television parts and accessories, home freezers, sewing machines, hot water heaters, electric irons, percolators, clocks, hotplates, vacuum cleaners, etc., and electronic tubes, electronic replacement parts and accessories, and transmission and sound equipment.

#### Furniture, home furnishings wholesalers

Furniture wholesalers.--Merchant wholesale establishments primarily engaged in selling home or office furniture--wooden, metal or other.

Home furnishings, floor coverings wholesalers.--Merchant wholesale establishments primarily engaged in selling household china, glassware, and earthenware; floor coverings (carpets, rugs, linoleums, etc.); antique home furnishings; and miscellaneous home furnishings such as brooms, brushes, curtains, draperies, pictures and picture frames, window shades, and kitchen utensils.

#### Hardware, plumbing, heating goods wholesalers

Hardware wholesalers.--Merchant wholesale establishments selling a general line of merchandise sufficiently broad to service retail hardware stores and the hardware departments of other outlets--general-line hardware wholesalers; and establishments primarily engaged in selling builders hardware, heavy hardware, shelf or light hardware, and hardware specialties such as tools, cutlery, bolts, nuts, rivets, screws, padlocks, keys, and the like--specialty-line hardware wholesalers.

Plumbing, heating equipment, supplies distributors.--Merchant wholesale establishments primarily engaged in selling plumbing and heating equipment and supplies such as plumbing fixtures, including sanitary ware; steam and hot water heating boilers, radiators, parts, and fittings; stoves, ranges, furnaces, and other types of heating apparatus (except electric); oil burners; gas appliances and supplies; plumbing pipe, valves, and fittings; and plumbers brass goods.

#### Lumber, construction materials distributors

Lumber, millwork wholesalers.--Merchant wholesale establishments primarily engaged in selling lumber and millwork such as rough, dressed, and finished lumber; sheathing, siding, flooring, shingles, plywood, veneers, doors, sashes, frames, interior woodwork and trim.

Construction materials distributors.--Merchant wholesale establishments primarily engaged in selling such construction materials as brick, tile, and terra cotta; cement, lime, and plaster; building glass; sand, gravel, and crushed stone, ready-mixed concrete; roofing, siding and insulation; and stone, slate, concrete products, and building board.

#### Machinery, equipment, supplies distributors

Air conditioning, commercial refrigeration equipment distributors.--Merchant wholesale establishments primarily engaged in selling commercial refrigeration equipment (including electric) such as refrigerators, display cases, freezers, dispensers, water coolers, food locker equipment; and those selling air conditioning and ventilating equipment and supplies, including fans, blowers, and accessories. Establishments specializing in the sale of commercial refrigeration components and accessories are also included in this classification.

Commercial machines, equipment distributors.--Merchant wholesale establishments primarily engaged in selling office machines and equipment (except furniture) such as adding machines, typewriters, addressing, duplicating, sealing, computing, stapling, accounting, and statistical machines; restaurant and hotel equipment such as coffee urns, steam tables, china, glassware, silverware, linens, and related items; store machines and fixtures such as display fixtures, show racks, pricing equipment, cash registers, scales, meat slicers and grinders, coffee grinders, etc.; and such related equipment as florists' supplies, theater supplies and equipment, and parking meters. Establishments primarily engaged in selling to users are included, as well as those selling to dealers.

Industrial machinery, equipment, supplies distributors.--Merchant wholesale establishments primarily engaged in selling machinery, equipment, and supplies to manufacturing and mining concerns. Included here are establishments selling industrial machinery; industrial belting, hose, and packing; machine tools, mine and mill supplies; oil well and oil refining supplies; printing machinery and supplies; industrial rope, cordage, and twine; industrial materials, handling equipment; power transmission equipment; and machinery and equipment for such industries as food products, woodworking, shoe manufacturing, tanning, textile, and paper and pulp.

Professional equipment, supplies distributors.--Merchant wholesale establishments primarily engaged in selling dental supplies (chairs, sterilizers, cabinets, instruments, dental gold and alloys, waxes, teeth, and the like); religious supplies (church goods and religious articles such as statuary, vestments, fonts, candles, religious pictures, calendars, literature, etc.); school equipment and supplies (desks, blackboards, chalk, rulers, wall and globe maps, etc.); optical goods; surgical, medical, hospital supplies, and equipment; artists supplies; engineering instruments and supplies; and supplies for other professions.

Surgical, medical, hospital supply houses.--Merchant wholesale establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment; X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service establishments, supply houses.--Merchant wholesale establishments primarily engaged in selling barber and beauty supplies; laundry, dry cleaning equipment, supplies (washing, drying, ironing, and pressing machines; laundry soaps and chemicals; dry cleaning fluids, marking equipment, etc.); shoe service supplies and equipment, undertakers supplies (caskets, burial vaults, burial garments, embalming chemicals and preparations, and other morticians and funeral equipment); upholsterers supplies (fabrics, leather and fillings, and other types of supplies used in the upholstery trade); and miscellaneous service equipment, such as janitors' supplies, furriers' supplies, bootblack's supplies, and hat cleaners' supplies.

Other machinery, equipment supplies distributors (not shown separately in accompanying table).--Merchant wholesale establishments primarily engaged in selling (a) transportation equipment such as aircraft and aeronautical equipment, supplies; railroad equipment, supplies; marine equipment, supplies; and other transportation equipment and supplies; (b) construction machinery, equipment such as road building machinery, excavating and dredging machinery, derricks, cranes, hoists, and winches; and related construction equipment as pneumatic hammers, concrete construction clamps and forms, scaffolding, chutes, and wheelbarrows--but not construction materials, and (c) farm-garden machinery, equipment (including tractors) used in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to agriculture; dairy machinery and equipment, such as milking machines and cream separators; poultry equipment, such as incubators, brooders, and feeders and irrigation equipment.

### Metals, metalwork (except scrap) distributors

Iron, steel, and products distributors.--Merchant wholesale establishments usually referred to as steel warehouses --primarily engaged in selling iron and steel products such as semifinished forms and shapes, plates, sheets, strips, bars, structural shapes, piling, nails, tubular products, wire products, forgings and castings. Steel warehouses of firms operating steelworks and rolling mills are also included here.

Nonferrous metals distributors.--Merchant wholesale establishments primarily engaged in selling nonferrous metals and metalwork such as aluminum, copper, tin, brass, lead and zinc.

### Scrap, waste materials dealers

Iron, steel scrap dealers.--Merchant wholesale establishments primarily engaged in assembling, breaking up, sorting, and selling all forms of iron and steel scrap.

Waste materials dealers.--Merchant wholesale establishments primarily engaged in assembling, sorting, and selling such waste materials as nonferrous scrap metals, waste paper, rags, wiping cloths, textile wastes, scrap rubber, and other waste and salvage materials. Scrap iron and steel may be handled as secondary lines.

### Jewelry wholesalers

Jewelry wholesalers.--Merchant wholesale establishments primarily engaged in selling a general- or specialty-line of jewelry such as clocks and watches; precious stones and metals; watch materials, jewelers supplies; costume jewelry; and miscellaneous items such as silverware, plated ware, medals, trophies, semiprecious stones, and insignia.

## NONDURABLE GOODS

### Grocery, confectionery, meat wholesalers

General-line grocery wholesalers.--Merchant wholesale establishments handling a general line of dry groceries and processed foods usually sold in retail grocery stores, such as canned foods, flour, sugar, coffee, tea and spices, as well as such nonfood items as household chemicals, soaps and detergents, paper products, brooms, brushes, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line grocery wholesalers.--This classification includes two general types of merchant wholesale establishments: Those handling a combination of grocery items, no one item predominating, but not a sufficiently broad line of commodities to be classified as "general line"; and those primarily engaged in selling specialized lines of groceries and related products, such as canned foods; coffee, tea, and spices; dairy products; dried fruits and nuts; frosted and frozen foods; fish and seafood; bakery products; packaged breakfast cereals; flour; cooking oils and shortening; and soft drinks.

Confectionery wholesalers.--Merchant wholesale establishments primarily engaged in selling candy, chewing gum, popcorn, potato chips, salted nuts, fountain fruits and syrups, and related items. Cigars, cigarettes, and other products are also frequently handled as secondary lines.

Meat, meat products wholesalers.--Merchant wholesale establishments primarily engaged in selling fresh, frozen, cured or processed (but no canned) meats, lard, and other edible meat products. Secondary lines such as butter, cheese, eggs, dressed poultry, vegetable shortening, and canned meats are frequently handled.

### Farm products (edible) distributors

Poultry, poultry products distributors.--Merchant wholesale establishments primarily engaged in selling live or dressed poultry, eggs, and related products. Establishments primarily engaged in dressing poultry are considered manufactures.

Fresh fruit, vegetable wholesalers.--Merchant wholesale establishments primarily engaged in selling fresh fruits, vegetables, berries, melons, and related items.

### Beer, wine, distilled spirits wholesalers

Beer, ale distributors.--Merchant wholesale establishments primarily engaged in selling beer, ale, porter, stout and other fermented malt liquors, soft drinks, confectionery, tobacco, wines, and spirits are frequently handled as secondary lines.

Wine, distilled spirits wholesalers.--Merchant wholesale establishments primarily engaged in selling wines, whiskey, gin, rum, brandy, and other spirits, including neutral spirits and ethyl alcohol used in blending. Merchants who bottle and sell wines and distilled spirits manufactured in bulk by others, liquor departments of drug wholesalers, and State-operated wholesale outlets are included. State depots primarily engaged in supplying State liquor stores, however, are not included in wholesale trade.

### Drugs, chemicals, allied products wholesalers

Drug wholesalers (general and specialty lines)

General-line drug wholesalers (not shown separately).--Merchant wholesale establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists rubber good, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "Wines and distilled spirits wholesalers."

Specialty-line drug wholesalers (not shown separately).--Merchant wholesale establishments primarily engaged in selling proprietary medicines, toilet preparations, and articles such as drugs, perfumes, cosmetics, powders, shaving preparations, toilet soap, dentifrices, combs, brushes, mirrors, medical glass, bandages, rubber goods, and antiseptics.

Industrial chemicals, explosives wholesalers.--Merchant wholesale establishments primarily engaged in selling such

industrial and heavy chemicals as coal-tar chemicals, plastics, compressed and liquefied gases (except LP gas), acids, ammonia, soda, industrial alcohols, explosives, dyestuffs, naval stores, etc. Concerns primarily engaged in selling pyrotechnics and ammunition for small arms are included in "Amusement and sporting goods wholesalers."

Paint, varnish wholesalers.--Merchant wholesale establishments primarily engaged in selling paints, varnishes, lacquers, enamels, calcimines, shellac, and stains. Glass, wallpaper, painters supplies, oils, chemicals, and related products are frequently handled as secondary lines.

### Tobacco distributors

Tobacco distributors.--Merchant wholesale establishments primarily engaged in selling manufactured tobacco products such as cigars, cigarettes, chewing and smoking tobacco, and snuff. Confectionery, smokers articles, razor blades, playing cards, etc., are frequently handled as secondary lines.

### Dry goods, apparel wholesalers

Clothing, furnishings, footwear wholesalers.--Merchant wholesale establishments primarily engaged in selling men's, boys' clothing, and furnishings (including suits, coats, overcoats, work clothing, hats and caps, shirts, ties, and underwear); women's, children's clothing, furnishings, and accessories (including suits, dresses, and skirts); furs and fur clothing; millinery, millinery supplies; shoes and other footwear; work clothing; and related lines.

Dry goods wholesalers (general and specialty lines)

General-line dry goods wholesalers (not shown separately).--Merchant wholesale establishments engaged in selling a diversified combination of lines usually sold in retail dry goods and general merchandise stores, including piece goods, home furnishings, work clothing, dresses, infants' wear, notions, and hosiery. Men's and women's clothing, furnishings, and millinery frequently constitute secondary lines.

Specialty-line dry goods wholesalers (not shown separately).--Merchant wholesale establishments primarily engaged in selling hosiery, underwear, piece goods, knit and lace goods, fancy linen and needlework and notions (thread, tapes, needles, pins, buttons, hair accessories, zippers, and shoe laces).

Piece goods converters.--Merchant wholesale establishments which purchase textiles in the gray or unfinished form, have them dyed and/or finished by others, usually on a contract basis, and sell to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, allied products wholesalers

Paper wholesalers.--Merchant wholesale establishments primarily engaged in selling wrapping paper and other coarse paper; fine paper (writing papers, reproduction paper stock, cover, text, thin, and other fine papers); newsprint and book paper; paperboard; and converted paper products such as bags, boxes, cups, dishes, towels, napkins, tissues, and bottle caps.

Stationery, wallpaper wholesalers.--Merchant wholesale establishments primarily engaged in selling commercial and social stationery, including envelopes, typewriter and mimeograph paper in cut sizes, file cards and folders; and office supplies such as pens, pencils, writing inks, carbon paper, paper clips, typewriter ribbons, greeting cards, and erasers; and embossed and printed wallpaper for use in covering or decorating interior walls and ceilings.

### Farm products (raw materials) merchants

Farm products (raw materials) merchants.--Merchant wholesale establishments primarily engaged in selling cotton, grain, hides, skins, raw furs, livestock, leaf tobacco, wool, mohair, horses and mules, and other inedible products such as broomcorn, moss, hair, feathers, bristles, and fibers. This classification includes merchants (including terminal elevators) primarily engaged in selling raw farm products in marketing centers. Dealers buying such products direct from farmers and assembling them at local production points are classified as "assemblers" and not included here.

### Other nondurable goods wholesalers

Amusement, sporting goods distributors.--Merchant wholesale establishments primarily engaged in selling cameras and photographic goods (cameras, parts, and accessories, projection apparatus, enlargers, developing and printing room apparatus and accessories, sensitized unexposed photographic supplies and equipment); sporting goods (toys, games, novelties, fireworks, bicycles, sporting goods, and athletic goods); and other recreation goods such as playground equipment, billiard and bowling equipment and supplies; and hobby goods.

Book, magazine, newspaper wholesalers.--Merchant wholesale establishments primarily engaged in selling books, magazines, periodicals, newspapers, and related items.

Coal wholesalers.--Merchant wholesale establishments primarily engaged in selling bitumious coal, anthracite coal, and coke. This includes firms with coal yards as well as those selling goods shipped directly from mine to customer.

Farm supplies wholesalers.--Merchant wholesale establishments primarily engaged in selling mixed and other feeds; fertilizers, fertilizer materials, and agricultural chemicals; seeds (farm, garden, and flower); and miscellaneous farm supplies such as hay, straw, and alfalfa.

Merchant wholesalers, n.e.c.--(Not shown separately in the accompanying table.) Merchant wholesale establishments primarily engaged in selling petroleum products, cut flowers and potted plants; forest products except lumber; inedible oils and fats; textiles and materials other than dry goods; industrial yarns; crude rubber; ores; sponges; artificial leather; wood pulp; artificial flowers; phonograph records, and musical instruments; and products not elsewhere classified; and establishments handling a line of merchandise too broad to be included in any of the classifications outlined above.

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE

# MONTHLY WHOLESALE TRADE REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS

## FEBRUARY 1961

BW-61-2

## SALES AND INVENTORIES

FOR RELEASE
APRIL 24, 1961[1]

### SALES

February 1961 sales of merchant wholesalers, estimated at $10.0 billion, were down 3 percent from January and 7 percent below sales a year ago. These declines were partly due to the fewer trading days in February 1961 as compared with January 1961 and February 1960. Cumulative sales for the first two months of 1961 totaled $20.4 billion, a decrease of 4 percent from sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $3.9 billion in February, decreased 4 percent from their January level and were 14 percent below February 1960 sales. The nondurable goods trades, with sales of $6.2 billion, indicated a smaller decrease (1%) from previous month sales and a smaller decline (2%) from a year ago than the durable goods trades.

Most trades reported lower sales in February than in January. The sharpest declines were shown by wholesalers of air conditioning, commercial refrigeration equipment (12%), lumber, millwork (12%), construction materials (11%), and iron steel products (10%), while the largest gains were registered by apparel and accessories wholesalers (19%) and farm supplies wholesalers (18%).

Compared with a year ago, the nondurable goods trades indicated mixed trends, with 14 trades showing declines and 9 trades indicating gains. However, in the durable goods trades, declines were reported for all but one trade--professional equipment, supplies. Iron, steel scrap reported the sharpest drop (40%) from year-ago sales. Other large declines were indicated by lumber, millwork (25%), waste materials (24%), and iron, steel and products (21%), and furniture (20%). Poultry, poultry products distributors with sales up 18 percent over last February, experienced the principal gain over year-ago sales. Other large gains were noted by retailer-cooperative grocery wholesalers (11%) and grain merchants (9%).

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $12.5 billion at the end of February, remained unchanged from their January level but were 2 percent below stocks on hand a year ago. Durable goods trades showed no change from previous month inventories while nondurable goods trades were down slightly (1%). However, stocks in the durable goods trades were down 4 percent from last year, while stocks in the nondurable goods trades were up 1 percent.

### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, has been revised effective with this publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

Poultry, poultry products distributors with stocks down 15 percent from a month earlier reported the sharpest drop from January 1961 inventories but indicated a 7 percent gain over year-ago stocks. Lumber, millwork wholesalers showed a moderate increase (5%) over January inventories but indicated the sharpest decline (16%) below year-ago stocks.

The February 1961 stock-sales ratio for merchant wholesalers was 136 percent up 2 points over January 1961 and 7 points over the February 1960 ratio. The February 1961 stock-sales ratio of durable goods wholesalers was 197 percent compared with the nondurable goods ratio of 93 percent.

For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00

[1] An advance release of February 1961 data was issued on April 6, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS--UNITED STATES, BY KIND OF BUSINESS

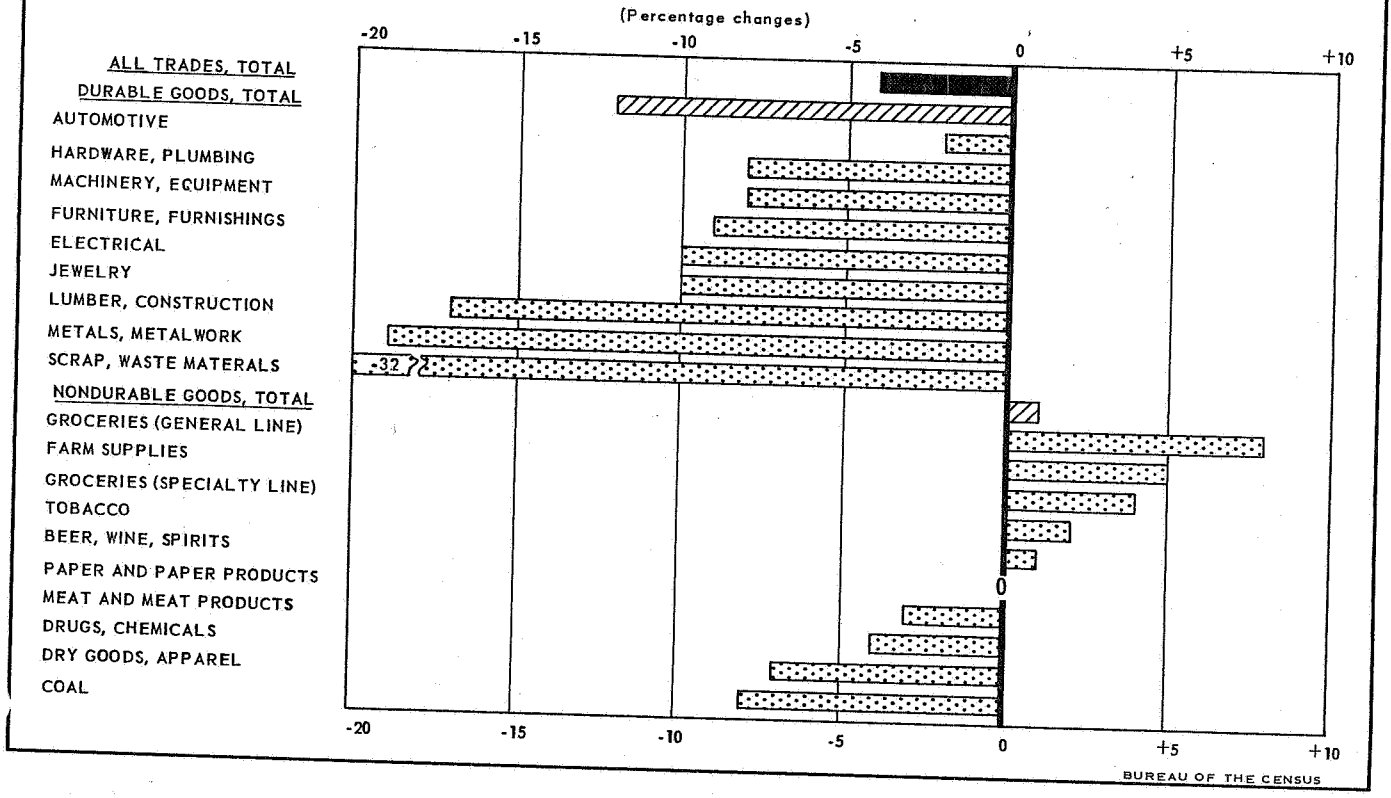
1960 AND 1961

(Millions of dollars)

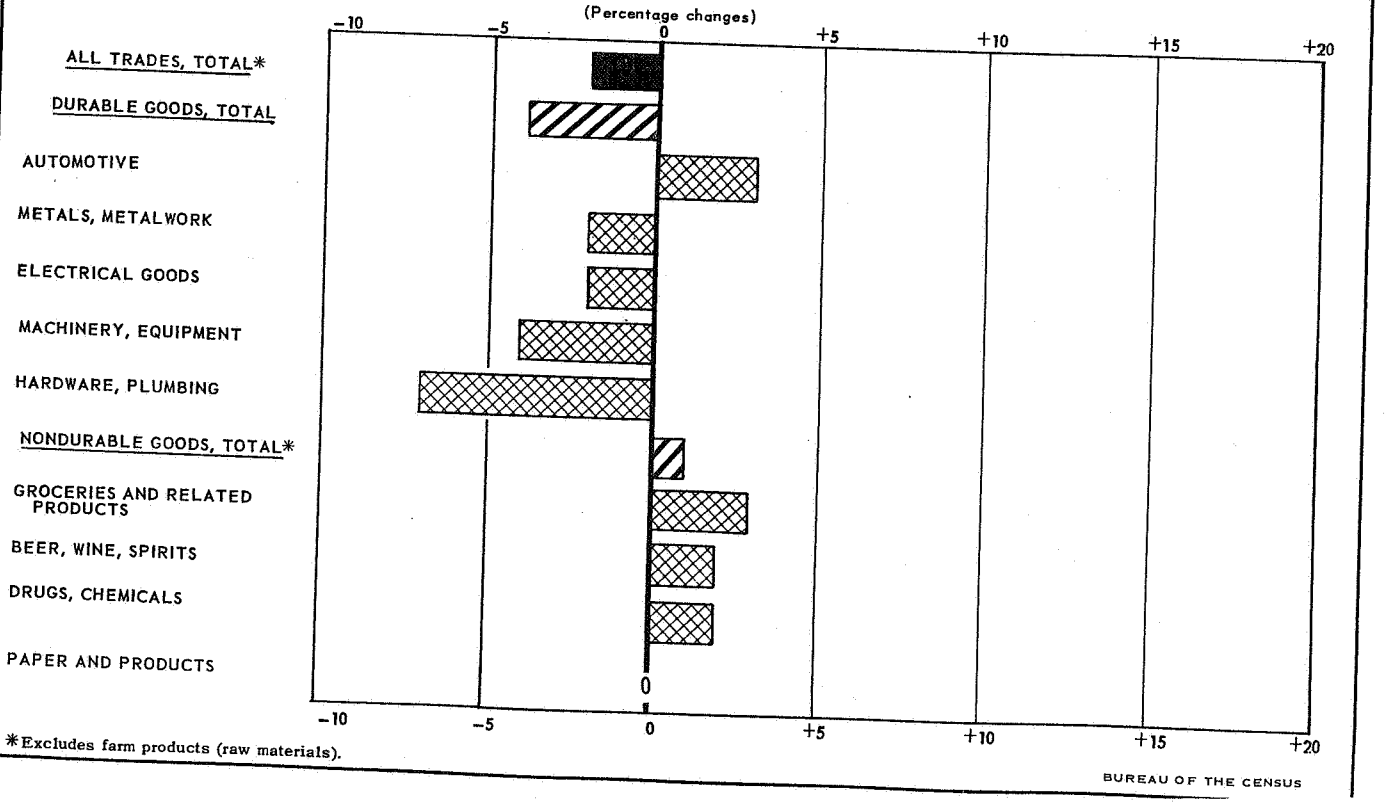
| Kind of business | 1961 | | 1960 | | Total 2 months | |
|---|---|---|---|---|---|---|
| | Jan. | Feb. | Jan. | Feb. | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,320 | 10,049 | 10,538 | 10,775 | 20,369 | 21,313 |
| TOTAL (excluding farm products, raw materials, merchants) | 9,385 | 9,184 | 9,662 | 9,925 | 18,569 | 19,587 |
| DURABLE GOODS, TOTAL | 4,034 | 3,866 | 4,479 | 4,483 | 7,900 | 8,962 |
| Motor vehicles, automotive equipment, total | 600 | 568 | 588 | 604 | 1,168 | 1,192 |
| Automotive equipment, tires, tubes | 428 | 400 | 403 | 414 | 828 | 817 |
| Electrical goods, total | 634 | 614 | 689 | 695 | 1,248 | 1,384 |
| Electrical supplies, apparatus | 263 | 253 | 286 | 280 | 516 | 566 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 371 | 361 | 403 | 415 | 732 | 818 |
| Furniture, home furnishings, total | 203 | 212 | 214 | 241 | 415 | 455 |
| Furniture-household, office | 60 | 57 | 62 | 71 | 117 | 133 |
| Home furnishings, floor coverings | 143 | 155 | 152 | 170 | 298 | 322 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 412 | 456 | 460 | 840 | 916 |
| Hardware | 166 | 166 | 175 | 188 | 332 | 363 |
| Plumbing and heating equipment, supplies | 212 | 202 | 229 | 224 | 414 | 453 |
| Lumber, construction materials, total | 431 | 381 | 495 | 487 | 812 | 982 |
| Lumber, millwork | 291 | 256 | 344 | 339 | 547 | 683 |
| Construction materials | 140 | 125 | 151 | 148 | 265 | 299 |
| Machinery, equipment, supplies, total | 1,020 | 997 | 1,099 | 1,103 | 2,017 | 2,202 |
| Commercial, industrial, machinery equipment, supplies | 704 | 676 | 782 | 774 | 1,380 | 1,556 |
| Construction machinery, equipment | 138 | 129 | 150 | 145 | 267 | 295 |
| Industrial machinery, equipment, supplies | 481 | 464 | 543 | 532 | 945 | 1,075 |
| Professional equipment, supplies | 120 | 124 | 120 | 121 | 244 | 241 |
| Service-establishment equipment, supplies | 96 | 90 | 95 | 95 | 186 | 192 |
| Metals, metalwork (except scrap), total | 419 | 384 | 529 | 467 | 803 | 996 |
| Iron, steel, and products | 296 | 267 | 386 | 336 | 562 | 722 |
| Nonferrous metals | 123 | 117 | 143 | 131 | 240 | 274 |
| Scrap, waste materials, total | 237 | 236 | 339 | 358 | 473 | 697 |
| Iron, steel scrap | 127 | 131 | 202 | 219 | 258 | 421 |
| Waste materials | 110 | 105 | 137 | 139 | 215 | 276 |
| NONDURABLE GOODS, TOTAL | 6,286 | 6,183 | 6,059 | 6,292 | 12,469 | 12,351 |
| TOTAL (excluding farm products, raw materials, merchants) | 5,351 | 5,318 | 5,183 | 5,442 | 10,669 | 10,625 |
| Groceries and related products, total | 2,252 | 2,175 | 2,132 | 2,132 | 4,427 | 4,264 |
| General-line groceries | 794 | 767 | 721 | 723 | 1,561 | 1,444 |
| Specialty-line groceries | 696 | 670 | 650 | 663 | 1,366 | 1,313 |
| Confectionery | 64 | 66 | 61 | 64 | 130 | 125 |
| Meats, meat products | 344 | 334 | 353 | 343 | 678 | 696 |
| Poultry, poultry products | 116 | 109 | 99 | 93 | 225 | 192 |
| Fresh fruits, vegetables | 238 | 229 | 248 | 246 | 467 | 494 |
| Beer, wine, distilled alcoholic beverages, total | 470 | 495 | 454 | 504 | 965 | 958 |
| Beer | 196 | 197 | 188 | 200 | 393 | 388 |
| Wine, distilled spirits | 274 | 298 | 266 | 304 | 572 | 570 |
| Drugs, chemicals, allied products, total | 440 | 411 | 440 | 450 | 851 | 890 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 260 | 279 | 285 | 536 | 564 |
| Paints, varnishes | 21 | 20 | 22 | 23 | 41 | 45 |
| Other chemicals, allied products | 143 | 131 | 139 | 142 | 274 | 281 |
| Tobacco, tobacco products | 318 | 311 | 308 | 307 | 629 | 615 |
| Dry goods, apparel, total | 487 | 532 | 531 | 570 | 1,019 | 1,101 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 193 | 233 | 414 | 426 |
| Dry goods, notions | 184 | 183 | 199 | 204 | 367 | 403 |
| Paper, paper products, excluding wallpaper, total | 324 | 326 | 324 | 328 | 650 | 652 |
| Paper | 270 | 266 | 267 | 270 | 536 | 537 |
| Coal | 72 | 66 | 82 | 68 | 138 | 150 |
| Farm supplies | 147 | 173 | 134 | 171 | 320 | 305 |

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS– TWO MONTHS 1961 COMPARED WITH TWO MONTHS 1960




## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS FEBRUARY 1961 COMPARED WITH FEBRUARY 1960




*Excludes farm products (raw materials).

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | 1960 | |
|---|---|---|---|---|
| | Jan. | Feb. | Jan. | Feb. |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials, merchants) | 12,579 | 12,511 | 12,718 | 12,778 |
| SELECTED KINDS OF BUSINESS | | | | |
| Motor vehicles, automotive equipment, total | 1,180 | 1,165 | 1,139 | 1,131 |
| Automotive equipment, tires, tubes | 891 | 900 | 884 | 884 |
| Electrical goods, total | 1,149 | 1,146 | 1,187 | 1,184 |
| Electrical supplies, apparatus | 444 | 444 | 491 | 488 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 705 | 702 | 696 | 696 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,046 | 1,079 | 1,122 |
| Hardware | 424 | 437 | 448 | 477 |
| Plumbing and heating equipment, supplies | 502 | 513 | 533 | 551 |
| Machinery, equipment, supplies, total | 2,032 | 1,999 | 2,113 | 2,105 |
| Industrial machinery, equipment, supplies | 812 | 786 | 828 | 837 |
| Metals, metalwork (except scrap), total | 870 | 841 | 776 | 856 |
| Iron, steel, and products | 740 | 718 | 638 | 729 |
| Groceries and related products, total | 1,392 | 1,386 | 1,332 | 1,349 |
| General-line groceries | 635 | 650 | 606 | 620 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 633 | 646 | 622 |
| Wine, distilled spirits | 510 | 503 | 513 | 483 |
| Drugs, chemicals, allied products, total | 588 | 598 | 577 | 585 |
| Drugs, drug proprietaries, druggists' sundries | 401 | 411 | 397 | 407 |
| Paper, paper products, ex. wallpaper, total | 369 | 366 | 383 | 367 |
| Paper | 295 | 290 | 304 | 287 |

See footnotes below table 3.

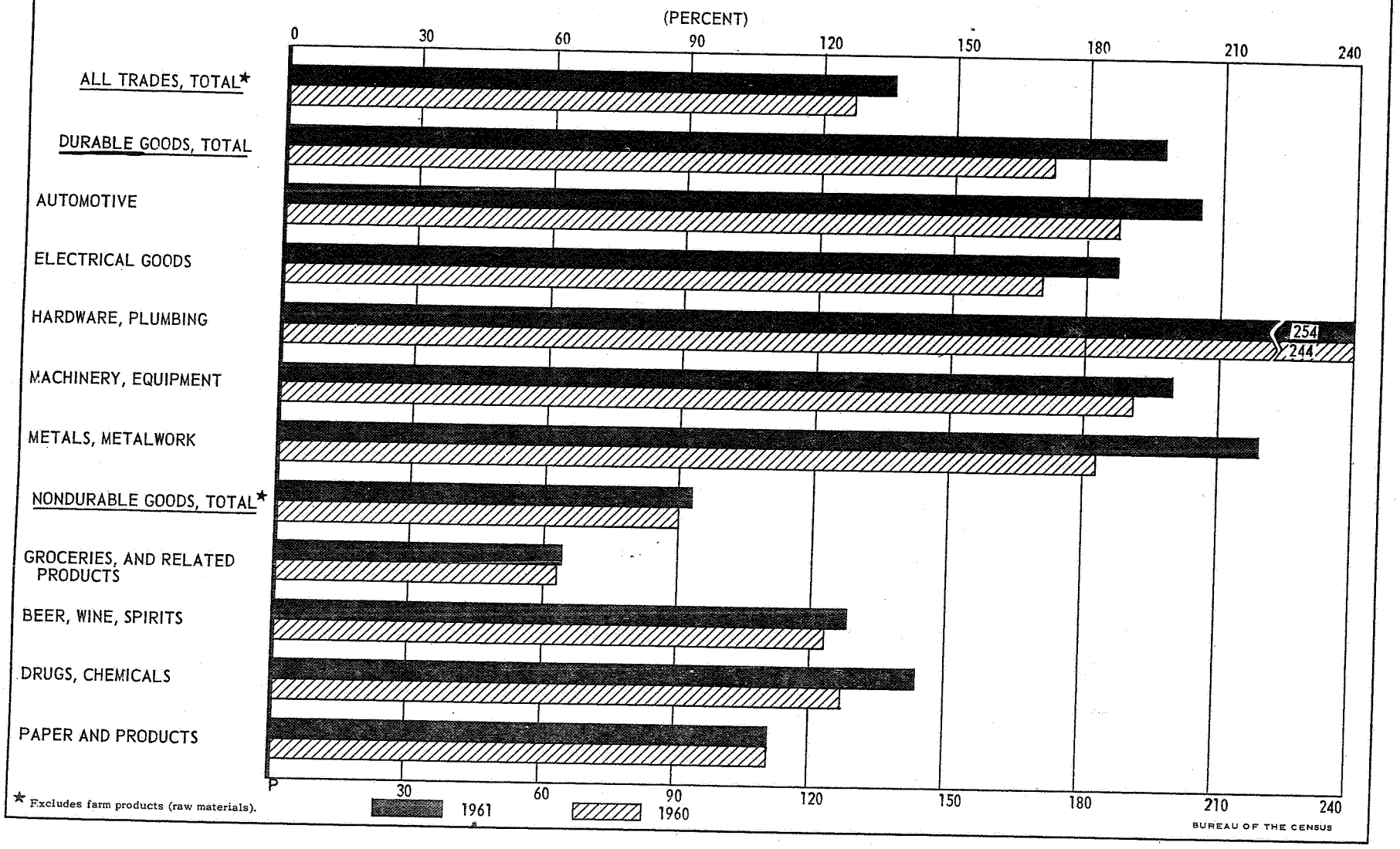
Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

| Kind of business | 1961 | | 1960 | |
|---|---|---|---|---|
| | Jan. | Feb. | Jan. | Feb. |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials, merchants) | 134 | 136 | 132 | 129 |
| DURABLE GOODS, TOTAL | 189 | 197 | 173 | 176 |
| Motor vehicles, automotive equipment, total | 197 | 205 | 194 | 187 |
| Automotive equipment, tires, tubes | 208 | 225 | 219 | 214 |
| Electrical goods, total | 181 | 187 | 172 | 170 |
| Electrical supplies, apparatus | 169 | 175 | 172 | 174 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 194 | 173 | 168 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 254 | 237 | 244 |
| Hardware | 255 | 263 | 256 | 254 |
| Plumbing and heating equipment, supplies | 237 | 254 | 233 | 246 |
| Machinery, equipment, supplies, total | 199 | 200 | 193 | 191 |
| Industrial machinery, equipment, supplies | 169 | 169 | 152 | 157 |
| Metals, metalwork (except scrap), total | 208 | 219 | 147 | 183 |
| Iron, steel, and products | 250 | 269 | 165 | 217 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials, merchants) | 93 | 93 | 96 | 90 |
| Groceries and related products, total | 62 | 64 | 62 | 63 |
| General-line groceries | 80 | 85 | 84 | 86 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 128 | 142 | 123 |
| Wine, distilled spirits | 186 | 169 | 193 | 159 |
| Drugs, chemicals, allied products, total | 134 | 145 | 131 | 130 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 158 | 142 | 143 |
| Paper, paper products, ex. wallpaper, total | 114 | 112 | 118 | 112 |
| Paper | 109 | 109 | 114 | 106 |

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS FEBRUARY 1961 COMPARED WITH FEBRUARY 1960

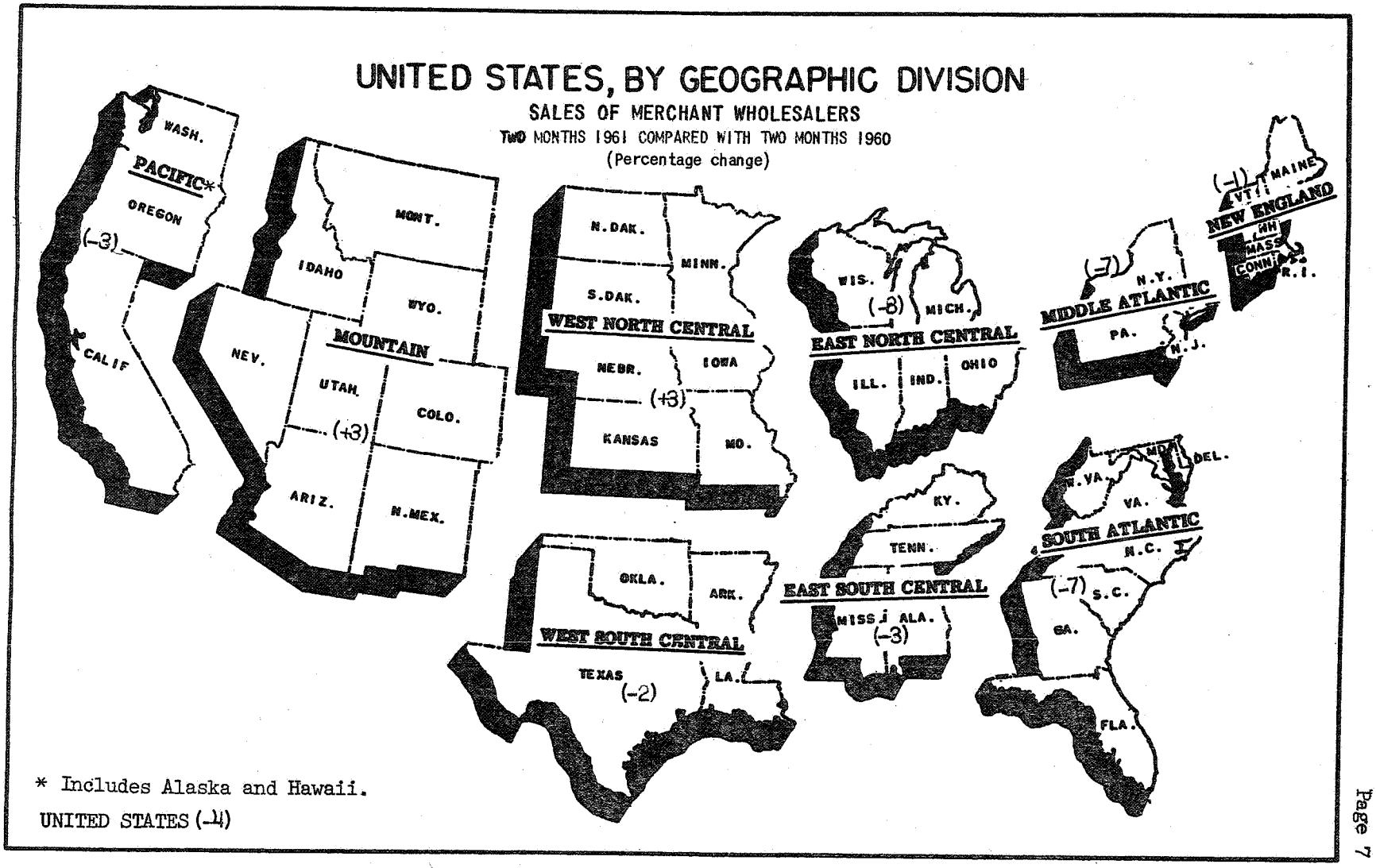



* Excludes farm products (raw materials).

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | February 1961 from-- | | 2 mos. 1961 from 2 mos. 1960 | February 1961 from-- | |
| | February 1960 | January 1961 | | February 1960 | January 1961 |
| MERCHANT WHOLESALERS, TOTAL | -7 | r-3 | -4 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | -7 | -2 | -5 | r-2 | 0 |
| DURABLE GOODS, TOTAL | -14 | -4 | -12 | r-4 | 0 |
| Motor vehicles, automotive equipment, total | r-6 | -5 | r-2 | r+3 | -1 |
| Automobiles, other motor vehicles | -12 | -2 | -9 | +7 | -8 |
| Automotive equipment, tires, tubes | -3 | -7 | +1 | +2 | +1 |
| Electrical goods, total | -12 | -3 | -10 | -3 | 0 |
| Electrical supplies, apparatus | -10 | -4 | -9 | -9 | 0 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | -13 | -3 | -11 | +1 | 0 |
| Furniture, home furnishings, total | -12 | +4 | -9 | -6 | +2 |
| Furniture-household, office | -20 | -5 | -12 | -6 | -1 |
| Home furnishings, floor coverings | -9 | +8 | -7 | -6 | +4 |
| Hardware, plumbing, heating equipment, supplies, total | -10 | -4 | -8 | -7 | r+2 |
| Hardware | -12 | 0 | -9 | -8 | +3 |
| Plumbing and heating equipment, supplies | -10 | -5 | -9 | -7 | +2 |
| Air conditioning, refrigeration equipment, supplies | -8 | -12 | -6 | +2 | -6 |
| Lumber, construction materials, total | -22 | -12 | -17 | -10 | +4 |
| Lumber, millwork | -25 | -12 | -20 | -16 | +5 |
| Construction materials | -16 | -11 | -11 | -2 | +2 |
| Machinery, equipment, supplies, total | r-10 | -2 | r-8 | r-5 | -2 |
| Commercial, industrial machinery, equipment, supplies | -13 | -4 | -11 | -7 | -3 |
| Commercial machines, equipment | -15 | -2 | -10 | -3 | +1 |
| Construction machinery, equipment | -11 | -7 | -9 | -11 | -2 |
| Industrial machinery, equipment, supplies | -13 | -4 | -12 | -6 | -3 |
| Professional equipment, supplies | +3 | +3 | +1 | +7 | 0 |
| Surgical, medical, hospital supplies | +2 | +4 | +1 | +7 | +1 |
| Service-establishment equipment, supplies | -8 | -6 | -3 | -5 | +2 |
| Metals, metalwork (except scrap), total | r-18 | -8 | r-19 | r-2 | -3 |
| Iron, steel, and products | -21 | -10 | -22 | -1 | -3 |
| Nonferrous metals | -11 | -5 | -12 | -3 | -5 |
| Scrap, waste materials, total | r-34 | 0 | r-32 | +2 | 0 |
| Iron, steel scrap | -40 | +3 | -39 | +6 | +1 |
| Waste materials | -24 | -5 | -22 | -4 | -1 |
| Jewelry | r-9 | 0 | r-10 | r-4 | -3 |
| NONDURABLE GOODS, TOTAL | -2 | -1 | +1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | -2 | -1 | 0 | +1 | r-1 |
| Groceries and related products, total | +2 | -3 | +4 | +3 | 0 |
| General-line groceries | +6 | -3 | +8 | +5 | +2 |
| Voluntary groups | +2 | -7 | +5 | +2 | +2 |
| Retailer cooperatives | +11 | -5 | +13 | +3 | +2 |
| Nonaffiliated | +8 | +3 | +8 | +9 | +3 |
| Specialty-line groceries | +1 | -4 | +4 | +2 | -2 |
| Confectionery | +2 | +3 | +4 | 0 | -2 |
| Meats, meat products | -3 | -3 | -3 | -9 | +2 |
| Poultry, poultry products | +18 | -6 | +17 | +7 | -15 |
| Fresh fruits, vegetables | -7 | -4 | -5 | +11 | -7 |
| Beer, wine, distilled alcoholic beverages, total | -2 | +5 | +1 | +2 | -1 |
| Beer | -2 | +1 | +1 | -6 | 0 |
| Wine, distilled spirits | -2 | +9 | 0 | +4 | -1 |
| Drugs, chemicals, allied products, total | r-9 | r-7 | r-4 | +2 | +2 |
| Drugs, drug proprietaries, druggists' sundries | -9 | -6 | -5 | +1 | +2 |
| General-line drugs | -11 | -6 | -6 | -1 | +3 |
| Paints, varnishes | -13 | -5 | -9 | 0 | -4 |
| Other chemicals, allied products | -8 | -8 | -2 | +6 | +1 |
| Tobacco, tobacco products | +1 | -2 | +2 | +2 | -1 |
| Dry goods, apparel, total | -7 | +9 | r-7 | 0 | -1 |
| Apparel and accessories, hosiery, lingerie, footwear | -4 | +19 | -3 | -5 | -4 |
| Dry goods, notions | -10 | -1 | -9 | +4 | 0 |
| Piece goods converters | -7 | +9 | -12 | +2 | +1 |
| Paper, paper products, excluding wallpaper, total | -1 | r+1 | 0 | 0 | -1 |
| Paper | -1 | -1 | 0 | +1 | -2 |
| Stationery, office supplies | +4 | +11 | -1 | -5 | +3 |
| Farm products, raw materials | +2 | -7 | +4 | (X) | (X) |
| Cotton | +4 | -9 | -8 | (X) | (X) |
| Grain | +9 | -1 | +12 | (X) | (X) |
| Other nondurable goods, total | -8 | 0 | -1 | -4 | -2 |
| Amusement, sporting goods | -12 | +2 | r-5 | -3 | 0 |
| Books, magazines, newspapers | -2 | -9 | +2 | +6 | 0 |
| Coal | -3 | -8 | r-8 | +12 | -8 |
| Farm supplies | +1 | +18 | +5 | +2 | -4 |

r Revised since Advance Release dated April 6, 1961
X Withheld due to extreme variability of reported data. See "Inventories," page 10.




* Includes Alaska and Hawaii.

UNITED STATES (-4)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

FEBRUARY 1961

| Kind of business and geographic division (see map page7 ) | Sales* | | | Inventory end-of-month (at cost) | |
|---|---|---|---|---|---|
| | February 1961 from-- | | 2 mos 1961 from 2 mos 1960 | February 1961 from-- | |
| | February 1960 | January 1961 | | February 1960 | January 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | -7 | -3 | -4 | -2 | 0 |
| New England | -6 | -2 | -1 | -2 | 0 |
| Middle Atlantic | -10 | -3 | -7 | -2 | -1 |
| East North Central | -10 | -2 | -8 | -1 | 0 |
| West North Central | -2 | -2 | +3 | -2 | +2 |
| South Atlantic | -8 | -5 | -7 | -1 | +2 |
| East South Central | -3 | -5 | -3 | +3 | +4 |
| West South Central | -3 | -4 | -2 | -5 | -2 |
| Mountain | +3 | +2 | +3 | +2 | +4 |
| Pacific | -5 | -2 | -3 | -2 | -6 |
| Automotive equipment, tires, tubes | -3 | -7 | +1 | +2 | +1 |
| New England | +7 | -12 | +6 | +6 | +5 |
| Middle Atlantic | +1 | -9 | +5 | +4 | -1 |
| East North Central | -8 | -5 | -3 | -3 | +1 |
| West North Central | +4 | 0 | 0 | +1 | +4 |
| South Atlantic | +1 | -9 | +6 | +2 | -1 |
| East South Central | +4 | -2 | +2 | +2 | +3 |
| West South Central | -3 | -6 | +2 | -1 | 0 |
| Mountain | -2 | -3 | -1 | +2 | +1 |
| Pacific | -14 | -9 | -2 | +5 | -3 |
| Electrical supplies, apparatus | -10 | -4 | -9 | -9 | 0 |
| New England | -15 | -8 | -11 | -4 | +5 |
| Middle Atlantic | -11 | -1 | -15 | -13 | +1 |
| East North Central | -16 | -5 | -10 | -12 | -7 |
| West North Central | -17 | +4 | -10 | -10 | +2 |
| South Atlantic | -12 | -13 | -8 | -6 | +2 |
| East South Central | 0 | +1 | +4 | -8 | +5 |
| West South Central | -3 | -4 | -13 | -8 | +4 |
| Mountain | +3 | +7 | +3 | -3 | 0 |
| Pacific | -3 | -2 | -2 | -11 | -4 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | -13 | -3 | -11 | +1 | 0 |
| New England | +1 | +8 | +4 | +12 | +5 |
| Middle Atlantic | -9 | -6 | -9 | +3 | -2 |
| East North Central | -17 | -8 | -12 | 0 | 0 |
| West North Central | +5 | -2 | -1 | -3 | +6 |
| South Atlantic | (X) | (X) | -16 | +11 | +4 |
| East South Central | (X) | (X) | -11 | +3 | -1 |
| West South Central | -13 | +4 | -6 | -22 | +5 |
| Pacific | -11 | +7 | -10 | +2 | -7 |
| Furniture, home furnishings, total | -12 | +4 | -9 | -6 | +2 |
| New England | -25 | +12 | -22 | -1 | 0 |
| Middle Atlantic | -16 | +2 | -14 | -12 | +3 |
| East North Central | -12 | +5 | -7 | +2 | +3 |
| West North Central | -12 | +8 | +4 | +2 | -6 |
| South Atlantic | +4 | +2 | -4 | +2 | -1 |
| East South Central | (X) | +4 | (X) | -27 | +1 |
| West South Central | -16 | +6 | -6 | -15 | -2 |
| Hardware | -12 | 0 | -9 | -8 | +3 |
| New England | -12 | +5 | -7 | -8 | +1 |
| Middle Atlantic | -7 | +7 | -7 | -5 | +3 |
| East North Central | -17 | +11 | -11 | -5 | +6 |
| West North Central | -5 | 0 | -6 | -11 | +3 |
| South Atlantic | -18 | +1 | -14 | -5 | +5 |
| East South Central | -6 | -1 | -8 | -13 | +1 |
| West South Central | -18 | -26 | -13 | -14 | -1 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | -7 | -1 | -1 | -9 | +2 |
| Plumbing and heating equipment, supplies | -10 | -5 | -9 | -7 | +2 |
| New England | -2 | -8 | -2 | (X) | +3 |
| Middle Atlantic | -18 | -7 | -16 | -10 | +1 |
| East North Central | -19 | -7 | -15 | -9 | +4 |
| West North Central | +4 | -2 | +3 | -11 | +3 |
| South Atlantic | -8 | -6 | -11 | -2 | +3 |
| West South Central | 0 | -10 | -1 | -2 | 0 |
| Pacific | -3 | -1 | -3 | -14 | -3 |
| Lumber, construction materials, total | -22 | -12 | -17 | -10 | +4 |
| New England | (X) | -19 | -26 | -17 | +3 |
| Middle Atlantic | -34 | -18 | -26 | -3 | +1 |
| East North Central | -21 | -11 | -16 | -19 | +6 |
| West North Central | -13 | -6 | -11 | -8 | +4 |
| South Atlantic | -17 | -13 | -16 | -1 | +1 |
| West South Central | (X) | (X) | (X) | (X) | (X) |
| Pacific | -25 | -10 | -22 | -11 | -5 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

FEBRUARY 1961

| Kind of business and geographic division (see map page 7 ) | Sales* | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | February 1961 from-- | | 2 mos. 1961 from 2 mos. 1961 | February 1961 from-- | |
| | February 1960 | January 1961 | | February 1960 | January 1961 |
| Industrial machinery, equipment supplies | -13 | -4 | -12 | -6 | -3 |
| Middle Atlantic | +1 | -5 | -4 | (X) | -2 |
| East North Central | -24 | -8 | -22 | -6 | -6 |
| West North Central | -10 | +4 | -9 | -8 | -3 |
| South Atlantic | (X) | +8 | -9 | -4 | -4 |
| East South Central | (X) | (X) | (X) | (X) | (X) |
| West South Central | -21 | -3 | -21 | -22 | -1 |
| Mountain | +13 | +6 | +7 | +5 | +4 |
| Pacific | -8 | +3 | -4 | -14 | -11 |
| General-line groceries | +6 | -3 | +8 | +5 | +2 |
| New England | +6 | -2 | +15 | +10 | +5 |
| Middle Atlantic | +7 | -6 | +8 | +4 | +1 |
| East North Central | +6 | -2 | +8 | +2 | +2 |
| West North Central | +9 | -2 | +15 | +11 | +8 |
| South Atlantic | +5 | -4 | +6 | 0 | -2 |
| East South Central | +6 | -2 | +8 | +3 | -1 |
| West South Central | +4 | -7 | +8 | +4 | +2 |
| Mountain | +17 | 0 | +20 | +8 | +7 |
| Pacific | +2 | -2 | 0 | +12 | +7 |
| Specialty-line groceries | +1 | -4 | +4 | +2 | -2 |
| Middle Atlantic | -2 | -4 | 0 | +13 | +1 |
| East North Central | -1 | -3 | +3 | -5 | -1 |
| South Atlantic | +8 | -2 | +12 | -5 | (X) |
| West South Central | -3 | +1 | -1 | -1 | -4 |
| Pacific | +3 | -6 | +2 | -2 | -7 |
| Fresh fruits, vegetables | -7 | -4 | -5 | +11 | -7 |
| New England | (X) | +6 | -2 | (X) | (X) |
| Middle Atlantic | -5 | -3 | -3 | -3 | -8 |
| East North Central | -9 | -3 | -6 | (X) | -2 |
| West North Central | -5 | -3 | -5 | +3 | +2 |
| South Atlantic | -7 | -3 | -5 | +15 | -7 |
| West South Central | -20 | +1 | -13 | -1 | -10 |
| Pacific | -3 | +5 | -5 | +8 | -16 |
| Drugs, drug proprietaries, druggists' sundries | -9 | -6 | -5 | +1 | +2 |
| New England | -12 | -12 | -3 | +4 | 0 |
| Middle Atlantic | -9 | -8 | -4 | +9 | +4 |
| East North Central | -10 | -8 | -7 | -3 | +6 |
| West North Central | -9 | -4 | -6 | -1 | -1 |
| South Atlantic | -9 | -1 | -5 | -2 | +5 |
| East South Central | -15 | -12 | -8 | +2 | -4 |
| West South Central | -11 | -6 | -8 | -1 | +3 |
| Mountain | 0 | 0 | +3 | +3 | +14 |
| Pacific | -4 | -9 | -5 | +4 | -5 |
| Tobacco, tobacco products | +1 | -2 | +2 | +2 | -1 |
| New England | +2 | +2 | +1 | +20 | -3 |
| Middle Atlantic | +1 | -1 | +2 | 0 | +1 |
| East North Central | +1 | -3 | +2 | +4 | 0 |
| West North Central | -1 | -2 | +3 | +1 | +1 |
| South Atlantic | -7 | -2 | -3 | +1 | +1 |
| East South Central | +8 | -8 | 0 | +10 | 0 |
| West South Central | +14 | -3 | +8 | +5 | 0 |
| Dry goods, apparel, total | -7 | +9 | -7 | 0 | -1 |
| New England | +6 | +14 | +6 | -12 | +2 |
| Middle Atlantic | -9 | +10 | -10 | +6 | +4 |
| East North Central | -5 | +9 | -5 | -3 | -1 |
| West North Central | -13 | (X) | -5 | (X) | (X) |
| South Atlantic | +8 | -4 | +2 | -24 | -16 |
| Pacific | -5 | +8 | 0 | -7 | -10 |

X Withheld due to extreme variability of reported data.

1 Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures are based on the weighted sales of identical firms.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,320 |
| TOTAL (excluding farm products, raw materials, merchants) | 8,799 | 9,385 |
| DURABLE GOODS, TOTAL | 3,773 | 4,034 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 634 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 371 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 431 |
| Lumber, millwork | 261 | 291 |
| Construction materials | [2]199 | 140 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 419 |
| Iron, steel, and products | 272 | 296 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,286 |
| TOTAL (excluding farm products, raw materials, merchants) | 5,026 | 5,351 |
| Groceries and related products, total | 2,189 | 2,252 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 696 |
| Confectionery | 58 | 64 |
| Meats, meat products | 336 | 344 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 470 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 318 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 324 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials, merchants) | 11,811 | 12,579 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,180 | 215 | 197 |
| Automotive equipment, tires, tubes | 898 | 891 | 220 | 208 |
| Electrical goods, total | 1,048 | 1,149 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 705 | 184 | 190 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 502 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,032 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 870 | 204 | 208 |
| Iron, steel and products distributors | 646 | 740 | 238 | 250 |
| Groceries and related products, total | 1,315 | 1,392 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 588 | 139 | 134 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 401 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available next month) is also a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. Variances for the new sample have not yet been computed. However, in the old sample, for all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about one percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within about one percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was somewhat less than one percent. It is expected that the variance in the new sample should be roughly approximated by those shown here for the old sample.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month and current month to year-ago sales and inventories for selected months during 1958 and 1959. Table 8 presents the range of the sampling errors and their medians. The sampling errors shown in table 8 are based on the preliminary "composite" estimates. The sampling errors of the final "composite" estimates are expected to be generally lower than those shown for the preliminary "composite" estimates.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in February 1961. The published estimate is $3,866 million while the median sampling error shown in this report is 1.6 percent (or .016). Multiplying $3,866 million by .016, we obtain $62 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $3,804 and $3,928 million. Doubling the given median sampling error gives us the limits, $3,742 to $3,990 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from January 1961 to February 1961 for all durable goods. This ratio of change, obtained by dividing $3,866 million by $4,034 million, is .96 (it can also be expressed as a 4% decrease). The median sampling error of this statistic is 0.9 percent (.009). Multiplying .96 by .009, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range .95 to .97 (that is, that the January to February change was between a 3% and 5% decrease), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .94 to .98.

Table 8. SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to-- | | | | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to-- | |
| | | | Previous month | | Year ago | | | | Previous month | Year ago |
| | Range | Median | Range | Median | Range | Median | Range | Median | | |
| MERCHANT WHOLESALERS, TOTAL | 0.8-1.5 | 1.0 | 0.6-0.6 | 0.6 | 0.6-1.1 | 0.8 | - | - | - | - |
| TOTAL (excluding farm products, raw materials, merchants) | 0.8-1.2 | 1.1 | NA | NA | NA | NA | 0.6-1.1 | 0.8 | 0.5 | 0.7 |
| DURABLE GOODS, TOTAL | 1.3-2.0 | 1.6 | 0.6-1.1 | 0.9 | 1.2-2.0 | 1.5 | - | | 0.5 | 0.8 |
| Automotive wholesalers | 4-11 | 7 | 2-6 | 3 | 4-11 | 8 | 2-3 | 3 | 2 | 3 |
| Automotive equipment, tire, tube wholesalers | 2-6 | 3 | 2-3 | 2 | 3-3 | 3 | 3-4 | 3 | 2 | 3 |
| Electrical, electronics, appliance distributors | 2-4 | 3 | 1-2 | 1 | 2-3 | 2 | 2-3 | 3 | 1 | 2 |
| Electrical apparatus, supplies distributors | 2-4 | 3 | 2-3 | 2 | 3-4 | 3 | 2-2 | 2 | 2 | 1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | 3-5 | 4 | 2-3 | 2 | 2-5 | 3 | 3-4 | 4 | 2 | 3 |
| Furniture, home furnishings wholesalers | 2-5 | 3 | 2-5 | 3 | 3-5 | 3 | - | - | 2 | 2 |
| Furniture wholesalers | 4-7 | 6 | 3-5 | 4 | 4-8 | 6 | - | - | 2 | 3 |
| Home furnishings, floor coverings wholesalers | 3-6 | 4 | 3-5 | 4 | 3-5 | 4 | - | - | 2 | 2 |
| Hardware, plumbing, heating goods wholesalers | 2-3 | 2 | 1-2 | 1 | 2-2 | 2 | 1-2 | 2 | 1 | 1 |
| Hardware wholesalers | 2-4 | 3 | 1-2 | 2 | 2-3 | 2 | 2-2 | 2 | 1 | 1 |
| Plumbing, heating equipment, supplies distributors | 3-5 | 4 | 2-3 | 2 | 3-3 | 3 | 3-5 | 3 | 2 | 2 |
| Lumber, construction materials distributors | 2-4 | 2 | 2-4 | 2 | 2-3 | 2 | - | - | 2 | 3 |
| Lumber, millwork wholesalers | 3-6 | 4 | 2-6 | 2 | 3-6 | 4 | - | - | 3 | 3 |
| Construction materials distributors | 3-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 5 |
| Machinery, equipment, supplies distributors | 2-3 | 3 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 1 | 2 |
| Air conditioning, commercial refrigeration equipment, distributors | - | - | 3-9 | 7 | 7-11 | 10 | - | - | 3 | 5 |
| Commercial machines, equipment distributors | - | - | 3-6 | 4 | 5-6 | 6 | - | - | 3 | 3 |
| Industrial machinery, equipment, supplies distributors | 3-6 | 4 | 2-3 | 2 | 4-5 | 4 | 4-5 | 5 | 3 | 3 |
| Professional equipment, supplies distributors | 4-6 | 5 | 2-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Service establishment supply houses | 5-7 | 5 | 2-4 | 3 | 4-7 | 5 | - | - | 3 | 3 |
| Metals, metalwork (except scrap) distributors | 3-5 | 4 | 2-3 | 2 | 3-4 | 3 | 2-5 | 3 | 2 | 2 |
| Iron, steel and products distributors | 4-6 | 6 | 2-4 | 3 | 4-7 | 5 | 3-4 | 4 | 2 | 2 |
| Nonferrous metals distributors | 3-4 | 4 | 1-2 | 2 | 3-6 | 4 | - | - | 2 | 2 |
| Scrap, waste materials dealers | 3-5 | 4 | 2-3 | 2 | 4-4 | 4 | - | - | 4 | 5 |
| Iron, steel scrap dealers | 4-7 | 5 | 4-4 | 4 | 5-6 | 6 | - | - | 2 | 6 |
| Waste materials dealers | 6-10 | 7 | 3-4 | 3 | 4-9 | 6 | - | - | 3 | 2 |
| Jewelry wholesalers | - | - | 4-9 | 6 | 6-8 | 8 | - | - | 2 | 2 |
| NONDURABLE GOODS, TOTAL | 1.2-1.8 | 1.6 | 0.7-1.1 | 0.8 | 1.0-1.3 | 1.2 | - | - | - | - |
| TOTAL (excluding farm products, raw materials, merchants) | 1.0-1.2 | 1.1 | NA | NA | NA | NA | - | - | 0.8 | 1.2 |
| Grocery, confectionery, meat wholesalers | 2-2 | 2 | 1-1 | 1 | 1-2 | 2 | 2-3 | 2 | 1 | 2 |
| General-line grocery wholesalers | 2-3 | 2 | 1-2 | 1 | 1-2 | 2 | 2-5 | 3 | 2 | 2 |
| Specialty-line grocery wholesalers | 5-8 | 7 | 3-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Confectionery wholesalers | 4-8 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 4 | 6 |
| Meat, meat products wholesalers | 4-6 | 5 | 2-4 | 3 | 3-4 | 4 | - | - | 3 | 8 |
| Farm products (edible) distributors | 3-5 | 4 | 1-2 | 2 | 2-4 | 3 | - | - | 4 | 6 |
| Poultry, poultry products distributors | 5-7 | 6 | 2-4 | 3 | 5-5 | 5 | - | - | 3 | 9 |
| Fresh fruit, vegetable wholesalers | 3-7 | 5 | 2-3 | 2 | 3-4 | 4 | - | - | 6 | 7 |
| Beer, wine, distilled spirits wholesalers | 2-4 | 3 | 1-3 | 2 | 2-3 | 2 | 3-5 | 3 | 2 | 3 |
| Beer, ale distributors | 3-6 | 5 | 2-3 | 3 | 2-4 | 3 | - | - | 5 | 5 |
| Wine, distilled spirits wholesalers | 3-4 | 4 | 2-3 | 2 | 3-4 | 3 | 3-5 | 4 | 2 | 4 |
| Drugs, chemicals, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 1-2 | 2 | 1 | 2 |
| Drug wholesalers (general and specialty lines) | 3-5 | 4 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 2 | 2 |
| Industrial chemicals, explosives wholesalers | 3-6 | 5 | 3-3 | 3 | 3-4 | 3 | - | - | 3 | 3 |
| Paint, varnish wholesalers | 4-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 2 |
| Tobacco distributors | 2-4 | 3 | 2-2 | 2 | 2-2 | 2 | - | - | 3 | 3 |
| Dry goods, apparel wholesalers | 2-4 | 3 | 2-3 | 2 | 3-3 | 3 | - | - | 2 | 2 |
| Clothing, furnishings, footwear wholesalers | 4-8 | 6 | 3-6 | 5 | 5-5 | 5 | - | - | 3 | 3 |
| Dry goods wholesalers (general and specialty lines) | 4-6 | 5 | 2-4 | 4 | 4-6 | 5 | - | - | 6 | 3 |
| Piece goods converters | - | - | 1-2 | 2 | 3-4 | 4 | - | - | 3 | 3 |
| Paper, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 2-3 | 3 | 2 | 2 |
| Paper wholesalers | 2-4 | 3 | 2-2 | 2 | 2-3 | 2 | 3-4 | 4 | 2 | 2 |
| Stationery, wallpaper wholesalers | - | - | 3-4 | 3 | 3-5 | 4 | - | - | 4 | 3 |
| Farm products (raw materials) merchants | - | - | 3-6 | 5 | 7-9 | 7 | - | - | 3 | 5 |
| Other nondurable goods wholesalers | - | - | 2-2 | 2 | 2-3 | 3 | - | - | 1 | 3 |
| Amusement, sporting goods distributors | - | - | 3-4 | 4 | 3-4 | 3 | - | - | 4 | 5 |
| Book, magazine, newspaper wholesalers | - | - | 2-3 | 3 | 3-4 | 4 | - | - | 2 | 3 |
| Coal wholesalers | 3-5 | 4 | 1-2 | 2 | 2-4 | 2 | - | - | 3 | 3 |
| Farm supplies wholesalers | 6-8 | 7 | 2-5 | 4 | 5-8 | 6 | - | - | 4 | 3 |

NA Not available.

Note: Only one measurement covering October 1958--is currently available for the sampling error of the ratio of current month to previous month or year-ago inventories. The sampling error of the sales ratios are based on 4 measurements during 1958 and 1959 while the sampling errors of the volume estimates of sales and inventories are based on 12 measurements during 1958 and 1959.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

### DURABLE GOODS

#### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (504 and 5014).

#### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

#### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

#### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

#### Lumber, Construction Materials (Part of SIC 509)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

#### Machinery, Equipment, Supplies (SIC 508)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

DESCRIPTION OF KINDS OF BUSINESS--CONTINUED

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles); including air, marine, and railroad transportation equipment and supplies (SIC 5088).

Metals, Metalwork (except scrap)
(Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

Scrap and Waste Materials
(Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

Jewelry
(Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

NONDURABLE GOODS

Groceries and Related Products
(SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast. Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

Beer, Wine, Distilled Alcoholic Beverages
(Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

Drugs, Chemicals, Allied Products
(SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

DESCRIPTION OF KINDS OF BUSINESS--CONTINUED

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

Tobacco
(Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

Dry Goods, Apparel
(SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

Paper, Paper Products, Except Wallpaper
(Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

Farm Products--Raw Materials
(SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

Other Nondurable Goods
(Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

MONTHLY
# WHOLESALE TRADE REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS
Richard M. Scammon, Director

MARCH 1961

BW-61-3

## SALES AND INVENTORIES

FOR RELEASE
MAY 19, 1961[1]

### SALES

March 1961 sales of merchant wholesalers, estimated at $11.8 billion, were up 16 percent over February--mostly due to the larger number of trading days in March--but remained unchanged from a year ago. Cumulative sales for the first three months of 1961 totaled $32.2 billion, a decrease of 3 percent from sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $4.7 billion in March, increased 19 percent over February but were 4 percent below March 1960 sales. The nondurable goods trades, with sales of $7.1 billion, indicated a smaller increase (14%) over previous month sales than the durable goods trades, but showed a 3 percent gain over a year ago. During the first three months of 1961 sales in the durable goods trades were 9 percent below the comparable three months in 1960, while sales in the nondurable goods trades were up 2 percent.

Only one trade--coal (-9%)--reported March sales below February. Substantial increases in March 1961 were shown by wholesalers of farm supplies (37%), lumber, millwork (35%), paints, varnishes (33%), iron, steel scrap (32%), and wine, distilled spirits (31%).

Compared with sales a year ago, most durable goods trades reported declines, while most nondurable goods trades indicated gains. Automobile distributors, with sales off 34 percent from a year ago, showed the sharpest decline among the durable goods trades, while hardware wholesalers and air conditioning, refrigeration equipment distributors, each up 7 percent, reported the largest increase over year-ago sales. Among the nondurable goods trades, coal wholesalers experienced the sharpest decline (18%) from year-ago sales, grain merchants registered the principal gain (17%).

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, were estimated at $12.7 billion at the end of March, a slight (1%) increase over the February level, but 2 percent below stocks on hand a year ago. Durable goods trades reported inventories 2 percent higher than a month earlier, but 4 percent down from last year. However, stocks in the nondurable goods trades remained unchanged from last month and from a year ago.

Most trades reported small changes from their previous month inventories. However, large declines were indicated by wholesalers of coal (14%) and farm supplies (13%) and a large increase was shown by air conditioning refrigeration distributors (12%). Compared with a year ago, most trades showed declines, with the sharpest drop reported by lumber, millwork wholesalers (18%). Substantial increases over year-ago stocks were indicated by wholesalers of coal (19%) paints, varnishes (15%) retailer-cooperative groceries (11%) and air conditioning, refrigeration equipment (11%).

The March 1961 stocks-sales ratio for merchant wholesalers was 118 percent, down 18 points from February 1961 and 2 points from the March 1960 ratio. The March 1961 stock-sales ratio of durable goods wholesalers was 167 percent compared with the nondurable goods ratio of 81 percent.

### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, was revised effective with the February 1961 publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00

[1] An advance release of March 1961 data was issued on May 9, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS--UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | 1960 | | | Total 3 months | |
|---|---|---|---|---|---|---|---|---|
| | Jan.[r] | Feb.[2] | Mar.[1] | Jan. | Feb. | Mar. | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,792 | 10,512 | 10,901 | 11,783 | 32,240 | 33,196 |
| TOTAL (excluding farm products, raw materials) | 9,357 | 9,246 | 10,772 | 9,634 | 10,843 | 10,832 | 29,375 | 30,471 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,661 | 4,462 | 4,555 | 4,860 | 12,600 | 13,877 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 646 | 588 | 603 | 739 | 1,812 | 1,930 |
| Automotive equipment, tires, tubes | 428 | 401 | 462 | 403 | 415 | 462 | 1,291 | 1,280 |
| Electrical goods, total | 628 | 616 | 702 | 681 | 697 | 718 | 1,946 | 2,096 |
| Electrical supplies, apparatus | | 258 | 292 | 286 | 286 | 294 | 813 | 866 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 410 | 396 | 411 | 424 | 1,133 | 1,231 |
| Furniture, home furnishings, total | 203 | 203 | 255 | 214 | 231 | 265 | 661 | 710 |
| Furniture-household, office | 60 | 58 | 68 | 62 | 72 | 73 | 186 | 207 |
| Home furnishings, floor coverings | 143 | 145 | 187 | 152 | 159 | 192 | 475 | 503 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 504 | 456 | 471 | 503 | 1,353 | 1,430 |
| Hardware | 166 | 169 | 210 | 175 | 192 | 197 | 545 | 564 |
| Plumbing and heating equipment, supplies | 212 | 207 | 235 | 229 | 230 | 252 | 654 | 711 |
| Lumber, construction materials, total | 426 | 400 | 523 | 488 | 514 | 532 | 1,349 | 1,534 |
| Lumber, millwork | 290 | 273 | 368 | 342 | 362 | 378 | 931 | 1,082 |
| Construction materials | 135 | 128 | 155 | 146 | 152 | 154 | 418 | 452 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,180 | 1,099 | 1,127 | 1,225 | 3,215 | 3,451 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 788 | 782 | 803 | 850 | 2,192 | 2,435 |
| Construction machinery, equipment | 138 | 134 | 149 | 150 | 151 | 160 | 421 | 461 |
| Industrial machinery, equipment, supplies | 481 | 484 | 544 | 543 | 556 | 591 | 1,509 | 1,690 |
| Professional equipment, supplies | 120 | 121 | 135 | 120 | 118 | 127 | 376 | 365 |
| Service-establishment equipment, supplies | 96 | 92 | 113 | 95 | 100 | 112 | 301 | 307 |
| Metals, metalwork (except scrap), total | 418 | 401 | 477 | 528 | 487 | 484 | 1,296 | 1,499 |
| Iron, steel, and products | 295 | 275 | 347 | 385 | 346 | 354 | 917 | 1,085 |
| Nonferrous metals | 123 | 126 | 129 | 143 | 141 | 130 | 378 | 414 |
| Scrap, waste materials, total | 237 | 235 | 301 | 339 | 358 | 316 | 773 | 1,013 |
| Iron, steel scrap | 127 | 133 | 176 | 202 | 223 | 184 | 436 | 609 |
| Waste materials | 110 | 102 | 125 | 137 | 135 | 132 | 337 | 404 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,131 | 6,050 | 6,346 | 6,923 | 19,640 | 19,319 |
| TOTAL (excluding farm products, raw materials) | 5,336 | 5,328 | 6,111 | 5,172 | 5,450 | 5,972 | 16,775 | 16,594 |
| Groceries and related products, total | 2,253 | 2,197 | 2,428 | 2,133 | 2,153 | 2,367 | 6,878 | 6,703 |
| General-line groceries | 794 | 775 | 834 | 721 | 731 | 805 | 2,403 | 2,257 |
| Specialty-line groceries | 697 | 672 | 763 | 651 | 665 | 753 | 2,132 | 2,069 |
| Confectionery | 63 | 71 | 74 | 60 | 69 | 70 | 208 | 199 |
| Meats, meat products | 345 | 337 | 367 | 354 | 347 | 361 | 1,049 | 1,062 |
| Poultry, poultry products | 116 | 111 | 126 | 99 | 94 | 120 | 353 | 313 |
| Fresh fruits, vegetables | 238 | 230 | 264 | 248 | 247 | 258 | 732 | 753 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 644 | 454 | 510 | 631 | 1,614 | 1,595 |
| Beer | 196 | 201 | 251 | 188 | 204 | 234 | 648 | 626 |
| Wine, distilled spirits | 274 | 300 | 393 | 266 | 306 | 397 | 967 | 969 |
| Drugs, chemicals, allied products, total | 440 | 408 | 470 | 440 | 442 | 468 | 1,318 | 1,350 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 287 | 279 | 276 | 290 | 819 | 845 |
| Paints, varnishes | 21 | 21 | 28 | 22 | 24 | 26 | 70 | 72 |
| Other chemicals, allied products | 143 | 131 | 156 | 139 | 142 | 152 | 430 | 433 |
| Tobacco, tobacco products | 317 | 310 | 357 | 307 | 306 | 346 | 984 | 959 |
| Dry goods, apparel, total | 487 | 525 | 626 | 531 | 563 | 594 | 1,638 | 1,688 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 263 | 193 | 233 | 255 | 677 | 681 |
| Dry goods, notions | 184 | 177 | 218 | 199 | 198 | 202 | 579 | 599 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 369 | 324 | 326 | 357 | 1,016 | 1,007 |
| Paper | 270 | 266 | 307 | 267 | 270 | 300 | 843 | 837 |
| Coal | 72 | 69 | 63 | 82 | 71 | 77 | 204 | 230 |
| Farm supplies | 147 | 170 | 233 | 133 | 168 | 213 | 550 | 514 |

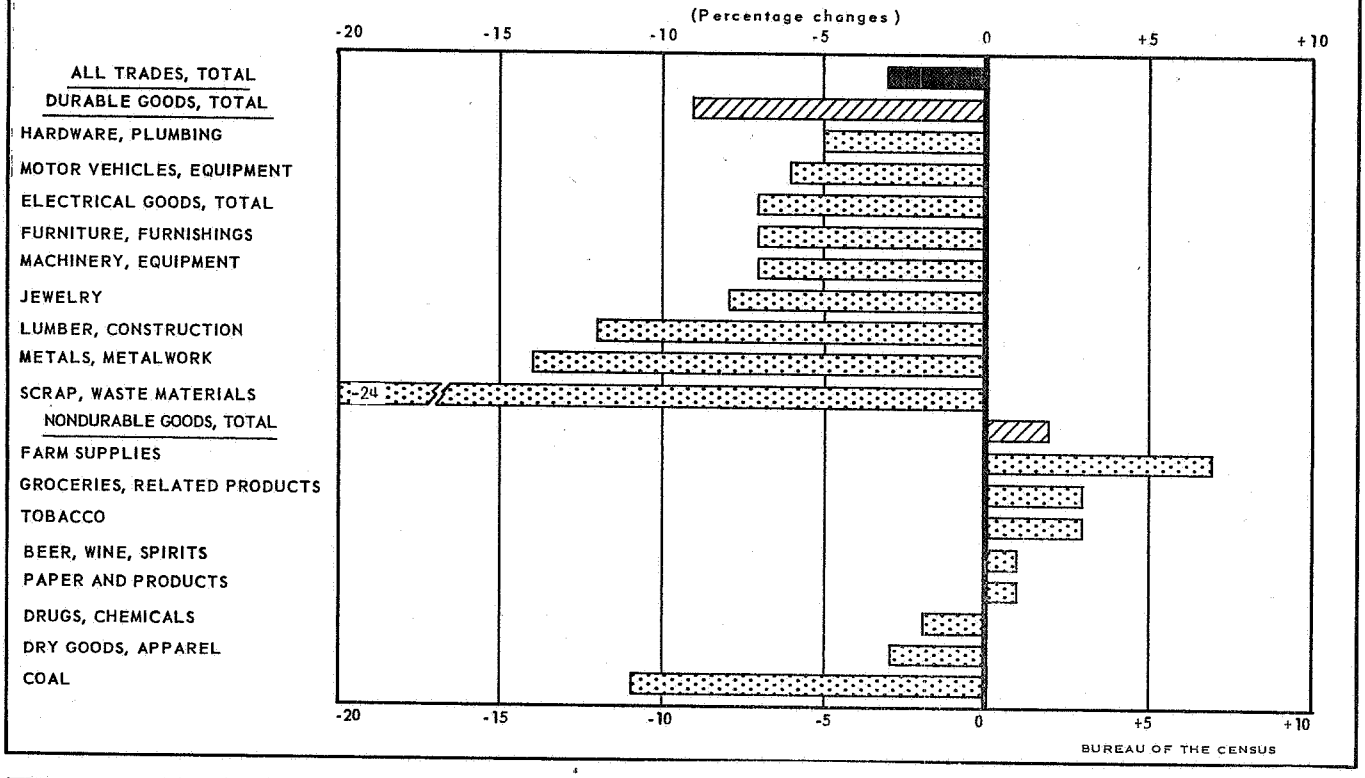
[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

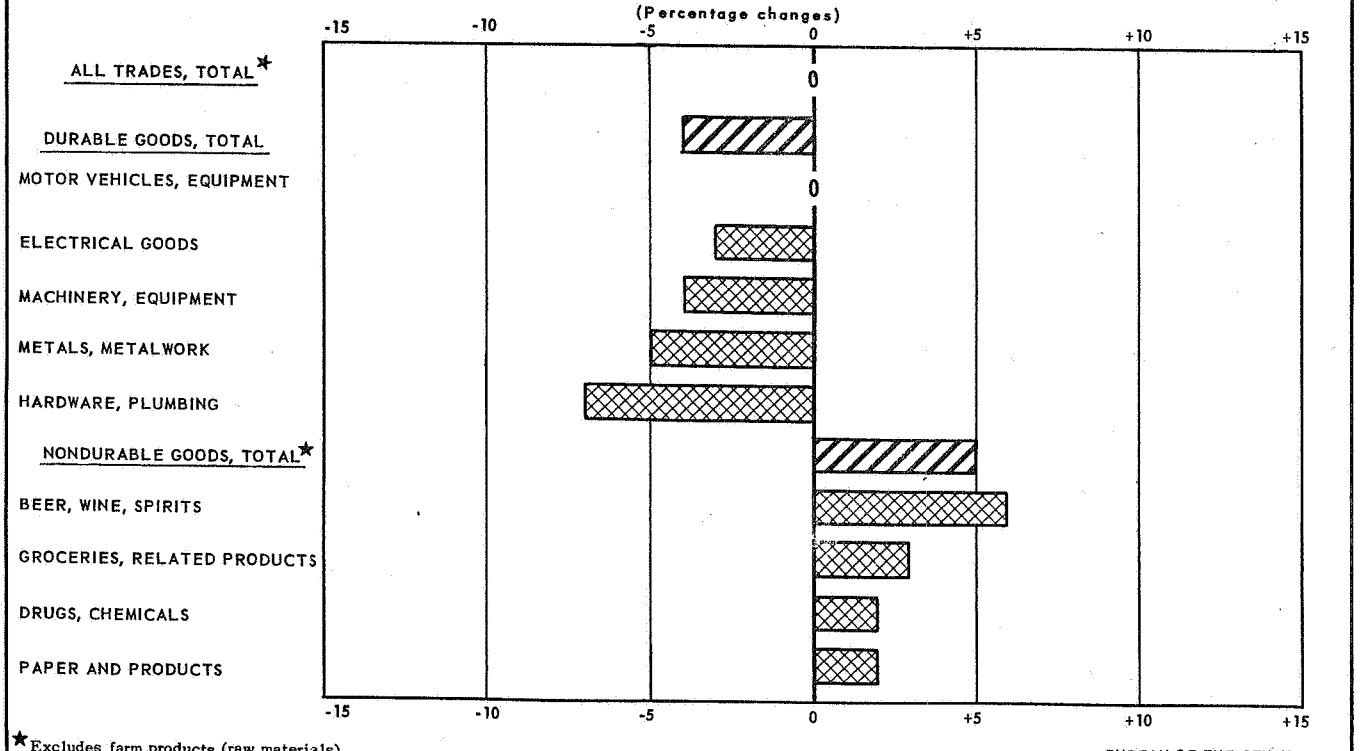
r Revised.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS— THREE MONTHS 1961 COMPARED WITH THREE MONTHS 1960




## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS MARCH 1961 COMPARED WITH MARCH 1960




*Excludes farm products (raw materials).

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Jan.r | Feb.[illegible] | Mar.[illegible] | Jan. | Feb. | Mar. |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,552 | 12,697 | 12,705 | 12,826 | 13,016 |
| SELECTED KINDS OF BUSINESS | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,232 | 1,145 | 1,183 | 1,238 |
| Automotive equipment, tires, tubes | 896 | 922 | 941 | 890 | 906 | 952 |
| Electrical goods, total | 1,138 | 1,149 | 1,198 | 1,176 | 1,188 | 1,234 |
| Electrical supplies, apparatus | 444 | 449 | 466 | 491 | 494 | 480 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 731 | 685 | 694 | 754 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,071 | 981 | 1,133 | 1,148 |
| Hardware | 423 | 438 | 434 | 447 | 478 | 475 |
| Plumbing and heating equipment, supplies | 503 | 525 | 533 | 534 | 564 | 579 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,042 | 2,113 | 2,139 | 2,136 |
| Industrial machinery, equipment, supplies | 812 | 806 | 808 | 828 | 858 | 868 |
| Metals, metalwork (except scrap), total | 871 | 826 | 832 | 776 | 840 | 876 |
| Iron, steel, and products | 741 | 694 | 701 | 639 | 704 | 732 |
| Groceries and related products, total | 1,394 | 1,363 | 1,391 | 1,334 | 1,323 | 1,353 |
| General-line groceries | 635 | 659 | 679 | 606 | 628 | 649 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 643 | 646 | 617 | 604 |
| Wine, distilled spirits | 510 | 496 | 507 | 513 | 476 | 465 |
| Drugs, chemicals, allied products, total | 587 | 604 | 603 | 576 | 590 | 594 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 411 | 396 | 406 | 416 |
| Paper, paper products, ex. wallpaper, total | 369 | 364 | 366 | 383 | 365 | 360 |
| Paper | 295 | 293 | 295 | 304 | 290 | 302 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

| Kind of business | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Jan.r | Feb.[2] | Mar.[1] | Jan. | Feb. | Mar. |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 132 | 128 | 120 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 173 | 174 | 167 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 191 | 195 | 196 | 168 |
| Automotive equipment, tires, tubes | 209 | 230 | 204 | 221 | 218 | 206 |
| Electrical goods, total | 181 | 187 | 171 | 173 | 170 | 172 |
| Electrical supplies, apparatus | 169 | 174 | 160 | 172 | 173 | 163 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 178 | 173 | 169 | 178 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 212 | 215 | 241 | 228 |
| Hardware | 255 | 259 | 207 | 255 | 249 | 241 |
| Plumbing and heating equipment, supplies | 237 | 254 | 227 | 233 | 245 | 230 |
| Machinery, equipment, supplies, total | 199 | 200 | 173 | 192 | 190 | 174 |
| Industrial machinery, equipment, supplies | 169 | 167 | 149 | 152 | 154 | 147 |
| Metals, metalwork (except scrap), total | 208 | 206 | 174 | 147 | 172 | 181 |
| Iron, steel, and products | 251 | 252 | 202 | 166 | 203 | 207 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 97 | 90 | 82 |
| Groceries and related products, total | 62 | 62 | 57 | 63 | 61 | 57 |
| General-line groceries | 80 | 85 | 81 | 84 | 86 | 81 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 100 | 142 | 121 | 95 |
| Wine, distilled spirits | 186 | 165 | 129 | 193 | 156 | 117 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 131 | 133 | 127 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 143 | 142 | 147 | 143 |
| Paper, paper products, ex. wallpaper, total | 114 | 112 | 99 | 118 | 112 | 101 |
| Paper | 109 | 110 | 96 | 114 | 107 | 101 |

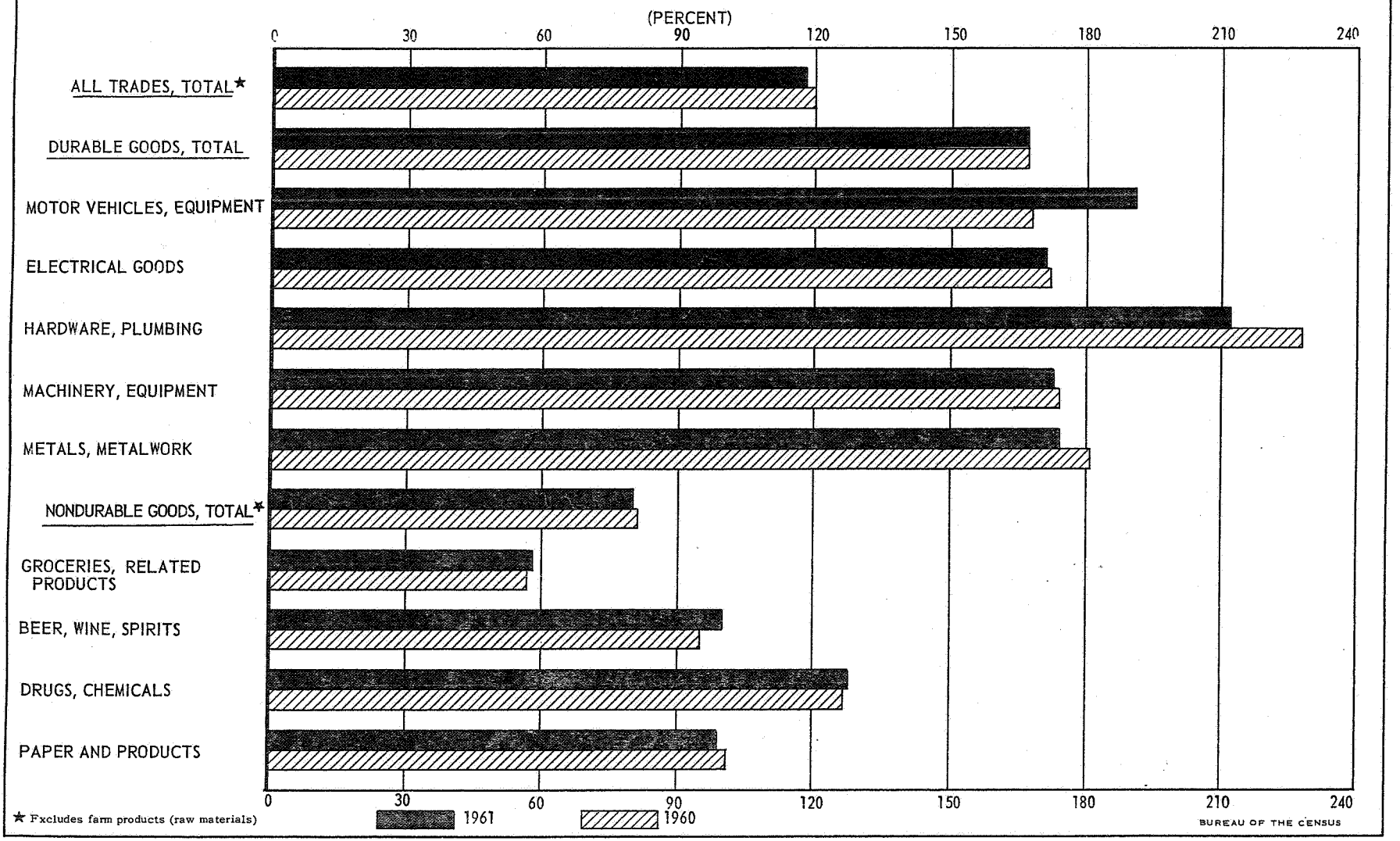
[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

r Revised.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS MARCH 1961 COMPARED WITH MARCH 1960




* Excludes farm products (raw materials)

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: MARCH 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | March 1961 from-- | | 3 mos. 1961 from 3 mos. 1960 | March 1961 from--- | |
| | March 1960 | February 1961 | | March 1960 | February 1961 |
| MERCHANT WHOLESALERS, TOTAL | 0 | +16 | -3 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | -1 | +16 | -4 | -2 | +1 |
| DURABLE GOODS, TOTAL | -4 | +19 | -9 | -4 | r+2 |
| Motor vehicles, automotive equipment, total | -13 | +14 | -6 | 0 | +1 |
| Automobiles, other motor vehicles | -34 | +11 | -20 | +2 | -2 |
| Automotive equipment, tires, tubes | 0 | +15 | +1 | -1 | +2 |
| Electrical goods, total | -2 | +14 | -7 | -3 | +4 |
| Electrical supplies, apparatus | -1 | +13 | -6 | -3 | +4 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | -3 | +15 | -8 | -3 | +4 |
| Furniture, home furnishings, total | -4 | +26 | -7 | -1 | +4 |
| Furniture-household, office | -7 | +17 | -10 | -5 | +1 |
| Home furnishings, floor coverings | -3 | +29 | -6 | +1 | +5 |
| Hardware, plumbing, heating equipment, supplies, total | 0 | +20 | -5 | -7 | +1 |
| Hardware | +7 | +24 | -3 | -9 | -1 |
| Plumbing and heating equipment, supplies | -7 | +14 | -8 | -8 | +2 |
| Air conditioning, refrigeration equipment, supplies | +7 | +29 | -1 | +11 | +12 |
| Lumber, construction materials, total | -2 | +31 | -12 | -14 | +2 |
| Lumber, millwork | -3 | +35 | -14 | -18 | 0 |
| Construction materials | +1 | +21 | -8 | -8 | +6 |
| Machinery, equipment, supplies, total | -4 | r+16 | -7 | -4 | 0 |
| Commercial, industrial machinery, equipment, supplies | -7 | +13 | -10 | -6 | +1 |
| Commercial machines, equipment | -4 | +16 | -8 | +4 | +7 |
| Construction machinery, equipment | -7 | +11 | -9 | -7 | 0 |
| Industrial machinery, equipment, supplies | -8 | +12 | -11 | -7 | 0 |
| Professional equipment, supplies | +6 | +12 | +3 | +11 | 0 |
| Surgical, medical, hospital supplies | +6 | +3 | +4 | +8 | 0 |
| Service-establishment equipment, supplies | +1 | +23 | -2 | +1 | +1 |
| Metals, metalwork (except scrap), total | -1 | +19 | -14 | -5 | +1 |
| Iron, steel, and products | -2 | +26 | -15 | -4 | +1 |
| Nonferrous metals | -1 | +2 | -9 | -8 | 0 |
| Scrap, waste materials, total | -5 | r+28 | -24 | +7 | 0 |
| Iron, steel scrap | -4 | +32 | -28 | +11 | +5 |
| Waste materials | -5 | +23 | -17 | 0 | -8 |
| Jewelry | -4 | +23 | -8 | +3 | r-1 |
| NONDURABLE GOODS, TOTAL | +3 | +14 | +2 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +2 | +15 | +1 | 0 | r0 |
| Groceries and related products, total | r+3 | r+11 | r+2 | +3 | +2 |
| General-line groceries | +4 | +8 | +6 | +5 | +4 |
| Voluntary groups | +3 | +8 | +8 | +3 | +3 |
| Retailer cooperatives | +3 | +3 | +6 | +11 | +1 |
| Nonaffiliated | +5 | +12 | +5 | +2 | +5 |
| Specialty-line groceries | +1 | +14 | +3 | +6 | +1 |
| Confectionery | +6 | +4 | +5 | -2 | +4 |
| Meats, meat products | +2 | +9 | -1 | -5 | +6 |
| Poultry, poultry products | +5 | +14 | +13 | -10 | -7 |
| Fresh fruits, vegetables | +2 | +15 | -3 | -13 | 0 |
| Beer, wine, distilled alcoholic beverages, total | +2 | +29 | +1 | +6 | +2 |
| Beer | +7 | +25 | +4 | -2 | +3 |
| Wine, distilled spirits | -1 | +31 | 0 | +9 | +2 |
| Drugs, chemicals, allied products, total | 0 | +15 | -2 | +2 | 0 |
| Drugs, drug proprietaries, druggists' sundries | -1 | +12 | -3 | -1 | 0 |
| General-line drugs | -3 | +12 | -6 | -2 | -2 |
| Paints, varnishes | +8 | +33 | -3 | +15 | 0 |
| Other chemicals, allied products | +3 | +19 | -1 | +6 | 0 |
| Tobacco, tobacco products | +3 | r+15 | +3 | -1 | +1 |
| Dry goods, apparel, total | r+5 | r+19 | -3 | -1 | +1 |
| Apparel and accessories, hosiery, lingerie, footwear | +3 | +17 | -1 | -1 | +3 |
| Dry goods, notions | +8 | +23 | -3 | -2 | +1 |
| Piece goods converters | +6 | +18 | -6 | -1 | -3 |
| Paper, paper products, excluding wallpaper, total | +3 | +14 | +1 | +2 | +1 |
| Paper | +2 | +15 | +1 | -2 | +1 |
| Stationery, office supplies | +9 | +7 | +2 | (X) | (X) |
| Farm products, raw materials | +7 | +12 | +5 | (X) | (X) |
| Cotton | +11 | +12 | -3 | (X) | (X) |
| Grain | +17 | +17 | +14 | (X) | (X) |
| Other nondurable goods, total | +1 | +14 | 0 | -6 | -3 |
| Amusement, sporting goods | -1 | +21 | -3 | -1 | 0 |
| Books, magazines, newspapers | +4 | +13 | +3 | +3 | +7 |
| Coal | -18 | -9 | -11 | +19 | -14 |
| Farm supplies | +9 | +37 | +7 | -6 | -13 |

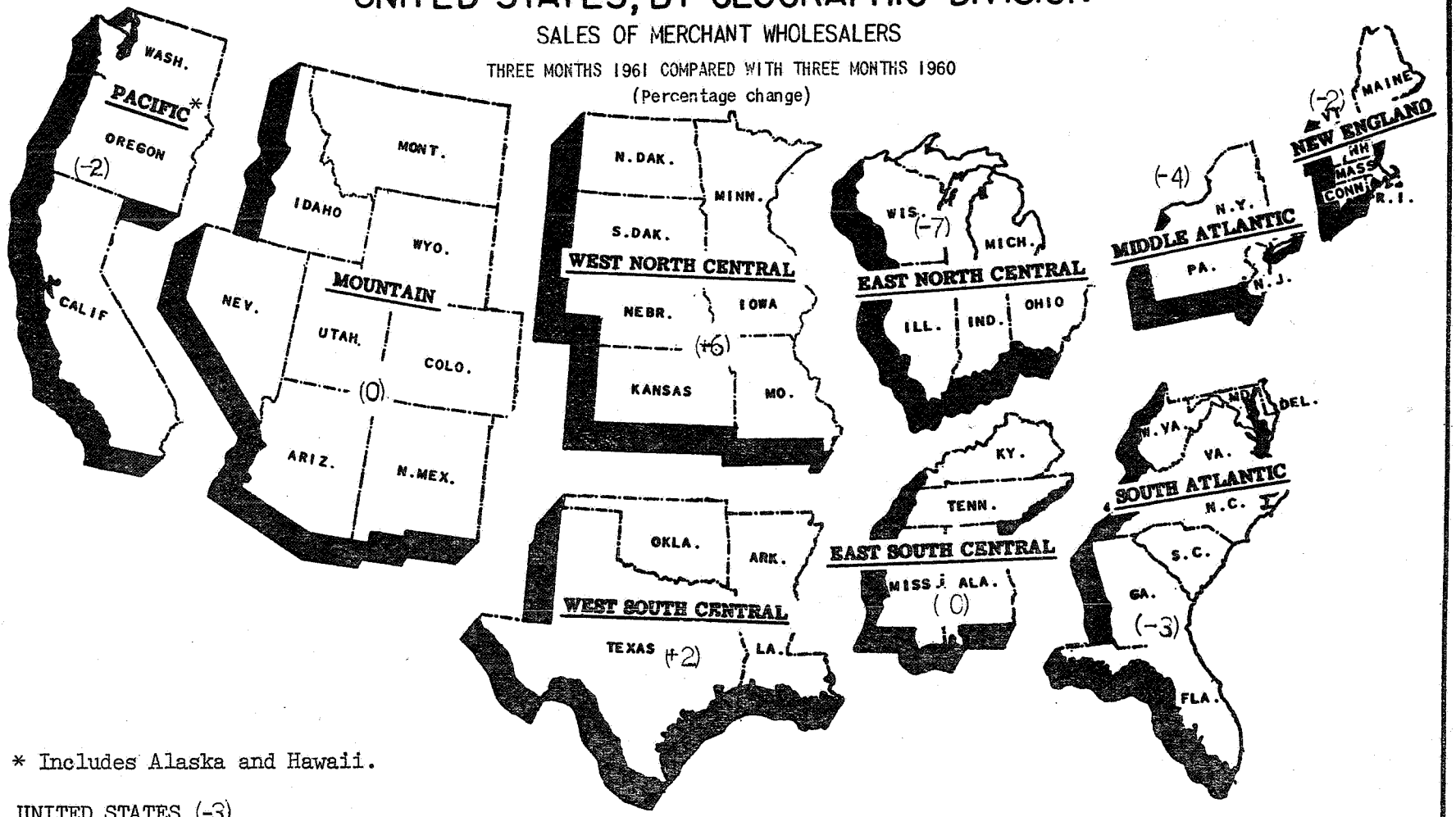
r Revised since Advance Release dated May 9, 1961.
X Withheld due to extreme variability of reported data. See "Inventories," page 10.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

THREE MONTHS 1961 COMPARED WITH THREE MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

UNITED STATES (-3)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

MARCH 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory end-of-month (at cost) | |
|---|---|---|---|---|---|
| | March 1961 from-- | | 3 mos. 1961 from 3 mos. 1960 | March 1961 from-- | |
| | March 1960 | February 1961 | | March 1960 | February 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | 0 | +16 | -3 | -2 | +1 |
| New England | -2 | +18 | -1 | -1 | +2 |
| Middle Atlantic | -1 | +17 | -5 | -1 | +1 |
| East North Central | -6 | +13 | -7 | +1 | -1 |
| West North Central | +13 | +12 | +6 | -2 | 0 |
| South Atlantic | +4 | +15 | -2 | +2 | -1 |
| East South Central | +6 | +13 | 0 | +4 | -1 |
| West South Central | +8 | +14 | +2 | -1 | 0 |
| Mountain | -3 | +3 | 0 | -3 | 0 |
| Pacific | -2 | +17 | -3 | -6 | +2 |
| Automotive equipment, tire, tubes | 0 | +15 | +1 | -1 | +2 |
| New England | 0 | +3 | +2 | (X) | -1 |
| Middle Atlantic | +8 | +21 | +6 | -3 | -1 |
| East North Central | -7 | +18 | -5 | +4 | 0 |
| West North Central | +1 | +6 | 0 | 0 | +5 |
| South Atlantic | +12 | +19 | +8 | +3 | +2 |
| East South Central | +2 | +20 | +2 | -3 | -4 |
| West South Central | +8 | -2 | +3 | -18 | -3 |
| Mountain | -17 | +2 | -6 | (X) | +1 |
| Pacific | -3 | +18 | -3 | -5 | +1 |
| Electrical supplies, apparatus | -1 | +13 | -6 | -3 | +4 |
| New England | -11 | +5 | -11 | -3 | 0 |
| Middle Atlantic | -9 | +21 | -13 | -5 | 0 |
| East North Central | -5 | +13 | -8 | -8 | +1 |
| West North Central | +8 | +6 | -3 | +4 | +2 |
| South Atlantic | -4 | +16 | -7 | -8 | +1 |
| East South Central | +12 | +6 | +7 | -3 | -3 |
| West South Central | (X) | (X) | -7 | (X) | +10 |
| Mountain | +19 | +6 | +7 | -6 | +11 |
| Pacific | +5 | +7 | 0 | -5 | +4 |
| Electrical appliances, TV, radio sets, electronic parts equipment | -3 | +15 | -8 | -3 | +4 |
| New England | +7 | +4 | +6 | +4 | +4 |
| Middle Atlantic | -5 | +11 | -8 | +4 | +5 |
| East North Central | -11 | +11 | -12 | -4 | -1 |
| West North Central | 0 | +7 | -1 | -14 | -6 |
| South Atlantic | +7 | +21 | -13 | -11 | +2 |
| East South Central | (X) | +34 | -3 | +13 | -4 |
| West South Central | +10 | +32 | -1 | -13 | +7 |
| Pacific | -13 | +21 | -11 | 0 | +12 |
| Furniture, home furnishings, total | -4 | +26 | -7 | -1 | +4 |
| New England | (X) | (X) | (X) | (X) | (X) |
| Middle Atlantic | -2 | +30 | -10 | +4 | -3 |
| East North Central | -13 | +21 | -9 | -10 | +2 |
| West North Central | +1 | +20 | +3 | +13 | +8 |
| South Atlantic | -3 | +20 | -3 | -3 | +1 |
| West South Central | -12 | +14 | -6 | (X) | +13 |
| Pacific | -11 | +11 | -8 | -9 | +11 |
| Hardware | +7 | +24 | -3 | -9 | -1 |
| New England | -5 | (X) | -7 | -7 | +1 |
| Middle Atlantic | +6 | +28 | -1 | -8 | +1 |
| East North Central | +2 | +14 | -7 | -11 | -4 |
| West North Central | (X) | (X) | (X) | (X) | (X) |
| South Atlantic | +14 | +33 | -3 | -5 | -2 |
| East South Central | +4 | +23 | -4 | -13 | -1 |
| West South Central | +4 | +16 | -7 | -10 | +2 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | -3 | +10 | -1 | -9 | +3 |
| Plumbing and heating equipment, supplies | -7 | +14 | -8 | -8 | +2 |
| New England | -6 | (X) | -3 | -2 | 0 |
| Middle Atlantic | (X) | +13 | -17 | -3 | +2 |
| East North Central | -9 | +18 | -13 | -10 | +2 |
| West North Central | +24 | +11 | +8 | -7 | +6 |
| South Atlantic | -3 | +10 | -9 | -5 | +5 |
| West South Central | (X) | +17 | -5 | -10 | +3 |
| Pacific | +6 | +18 | 0 | -19 | -1 |
| Lumber, construction materials, total | -2 | +31 | -12 | -14 | +2 |
| New England | +2 | +41 | -12 | -13 | +1 |
| Middle Atlantic | -5 | +40 | -19 | -19 | +3 |
| East North Central | +8 | +27 | -5 | 0 | 0 |
| West North Central | +14 | (X) | -2 | -16 | +1 |
| South Atlantic | -2 | +30 | -11 | -19 | -2 |
| West South Central | +14 | +32 | +11 | -11 | -3 |
| Pacific | -18 | +28 | -21 | -22 | +2 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

MARCH 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | March 1961 from-- | | 3 mos. 1961 from 3 mos. 1960 | March 1961 from-- | |
| | March 1960 | February 1961 | | March 1960 | February 1961 |
| Industrial machinery, equipment supplies | -8 | +12 | -11 | -7 | 0 |
| Middle Atlantic | -8 | +21 | -6 | -9 | +4 |
| East North Central | -14 | +7 | -19 | -4 | 0 |
| West North Central | -10 | (X) | -9 | (X) | -4 |
| South Atlantic | (X) | +20 | -2 | +3 | +5 |
| East South Central | (X) | +20 | (X) | (X) | (X) |
| West South Central | -3 | +18 | -14 | -13 | 0 |
| Mountain | (X) | 0 | (X) | (X) | -7 |
| Pacific | -13 | +11 | -7 | -17 | +2 |
| General-line groceries | +4 | +8 | +6 | +5 | +4 |
| New England | +4 | +12 | +12 | (X) | (X) |
| Middle Atlantic | +8 | +13 | +8 | +10 | 0 |
| East North Central | +1 | +4 | +6 | +4 | 0 |
| West North Central | +8 | +5 | +12 | +14 | +7 |
| South Atlantic | +3 | +13 | +5 | -3 | 0 |
| East South Central | +1 | +2 | +5 | +1 | +2 |
| West South Central | +6 | +8 | +7 | +4 | +5 |
| Mountain | +7 | -4 | +15 | +5 | -3 |
| Pacific | -2 | +8 | 0 | +4 | +8 |
| Specialty-line groceries | +1 | +14 | +3 | +6 | +1 |
| Middle Atlantic | -10 | +12 | -3 | +13 | +3 |
| East North Central | -3 | +11 | +1 | +8 | -1 |
| South Atlantic | +6 | +4 | +10 | -3 | -8 |
| West South Central | (X) | +3 | (X) | (X) | +1 |
| Pacific | +4 | +26 | +2 | -2 | +1 |
| Fresh fruits, vegetables | +2 | +15 | -3 | -13 | 0 |
| New England | -4 | +18 | -2 | -5 | -13 |
| Middle Atlantic | 0 | +19 | -2 | (X) | 0 |
| East North Central | -2 | +16 | -5 | +3 | +3 |
| West North Central | 0 | +19 | -3 | (X) | +8 |
| South Atlantic | +16 | (X) | +4 | (X) | -8 |
| West South Central | -2 | +16 | -8 | +6 | -7 |
| Pacific | -1 | +14 | -4 | -5 | -2 |
| Drugs, drug proprietaries, druggists' sundries | -1 | +12 | -3 | -1 | 0 |
| New England | +3 | +11 | -2 | (X) | +2 |
| Middle Atlantic | +1 | +13 | -3 | -6 | -2 |
| East North Central | -5 | +13 | -6 | -3 | -3 |
| West North Central | +2 | +16 | -3 | -9 | 0 |
| South Atlantic | -2 | +12 | -4 | -3 | -1 |
| East South Central | -7 | +4 | -8 | (X) | 0 |
| West South Central | -5 | +9 | -7 | +6 | (X) |
| Mountain | +11 | +12 | +5 | +6 | -2 |
| Pacific | -1 | +15 | +2 | +8 | -3 |
| Tobacco, tobacco products | +3 | +15 | +3 | -1 | +1 |
| New England | (X) | (X) | (X) | (X) | (X) |
| Middle Atlantic | +2 | +12 | +2 | 0 | -1 |
| East North Central | +6 | +14 | +3 | +8 | -2 |
| West North Central | -3 | +11 | +1 | -6 | +1 |
| South Atlantic | +3 | +21 | 0 | 0 | -2 |
| East South Central | +4 | +16 | +1 | 0 | +2 |
| West South Central | 0 | +17 | +6 | +3 | +3 |
| Dry goods, apparel, total | +5 | +19 | -3 | -1 | +1 |
| New England | +4 | +29 | +5 | -2 | +3 |
| Middle Atlantic | +3 | +19 | -6 | 0 | 0 |
| East North Central | +4 | +19 | -1 | +1 | +7 |
| West North Central | +12 | +21 | +1 | (X) | (X) |
| South Atlantic | +9 | +21 | +4 | -15 | -11 |
| Pacific | +6 | +18 | +2 | (X) | +13 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

## 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

## 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

## 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures are based on the weighted sales of identical firms.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--- are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

#### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

#### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. Variances for the new sample have not yet been computed. However, in the old sample, for all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about one percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within about one percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was somewhat less than one percent. It is expected that the variance in the new sample should be roughly approximated by those shown here for the old sample.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month and current month to year-ago sales and inventories for selected months during 1958 and 1959. Table 8 presents the range of the sampling errors and their medians. The sampling errors shown in table 8 are based on the preliminary "composite" estimates. The sampling errors of the final "composite" estimates are expected to be generally lower than those shown for the preliminary "composite" estimates.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in February 1961. The published estimate is $3,918 million while the median sampling error shown in this report is 1.6 percent (or .016). Multiplying $3,918 million by .016, we obtain $63 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $3,855 and $3,981 million. Doubling the given median sampling error gives us the limits, $3,792 to $4,044 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from January 1961 to February 1961 for all durable goods. This ratio of change, obtained by dividing $3,918 million by $4,021 million, is .97 (it can also be expressed as a 3% decrease). The median sampling error of this statistic is 0.9 percent (.009). Multiplying .97 by .009, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range .96 to .98 (that is, that the January to February change was between a 3% and 5% decrease), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .95 to .99.

Table 8. SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to-- | | | | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to-- | |
| | | | Previous month | | Year ago | | | | Previous month | Year ago |
| | Range | Median | Range | Median | Range | Median | Range | Median | | |
| MERCHANT WHOLESALERS, TOTAL | 0.8-1.5 | 1.0 | 0.6-0.6 | 0.6 | 0.6-1.1 | 0.8 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8-1.2 | 1.1 | NA | NA | NA | NA | 0.6-1.1 | 0.8 | 0.5 | 0.7 |
| DURABLE GOODS, TOTAL | 1.3-2.0 | 1.6 | 0.6-1.1 | 0.9 | 1.2-2.0 | 1.5 | - | - | 0.5 | 0.8 |
| Automotive wholesalers | 4-11 | 7 | 2-6 | 3 | 4-11 | 8 | 2-3 | 3 | 2 | 3 |
| Automotive equipment, tire, tube wholesalers | 2-6 | 3 | 2-3 | 2 | 3-3 | 3 | 3-4 | 3 | 2 | 3 |
| Electrical, electronics, appliance distributors | 2-4 | 3 | 1-2 | 1 | 2-3 | 2 | 2-3 | 3 | 1 | 2 |
| Electrical apparatus, supplies distributors | 2-4 | 3 | 2-3 | 2 | 3-4 | 3 | 2-2 | 2 | 2 | 1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | 3-5 | 4 | 2-3 | 2 | 2-5 | 3 | 3-4 | 4 | 2 | 3 |
| Furniture, home furnishings wholesalers | 2-5 | 3 | 2-5 | 3 | 3-5 | 3 | - | - | 2 | 2 |
| Furniture wholesalers | 4-7 | 6 | 3-5 | 4 | 4-8 | 6 | - | - | 2 | 3 |
| Home furnishings, floor coverings wholesalers | 3-6 | 4 | 3-5 | 4 | 3-5 | 4 | - | - | 2 | 2 |
| Hardware, plumbing, heating goods wholesalers | 2-3 | 2 | 1-2 | 1 | 2-2 | 2 | 1-2 | 2 | 1 | 1 |
| Hardware wholesalers | 2-4 | 3 | 1-2 | 2 | 2-3 | 2 | 2-2 | 2 | 1 | 1 |
| Plumbing, heating equipment, supplies distributors | 3-5 | 4 | 2-3 | 2 | 3-3 | 3 | 3-5 | 3 | 2 | 2 |
| Lumber, construction materials distributors | 2-4 | 2 | 2-4 | 2 | 2-3 | 2 | - | - | 2 | 3 |
| Lumber, millwork wholesalers | 3-6 | 4 | 2-6 | 2 | 3-6 | 4 | - | - | 3 | 3 |
| Construction materials distributors | 3-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 5 |
| Machinery, equipment, supplies distributors | 2-3 | 3 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 1 | 2 |
| Air conditioning, commercial refrigeration equipment, distributors | - | - | 3-9 | 7 | 7-11 | 10 | - | - | 3 | 5 |
| Commercial machines, equipment distributors | - | - | 3-6 | 4 | 5-6 | 6 | - | - | 3 | 3 |
| Industrial machinery, equipment, supplies distributors | 3-6 | 4 | 2-3 | 2 | 4-5 | 4 | 4-5 | 5 | 3 | 3 |
| Professional equipment, supplies distributors | 4-6 | 5 | 2-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Service establishment supply houses | 5-7 | 5 | 2-4 | 3 | 4-7 | 5 | - | - | 3 | 3 |
| Metals, metalwork (except scrap) distributors | 3-5 | 4 | 2-3 | 2 | 3-4 | 3 | 2-5 | 3 | 2 | 2 |
| Iron, steel and products distributors | 4-6 | 6 | 2-4 | 3 | 4-7 | 5 | 3-4 | 4 | 2 | 2 |
| Nonferrous metals distributors | 3-4 | 4 | 1-2 | 2 | 3-6 | 4 | - | - | 2 | 2 |
| Scrap, waste materials dealers | 3-5 | 4 | 2-3 | 2 | 4-4 | 4 | - | - | 4 | 5 |
| Iron, steel scrap dealers | 4-7 | 5 | 4-4 | 4 | 5-6 | 6 | - | - | 2 | 6 |
| Waste materials dealers | 6-10 | 7 | 3-4 | 3 | 4-9 | 6 | - | - | 3 | 2 |
| Jewelry wholesalers | - | - | 4-9 | 6 | 6-8 | 8 | - | - | 2 | 2 |
| NONDURABLE GOODS, TOTAL | 1.2-1.8 | 1.6 | 0.7-1.1 | 0.8 | 1.0-1.3 | 1.2 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 1.0-1.2 | 1.1 | NA | NA | NA | NA | - | - | 0.8 | 1.2 |
| Grocery, confectionery, meat wholesalers | 2-2 | 2 | 1-1 | 1 | 1-2 | 2 | 2-3 | 2 | 1 | 2 |
| General-line grocery wholesalers | 2-3 | 2 | 1-2 | 1 | 1-2 | 2 | 2-5 | 3 | 2 | 2 |
| Specialty-line grocery wholesalers | 5-8 | 7 | 3-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Confectionery wholesalers | 4-8 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 4 | 6 |
| Meat, meat products wholesalers | 4-6 | 5 | 2-4 | 3 | 3-4 | 4 | - | - | 3 | 8 |
| Farm products (edible) distributors | 3-5 | 4 | 1-2 | 2 | 2-4 | 3 | - | - | 4 | 6 |
| Poultry, poultry products distributors | 5-7 | 6 | 2-4 | 3 | 5-5 | 5 | - | - | 3 | 9 |
| Fresh fruit, vegetable wholesalers | 3-7 | 5 | 2-3 | 2 | 3-4 | 4 | - | - | 6 | 7 |
| Beer, wine, distilled spirits wholesalers | 2-4 | 3 | 1-3 | 2 | 2-3 | 2 | 3-5 | 3 | 2 | 3 |
| Beer, ale distributors | 3-6 | 5 | 2-3 | 3 | 2-4 | 3 | - | - | 5 | 5 |
| Wine, distilled spirits wholesalers | 3-4 | 4 | 2-3 | 2 | 3-4 | 3 | 3-5 | 4 | 2 | 4 |
| Drugs, chemicals, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 1-2 | 2 | 1 | 2 |
| Drug wholesalers (general and specialty lines) | 3-5 | 4 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 2 | 2 |
| Industrial chemicals, explosives wholesalers | 3-6 | 5 | 3-3 | 3 | 3-4 | 3 | - | - | 3 | 3 |
| Paint, varnish wholesalers | 4-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 2 |
| Tobacco distributors | 2-4 | 3 | 2-2 | 2 | 2-2 | 2 | - | - | 3 | 3 |
| Dry goods, apparel wholesalers | 2-4 | 3 | 2-3 | 2 | 3-3 | 3 | - | - | 2 | 2 |
| Clothing, furnishings, footwear wholesalers | 4-8 | 6 | 3-6 | 5 | 5-5 | 5 | - | - | 3 | 3 |
| Dry goods wholesalers (general and specialty lines) | 4-6 | 5 | 2-4 | 4 | 4-6 | 5 | - | - | 6 | 3 |
| Piece goods converters | - | - | 1-2 | 2 | 3-4 | 4 | - | - | 3 | 3 |
| Paper, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 2-3 | 3 | 2 | 2 |
| Paper wholesalers | 2-4 | 3 | 2-2 | 2 | 2-3 | 2 | 3-4 | 4 | 2 | 2 |
| Stationery, wallpaper wholesalers | - | - | 3-4 | 3 | 3-5 | 4 | - | - | 4 | 3 |
| Farm products (raw materials) merchants | - | - | 3-6 | 5 | 7-9 | 7 | - | - | 3 | 5 |
| Other nondurable goods wholesalers | - | - | 2-2 | 2 | 2-3 | 3 | - | - | 1 | 3 |
| Amusement, sporting goods distributors | - | - | 3-4 | 4 | 3-4 | 3 | - | - | 4 | 5 |
| Book, magazine, newspaper wholesalers | - | - | 2-3 | 3 | 3-4 | 4 | - | - | 2 | 3 |
| Coal wholesalers | 3-5 | 4 | 1-2 | 2 | 2-4 | 2 | - | - | 3 | 3 |
| Farm supplies wholesalers | 6-8 | 7 | 2-5 | 4 | 5-8 | 6 | - | - | 4 | 3 |

NA Not available.

Note: Only one measurement covering October 1958--is currently available for the sampling error of the ratio of current month to previous month or year-ago inventories. The sampling error of the sales ratios are based on 4 measurements during 1958 and 1959 while the sampling errors of the volume estimates of sales and inventories are based on 12 measurements during 1958 and 1959.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

### DURABLE GOODS

#### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

#### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

#### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

#### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

#### Lumber, Construction Materials (Part of SIC 509)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

#### Machinery, Equipment, Supplies (SIC 508)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

DESCRIPTION OF KINDS OF BUSINESS--CONTINUED

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

Metals, Metalwork (except scrap)
(Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

Scrap and Waste Materials
(Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

Jewelry
(Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

NONDURABLE GOODS

Groceries and Related Products
(SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

Beer, Wine, Distilled Alcoholic Beverages
(Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

Drugs, Chemicals, Allied Products
(SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

DESCRIPTION OF KINDS OF BUSINESS--CONTINUED

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

Tobacco
(Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

Dry Goods, Apparel
(SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

Paper, Paper Products, Except Wallpaper
(Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

Farm Products--Raw Materials
(SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

Other Nondurable Goods
(Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

MONTHLY
# WHOLESALE TRADE
REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

## APRIL 1961

BW-61-4

## SALES AND INVENTORIES

FOR RELEASE
JUNE 13, 1961[1]

### SALES

April 1961 sales of merchant wholesalers, estimated at $10.9 billion, were down 8 percent from March--mostly due to the fewer number of trading days in April--and were 5 percent below April sales a year ago. Cumulative sales for the first four months of 1961 totaled $43.2 billion, a decrease of 3 percent from sales of $44.8 billion in the comparable period of 1960.

Sales in the durable goods trades, totaling $4.5 billion in April, declined 5 percent from March and were 7 percent below April 1960 sales. The nondurable goods trades, with sales of $6.4 billion, indicated a sharper decline (9%) below previous month sales than the durable goods trades, and showed a 3 percent drop from a year ago. During the first four months of 1961 sales in the durable goods trades were 9 percent below the comparable four months in 1960, while sales in the nondurable goods trades were at about the same level as in 1960.

Most trades reported April sales below March, with substantial declines being shown by apparel, accessories distributors (25%), cotton merchants (23%) chemicals, allied products wholesalers (17%), electrical appliances distributors (17%) and grain merchants (16%). Sales gains were registered by 8 trades, all but one in the durable goods group.

Compared with April sales a year ago, most trades experienced declines. Automobile distributors and air conditioning, commercial refrigeration equipment distributors, each with sales down 19 percent, and apparel, accessories distributors with sales down 18 percent, showed the sharpest declines from year-ago sales. Among the durable goods trades, only professional equipment supplies distributors (including surgical, medical supply houses) reported a gain over last year; among the nondurable goods trades, gains were shown by general-line grocery wholesalers, confectionery wholesalers, meat wholesalers and cotton and grain merchants.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, were estimated at $12.8 billion at the end of April, unchanged from the March level but 2 percent below stocks on hand a year ago. Both durable and nondurable trade groups reported no changes in inventories from a month earlier. However, stocks in the durable goods trades were down 4 percent from last year, while stocks in the nondurable goods trades were up slightly (1%).

### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, was revised effective with the February 1961 publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

Most trades reported small changes from previous month inventories. However, a large decline was shown by coal wholesalers (15%); and substantial increases were indicated by distributors of beer (16%) and waste materials (11%). Compared with a year ago, most durable goods trades reported lower stocks while most nondurable goods trades reported heavier stocks. However, most inventory changes were small. The sharpest changes in inventories were reported by waste material dealers (+17%) and iron and steel products distributors (-16%).

The April 1961 stock-sales ratio for merchant wholesalers was 127 percent, up 9 points from March 1961 and 4 points above the April 1960 ratio. The April 1961 stock-sales ratio of durable goods wholesalers was 176 percent compared with the nondurable goods ratio of 88 percent.

[1] For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of April 1961 data was issued on June 2, 1961

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | 1960 | | | |
|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar.[1] | Apr.[2] | Jan. | Feb. | Mar.[1] | Apr.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,552 | 12,800 | 12,814 | 12,705 | 12,826 | 13,358 | 13,100 |
| SELECTED KINDS OF BUSINESS | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,227 | 1,145 | 1,183 | 1,237 | 1,233 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 942 | 890 | 906 | 947 | 931 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,186 | 1,176 | 1,188 | 1,215 | 1,237 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 471 | 491 | 494 | 476 | 475 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 715 | 685 | 694 | 739 | 762 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,115 | 981 | 1,133 | 1,187 | 1,170 |
| Hardware | 423 | 438 | 448 | 451 | 447 | 478 | 491 | 478 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 558 | 534 | 564 | 593 | 589 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,077 | 2,113 | 2,139 | 2,177 | 2,141 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 831 | 828 | 858 | 885 | 840 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 841 | 776 | 840 | 889 | 977 |
| Iron, steel, and products | 741 | 694 | 690 | 691 | 639 | 704 | 720 | 819 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,353 | 1,334 | 1,323 | 1,324 | 1,295 |
| General-line groceries | 635 | 659 | 680 | 679 | 606 | 628 | 650 | 654 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 667 | 646 | 617 | 605 | 648 |
| Wine, distilled spirits | 510 | 496 | 509 | 510 | 513 | 476 | 467 | 499 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 596 | 576 | 590 | 586 | 583 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 415 | 396 | 406 | 415 | 408 |
| Paper, paper products, ex. wallpaper, total | 369 | 364 | 373 | 375 | 383 | 365 | 366 | 383 |
| Paper | 295 | 293 | 302 | 304 | 304 | 290 | 309 | 310 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

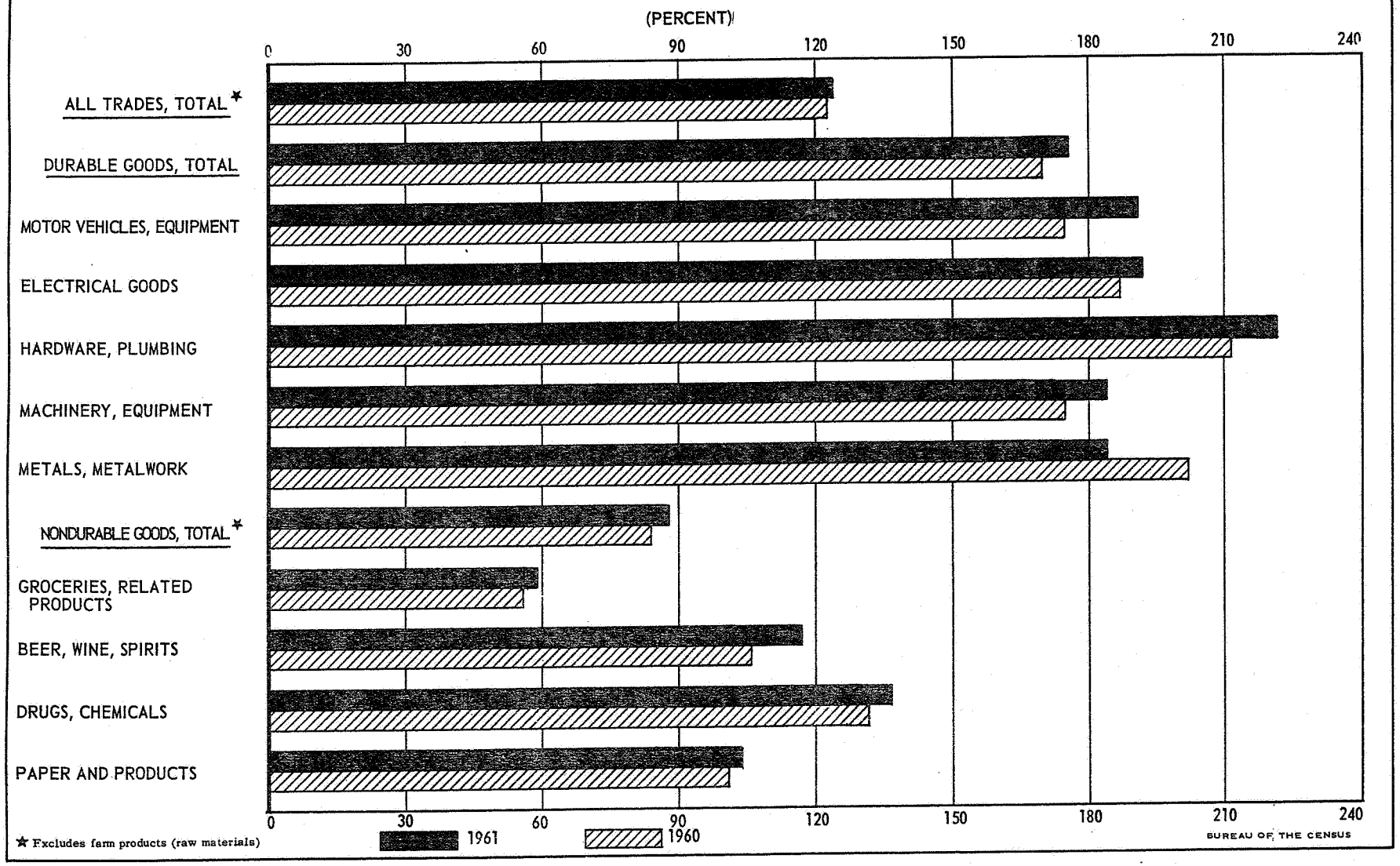
| Kind of business | 1961 | | | | 1960 | | | |
|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar.[1] | Apr.[2] | Jan. | Feb. | Mar.[1] | Apr.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 127 | 132 | 128 | 122 | 123 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 176 | 173 | 174 | 165 | 170 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 195 | 196 | 165 | 175 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 207 | 221 | 218 | 209 | 195 |
| Electrical goods, total | 181 | 187 | 167 | 192 | 173 | 170 | 169 | 187 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 167 | 172 | 173 | 159 | 164 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 173 | 169 | 175 | 205 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 215 | 241 | 231 | 212 |
| Hardware | 255 | 259 | 207 | 222 | 255 | 249 | 242 | 219 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 230 | 233 | 245 | 232 | 224 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 192 | 190 | 171 | 175 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 166 | 152 | 154 | 141 | 156 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 184 | 147 | 172 | 178 | 202 |
| Iron, steel, and products | 251 | 252 | 197 | 216 | 166 | 203 | 201 | 237 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 88 | 97 | 90 | 87 | 84 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 63 | 61 | 56 | 56 |
| General-line groceries | 80 | 85 | 82 | 86 | 84 | 86 | 80 | 83 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 117 | 142 | 121 | 97 | 106 |
| Wine, distilled spirits | 186 | 165 | 129 | 149 | 193 | 156 | 117 | 140 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 137 | 131 | 133 | 127 | 132 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 156 | 142 | 147 | 145 | 154 |
| Paper, paper products, ex. wallpaper, total | 114 | 112 | 101 | 114 | 118 | 112 | 102 | 111 |
| Paper | 109 | 110 | 97 | 110 | 114 | 107 | 102 | 106 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
## APRIL 1961 COMPARED WITH APRIL 1960




☆ Excludes farm products (raw materials)

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: APRIL 1961.

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | April 1961 from-- | | 4 mos. 1961 from 4 mos. 1960 | April 1961 from-- | |
| | April 1960 | March 1961 | | April 1960 | March 1961 |
| MERCHANT WHOLESALERS, TOTAL | -5 | -8 | r-3 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | -5 | -7 | -4 | -2 | 0 |
| DURABLE GOODS, TOTAL | -7 | -5 | -9 | -4 | 0 |
| Motor vehicles, automotive equipment, total | -9 | -1 | -7 | 0 | 0 |
| Automobiles, other motor vehicles | -19 | -6 | -20 | -6 | -3 |
| Automotive equipment, tires, tubes | -5 | +1 | -1 | +1 | +1 |
| Electrical goods, total | -6 | -12 | -7 | -4 | +1 |
| Electrical supplies, apparatus | -3 | -5 | -5 | -1 | +2 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | -9 | -17 | -8 | -6 | 0 |
| Furniture, home furnishings, total | r-1 | r-9 | -5 | +1 | -1 |
| Furniture-household, office | 0 | 0 | -8 | -9 | -2 |
| Home furnishings, floor coverings | -2 | -12 | -5 | +4 | -1 |
| Hardware, plumbing, heating equipment, supplies, total | -9 | -2 | -6 | -5 | +2 |
| Hardware | -7 | -6 | -4 | -6 | +1 |
| Plumbing and heating equipment, supplies | -8 | +2 | -8 | -5 | +2 |
| Air conditioning, refrigeration equipment, supplies | -19 | -3 | -7 | +3 | +3 |
| Lumber, construction materials, total | -8 | +3 | -11 | -7 | -1 |
| Lumber, millwork | -9 | +4 | -13 | -7 | -2 |
| Construction materials | -6 | +1 | -7 | -8 | +1 |
| Machinery, equipment, supplies, total | -8 | -8 | -7 | -3 | 0 |
| Commercial, industrial machinery, equipment, supplies | -8 | -8 | -10 | -3 | 0 |
| Commercial machines, equipment | -3 | +2 | -7 | -4 | -1 |
| Construction machinery, equipment | -13 | +7 | -10 | -7 | 0 |
| Industrial machinery, equipment, supplies | -7 | -14 | -10 | -1 | +1 |
| Professional equipment, supplies | +2 | -8 | +3 | -1 | +2 |
| Surgical, medical, hospital supplies | +13 | -2 | +7 | -10 | +4 |
| Service-establishment equipment, supplies | -10 | -7 | -4 | +4 | +1 |
| Metals, metalwork (except scrap), total | -5 | -7 | -12 | -14 | 0 |
| Iron, steel, and products | -7 | -9 | -13 | -16 | 0 |
| Nonferrous metals | -1 | -3 | -7 | -5 | -3 |
| Scrap, waste materials, total | -6 | -3 | -20 | +9 | +7 |
| Iron, steel scrap | -1 | +1 | -23 | +5 | +4 |
| Waste materials | -13 | -10 | -16 | +17 | +11 |
| Jewelry | -1 | -1 | -6 | +3 | 0 |
| NONDURABLE GOODS, TOTAL | r-3 | r-9 | 0 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | -4 | -8 | 0 | +1 | 0 |
| Groceries and related products, total | r0 | -6 | r+2 | +4 | -1 |
| General-line groceries | +4 | -5 | +6 | +4 | 0 |
| Voluntary groups | +7 | -3 | +8 | +4 | +1 |
| Retailer cooperatives | +4 | -4 | +6 | +3 | 0 |
| Nonaffiliated | +2 | -8 | +4 | +4 | -1 |
| Specialty-line groceries | -3 | -8 | +2 | +6 | -1 |
| Confectionery | +1 | -6 | +4 | +7 | -7 |
| Meats, meat products | +1 | -2 | -1 | +6 | +5 |
| Poultry, poultry products | -9 | -12 | +7 | 0 | -4 |
| Fresh fruits, vegetables | -7 | -1 | -4 | +2 | -2 |
| Beer, wine, distilled alcoholic beverages, total | -6 | -11 | -1 | +3 | +4 |
| Beer | -9 | -6 | 0 | +5 | +16 |
| Wine, distilled spirits | -4 | -13 | -1 | +2 | 0 |
| Drugs, chemicals, allied products, total | -1 | -6 | -2 | +2 | 0 |
| Drugs, drug proprietaries, druggists' sundries | 0 | -9 | -2 | +2 | 0 |
| General-line drugs | -3 | -11 | -5 | -2 | -1 |
| Paints, varnishes | -7 | +3 | -4 | 0 | -2 |
| Other chemicals, allied products | -2 | -17 | -1 | +7 | -6 |
| Tobacco, tobacco products | -1 | -8 | +2 | +3 | 0 |
| Dry goods, apparel, total | r-10 | -16 | -5 | -3 | -3 |
| Apparel and accessories, hosiery, lingerie, footwear | -18 | -25 | -5 | -5 | -1 |
| Dry goods, notions | -2 | -8 | -3 | -5 | -2 |
| Piece goods converters | -10 | -9 | -7 | +3 | -6 |
| Paper, paper products, excluding wallpaper, total | -5 | r-11 | -1 | -2 | +1 |
| Paper | -5 | -11 | -1 | -2 | +1 |
| Stationery, office supplies | 0 | -10 | +2 | -3 | 0 |
| Farm products, raw materials | 0 | -15 | +4 | (X) | (X) |
| Cotton | +2 | -23 | -2 | (X) | (X) |
| Grain | +1 | -16 | +11 | (X) | (X) |
| Other nondurable goods, total | -6 | r-9 | -2 | -2 | 0 |
| Amusement, sporting goods | r-7 | r-2 | -4 | -3 | +4 |
| Books, magazines, newspapers | -5 | -12 | +1 | +13 | +2 |
| Coal | -11 | -9 | -11 | +6 | -15 |
| Farm supplies | -2 | -8 | +4 | +1 | -8 |

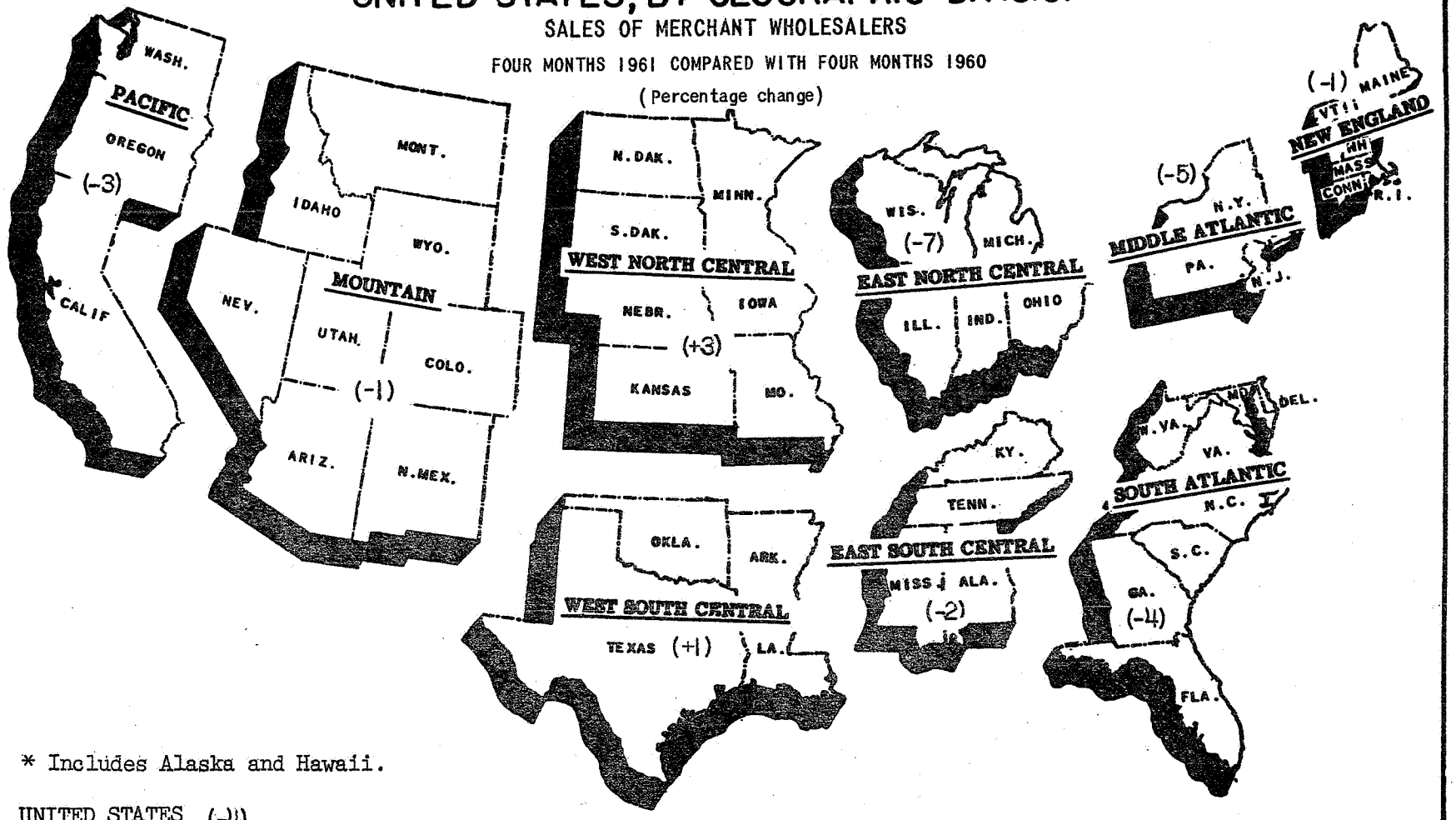
r Revised since Advance Release dated June 2, 1961.
X Withheld due to extreme variability of reported data. See "Inventories," page 10.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

FOUR MONTHS 1961 COMPARED WITH FOUR MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

UNITED STATES (-4)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

APRIL 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory end-of-month (at cost) | |
|---|---|---|---|---|---|
| | April 1961 from-- | | 4 mos. 1961 from 4 mos. 1960 | April 1961 from-- | |
| | April 1960 | March 1961 | | April 1960 | March 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | -5 | -8 | -3 | -2 | 0 |
| New England | -1 | -8 | -1 | +2 | 0 |
| Middle Atlantic | -5 | -10 | -5 | -4 | 0 |
| East North Central | -8 | -7 | -7 | -3 | -1 |
| West North Central | 0 | -3 | +3 | +2 | 0 |
| South Atlantic | -8 | -8 | -4 | -1 | -1 |
| East South Central | -5 | -10 | -2 | +10 | -9 |
| West South Central | -2 | -13 | +1 | 0 | -2 |
| Mountain | -4 | -3 | -1 | -1 | +2 |
| Pacific | -4 | -8 | -3 | -4 | 0 |
| Automotive equipment, tire, tubes | -5 | +1 | -1 | +1 | +1 |
| New England | -7 | +1 | -1 | -3 | +1 |
| Middle Atlantic | -3 | -6 | +4 | -2 | +1 |
| East North Central | -10 | +5 | -6 | +7 | 0 |
| West North Central | -9 | +16 | -2 | -10 | 0 |
| South Atlantic | -10 | -7 | +4 | +2 | +2 |
| East South Central | -8 | (X) | -1 | (X) | +5 |
| West South Central | -1 | +2 | +2 | +4 | +1 |
| Mountain | -3 | +12 | -5 | +4 | +4 |
| Pacific | +4 | +3 | -1 | -5 | -1 |
| Electrical supplies, apparatus | -3 | -5 | -5 | -1 | +2 |
| New England | -11 | -12 | -11 | -1 | +3 |
| Middle Atlantic | -5 | -3 | -11 | -3 | +1 |
| East North Central | -7 | -5 | -8 | -5 | +3 |
| West North Central | +3 | -7 | -2 | +1 | -1 |
| South Atlantic | -5 | -2 | -6 | -2 | 0 |
| East South Central | -11 | -12 | +4 | +3 | +1 |
| West South Central | -10 | -7 | -8 | +5 | +2 |
| Mountain | (X) | +3 | +9 | -12 | +1 |
| Pacific | +7 | -6 | +3 | (X) | +2 |
| Electrical appliances, TV, radio sets, electronic parts equipment | -9 | -17 | -8 | -6 | 0 |
| New England | -14 | (X) | +1 | -11 | -1 |
| Middle Atlantic | -7 | -19 | -7 | -5 | +1 |
| East North Central | -18 | -10 | -13 | -4 | +1 |
| West North Central | +4 | -13 | 0 | -15 | -5 |
| South Atlantic | -18 | -16 | -14 | -15 | +1 |
| East South Central | (X) | -25 | -4 | +6 | -1 |
| West South Central | -1 | -13 | -1 | -10 | 0 |
| Pacific | +1 | -20 | -8 | (X) | +1 |
| Furniture, home furnishings, total | -1 | -9 | -5 | +1 | -1 |
| New England | +13 | (X) | -5 | (X) | -8 |
| Middle Atlantic | -4 | -10 | -9 | -3 | -3 |
| East North Central | +2 | -6 | -6 | -12 | 0 |
| West North Central | +9 | -5 | +6 | +27 | -2 |
| South Atlantic | +8 | +4 | -1 | +2 | -2 |
| West South Central | +15 | -6 | +1 | -8 | +5 |
| Pacific | -8 | -8 | -8 | -8 | +1 |
| Hardware | -7 | -6 | -4 | -6 | +1 |
| New England | -9 | -9 | -7 | (X) | (X) |
| Middle Atlantic | -1 | -8 | -1 | 0 | +1 |
| East North Central | -10 | -8 | -7 | -6 | -2 |
| West North Central | -3 | -3 | +5 | 0 | -2 |
| South Atlantic | -10 | -7 | -5 | -11 | -1 |
| East South Central | -17 | -5 | -7 | -10 | -1 |
| West South Central | -11 | -1 | -8 | -1 | +3 |
| Mountain | -5 | -10 | -7 | (X) | +2 |
| Pacific | 0 | -1 | -1 | -10 | +2 |
| Plumbing and heating equipment, supplies | -8 | +2 | -8 | -5 | +2 |
| New England | +14 | (X) | +2 | +7 | 0 |
| Middle Atlantic | -10 | +2 | -16 | -7 | +1 |
| East North Central | -10 | -7 | -12 | -9 | -1 |
| West North Central | +8 | +6 | +8 | +3 | +2 |
| South Atlantic | -7 | +1 | -8 | -5 | +1 |
| West South Central | -5 | +2 | -5 | -6 | +5 |
| Pacific | -9 | 0 | -2 | -11 | +2 |
| Lumber, construction materials, total | -8 | +3 | -11 | -7 | -1 |
| New England | (X) | +5 | -10 | -20 | -1 |
| Middle Atlantic | -5 | -3 | -16 | -9 | +6 |
| East North Central | -13 | +10 | -8 | -3 | 0 |
| West North Central | +5 | +1 | -9 | -6 | +9 |
| South Atlantic | (X) | +9 | -10 | -3 | 0 |
| West South Central | -1 | -3 | +6 | -15 | -2 |
| Pacific | -11 | +4 | -18 | -6 | +2 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued
APRIL 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | April 1961 from-- | | 4 mos. 1961 from 4 mos. 1960 | April 1961 from-- | |
| | April 1960 | March 1961 | | April 1960 | March 1961 |
| Industrial machinery, equipment supplies | -7 | -14 | -10 | -1 | +1 |
| Middle Atlantic | +17 | -12 | -2 | +8 | +2 |
| East North Central | -16 | -21 | -18 | +2 | +4 |
| West North Central | -13 | -15 | -11 | -8 | 0 |
| South Atlantic | (X) | -4 | (X) | (X) | +3 |
| East South Central | -23 | -14 | -20 | -1 | -2 |
| West South Central | +3 | -6 | -10 | -18 | -4 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | -4 | -14 | -6 | -9 | -1 |
| General-line groceries | +4 | -5 | +6 | +4 | 0 |
| New England | +1 | -5 | +9 | +6 | -1 |
| Middle Atlantic | +8 | -4 | +9 | +5 | +3 |
| East North Central | +7 | -3 | +6 | -3 | -4 |
| West North Central | +6 | -4 | +10 | +2 | -1 |
| South Atlantic | +2 | -8 | +4 | +3 | +1 |
| East South Central | +4 | -8 | +5 | +4 | 0 |
| West South Central | +1 | -2 | +6 | +6 | -1 |
| Mountain | +14 | -2 | +15 | +14 | +4 |
| Pacific | -4 | -8 | -1 | +14 | +1 |
| Specialty-line groceries | -3 | -8 | +2 | +6 | -1 |
| Middle Atlantic | -3 | -13 | -3 | +6 | -3 |
| East North Central | (X) | -9 | -2 | +11 | +5 |
| South Atlantic | -3 | -13 | +7 | -8 | -1 |
| West South Central | -7 | -13 | +1 | +1 | +2 |
| Pacific | -6 | -12 | +1 | -6 | -1 |
| Fresh fruits, vegetables | -7 | -1 | -4 | +2 | -2 |
| New England | (X) | -5 | -9 | 0 | 0 |
| Middle Atlantic | +1 | -9 | -1 | -2 | -2 |
| East North Central | -10 | -1 | -7 | (X) | -3 |
| West North Central | -2 | +1 | -3 | +2 | -5 |
| South Atlantic | -4 | +4 | +1 | (X) | (X) |
| West South Central | -2 | 0 | -7 | +11 | +6 |
| Pacific | -9 | 0 | -5 | +14 | +3 |
| Drugs, drug proprietaries, druggists' sundries | 0 | -9 | -2 | +2 | 0 |
| New England | +1 | -13 | -1 | +6 | +3 |
| Middle Atlantic | +2 | -7 | -2 | +3 | +1 |
| East North Central | -1 | -7 | -4 | -1 | -4 |
| West North Central | -2 | -4 | -3 | -5 | 0 |
| South Atlantic | +5 | -10 | -2 | -2 | +1 |
| East South Central | -9 | -12 | -8 | +1 | -2 |
| West South Central | -5 | -11 | -7 | +1 | -1 |
| Mountain | -2 | -10 | +3 | +7 | -2 |
| Pacific | +4 | -10 | +2 | +13 | +2 |
| Tobacco, tobacco products | -1 | -8 | +2 | +3 | 0 |
| New England | -5 | -7 | -2 | +1 | +10 |
| Middle Atlantic | -2 | -7 | +2 | (X) | -2 |
| East North Central | -1 | -7 | +2 | +5 | -4 |
| West North Central | +3 | -8 | +2 | +5 | +1 |
| South Atlantic | +1 | -10 | 0 | -4 | -1 |
| East South Central | 0 | -8 | +1 | +9 | +3 |
| West South Central | -2 | -10 | +3 | 0 | +2 |
| Dry goods, apparel, total | -10 | -16 | -5 | -3 | -3 |
| New England | -10 | -13 | 0 | (X) | -12 |
| Middle Atlantic | -9 | -14 | -7 | -6 | -2 |
| East North Central | -30 | (X) | -10 | -1 | -2 |
| West North Central | (X) | (X) | +3 | (X) | +7 |
| South Atlantic | (X) | (X) | -4 | -6 | -13 |
| Pacific | -6 | -25 | 0 | -1 | +1 |

X Withheld due to extreme variability of reported data.
[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures are based on the weighted sales of identical firms.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | | Kind of business | Sales | |
|---|---|---|---|---|---|
| | Old sample | New sample | | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 | NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 | TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 | | | |
| Motor vehicles, automotive equipment, total | 475 | 600 | Groceries and related products, total | 2,189 | 2,253 |
| Automotive equipment, tires, tubes | 409 | 428 | General-line groceries | 838 | 794 |
| | | | Specialty-line groceries | 580 | 697 |
| Electrical goods, total | 602 | 628 | Confectionery | 58 | 63 |
| Electrical supplies, apparatus | 284 | 263 | Meats, meat products | 336 | 345 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 | Poultry, poultry products | 150 | 116 |
| | | | Fresh fruits, vegetables | 228 | 238 |
| Furniture, home furnishings, total | 169 | 203 | | | |
| Furniture-household, office | 56 | 60 | Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Home furnishings, floor coverings | 113 | 143 | Beer | 183 | 196 |
| | | | Wine, distilled spirits | 286 | 274 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 | | | |
| Hardware | 156 | 166 | | | |
| Plumbing and heating equipment, supplies | 203 | 212 | | | |
| | | | Drugs, chemicals, allied products, total | 383 | 440 |
| Lumber, construction materials, total | 460 | 426 | Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Lumber, millwork | 261 | 290 | Paints, varnishes | 24 | 21 |
| Construction materials | [2]199 | 135 | Other chemicals, allied products | 139 | 143 |
| | | | | | |
| Machinery, equipment, supplies, total | 991 | 1,020 | Tobacco, tobacco products | 304 | 317 |
| Construction machinery, equipment | NA | 138 | | | |
| Industrial machinery, equipment supplies | 447 | [3]481 | | | |
| Professional equipment, supplies | 109 | 120 | Dry goods, apparel, total | 459 | 487 |
| Service-establishment equipment, supplies | [3]139 | 96 | Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| | | | Dry goods, notions | [4]193 | 184 |
| Metals, metalwork (except scrap), total | 382 | 418 | | | |
| Iron, steel, and products | 272 | 295 | Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Nonferrous metals | 110 | 123 | Paper | 301 | 270 |
| | | | | | |
| Scrap, waste materials, total | 232 | 237 | | | |
| Iron, steel scrap | 120 | 127 | Coal | 75 | 72 |
| Waste materials | 112 | 110 | Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. Variances for the new sample have not yet been computed. However, in the old sample, for all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about one percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within about one percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was somewhat less than one percent. It is expected that the variance in the new sample should be roughly approximated by those shown here for the old sample.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month and current month to year-ago sales and inventories for selected months during 1958 and 1959. Table 8 presents the range of the sampling errors and their medians. The sampling errors shown in table 8 are based on the preliminary "composite" estimates. The sampling errors of the final "composite" estimates are expected to be generally lower than those shown for the preliminary "composite" estimates.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in February 1961. The published estimate is $3,918 million while the median sampling error shown in this report is 1.6 percent (or .016). Multiplying $3,918 million by .016, we obtain $63 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $3,855 and $3,981 million. Doubling the given median sampling error gives us the limits, $3,792 to $4,044 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from January 1961 to February 1961 for all durable goods. This ratio of change, obtained by dividing $3,918 million by $4,021 million, is .97 (it can also be expressed as a 3% decrease). The median sampling error of this statistic is 0.9 percent (.009). Multiplying .97 by .009, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range .96 to .98 (that is, that the January to February change was between a 3% and 5% decrease), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .95 to .99.

Table 8. SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to— | | | | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to— | |
| | | | Previous month | | Year ago | | | | Previous month | Year ago |
| | Range | Median | Range | Median | Range | Median | Range | Median | | |
| MERCHANT WHOLESALERS, TOTAL | 0.8-1.5 | 1.0 | 0.6-0.6 | 0.6 | 0.6-1.1 | 0.8 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8-1.2 | 1.1 | NA | NA | NA | NA | 0.6-1.1 | 0.8 | 0.5 | 0.7 |
| DURABLE GOODS, TOTAL | 1.3-2.0 | 1.6 | 0.6-1.1 | 0.9 | 1.2-2.0 | 1.5 | - | - | 0.5 | 0.8 |
| Automotive wholesalers | 4-11 | 7 | 2-6 | 3 | 4-11 | 8 | 2-3 | 3 | 2 | 3 |
| Automotive equipment, tire, tube wholesalers | 2-6 | 3 | 2-3 | 2 | 3-3 | 3 | 3-4 | 3 | 2 | 3 |
| Electrical, electronics, appliance distributors | 2-4 | 3 | 1-2 | 1 | 2-3 | 2 | 2-3 | 3 | 1 | 2 |
| Electrical apparatus, supplies distributors | 2-4 | 3 | 2-3 | 2 | 3-4 | 3 | 2-2 | 2 | 2 | 1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | 3-5 | 4 | 2-3 | 2 | 2-5 | 3 | 3-4 | 4 | 2 | 3 |
| Furniture, home furnishings wholesalers | 2-5 | 3 | 2-5 | 3 | 3-5 | 3 | - | - | 2 | 2 |
| Furniture wholesalers | 4-7 | 6 | 3-5 | 4 | 4-8 | 6 | - | - | 2 | 3 |
| Home furnishings, floor coverings wholesalers | 3-6 | 4 | 3-5 | 4 | 3-5 | 4 | - | - | 2 | 2 |
| Hardware, plumbing, heating goods wholesalers | 2-3 | 2 | 1-2 | 1 | 2-2 | 2 | 1-2 | 2 | 1 | 1 |
| Hardware wholesalers | 2-4 | 3 | 1-2 | 2 | 2-3 | 2 | 2-2 | 2 | 1 | 1 |
| Plumbing, heating equipment, supplies distributors | 3-5 | 4 | 2-3 | 2 | 3-3 | 3 | 3-5 | 3 | 2 | 2 |
| Lumber, construction materials distributors | 2-4 | 2 | 2-4 | 2 | 2-3 | 2 | - | - | 2 | 3 |
| Lumber, millwork wholesalers | 3-6 | 4 | 2-6 | 2 | 3-6 | 4 | - | - | 3 | 3 |
| Construction materials distributors | 3-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 5 |
| Machinery, equipment, supplies distributors | 2-3 | 3 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 1 | 2 |
| Air conditioning, commercial refrigeration equipment, distributors | - | - | 3-9 | 7 | 7-11 | 10 | - | - | 3 | 5 |
| Commercial machines, equipment distributors | - | - | 3-6 | 4 | 5-6 | 6 | - | - | 3 | 3 |
| Industrial machinery, equipment, supplies distributors | 3-6 | 4 | 2-3 | 2 | 4-5 | 4 | 4-5 | 5 | 3 | 3 |
| Professional equipment, supplies distributors | 4-6 | 5 | 2-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Service establishment supply houses | 5-7 | 5 | 2-4 | 3 | 4-7 | 5 | - | - | 3 | 3 |
| Metals, metalwork (except scrap) distributors | 3-5 | 4 | 2-3 | 2 | 3-4 | 3 | 2-5 | 3 | 2 | 2 |
| Iron, steel and products distributors | 4-6 | 6 | 2-4 | 3 | 4-7 | 5 | 3-4 | 4 | 2 | 2 |
| Nonferrous metals distributors | 3-4 | 4 | 1-2 | 2 | 3-6 | 4 | - | - | 2 | 2 |
| Scrap, waste materials dealers | 3-5 | 4 | 2-3 | 2 | 4-4 | 4 | - | - | 4 | 5 |
| Iron, steel scrap dealers | 4-7 | 5 | 4-4 | 4 | 5-6 | 6 | - | - | 2 | 6 |
| Waste materials dealers | 6-10 | 7 | 3-4 | 3 | 4-9 | 6 | - | - | 3 | 2 |
| Jewelry wholesalers | - | - | 4-9 | 6 | 6-8 | 8 | - | - | 2 | 2 |
| NONDURABLE GOODS, TOTAL | 1.2-1.8 | 1.6 | 0.7-1.1 | 0.8 | 1.0-1.3 | 1.2 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 1.0-1.2 | 1.1 | NA | NA | NA | NA | - | - | 0.8 | 1.2 |
| Grocery, confectionery, meat wholesalers | 2-2 | 2 | 1-1 | 1 | 1-2 | 2 | 2-3 | 2 | 1 | 2 |
| General-line grocery wholesalers | 2-3 | 2 | 1-2 | 1 | 1-2 | 2 | 2-5 | 3 | 2 | 2 |
| Specialty-line grocery wholesalers | 5-8 | 7 | 3-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Confectionery wholesalers | 4-8 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 4 | 6 |
| Meat, meat products wholesalers | 4-6 | 5 | 2-4 | 3 | 3-4 | 4 | - | - | 3 | 8 |
| Farm products (edible) distributors | 3-5 | 4 | 1-2 | 2 | 2-4 | 3 | - | - | 4 | 6 |
| Poultry, poultry products distributors | 5-7 | 6 | 2-4 | 3 | 5-5 | 5 | - | - | 3 | 9 |
| Fresh fruit, vegetable wholesalers | 3-7 | 5 | 2-3 | 2 | 3-4 | 4 | - | - | 6 | 7 |
| Beer, wine, distilled spirits wholesalers | 2-4 | 3 | 1-3 | 2 | 2-3 | 2 | 3-5 | 3 | 2 | 3 |
| Beer, ale distributors | 3-6 | 5 | 2-3 | 3 | 2-4 | 3 | - | - | 5 | 5 |
| Wine, distilled spirits wholesalers | 3-4 | 4 | 2-3 | 2 | 3-4 | 3 | 3-5 | 4 | 2 | 4 |
| Drugs, chemicals, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 1-2 | 2 | 1 | 2 |
| Drug wholesalers (general and specialty lines) | 3-5 | 4 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 2 | 2 |
| Industrial chemicals, explosives wholesalers | 3-6 | 5 | 3-3 | 3 | 3-4 | 3 | - | - | 3 | 3 |
| Paint, varnish wholesalers | 4-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 2 |
| Tobacco distributors | 2-4 | 3 | 2-2 | 2 | 2-2 | 2 | - | - | 3 | 3 |
| Dry goods, apparel wholesalers | 2-4 | 3 | 2-3 | 2 | 3-3 | 3 | - | - | 2 | 2 |
| Clothing, furnishings, footwear wholesalers | 4-8 | 6 | 3-6 | 5 | 5-5 | 5 | - | - | 3 | 3 |
| Dry goods wholesalers (general and specialty lines) | 4-6 | 5 | 2-4 | 4 | 4-6 | 5 | - | - | 6 | 3 |
| Piece goods converters | - | - | 1-2 | 2 | 3-4 | 4 | - | - | 3 | 3 |
| Paper, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 2-3 | 3 | 2 | 2 |
| Paper wholesalers | 2-4 | 3 | 2-2 | 2 | 2-3 | 2 | 3-4 | 4 | 2 | 2 |
| Stationery, wallpaper wholesalers | - | - | 3-4 | 3 | 3-5 | 4 | - | - | 4 | 3 |
| Farm products (raw materials) merchants | - | - | 3-6 | 5 | 7-9 | 7 | - | - | 3 | 5 |
| Other nondurable goods wholesalers | - | - | 2-2 | 2 | 2-3 | 3 | - | - | 1 | 3 |
| Amusement, sporting goods distributors | - | - | 3-4 | 4 | 3-4 | 3 | - | - | 4 | 5 |
| Book, magazine, newspaper wholesalers | - | - | 2-3 | 3 | 3-4 | 4 | - | - | 2 | 3 |
| Coal wholesalers | 3-5 | 4 | 1-2 | 2 | 2-4 | 2 | - | - | 3 | 3 |
| Farm supplies wholesalers | 6-8 | 7 | 2-5 | 4 | 5-8 | 6 | - | - | 4 | 3 |

NA Not available.

Note: Only one measurement covering October 1958--is currently available for the sampling error of the ratio of current month to previous month or year-ago inventories. The sampling error of the sales ratios are based on 4 measurements during 1958 and 1959 while the sampling errors of the volume estimates of sales and inventories are based on 12 measurements during 1958 and 1959.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Machinery, Equipment, Supplies (SIC 508)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Lumber, Construction Materials (Part of SIC 509)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

## DESCRIPTION OF KINDS OF BUSINESS

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

## DESCRIPTION OF KINDS OF BUSINESS

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

**MONTHLY**
# WHOLESALE TRADE
**REPORT**

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

**MAY 1961**

BW-61-5

## SALES AND INVENTORIES

FOR RELEASE
JULY 14, 1961[1]

### SALES

May 1961 sales of merchant wholesalers, estimated at $11.8 billion, rose 9 percent above April sales and were 3 percent above sales a year ago. (These gains were partly due to the larger number of trading days in May 1961.) However, cumulative sales for the first 5 months of 1961, totaling $55.0 billion were down 2 percent from sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $4.9 billion in May, rose 9 percent over the April level and were 1 percent above May 1960 sales. The nondurable goods trades, with sales of $6.9 billion, showed an increase of 9 percent over April and were up 4 percent above sales a year ago. Over the 5 month period, sales in the nondurable goods trades were up slightly (1%) over the comparable 1960 period, but sales in the durable goods trades were down 7 percent.

All but four trades reported May sales above April, substantial increases being reported by construction machinery, equipment distributors (22%), beer distributors (22%), and fresh fruits, vegetables wholesalers (21%), and construction materials distributors (19%). Small declines were shown by cotton merchants (1%), surgical supply houses (2%), piece goods converters (2%) and farm supplies wholesalers (5%).

Compared with sales a year ago, the durable goods trades showed mixed trends, while most nondurable goods trades reported moderate gains. The largest increase--26 percent by iron, steel scrap dealers--and the sharpest decline--10 percent by air conditioning equipment supplies wholesalers-were both shown by durable goods trades.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $12.8 billion at the end of May, declined slightly (1%) from a month earlier and were down 3 percent from stocks on hand a year ago. Stocks in the durable goods trades were down 2 percent from the previous month and 6 percent below year-ago stocks. However, stocks in the nondurable goods trades rose slightly (1%) during the month and were also up about the same amount over their year-ago level.

Most trades reported small changes from previous month inventories. However, coal wholesalers, whose inventories have been reduced for six consecutive months, showed the principal decline (12%). Poultry products distributors noted the largest gain (8%). Compared with a year ago, more substantial changes were reported, including sharp increases in stocks of meat products wholesalers (29%), poultry products distributors (23%), and iron, steel scrap dealers (17%). Coal wholesalers, with inventories down 17 percent from a year ago, indicated the sharpest decline.

The May 1961 stock-sales ratio for merchant wholesalers was 117 percent, down 12 points from April 1961 and 8 points below the May 1960 stock-sales ratio. The May stock-sales ratio of durable goods wholesalers was 160 percent compared with the nondurable goods ratio of 83 percent.

#### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, was revised effective with the February 1961 publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

[1] For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of May 1961 data was issued on July 6, 1961

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS--UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

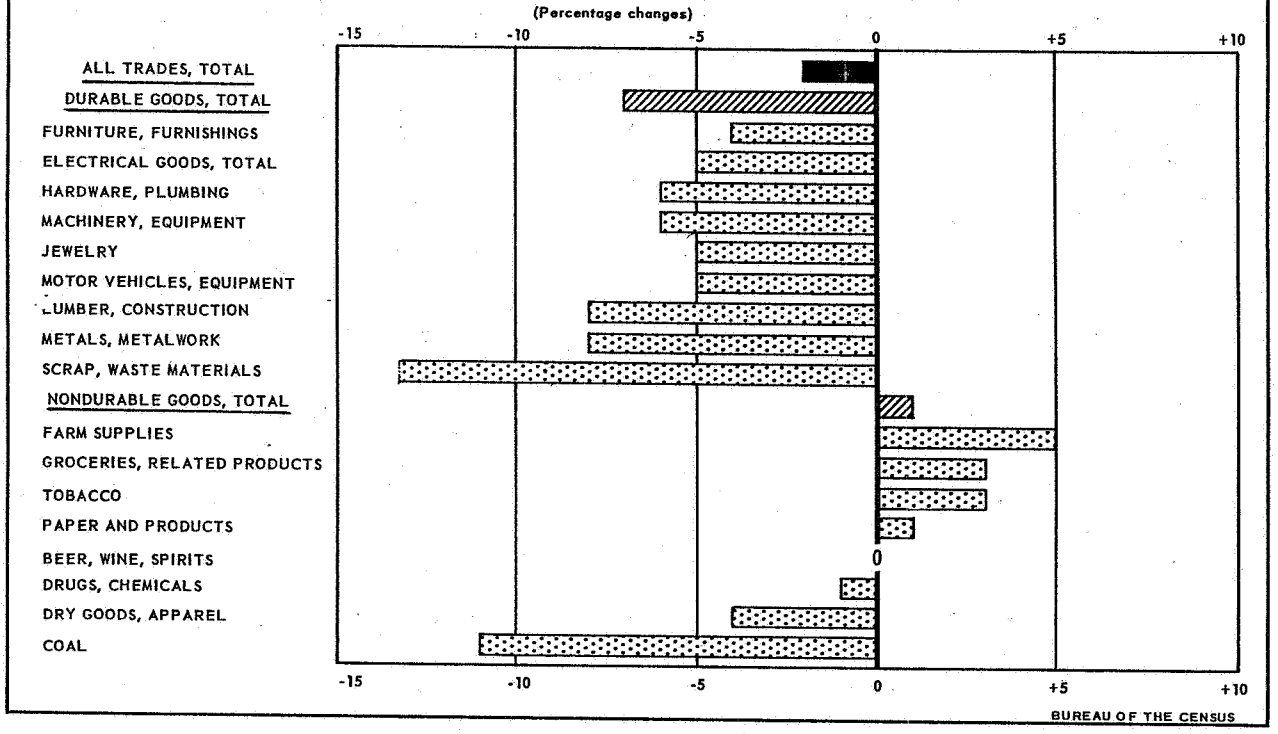
| Kind of business | 1961 | | | | | 1960 | | | | | Total 5 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr.[1] | May[2] | Jan. | Feb. | Mar. | Apr.[1] | May[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,828 | 10,512 | 10,901 | 11,861 | 11,443 | 11,483 | 55,011 | 56,200 |
| TOTAL (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,917 | 9,634 | 10,005 | 10,913 | 10,584 | 10,567 | 50,385 | 51,703 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,885 | 4,462 | 4,555 | 4,945 | 4,839 | 4,819 | 22,057 | 23,620 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 681 | 588 | 603 | 749 | 709 | 703 | 3,139 | 3,352 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 484 | 403 | 415 | 453 | 477 | 502 | 2,221 | 2,250 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 681 | 697 | 721 | 668 | 677 | 3,255 | 3,444 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 318 | 286 | 286 | 299 | 293 | 313 | 1,421 | 1,477 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 359 | 396 | 411 | 422 | 375 | 364 | 1,834 | 1,968 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 253 | 214 | 231 | 268 | 236 | 243 | 1,149 | 1,192 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 74 | 62 | 72 | 73 | 67 | 70 | 327 | 344 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 179 | 152 | 159 | 195 | 169 | 173 | 823 | 848 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 536 | 456 | 471 | 514 | 542 | 544 | 2,394 | 2,527 |
| Hardware | 166 | 169 | 216 | 198 | 202 | 175 | 192 | 203 | 213 | 201 | 951 | 984 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 269 | 229 | 230 | 256 | 258 | 271 | 1,165 | 1,244 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 598 | 488 | 514 | 535 | 575 | 593 | 2,482 | 2,705 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 400 | 342 | 362 | 370 | 398 | 397 | 1,687 | 1,869 |
| Construction materials | 135 | 128 | 167 | 167 | 198 | 146 | 152 | 165 | 177 | 196 | 795 | 836 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,242 | 1,099 | 1,127 | 1,275 | 1,244 | 1,229 | 5,651 | 5,974 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 861 | 782 | 803 | 889 | 845 | 857 | 3,866 | 4,176 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 209 | 150 | 151 | 163 | 198 | 205 | 805 | 867 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 547 | 543 | 556 | 629 | 547 | 553 | 2,599 | 2,828 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 125 | 120 | 118 | 127 | 120 | 120 | 623 | 605 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 105 | 95 | 100 | 109 | 113 | 100 | 505 | 517 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 509 | 528 | 487 | 500 | 483 | 481 | 2,276 | 2,479 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 359 | 385 | 346 | 358 | 346 | 339 | 1,601 | 1,774 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 150 | 143 | 141 | 142 | 137 | 142 | 675 | 705 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 312 | 339 | 358 | 302 | 309 | 267 | 1,364 | 1,575 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 199 | 202 | 223 | 172 | 187 | 158 | 809 | 942 |
| Waste materials | 110 | 102 | 123 | 106 | 113 | 137 | 135 | 130 | 122 | 109 | 554 | 633 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,943 | 6,050 | 6,346 | 6,916 | 6,604 | 6,664 | 32,953 | 32,580 |
| TOTAL (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,032 | 5,172 | 5,450 | 5,968 | 5,745 | 5,748 | 28,328 | 28,083 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,485 | 2,133 | 2,153 | 2,370 | 2,277 | 2,350 | 11,621 | 11,283 |
| General-line groceries | 794 | 775 | 829 | 779 | 841 | 721 | 731 | 811 | 746 | 777 | 4,018 | 3,786 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 758 | 651 | 665 | 744 | 718 | 713 | 3,580 | 3,491 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 60 | 69 | 68 | 65 | 69 | 343 | 331 |
| Meats, meat products | 345 | 337 | 365 | 349 | 383 | 354 | 347 | 359 | 345 | 384 | 1,779 | 1,789 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 115 | 99 | 94 | 122 | 122 | 106 | 581 | 543 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 317 | 248 | 247 | 266 | 281 | 301 | 1,319 | 1,343 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 647 | 454 | 510 | 626 | 604 | 618 | 2,823 | 2,812 |
| Beer | 196 | 201 | 244 | 225 | 275 | 188 | 204 | 227 | 248 | 271 | 1,141 | 1,138 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 372 | 266 | 306 | 399 | 356 | 347 | 1,683 | 1,674 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 470 | 440 | 442 | 461 | 441 | 447 | 2,218 | 2,231 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 279 | 276 | 286 | 262 | 259 | 1,353 | 1,362 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 33 | 22 | 24 | 27 | 31 | 32 | 133 | 136 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 162 | 139 | 142 | 148 | 148 | 156 | 732 | 733 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 364 | 307 | 306 | 347 | 331 | 340 | 1,677 | 1,631 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 531 | 563 | 596 | 575 | 545 | 2,704 | 2,810 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 216 | 193 | 233 | 262 | 242 | 213 | 1,099 | 1,143 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 207 | 199 | 198 | 199 | 191 | 200 | 971 | 989 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 370 | 328 | 357 | 324 | 326 | 358 | 345 | 338 | 1,702 | 1,691 |
| Paper | 270 | 266 | 310 | 277 | 298 | 267 | 270 | 303 | 293 | 285 | 1,421 | 1,418 |
| Coal | 72 | 69 | 64 | 59 | 66 | 82 | 71 | 79 | 66 | 72 | 330 | 370 |
| Farm supplies | 147 | 170 | 236 | 214 | 204 | 133 | 168 | 216 | 218 | 193 | 971 | 928 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS– FIVE MONTHS 1961 COMPARED WITH FIVE MONTHS 1960




## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS MAY 1961 COMPARED WITH MAY 1960

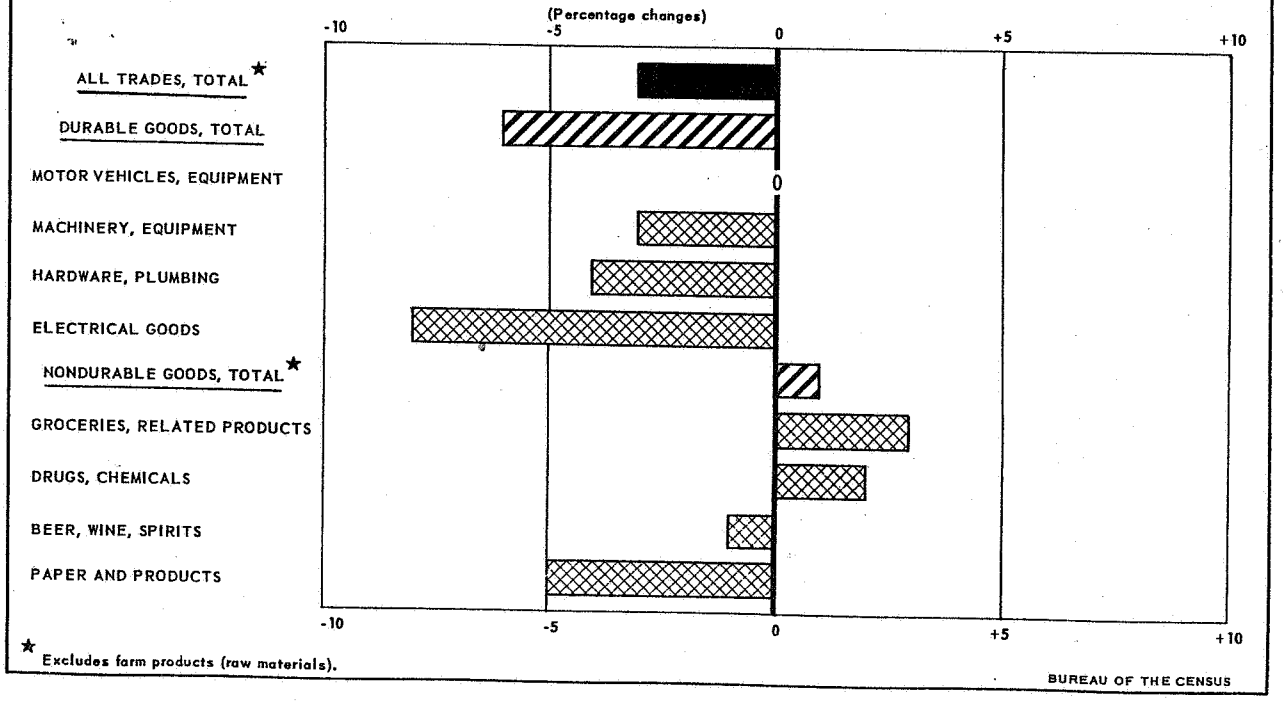


Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | 1960 | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr.[1] | May[2] | Jan. | Feb. | Mar. | Apr.[1] | May[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,826 | 12,705 | 12,826 | 13,358 | 13,198 | 13,259 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,224 | 1,145 | 1,183 | 1,237 | 1,231 | 1,220 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 954 | 890 | 906 | 947 | 940 | 907 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,201 | 1,176 | 1,188 | 1,215 | 1,251 | 1,304 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 468 | 491 | 494 | 476 | 473 | 508 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 733 | 685 | 694 | 739 | 778 | 796 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,110 | 981 | 1,133 | 1,187 | 1,152 | 1,152 |
| Hardware | 423 | 438 | 448 | 448 | 451 | 447 | 478 | 491 | 475 | 472 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 551 | 534 | 564 | 593 | 575 | 576 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,120 | 2,113 | 2,139 | 2,177 | 2,181 | 2,180 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 853 | 828 | 858 | 885 | 862 | 889 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 858 | 776 | 840 | 889 | 1,004 | 939 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 705 | 639 | 704 | 720 | 844 | 783 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,349 | 1,334 | 1,323 | 1,324 | 1,286 | 1,320 |
| General-line groceries | 635 | 659 | 680 | 661 | 662 | 606 | 628 | 650 | 636 | 656 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 696 | 646 | 617 | 605 | 650 | 702 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 530 | 513 | 476 | 467 | 502 | 532 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 606 | 576 | 590 | 586 | 593 | 597 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 412 | 396 | 406 | 415 | 410 | 410 |
| Paper, paper products, ex. wallpaper, total | 369 | 364 | 373 | 386 | 390 | 383 | 365 | 366 | 395 | 411 |
| Paper | 295 | 293 | 302 | 307 | 309 | 304 | 290 | 309 | 313 | 320 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

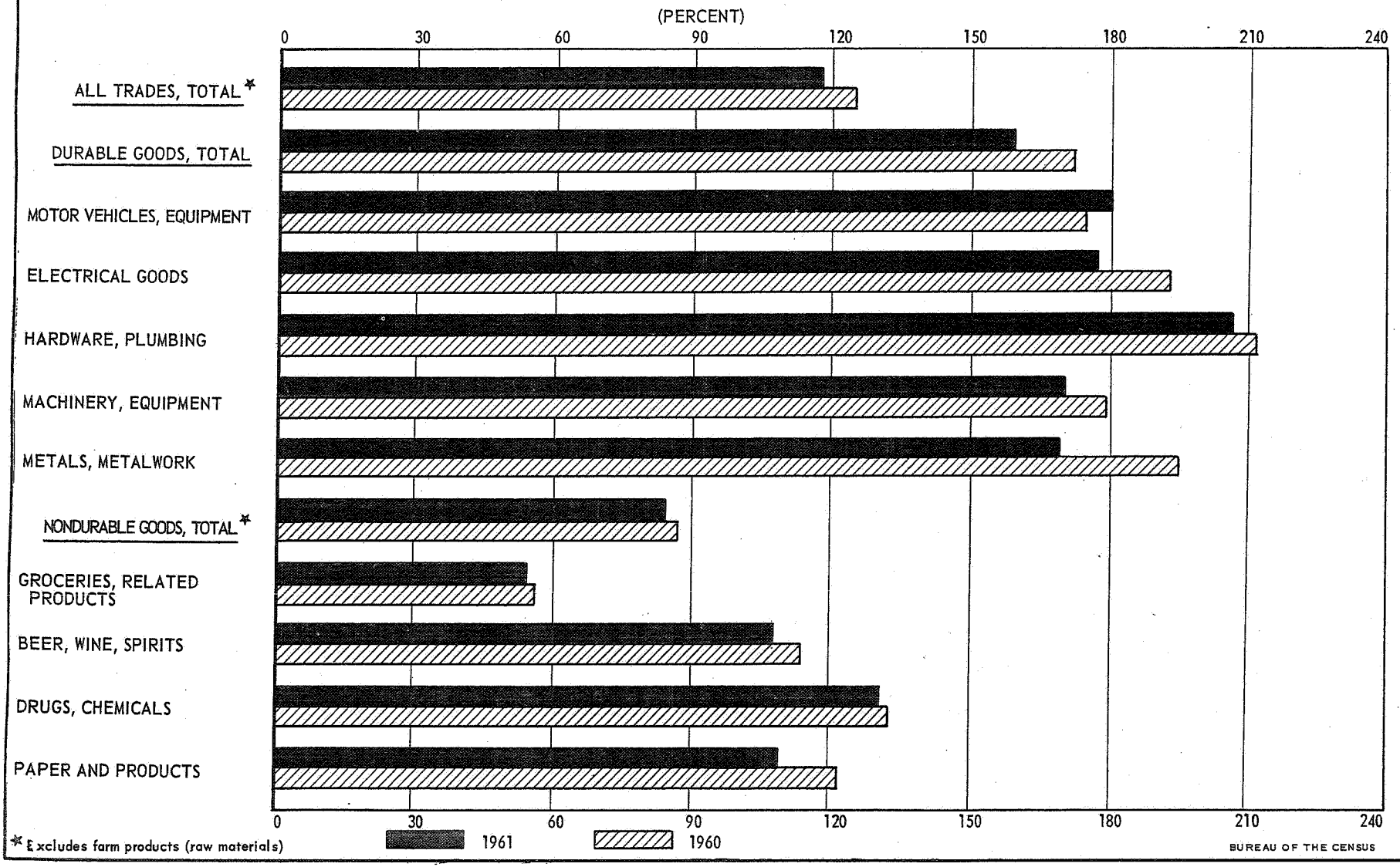
| Kind of business | 1961 | | | | | 1960 | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr.[1] | May[2] | Jan. | Feb. | Mar. | Apr.[1] | May[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 117 | 132 | 128 | 122 | 125 | 125 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 160 | 173 | 174 | 165 | 171 | 172 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 180 | 195 | 196 | 165 | 174 | 174 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 197 | 221 | 218 | 209 | 197 | 181 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 177 | 173 | 170 | 169 | 187 | 193 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 147 | 172 | 173 | 159 | 161 | 162 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 204 | 173 | 169 | 175 | 207 | 219 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 207 | 215 | 241 | 231 | 213 | 212 |
| Hardware | 255 | 259 | 207 | 226 | 223 | 255 | 249 | 242 | 223 | 235 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 205 | 233 | 245 | 232 | 223 | 213 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 170 | 192 | 190 | 171 | 175 | 178 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 156 | 152 | 154 | 141 | 158 | 161 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 169 | 147 | 172 | 178 | 208 | 195 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 196 | 166 | 203 | 201 | 244 | 231 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 83 | 97 | 90 | 87 | 86 | 87 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 54 | 63 | 61 | 56 | 56 | 56 |
| General-line groceries | 80 | 85 | 82 | 85 | 79 | 84 | 86 | 80 | 85 | 84 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 118 | 108 | 142 | 121 | 97 | 108 | 114 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 142 | 193 | 156 | 117 | 141 | 153 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 129 | 131 | 133 | 127 | 134 | 134 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 150 | 142 | 147 | 145 | 155 | 158 |
| Paper, paper products, ex. wallpaper, total | 114 | 112 | 101 | 118 | 109 | 118 | 112 | 102 | 114 | 122 |
| Paper | 109 | 110 | 97 | 111 | 104 | 114 | 107 | 102 | 107 | 112 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
## MAY 1961 COMPARED WITH MAY 1960




* Excludes farm products (raw materials)

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: MAY 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | May 1961 from-- | | 5 mos. 1961 from 5 mos. 1960 | May 1961 from-- | |
| | May 1960 | April 1961 | | May 1960 | April 1961 |
| MERCHANT WHOLESALERS, TOTAL | +3 | +9 | -2 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +3 | +9 | -3 | -3 | r-1 |
| DURABLE GOODS, TOTAL | +1 | +9 | -7 | -6 | -2 |
| Motor vehicles, automotive equipment, total | -3 | +6 | -6 | 0 | 0 |
| Automobiles, other motor vehicles | -2 | +5 | -17 | -14 | -2 |
| Automotive equipment, tires, tubes | -4 | +6 | -1 | +5 | 0 |
| Electrical goods, total | 0 | +8 | -5 | -8 | 0 |
| Electrical supplies, apparatus | +2 | +12 | -4 | -8 | 0 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | -1 | +4 | -7 | -8 | 0 |
| Furniture, home furnishings, total | +4 | +9 | -4 | -5 | -1 |
| Furniture-household, office | +6 | +10 | -5 | -9 | -3 |
| Home furnishings, floor coverings | +3 | +8 | -3 | -4 | 0 |
| Hardware, plumbing, heating equipment, supplies, total | -1 | +9 | -5 | -4 | +1 |
| Hardware | 0 | +2 | -3 | -4 | +1 |
| Plumbing and heating equipment, supplies | -1 | +13 | -6 | -4 | +1 |
| Air conditioning, refrigeration equipment, supplies | -10 | +12 | -7 | +4 | +3 |
| Lumber, construction materials, total | +1 | +13 | -8 | -7 | -1 |
| Lumber, millwork | +1 | +10 | -10 | -4 | +3 |
| Construction materials | +1 | +19 | -5 | -11 | 0 |
| Machinery, equipment, supplies, total | r+1 | +8 | -5 | -3 | 0 |
| Commercial, industrial machinery, equipment, supplies | 0 | +11 | -7 | -4 | 0 |
| Commercial machines, equipment | +6 | +8 | -4 | +4 | +3 |
| Construction machinery, equipment | +2 | +22 | -7 | -5 | 0 |
| Industrial machinery, equipment, supplies | -1 | +8 | -8 | -4 | +1 |
| Professional equipment, supplies | +4 | +2 | +3 | +7 | +1 |
| Surgical, medical, hospital supplies | +12 | -2 | +6 | +13 | +3 |
| Service-establishment equipment, supplies | +5 | +3 | -2 | +6 | -1 |
| Metals, metalwork (except scrap), total | +6 | +12 | -8 | -9 | -1 |
| Iron, steel, and products | +6 | +12 | -10 | -10 | -1 |
| Nonferrous metals | +6 | +11 | -4 | -2 | +1 |
| Scrap, waste materials, total | r+17 | +7 | r-13 | +12 | +4 |
| Iron, steel scrap | +26 | +8 | -14 | +17 | +6 |
| Waste materials | +4 | +7 | -12 | 0 | 0 |
| Jewelry | -6 | +7 | -6 | -4 | -1 |
| NONDURABLE GOODS, TOTAL | +4 | +9 | +1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +5 | +9 | +1 | +1 | r+1 |
| Groceries and related products, total | +6 | +10 | +3 | +3 | 0 |
| General-line groceries | +8 | +8 | +6 | +1 | 0 |
| Voluntary groups | +9 | +6 | +8 | +2 | +1 |
| Retailer cooperatives | +8 | +10 | +6 | +3 | 0 |
| Nonaffiliated | +7 | +8 | +4 | -1 | 0 |
| Specialty-line groceries | +6 | +8 | +3 | -2 | 0 |
| Confectionery | +3 | +8 | +4 | -2 | +2 |
| Meats, meat products | 0 | +10 | -1 | +29 | +4 |
| Poultry, poultry products | +8 | +4 | +7 | +23 | +8 |
| Fresh fruits, vegetables | +5 | +21 | -2 | +2 | -5 |
| Beer, wine, distilled alcoholic beverages, total | +5 | +14 | 0 | -1 | +4 |
| Beer | +1 | +22 | 0 | -2 | +7 |
| Wine, distilled spirits | +7 | +9 | +1 | 0 | +3 |
| Drugs, chemicals, allied products, total | +5 | +8 | -1 | +2 | 0 |
| Drugs, drug proprietaries, druggists' sundries | +6 | +5 | -1 | 0 | 0 |
| General-line drugs | +5 | +8 | -3 | -4 | 0 |
| Paints, varnishes | +3 | +14 | -2 | 0 | 0 |
| Other chemicals, allied products | +4 | +13 | 0 | +5 | +3 |
| Tobacco, tobacco products | +7 | +11 | +3 | -1 | 0 |
| Dry goods, apparel, total | +1 | +7 | -4 | +4 | r+1 |
| Apparel and accessories, hosiery, lingerie, footwear | +1 | +9 | -4 | +12 | +2 |
| Dry goods, notions | +4 | +10 | -2 | -4 | +1 |
| Piece goods converters | -5 | -2 | -7 | +6 | 0 |
| Paper, paper products, excluding wallpaper, total | +6 | +9 | +1 | -5 | +1 |
| Paper | +5 | +8 | 0 | -3 | +1 |
| Stationery, office supplies | (X) | (X) | (X) | (X) | (X) |
| Farm products, raw materials | -1 | +6 | +3 | (X) | (X) |
| Cotton | (X) | -1 | -2 | (X) | (X) |
| Grain | +4 | +8 | +9 | (X) | (X) |
| Other nondurable goods, total | +5 | +6 | -1 | +1 | +2 |
| Amusement, sporting goods | -1 | +14 | -3 | -3 | +1 |
| Books, magazines, newspapers | +3 | +4 | +2 | +11 | +3 |
| Coal | -8 | +12 | -11 | -17 | -12 |
| Farm supplies | +6 | -5 | +5 | 0 | -5 |

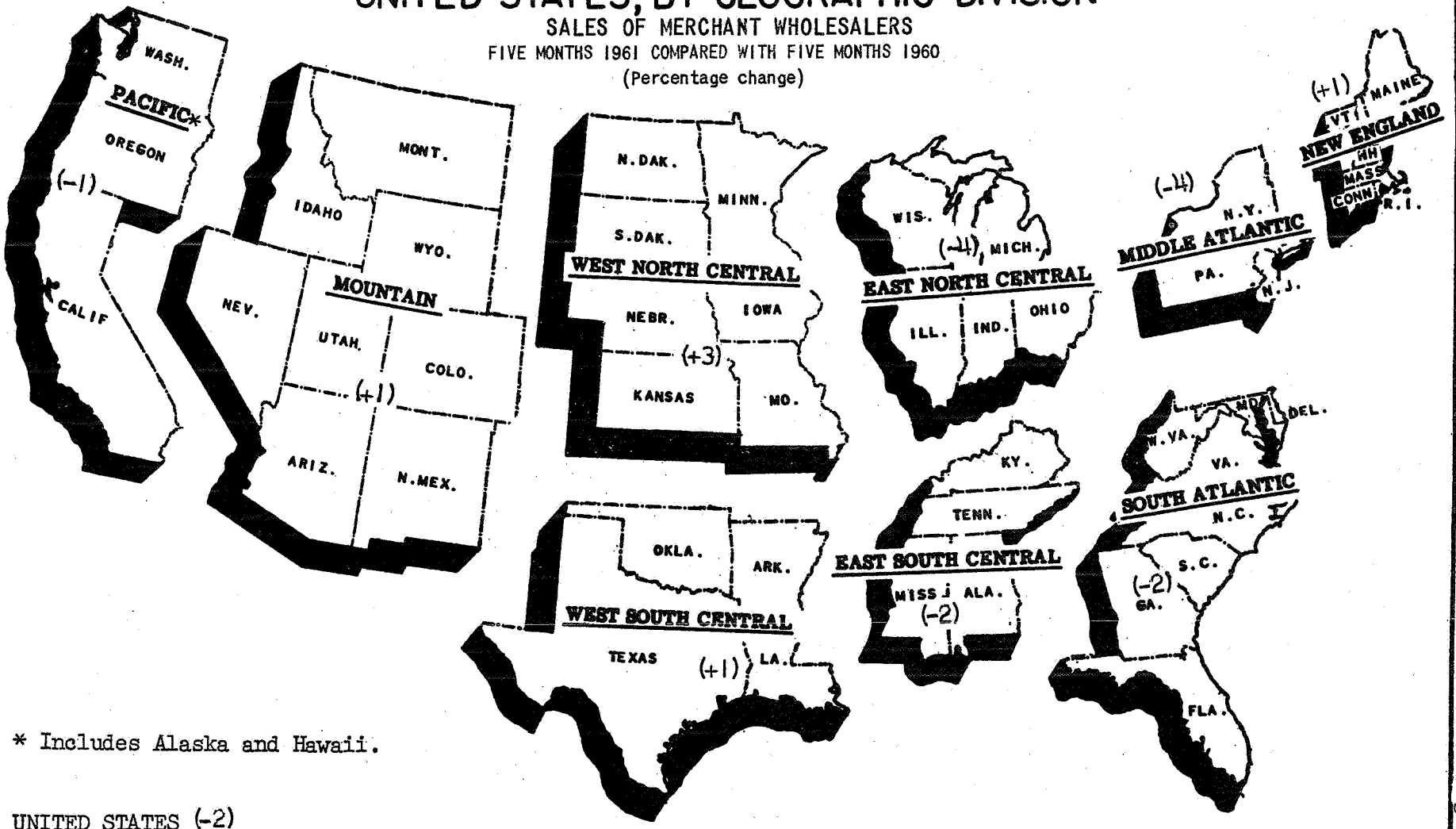
r Revised since Advance Release dated July 6, 1961.
X Withheld due to extreme variability of reported data.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

FIVE MONTHS 1961 COMPARED WITH FIVE MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

MAY 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory end-of-month (at cost) | |
|---|---|---|---|---|---|
| | May 1961 from-- | | 5 mos. 1961 from 5 mos. 1960 | May 1961 from-- | |
| | May 1960 | April 1961 | | May 1960 | April 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +3 | +9 | -2 | -3 | -1 |
| New England | +8 | +9 | +1 | -6 | -3 |
| Middle Atlantic | 0 | +5 | -4 | 0 | 0 |
| East North Central | +6 | +14 | -4 | 0 | -1 |
| West North Central | +5 | +5 | +3 | -3 | 0 |
| South Atlantic | +3 | +13 | -2 | -1 | 0 |
| East South Central | -1 | +11 | -2 | +3 | -2 |
| West South Central | +2 | +7 | +1 | -2 | -1 |
| Mountain | +7 | +8 | +1 | +2 | +1 |
| Pacific | +4 | +10 | -1 | -5 | 0 |
| Automotive equipment, tire, tubes | -4 | +6 | -1 | +5 | 0 |
| New England | -8 | -2 | -2 | (X) | (X) |
| Middle Atlantic | -6 | +2 | +2 | +5 | +2 |
| East North Central | -3 | +7 | -5 | +4 | +1 |
| West North Central | -4 | +9 | -2 | +2 | +1 |
| South Atlantic | +4 | +6 | +4 | +8 | -1 |
| East South Central | +6 | +11 | +1 | +6 | -1 |
| West South Central | -13 | +9 | -2 | -3 | -2 |
| Mountain | -6 | 0 | -5 | +15 | 0 |
| Pacific | -3 | +9 | -1 | +10 | +3 |
| Electrical supplies, apparatus | +2 | +12 | -4 | -8 | 0 |
| New England | +10 | +1 | -7 | 0 | +1 |
| Middle Atlantic | +12 | +11 | -7 | -1 | +1 |
| East North Central | -6 | +10 | -7 | -11 | -2 |
| West North Central | +9 | +10 | 0 | -17 | +4 |
| South Atlantic | -7 | +19 | -7 | -12 | +2 |
| East South Central | +3 | +6 | +4 | +2 | -2 |
| West South Central | -4 | +6 | -7 | +1 | -2 |
| Mountain | (X) | +19 | +12 | (X) | +4 |
| Pacific | +9 | +20 | +4 | -7 | +1 |
| Electrical appliances, TV, radio sets, electronic parts equipment | -1 | +4 | -7 | -8 | 0 |
| New England | +1 | -4 | +1 | -1 | -2 |
| Middle Atlantic | -5 | -3 | -7 | 0 | +2 |
| East North Central | -5 | +5 | -11 | -10 | +1 |
| West North Central | +4 | +4 | +1 | -12 | +1 |
| South Atlantic | -3 | +7 | -12 | -6 | -1 |
| East South Central | (X) | (X) | (X) | (X) | (X) |
| West South Central | +2 | +4 | 0 | -11 | +2 |
| Mountain | +2 | -6 | -12 | (X) | 0 |
| Pacific | +1 | +8 | -7 | -18 | -3 |
| Furniture, home furnishings, total | +4 | +9 | -4 | -5 | -1 |
| New England | -2 | +14 | -4 | -2 | -1 |
| Middle Atlantic | +6 | +5 | -6 | -5 | -1 |
| East North Central | +14 | +16 | -2 | -1 | 0 |
| West North Central | +2 | +6 | +5 | -13 | -2 |
| South Atlantic | +5 | (X) | 0 | -7 | -2 |
| East South Central | +9 | +9 | +3 | +4 | +4 |
| West South Central | -8 | (X) | +1 | (X) | +3 |
| Mountain | -2 | +10 | -7 | -9 | -4 |
| Pacific | | | | | |
| Hardware | 0 | +2 | -3 | -4 | +1 |
| New England | (X) | (X) | (X) | (X) | (X) |
| Middle Atlantic | -2 | (X) | -1 | -3 | 0 |
| East North Central | -3 | +2 | -6 | -11 | -3 |
| West North Central | +15 | +3 | +7 | -2 | +3 |
| South Atlantic | -8 | +11 | -5 | +3 | 0 |
| East South Central | -4 | +8 | -7 | -7 | +18 |
| West South Central | +2 | +14 | -6 | -3 | +1 |
| Mountain | +10 | +11 | -5 | (X) | (X) |
| Pacific | +6 | +10 | 0 | -3 | +2 |
| Plumbing and heating equipment, supplies | -1 | +13 | -6 | -4 | +1 |
| New England | -3 | +27 | +1 | -6 | +1 |
| Middle Atlantic | -10 | +5 | -14 | -4 | +3 |
| East North Central | 0 | +14 | -10 | -6 | +2 |
| West North Central | +11 | +23 | +9 | -7 | +1 |
| South Atlantic | -8 | +19 | -8 | -14 | +1 |
| East South Central | +12 | (X) | +1 | -4 | +3 |
| West South Central | -2 | +13 | -4 | +7 | +1 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | +5 | +3 | 0 | -3 | +7 |
| Lumber, construction materials, total | +1 | +13 | -8 | -7 | -1 |
| New England | (X) | +10 | -7 | -11 | +4 |
| Middle Atlantic | -3 | +17 | -12 | -2 | -2 |
| East North Central | -3 | +24 | -7 | -13 | +4 |
| West North Central | +19 | +18 | -5 | -16 | -1 |
| South Atlantic | +2 | +15 | -8 | -9 | 0 |
| East South Central | -2 | +18 | -5 | (X) | (X) |
| West South Central | -6 | +13 | +2 | +6 | 0 |
| Pacific | +4 | +12 | -13 | -9 | -2 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

MAY 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | May 1961 from-- | | 5 mos. 1961 from 5 mos. 1960 | May 1961 from-- | |
| | May 1960 | April 1961 | | May 1960 | April 1961 |
| Industrial machinery, equipment supplies | -1 | +8 | -8 | -4 | +1 |
| Middle Atlantic | -8 | -2 | -3 | (X) | -5 |
| East North Central | -8 | +5 | -16 | -3 | -1 |
| West North Central | +8 | +21 | -7 | -1 | +1 |
| South Atlantic | +10 | +18 | -5 | +1 | -3 |
| East South Central | -1 | +10 | -17 | -5 | -4 |
| West South Central | +3 | +6 | -7 | -8 | +5 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | 0 | +5 | -5 | -3 | +12 |
| General-line groceries | +8 | +8 | +6 | +1 | 0 |
| New England | +21 | +14 | +12 | +11 | +2 |
| Middle Atlantic | +13 | +5 | +10 | -1 | -6 |
| East North Central | +8 | +10 | +7 | -3 | +1 |
| West North Central | +12 | +7 | +11 | +7 | +3 |
| South Atlantic | +6 | +7 | +4 | +2 | -3 |
| East South Central | +2 | +7 | +4 | +4 | +3 |
| West South Central | +3 | +9 | +5 | -7 | +1 |
| Mountain | +14 | +6 | +15 | +9 | +2 |
| Pacific | +2 | +7 | -1 | +6 | 0 |
| Specialty-line groceries | +6 | +8 | +3 | -2 | 0 |
| New England | +28 | +18 | +13 | +13 | -5 |
| Middle Atlantic | +2 | +4 | -2 | -4 | -5 |
| East North Central | +10 | +20 | +1 | +9 | +9 |
| West North Central | -8 | -21 | +2 | -2 | +21 |
| South Atlantic | -1 | +7 | +5 | +3 | -3 |
| East South Central | +1 | +16 | +6 | (X) | +3 |
| West South Central | +22 | -3 | +5 | +16 | +3 |
| Mountain | (X) | +10 | +12 | (X) | +1 |
| Pacific | +10 | +18 | +3 | -11 | -2 |
| Fresh fruits, vegetables | +5 | +21 | -2 | +2 | -5 |
| New England | +12 | +38 | -3 | +7 | +3 |
| Middle Atlantic | +3 | +25 | 0 | -7 | +1 |
| East North Central | +18 | +25 | -3 | 0 | +5 |
| West North Central | +12 | +24 | +1 | +4 | -9 |
| South Atlantic | +6 | +12 | +2 | +17 | 0 |
| East South Central | -4 | +20 | -9 | (X) | (X) |
| West South Central | -13 | +13 | -9 | -3 | -25 |
| Mountain | +1 | +17 | -8 | (X) | (X) |
| Pacific | +6 | +18 | -3 | -8 | -14 |
| Drugs, drug proprietaries, druggists' sundries | +6 | +5 | -1 | 0 | 0 |
| New England | +12 | +6 | +2 | -6 | -1 |
| Middle Atlantic | +2 | 0 | -1 | +13 | +4 |
| East North Central | +3 | +9 | -3 | -2 | 0 |
| West North Central | +3 | 0 | -2 | -16 | +1 |
| South Atlantic | +1 | +6 | -2 | -5 | -6 |
| East South Central | +1 | +9 | -6 | +3 | -3 |
| West South Central | +9 | +11 | -3 | +1 | 0 |
| Mountain | +8 | -2 | +5 | +6 | -1 |
| Pacific | +9 | +8 | +4 | +5 | -1 |
| Tobacco, tobacco products | +7 | +11 | +3 | -1 | 0 |
| New England | +4 | +9 | -1 | -5 | +2 |
| Middle Atlantic | +3 | +11 | +2 | 0 | -1 |
| East North Central | +2 | +10 | +2 | +1 | +4 |
| West North Central | +3 | +6 | +2 | +1 | +2 |
| South Atlantic | +11 | +4 | +2 | +2 | -4 |
| East South Central | +9 | +13 | +3 | +2 | 0 |
| West South Central | +9 | +15 | +5 | +1 | -4 |
| Mountain | -3 | +7 | +1 | (X) | +3 |
| Pacific | +30 | +27 | +10 | -6 | +4 |
| Dry goods, apparel, total | +1 | +7 | -4 | +4 | +1 |
| New England | +18 | (X) | +3 | (X) | (X) |
| Middle Atlantic | -1 | +5 | -6 | +7 | +2 |
| East North Central | (X) | +3 | -9 | +1 | (X) |
| West North Central | (X) | (X) | (X) | (X) | (X) |
| South Atlantic | -8 | -4 | -5 | +9 | +10 |
| East South Central | +9 | +14 | +14 | +2 | -1 |
| West South Central | +1 | -5 | +3 | (X) | (X) |
| Pacific | +21 | +15 | +3 | +2 | -8 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures are based on the weighted sales of identical firms.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

#### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

#### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. Variances for the new sample have not yet been computed. However, in the old sample, for all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about one percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within about one percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was somewhat less than one percent. It is expected that the variance in the new sample should be roughly approximated by those shown here for the old sample.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month and current month to year-ago sales and inventories for selected months during 1958 and 1959. Table 8 presents the range of the sampling errors and their medians. The sampling errors shown in table 8 are based on the preliminary "composite" estimates. The sampling errors of the final "composite" estimates are expected to be generally lower than those shown for the preliminary "composite" estimates.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in February 1961. The published estimate is $3,918 million while the median sampling error shown in this report is 1.6 percent (or .016). Multiplying $3,918 million by .016, we obtain $63 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $3,855 and $3,981 million. Doubling the given median sampling error gives us the limits, $3,792 to $4,044 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from January 1961 to February 1961 for all durable goods. This ratio of change, obtained by dividing $3,918 million by $4,021 million, is .97 (it can also be expressed as a 3% decrease). The median sampling error of this statistic is 0.9 percent (.009). Multiplying .97 by .009, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range .96 to .98 (that is, that the January to February change was between a 3% and 5% decrease), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .95 to .99.

Table 8. SAMPLING VARIABILITY—ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to— | | | | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to— | |
| | | | Previous month | | Year ago | | | | Previous month | Year ago |
| | Range | Median | Range | Median | Range | Median | Range | Median | | |
| MERCHANT WHOLESALERS, TOTAL | 0.8-1.5 | 1.0 | 0.6-0.6 | 0.6 | 0.6-1.1 | 0.8 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8-1.2 | 1.1 | NA | NA | NA | NA | 0.6-1.1 | 0.8 | 0.5 | 0.7 |
| DURABLE GOODS, TOTAL | 1.3-2.0 | 1.6 | 0.6-1.1 | 0.9 | 1.2-2.0 | 1.5 | - | - | 0.5 | 0.8 |
| Automotive wholesalers | 4-11 | 7 | 2-6 | 3 | 4-11 | 8 | 2-3 | 3 | 2 | 3 |
| Automotive equipment, tire, tube wholesalers | 2-6 | 3 | 2-3 | 2 | 3-3 | 3 | 3-4 | 3 | 2 | 3 |
| Electrical, electronics, appliance distributors | 2-4 | 3 | 1-2 | 1 | 2-3 | 2 | 2-3 | 3 | 1 | 2 |
| Electrical apparatus, supplies distributors | 2-4 | 3 | 2-3 | 2 | 3-4 | 3 | 2-2 | 2 | 2 | 1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | 3-5 | 4 | 2-3 | 2 | 2-5 | 3 | 3-4 | 4 | 2 | 3 |
| Furniture, home furnishings wholesalers | 2-5 | 3 | 2-5 | 3 | 3-5 | 3 | - | - | 2 | 2 |
| Furniture wholesalers | 4-7 | 6 | 3-5 | 4 | 4-8 | 6 | - | - | 2 | 3 |
| Home furnishings, floor coverings wholesalers | 3-6 | 4 | 3-5 | 4 | 3-5 | 4 | - | - | 2 | 2 |
| Hardware, plumbing, heating goods wholesalers | 2-3 | 2 | 1-2 | 1 | 2-2 | 2 | 1-2 | 2 | 1 | 1 |
| Hardware wholesalers | 2-4 | 3 | 1-2 | 2 | 2-3 | 2 | 2-2 | 2 | 1 | 1 |
| Plumbing, heating equipment, supplies distributors | 3-5 | 4 | 2-3 | 2 | 3-3 | 3 | 3-5 | 3 | 2 | 2 |
| Lumber, construction materials distributors | 2-4 | 2 | 2-4 | 2 | 2-3 | 2 | - | - | 2 | 3 |
| Lumber, millwork wholesalers | 3-6 | 4 | 2-6 | 2 | 3-6 | 4 | - | - | 3 | 3 |
| Construction materials distributors | 3-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 5 |
| Machinery, equipment, supplies distributors | 2-3 | 3 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 1 | 2 |
| Air conditioning, commercial refrigeration equipment, distributors | - | - | 3-9 | 7 | 7-11 | 10 | - | - | 3 | 5 |
| Commercial machines, equipment distributors | - | - | 3-6 | 4 | 5-6 | 6 | - | - | 3 | 3 |
| Industrial machinery, equipment, supplies distributors | 3-6 | 4 | 2-3 | 2 | 4-5 | 4 | 4-5 | 5 | 3 | 3 |
| Professional equipment, supplies distributors | 4-6 | 5 | 2-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Service establishment supply houses | 5-7 | 5 | 2-4 | 3 | 4-7 | 5 | - | - | 3 | 3 |
| Metals, metalwork (except scrap) distributors | 3-5 | 4 | 2-3 | 2 | 3-4 | 3 | 2-5 | 3 | 2 | 2 |
| Iron, steel and products distributors | 4-6 | 6 | 2-4 | 3 | 4-7 | 5 | 3-4 | 4 | 2 | 2 |
| Nonferrous metals distributors | 3-4 | 4 | 1-2 | 2 | 3-6 | 4 | - | - | 2 | 2 |
| Scrap, waste materials dealers | 3-5 | 4 | 2-3 | 2 | 4-4 | 4 | - | - | 4 | 5 |
| Iron, steel scrap dealers | 4-7 | 5 | 4-4 | 4 | 5-6 | 6 | - | - | 2 | 6 |
| Waste materials dealers | 6-10 | 7 | 3-4 | 3 | 4-9 | 6 | - | - | 3 | 2 |
| Jewelry wholesalers | - | - | 4-9 | 6 | 6-8 | 8 | - | - | 2 | 2 |
| NONDURABLE GOODS, TOTAL | 1.2-1.8 | 1.6 | 0.7-1.1 | 0.8 | 1.0-1.3 | 1.2 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 1.0-1.2 | 1.1 | NA | NA | NA | NA | - | - | 0.8 | 1.2 |
| Grocery, confectionery, meat wholesalers | 2-2 | 2 | 1-1 | 1 | 1-2 | 2 | 2-3 | 2 | 1 | 2 |
| General-line grocery wholesalers | 2-3 | 2 | 1-2 | 1 | 1-2 | 2 | 2-5 | 3 | 2 | 2 |
| Specialty-line grocery wholesalers | 5-8 | 7 | 3-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Confectionery wholesalers | 4-8 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 4 | 6 |
| Meat, meat products wholesalers | 4-6 | 5 | 2-4 | 3 | 3-4 | 4 | - | - | 3 | 8 |
| Farm products (edible) distributors | 3-5 | 4 | 1-2 | 2 | 2-4 | 3 | - | - | 4 | 6 |
| Poultry, poultry products distributors | 5-7 | 6 | 2-4 | 3 | 5-5 | 5 | - | - | 3 | 9 |
| Fresh fruit, vegetable wholesalers | 3-7 | 5 | 2-3 | 2 | 3-4 | 4 | - | - | 6 | 7 |
| Beer, wine, distilled spirits wholesalers | 2-4 | 3 | 1-3 | 2 | 2-3 | 2 | 3-5 | 3 | 2 | 3 |
| Beer, ale distributors | 3-6 | 5 | 2-3 | 3 | 2-4 | 3 | - | - | 5 | 5 |
| Wine, distilled spirits wholesalers | 3-4 | 4 | 2-3 | 2 | 3-4 | 3 | 3-5 | 4 | 2 | 4 |
| Drugs, chemicals, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 1-2 | 2 | 1 | 2 |
| Drug wholesalers (general and specialty lines) | 3-5 | 4 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 2 | 2 |
| Industrial chemicals, explosives wholesalers | 3-6 | 5 | 3-3 | 3 | 3-4 | 3 | - | - | 3 | 3 |
| Paint, varnish wholesalers | 4-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 2 |
| Tobacco distributors | 2-4 | 3 | 2-2 | 2 | 2-2 | 2 | - | - | 3 | 3 |
| Dry goods, apparel wholesalers | 2-4 | 3 | 2-3 | 2 | 3-3 | 3 | - | - | 2 | 2 |
| Clothing, furnishings, footwear wholesalers | 4-8 | 6 | 3-6 | 5 | 5-5 | 5 | - | - | 3 | 3 |
| Dry goods wholesalers (general and specialty lines) | 4-6 | 5 | 2-4 | 4 | 4-6 | 5 | - | - | 6 | 3 |
| Piece goods converters | - | - | 1-2 | 2 | 3-4 | 4 | - | - | 3 | 3 |
| Paper, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 2-3 | 3 | 2 | 2 |
| Paper wholesalers | 2-4 | 3 | 2-2 | 2 | 2-3 | 2 | 3-4 | 4 | 2 | 2 |
| Stationery, wallpaper wholesalers | - | - | 3-4 | 3 | 3-5 | 4 | - | - | 4 | 3 |
| Farm products (raw materials) merchants | - | - | 3-6 | 5 | 7-9 | 7 | - | - | 3 | 5 |
| Other nondurable goods wholesalers | - | - | 2-2 | 2 | 2-3 | 3 | - | - | 1 | 3 |
| Amusement, sporting goods distributors | - | - | 3-4 | 4 | 3-4 | 3 | - | - | 4 | 5 |
| Book, magazine, newspaper wholesalers | - | - | 2-3 | 3 | 3-4 | 4 | - | - | 2 | 3 |
| Coal wholesalers | 3-5 | 4 | 1-2 | 2 | 2-4 | 2 | - | - | 3 | 3 |
| Farm supplies wholesalers | 6-8 | 7 | 2-5 | 4 | 5-8 | 6 | - | - | 4 | 3 |

NA Not available.

Note: Only one measurement covering October 1958—is currently available for the sampling error of the ratio of current month to previous month or year-ago inventories. The sampling error of the sales ratios are based on 4 measurements during 1958 and 1959 while the sampling errors of the volume estimates of sales and inventories are based on 12 measurements during 1958 and 1959.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Machinery, Equipment, Supplies (SIC 508)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Lumber, Construction Materials (Part of SIC 509)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

## DESCRIPTION OF KINDS OF BUSINESS

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

USCOMM--DC

MONTHLY
# WHOLESALE TRADE
REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

JUNE 1961

BW-61-6

## SALES AND INVENTORIES

FOR RELEASE
AUGUST 10, 1961[1]

### SALES

June 1961 sales of merchant wholesalers, estimated at $12.0 billion, rose slightly (1%) above May sales and were 2 percent above sales a year ago. However, cumulative sales for the first 6 months of 1961, totaling $67.1 billion, were down 1 percent from sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $5.1 billion in June, rose 3 percent over the May level and were 2 percent above June 1960 sales. Nondurable goods sales, at $6.9 billion, were at the same level as in May but were up 2 percent over sales a year ago. Over the 6-month period, sales in the nondurable goods trades were up slightly (1%) over the comparable 1960 period, but sales in the durable goods trades were down 5 percent.

Most trades reported small to moderate gains over May sales. Large increases--mostly seasonal--were shown for electrical appliances distributors (19%), air conditioning, refrigeration equipment distributors (15%), beer wholesalers (12%) and nonferrous metals distributors (11%). The sharpest declines were reported by grain merchants (15%), farm supplies wholesalers (9%), and iron, steel scrap dealers (8%).

Compared with a year ago, the durable goods trades reported mixed trends while most nondurable goods trades indicated gains. As in May, iron, steel scrap dealers showed the largest gain over year-ago sales (40%). Iron, steel products warehouses and nonferrous metal distributors also. experienced large gains--16 and 12 percent, respectively.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $13.1 billion at the end of June, remained at approximately the same level as a month earlier but were down 2 percent from stocks on hand a year ago. Stocks in the durable goods trades were unchanged from the previous month but were down 4 percent below year-ago stocks. However, stocks in the nondurable goods trades rose 1 percent during the month but were at about the same level as a year ago.

### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, was revised effective with the February 1961 publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

Most trades reported small changes from previous month inventory levels. Coal wholesalers, with inventories rising for the first time in seven months, reported the largest increase (13%) over previous month stocks. However, their June 30, 1961 stocks were 11 percent below a year ago. Automobile distributors with stocks unchanged from May, registered the sharpest decline (22%) from their year-ago stock level.

The June 1961 stock-sales ratio for merchant wholesalers was 116 percent, down 3 points from May 1961 and 6 points below the June 1960 stock-sales ratio. The June stock-sales ratio of durable goods wholesalers was 156 percent compared with the nondurable goods ratio of 84 percent.

[1] For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of June 1961 data was issued on August 1, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS--UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

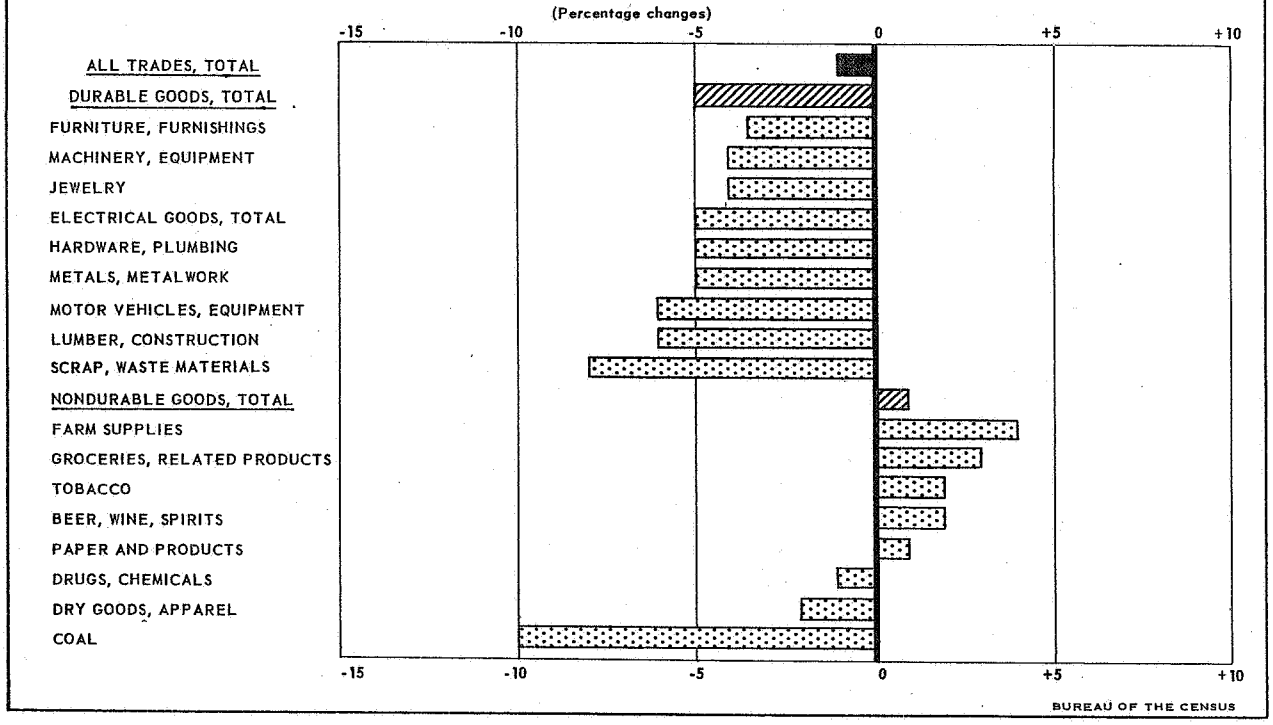
| Kind of business | 1961 | | | | | | 1960 | | | | | | Total 6 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May[1] | June[2] | Jan. | Feb. | Mar. | Apr. | May[1] | June[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 12,024 | 10,512 | 10,901 | 11,861 | 11,443 | 11,522 | 11,746 | 67,062 | 67,985 |
| TOTAL (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,238 | 9,634 | 10,005 | 10,913 | 10,584 | 10,629 | 10,968 | 61,673 | 62,733 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,080 | 4,462 | 4,555 | 4,945 | 4,839 | 4,848 | 4,965 | 27,170 | 28,614 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 694 | 588 | 603 | 749 | 709 | 695 | 713 | 3,826 | 4,057 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 507 | 403 | 415 | 453 | 477 | 494 | 511 | 2,721 | 2,753 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 746 | 681 | 697 | 721 | 668 | 677 | 754 | 4,001 | 4,199 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 286 | 286 | 299 | 293 | 309 | 339 | 1,731 | 1,812 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 432 | 396 | 411 | 422 | 375 | 368 | 415 | 2,270 | 2,387 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 246 | 214 | 231 | 268 | 236 | 239 | 251 | 1,391 | 1,439 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 62 | 72 | 73 | 67 | 68 | 83 | 402 | 425 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 169 | 152 | 159 | 195 | 169 | 171 | 168 | 990 | 1,014 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 583 | 456 | 471 | 514 | 542 | 553 | 600 | 2,985 | 3,136 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 175 | 192 | 203 | 213 | 205 | 216 | 1,167 | 1,204 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 296 | 229 | 230 | 256 | 258 | 276 | 301 | 1,465 | 1,550 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 635 | 488 | 514 | 535 | 575 | 609 | 622 | 3,133 | 3,343 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 426 | 342 | 362 | 370 | 398 | 412 | 405 | 2,128 | 2,289 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 209 | 146 | 152 | 165 | 177 | 197 | 217 | 1,005 | 1,054 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,260 | 1,099 | 1,127 | 1,275 | 1,244 | 1,245 | 1,239 | 6,927 | 7,229 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 875 | 782 | 803 | 889 | 845 | 874 | 847 | 4,758 | 5,040 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 150 | 151 | 163 | 198 | 203 | 195 | 989 | 1,060 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 567 | 584 | 543 | 556 | 629 | 547 | 573 | 546 | 3,203 | 3,394 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 138 | 120 | 118 | 127 | 120 | 126 | 139 | 767 | 750 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 108 | 95 | 100 | 109 | 113 | 102 | 112 | 615 | 631 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 536 | 528 | 487 | 500 | 483 | 479 | 467 | 2,810 | 2,944 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 368 | 385 | 346 | 358 | 346 | 335 | 317 | 1,965 | 2,087 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 143 | 141 | 142 | 137 | 144 | 150 | 845 | 857 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 306 | 339 | 358 | 302 | 309 | 271 | 249 | 1,674 | 1,828 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 185 | 202 | 223 | 172 | 187 | 159 | 132 | 996 | 1,075 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 121 | 137 | 135 | 130 | 122 | 112 | 117 | 678 | 753 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,944 | 6,050 | 6,346 | 6,916 | 6,604 | 6,674 | 6,781 | 39,895 | 39,371 |
| TOTAL (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,158 | 5,172 | 5,450 | 5,968 | 5,745 | 5,781 | 6,003 | 34,506 | 34,119 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,526 | 2,133 | 2,153 | 2,370 | 2,277 | 2,354 | 2,492 | 14,149 | 13,779 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 721 | 731 | 811 | 746 | 772 | 800 | 4,869 | 4,581 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 763 | 651 | 665 | 744 | 718 | 708 | 772 | 4,338 | 4,258 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 72 | 60 | 69 | 68 | 65 | 69 | 70 | 415 | 401 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 383 | 354 | 347 | 359 | 345 | 392 | 394 | 2,170 | 2,191 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 112 | 99 | 94 | 122 | 122 | 110 | 124 | 697 | 671 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 339 | 248 | 247 | 266 | 281 | 303 | 332 | 1,660 | 1,677 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 682 | 454 | 510 | 626 | 604 | 624 | 636 | 3,511 | 3,454 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 188 | 204 | 227 | 248 | 271 | 288 | 1,448 | 1,426 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 375 | 266 | 306 | 399 | 356 | 353 | 348 | 2,064 | 2,028 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 474 | 440 | 442 | 461 | 441 | 455 | 475 | 2,696 | 2,714 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 279 | 276 | 286 | 262 | 263 | 276 | 1,625 | 1,642 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 34 | 22 | 24 | 27 | 31 | 31 | 34 | 166 | 169 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 168 | 139 | 142 | 148 | 148 | 161 | 165 | 905 | 903 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 383 | 307 | 306 | 347 | 331 | 353 | 373 | 2,062 | 2,017 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 574 | 531 | 563 | 596 | 575 | 545 | 549 | 3,278 | 3,359 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 218 | 193 | 233 | 262 | 242 | 215 | 204 | 1,319 | 1,349 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 221 | 199 | 198 | 199 | 191 | 198 | 217 | 1,190 | 1,204 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 324 | 326 | 358 | 345 | 335 | 352 | 2,064 | 2,040 |
| Paper | 270 | 266 | 310 | 277 | 294 | 310 | 267 | 270 | 303 | 293 | 281 | 296 | 1,727 | 1,710 |
| Coal | 72 | 69 | 64 | 59 | 59 | 60 | 82 | 71 | 79 | 66 | 64 | 65 | 383 | 427 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 185 | 133 | 168 | 216 | 218 | 192 | 184 | 1,155 | 1,111 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS– SIX MONTHS 1961 COMPARED WITH SIX MONTHS 1960




## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS JUNE 1961 COMPARED WITH JUNE 1960

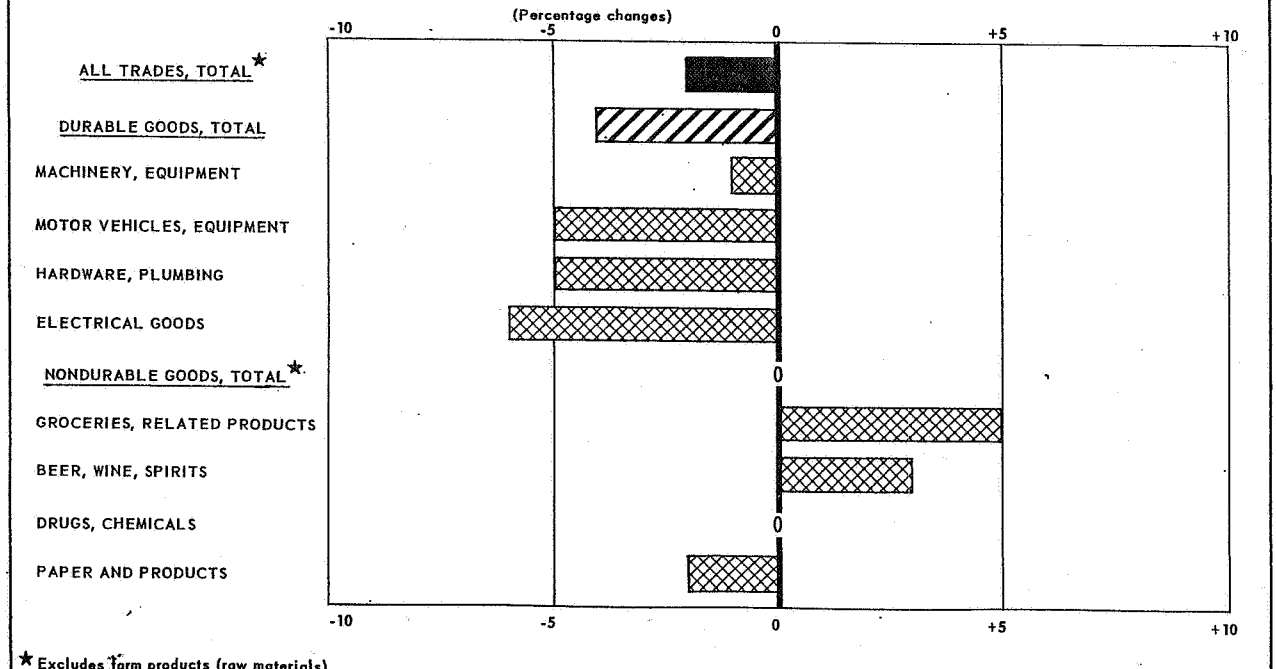


Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | 1960 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May[1] | June[2] | Jan. | Feb. | Mar. | Apr. | May[1] | June[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,996 | 13,055 | 12,705 | 12,826 | 13,358 | 13,198 | 13,256 | 13,380 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,221 | 1,205 | 1,145 | 1,183 | 1,237 | 1,231 | 1,216 | 1,264 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 958 | 943 | 890 | 906 | 947 | 940 | 911 | 930 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,200 | 1,176 | 1,188 | 1,215 | 1,251 | 1,285 | 1,274 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 465 | 491 | 494 | 476 | 473 | 511 | 476 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 735 | 685 | 694 | 739 | 778 | 774 | 798 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,100 | 981 | 1,133 | 1,187 | 1,152 | 1,154 | 1,160 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 447 | 478 | 491 | 475 | 476 | 492 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 546 | 534 | 564 | 593 | 575 | 578 | 569 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,133 | 2,113 | 2,139 | 2,177 | 2,181 | 2,170 | 2,151 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 861 | 828 | 858 | 885 | 862 | 883 | 895 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 842 | 776 | 840 | 889 | 1,004 | 927 | 925 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 707 | 639 | 704 | 720 | 844 | 781 | 782 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,370 | 1,334 | 1,323 | 1,324 | 1,286 | 1,353 | 1,308 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 660 | 606 | 628 | 650 | 636 | 660 | 636 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 728 | 646 | 617 | 605 | 650 | 718 | 709 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 565 | 513 | 476 | 467 | 502 | 552 | 541 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 605 | 598 | 576 | 590 | 586 | 593 | 604 | 597 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 407 | 405 | 396 | 406 | 415 | 410 | 405 | 405 |
| Paper, paper products, ex. wallpaper, total | 369 | 364 | 373 | 386 | 375 | 378 | 383 | 365 | 366 | 395 | 395 | 384 |
| Paper | 295 | 293 | 302 | 307 | 296 | 299 | 304 | 290 | 309 | 313 | 307 | 298 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

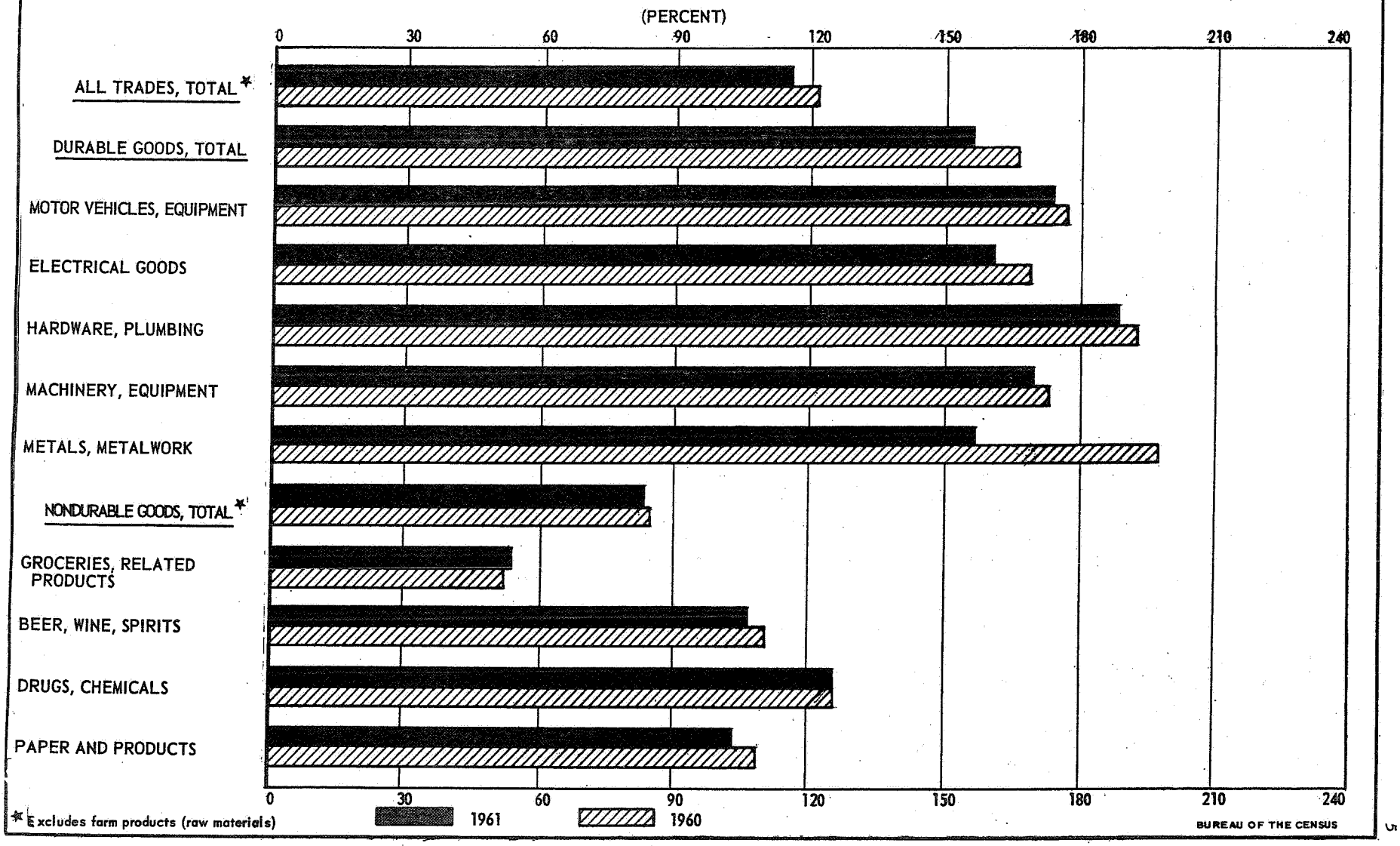
| Kind of business | 1961 | | | | | | 1960 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May[1] | June[2] | Jan. | Feb. | Mar. | Apr. | May[1] | June[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 132 | 128 | 122 | 125 | 125 | 122 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 156 | 173 | 174 | 165 | 171 | 169 | 166 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 174 | 195 | 196 | 165 | 174 | 175 | 177 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 186 | 221 | 218 | 209 | 197 | 184 | 182 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 161 | 173 | 170 | 169 | 167 | 190 | 169 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 172 | 173 | 159 | 161 | 165 | 140 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 170 | 173 | 169 | 175 | 207 | 210 | 192 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 204 | 189 | 215 | 241 | 231 | 213 | 209 | 193 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 255 | 249 | 242 | 223 | 232 | 228 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 184 | 233 | 245 | 232 | 223 | 209 | 189 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 170 | 192 | 190 | 171 | 175 | 174 | 174 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 147 | 152 | 154 | 141 | 158 | 154 | 164 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 169 | 147 | 172 | 178 | 208 | 194 | 198 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 192 | 166 | 203 | 201 | 244 | 233 | 247 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 97 | 90 | 87 | 86 | 87 | 85 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 54 | 63 | 61 | 56 | 56 | 57 | 52 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 77 | 84 | 86 | 80 | 85 | 85 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 118 | 109 | 107 | 142 | 121 | 97 | 108 | 115 | 111 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 151 | 193 | 156 | 117 | 141 | 156 | 155 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 126 | 131 | 133 | 127 | 134 | 133 | 126 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 142 | 147 | 145 | 155 | 154 | 147 |
| Paper, paper products, ex. wallpaper, total | 114 | 112 | 101 | 118 | 106 | 104 | 118 | 112 | 102 | 114 | 118 | 109 |
| Paper | 109 | 110 | 97 | 111 | 101 | 96 | 114 | 107 | 102 | 107 | 109 | 101 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
## JUNE 1961 COMPARED WITH JUNE 1960




* Excludes farm products (raw materials)

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: JUNE 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | June 1961 from— | | 6 mos. 1961 from 6 mos. 1960 | June 1961 from— | |
| | June 1960 | May 1961 | | June 1960 | May 1961 |
| MERCHANT WHOLESALERS, TOTAL | r+2 | +1 | -1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +2 | +2 | -2 | -2 | 0 |
| DURABLE GOODS, TOTAL | +2 | +3 | -5 | -4 | 0 |
| Motor vehicles, automotive equipment, total | -3 | +3 | -6 | -5 | -1 |
| Automobiles, other motor vehicles | -7 | -5 | -15 | -22 | 0 |
| Automotive equipment, tires, tubes | -1 | +6 | -1 | +1 | -2 |
| Electrical goods, total | -1 | +10 | -5 | -6 | +1 |
| Electrical supplies, apparatus | -7 | 0 | -4 | -2 | -1 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | +4 | +19 | -5 | -8 | +3 |
| Furniture, home furnishings, total | -2 | -1 | -3 | -2 | r0 |
| Furniture-household, office | -7 | +7 | -5 | 0 | -2 |
| Home furnishings, floor coverings | +1 | -5 | -2 | -3 | +1 |
| Hardware, plumbing, heating equipment, supplies, total | -3 | +7 | -5 | -5 | -1 |
| Hardware | -2 | +3 | -3 | -9 | -1 |
| Plumbing and heating equipment, supplies | -2 | +8 | -5 | -4 | -1 |
| Air conditioning, refrigeration equipment, supplies | -10 | +15 | -8 | +6 | +1 |
| Lumber, construction materials, total | +2 | +3 | -6 | -8 | +1 |
| Lumber, millwork | +5 | +3 | -7 | -8 | +2 |
| Construction materials | -4 | +5 | -5 | -9 | -1 |
| Machinery, equipment, supplies, total | +2 | 0 | -4 | -1 | +1 |
| Commercial, industrial machinery, equipment, supplies | +3 | 0 | -6 | -2 | +2 |
| Commercial machines, equipment | -1 | +1 | -3 | +1 | +1 |
| Construction machinery, equipment | -5 | -10 | -7 | 0 | +2 |
| Industrial machinery, equipment, supplies | +7 | +3 | -6 | -4 | +2 |
| Professional equipment, supplies | -1 | +5 | +2 | +11 | +2 |
| Surgical, medical, hospital supplies | +5 | +6 | +6 | +5 | +2 |
| Service-establishment equipment, supplies | -4 | +1 | -3 | (X) | -2 |
| Metals, metalwork (except scrap), total | +15 | +6 | -5 | -9 | -1 |
| Iron, steel, and products | +16 | +4 | -6 | -10 | 0 |
| Nonferrous metals | +12 | +11 | -1 | -6 | -6 |
| Scrap, waste materials, total | +23 | -3 | -8 | +5 | +3 |
| Iron, steel scrap | +40 | -8 | -7 | +6 | +3 |
| Waste materials | +4 | +4 | -10 | (X) | +2 |
| Jewelry | r+6 | -1 | -4 | -1 | +2 |
| NONDURABLE GOODS, TOTAL | r+2 | 0 | +1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +3 | +2 | +1 | 0 | +1 |
| Groceries and related products, total | r+1 | r+2 | +3 | +5 | -1 |
| General-line groceries | +7 | +3 | +6 | +4 | -1 |
| Voluntary groups | +6 | -1 | +8 | -1 | -1 |
| Retailer cooperatives | +7 | +6 | +6 | +10 | 0 |
| Nonaffiliated | +9 | +3 | +5 | +4 | -1 |
| Specialty-line groceries | -1 | +1 | +2 | +6 | +2 |
| Confectionery | +3 | +1 | +3 | 0 | +4 |
| Meats, meat products | -3 | -2 | -1 | +15 | (X) |
| Poultry, poultry products | -10 | -6 | +4 | (X) | +7 |
| Fresh fruits, vegetables | +2 | +6 | -1 | +2 | -5 |
| Beer, wine, distilled alcoholic beverages, total | +7 | +4 | +2 | +3 | +2 |
| Beer | +7 | +12 | +2 | -3 | +1 |
| Wine, distilled spirits | +8 | -1 | +2 | +4 | +3 |
| Drugs, chemicals, allied products, total | 0 | 0 | -1 | 0 | r-1 |
| Drugs, drug proprietaries, druggists' supplies | -1 | -1 | -1 | 0 | 0 |
| General-line drugs | +1 | -2 | -2 | -2 | -1 |
| Paints, varnishes | 0 | +6 | +2 | 0 | 0 |
| Other chemicals, allied products | +2 | +1 | 0 | +1 | -3 |
| Tobacco, tobacco products | +3 | +5 | +2 | +5 | +1 |
| Dry goods, apparel, total | +5 | +5 | -2 | -2 | +2 |
| Apparel and accessories, hosiery, lingerie, footwear | +7 | 0 | -2 | -1 | +8 |
| Dry goods, notions | +2 | +8 | -1 | -7 | 0 |
| Piece goods converters | +5 | +7 | -5 | +5 | -2 |
| Paper, paper products, excluding wallpaper, total | +3 | +3 | +1 | -2 | +1 |
| Paper | +5 | +5 | +1 | 0 | +1 |
| Stationery, office supplies | (X) | (X) | (X) | (X) | (X) |
| Farm products, raw materials | +2 | -12 | +3 | (X) | (X) |
| Cotton | (X) | (X) | -3 | (X) | (X) |
| Grain | +3 | -15 | +8 | (X) | (X) |
| Other nondurable goods, total | +3 | -1 | 0 | -5 | +2 |
| Amusement, sporting goods | +3 | +10 | -2 | -4 | 0 |
| Books, magazines, newspapers | +8 | +7 | +3 | +8 | 0 |
| Coal | -7 | +2 | -10 | -11 | +13 |
| Farm supplies | +1 | -9 | +4 | +7 | 0 |

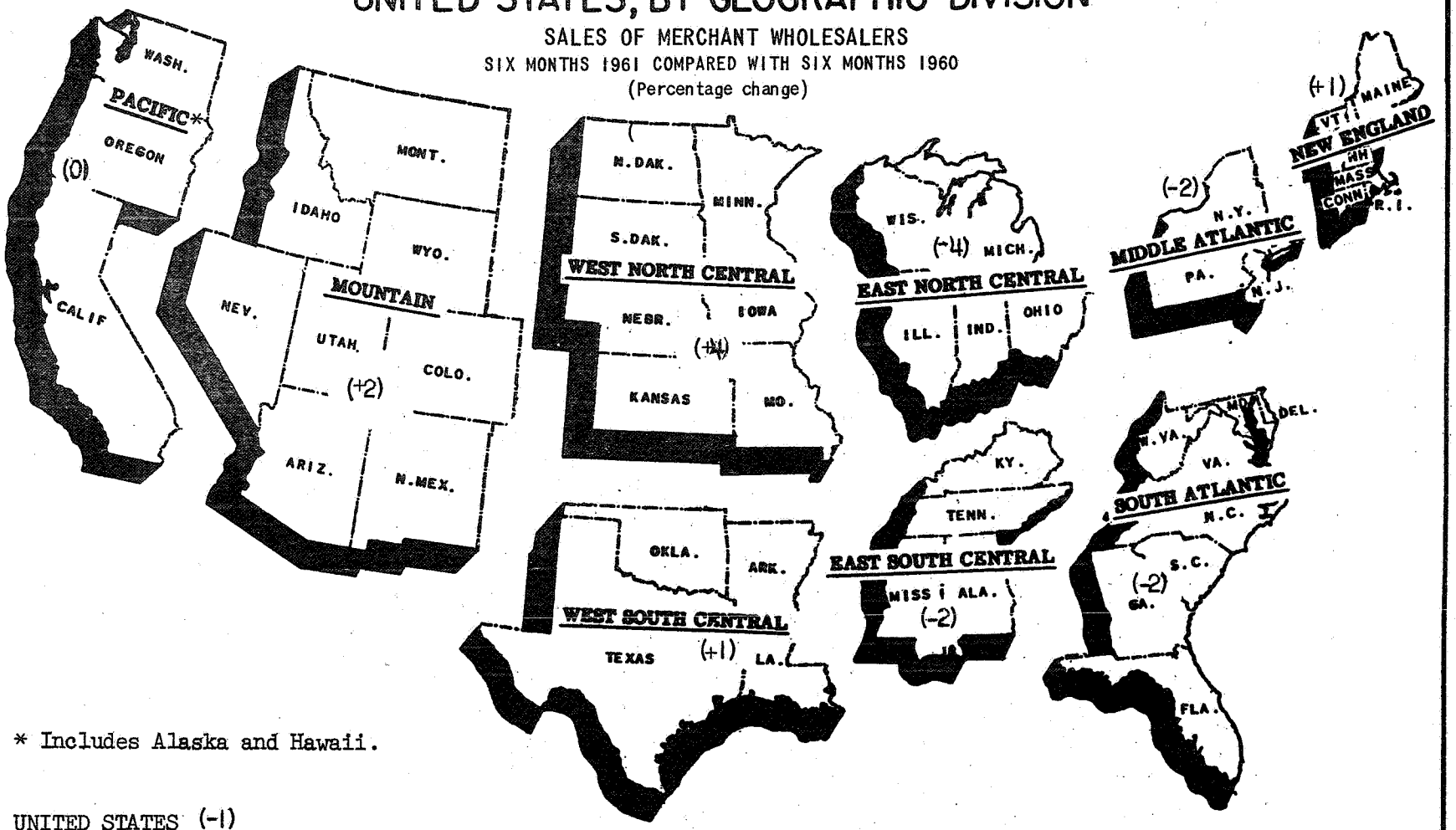
r Revised since Advance Release dated August 1, 1961.
X Withheld due to extreme variability of reported data.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

SIX MONTHS 1961 COMPARED WITH SIX MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

UNITED STATES (-1)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

JUNE 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory end-of-month (at cost) | |
|---|---|---|---|---|---|
| | June 1961 from-- | | 6 mos. 1961 from 6 mos. 1960 | June 1961 from-- | |
| | June 1960 | May 1961 | | June 1960 | May 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +2 | +1 | -1 | -2 | 0 |
| New England | +4 | +4 | +1 | +3 | +1 |
| Middle Atlantic | +4 | +1 | -2 | -1 | +1 |
| East North Central | +1 | 0 | -4 | -2 | 0 |
| West North Central | +7 | 0 | +4 | +3 | +2 |
| South Atlantic | 0 | 0 | -2 | -4 | -3 |
| East South Central | -2 | -6 | -2 | +8 | +10 |
| West South Central | +3 | +5 | +1 | -3 | -2 |
| Mountain | +6 | +6 | +2 | -2 | 0 |
| Pacific | +2 | +5 | 0 | -5 | -1 |
| Automotive equipment, tire, tubes | -1 | +6 | -1 | +1 | -2 |
| New England | +12 | +6 | +1 | -1 | +6 |
| Middle Atlantic | -4 | +6 | 0 | +7 | +2 |
| East North Central | -2 | 0 | -5 | +9 | -3 |
| West North Central | -6 | +7 | -3 | -7 | -4 |
| South Atlantic | +7 | +10 | +5 | +5 | -1 |
| East South Central | +8 | +8 | +2 | -1 | -2 |
| West South Central | -5 | +11 | -3 | +2 | -1 |
| Mountain | -5 | +2 | -5 | 0 | -6 |
| Pacific | +2 | +9 | -1 | -3 | -3 |
| Electrical supplies, apparatus | -7 | 0 | -4 | -2 | -1 |
| New England | -7 | +5 | -7 | +2 | -3 |
| Middle Atlantic | -3 | +2 | -6 | -2 | -1 |
| East North Central | -7 | +3 | -7 | -6 | 0 |
| West North Central | -5 | -3 | -1 | -2 | +1 |
| South Atlantic | -7 | +9 | -7 | -2 | +1 |
| East South Central | -2 | +12 | +3 | +1 | 0 |
| West South Central | (X) | -8 | -11 | 0 | -3 |
| Mountain | +6 | +7 | +11 | +3 | -2 |
| Pacific | -4 | -12 | +2 | -4 | -2 |
| Electrical appliances, TV, radio sets, electronic parts equipment | +4 | +19 | -5 | -8 | +3 |
| New England | +3 | +8 | +1 | (X) | +3 |
| Middle Atlantic | +3 | +9 | -5 | -2 | 0 |
| East North Central | +2 | +14 | -9 | -10 | +12 |
| West North Central | 0 | +29 | +1 | -4 | +1 |
| South Atlantic | +5 | +16 | -9 | (X) | 0 |
| East South Central | +10 | +13 | +2 | (X) | +5 |
| West South Central | -7 | +14 | -1 | -13 | -1 |
| Mountain | +6 | +19 | -10 | -17 | -5 |
| Pacific | (X) | (X) | (X) | (X) | (X) |
| Furniture, home furnishings, total | -2 | -1 | -3 | -2 | 0 |
| New England | -24 | -18 | -8 | +4 | +3 |
| Middle Atlantic | +3 | +2 | -4 | 0 | 0 |
| East North Central | -10 | -7 | -4 | (X) | -2 |
| West North Central | -4 | -5 | +4 | -2 | +2 |
| South Atlantic | (X) | -3 | +2 | -3 | 0 |
| East South Central | (X) | -5 | -6 | (X) | (X) |
| West South Central | -8 | (X) | +1 | (X) | +10 |
| Mountain | +8 | -3 | +3 | (X) | (X) |
| Pacific | (X) | (X) | (X) | (X) | (X) |
| Hardware | -2 | +3 | -3 | -9 | -1 |
| New England | -4 | +9 | -7 | -7 | -2 |
| Middle Atlantic | -6 | +2 | -2 | -7 | -5 |
| East North Central | 0 | +1 | -5 | -12 | -4 |
| West North Central | +9 | +5 | +8 | -3 | +1 |
| South Atlantic | -6 | (X) | -5 | -3 | +2 |
| East South Central | -10 | -1 | -7 | -4 | -1 |
| West South Central | (X) | +5 | -3 | (X) | -1 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | +4 | +11 | +1 | -13 | -2 |
| Plumbing and heating equipment, supplies | -2 | +8 | -5 | -4 | -1 |
| New England | -8 | 0 | -1 | (X) | -4 |
| Middle Atlantic | 0 | +9 | -12 | -1 | -2 |
| East North Central | -7 | +10 | -9 | -6 | 0 |
| West North Central | +10 | +9 | +9 | -6 | -1 |
| South Atlantic | -1 | +9 | -7 | -10 | 0 |
| East South Central | +2 | +15 | +1 | (X) | 0 |
| West South Central | (X) | +4 | -3 | +1 | -3 |
| Mountain | -11 | +14 | -9 | -3 | 0 |
| Pacific | -2 | +5 | -1 | -9 | +1 |
| Lumber, construction materials, total | +2 | +3 | -6 | -8 | +1 |
| New England | -11 | +19 | -7 | (X) | (X) |
| Middle Atlantic | +13 | +9 | -7 | -1 | +5 |
| East North Central | +1 | +12 | -6 | -10 | -2 |
| West North Central | -10 | -11 | -6 | 0 | 0 |
| South Atlantic | 0 | +1 | -6 | -4 | -2 |
| East South Central | 0 | -8 | -3 | -15 | +2 |
| West South Central | (X) | (X) | (X) | (X) | (X) |
| Mountain | -21 | -10 | -5 | (X) | 0 |
| Pacific | +3 | +2 | -10 | -10 | +4 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

JUNE 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | June 1961 from-- | | 6 mos. 1961 from 6 mos. 1960 | June 1961 from-- | |
| | June 1960 | May 1961 | | June 1960 | May 1961 |
| Industrial machinery, equipment supplies | +7 | +3 | -6 | -4 | +2 |
| Middle Atlantic | (X) | (X) | +2 | -2 | +8 |
| East North Central | -6 | -5 | -17 | +2 | 0 |
| West North Central | -15 | -5 | -9 | -9 | +1 |
| South Atlantic | -5 | +4 | -5 | (X) | -3 |
| East South Central | (X) | (X) | -9 | (X) | (X) |
| West South Central | +8 | +2 | -4 | -17 | 0 |
| Mountain | (X) | -4 | +9 | +4 | 0 |
| Pacific | +18 | (X) | -1 | -6 | -1 |
| General-line groceries | +7 | +3 | +6 | +4 | -1 |
| New England | +1 | +1 | +11 | +5 | -1 |
| Middle Atlantic | +16 | +1 | +11 | +6 | +1 |
| East North Central | +5 | +1 | +7 | +1 | -1 |
| West North Central | +7 | +4 | +10 | +8 | +1 |
| South Atlantic | +5 | +1 | +4 | +1 | -4 |
| East South Central | +6 | -10 | +5 | +8 | +9 |
| West South Central | +5 | +2 | +5 | -2 | -10 |
| Mountain | +20 | +15 | +16 | +14 | +6 |
| Pacific | +3 | +9 | 0 | +6 | +1 |
| Specialty-line groceries | -1 | +1 | +2 | +6 | +2 |
| New England | -7 | -2 | +9 | -10 | 0 |
| Middle Atlantic | +1 | -4 | -1 | +11 | +9 |
| East North Central | +4 | +3 | +1 | +13 | 0 |
| West North Central | +17 | +2 | +3 | (X) | +10 |
| South Atlantic | -1 | -2 | +4 | -2 | (X) |
| East South Central | (X) | +1 | (X) | (X) | (X) |
| West South Central | -6 | +12 | +2 | +12 | +2 |
| Mountain | +5 | +2 | +10 | +7 | +9 |
| Pacific | +2 | +5 | +3 | -1 | -2 |
| Fresh fruits, vegetables | +2 | +6 | -1 | +2 | -5 |
| New England | (X) | -3 | -3 | (X) | (X) |
| Middle Atlantic | -3 | +10 | -1 | (X) | -3 |
| East North Central | -2 | +13 | -3 | (X) | -1 |
| West North Central | +10 | +13 | +2 | -3 | -6 |
| South Atlantic | +8 | -4 | +3 | 0 | -12 |
| West South Central | 0 | -3 | -7 | +6 | -1 |
| Pacific | +6 | +3 | 0 | -8 | -8 |
| Drugs, drug proprietaries, druggists' sundries | -1 | -1 | -1 | 0 | 0 |
| New England | 0 | +1 | +2 | +4 | 0 |
| Middle Atlantic | (X) | -4 | -3 | -5 | -2 |
| East North Central | +9 | +3 | -1 | 0 | +4 |
| West North Central | +8 | +5 | 0 | -2 | -4 |
| South Atlantic | -1 | -3 | -1 | +1 | 0 |
| East South Central | (X) | (X) | (X) | (X) | (X) |
| West South Central | +1 | -8 | -3 | 0 | -1 |
| Mountain | +6 | +5 | +5 | +5 | -3 |
| Pacific | +5 | -3 | +4 | +4 | -1 |
| Tobacco, tobacco products | +3 | +5 | +2 | +5 | +1 |
| New England | -2 | +2 | -1 | -1 | -1 |
| Middle Atlantic | +1 | +4 | +1 | +3 | +1 |
| East North Central | +5 | +6 | +3 | +7 | +2 |
| West North Central | +15 | +15 | +4 | (X) | +2 |
| South Atlantic | -3 | +8 | +1 | -4 | -1 |
| East South Central | +7 | +6 | +3 | +3 | -3 |
| West South Central | -2 | -1 | +4 | +10 | +2 |
| Mountain | +5 | +11 | +2 | (X) | +4 |
| Pacific | +5 | -14 | +10 | +6 | -6 |
| Dry goods, apparel, total | +5 | +5 | -2 | -2 | +2 |
| New England | +14 | -3 | +5 | 0 | 0 |
| Middle Atlantic | +5 | +8 | -4 | +1 | +1 |
| East North Central | -7 | -7 | -9 | -5 | +7 |
| West North Central | (X) | -4 | 0 | (X) | (X) |
| South Atlantic | -2 | -15 | -5 | (X) | (X) |
| Pacific | +11 | +4 | +5 | -10 | -2 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures are based on the weighted sales of identical firms.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. Variances for the new sample have not yet been computed. However, in the old sample, for all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about one percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within about one percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was somewhat less than one percent. It is expected that the variance in the new sample should be roughly approximated by those shown here for the old sample.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month and current month to year-ago sales and inventories for selected months during 1958 and 1959. Table 8 presents the range of the sampling errors and their medians. The sampling errors shown in table 8 are based on the preliminary "composite" estimates. The sampling errors of the final "composite" estimates are expected to be generally lower than those shown for the preliminary "composite" estimates.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in February 1961. The published estimate is $3,918 million while the median sampling error shown in this report is 1.6 percent (or .016). Multiplying $3,918 million by .016, we obtain $63 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $3,855 and $3,981 million. Doubling the given median sampling error gives us the limits, $3,792 to $4,044 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from January 1961 to February 1961 for all durable goods. This ratio of change, obtained by dividing $3,918 million by $4,021 million, is .97 (it can also be expressed as a 3% decrease). The median sampling error of this statistic is 0.9 percent (.009). Multiplying .97 by .009, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range .96 to .98 (that is, that the January to February change was between a 3% and 5% decrease), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .95 to .99.

Table 8. SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to--- | | | | Sampling error of monthly dollar estimates | | Sampling error of the ratio of current month compared to--- | |
| | | | Previous month | | Year ago | | | | Previous month | Year ago |
| | Range | Median | Range | Median | Range | Median | Range | Median | | |
| MERCHANT WHOLESALERS, TOTAL | 0.8-1.5 | 1.0 | 0.6-0.6 | 0.6 | 0.6-1.1 | 0.8 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8-1.2 | 1.1 | NA | NA | NA | NA | 0.6-1.1 | 0.8 | 0.5 | 0.7 |
| DURABLE GOODS, TOTAL | 1.3-2.0 | 1.6 | 0.6-1.1 | 0.9 | 1.2-2.0 | 1.5 | - | - | 0.5 | 0.8 |
| Automotive wholesalers | 4-11 | 7 | 2-6 | 3 | 4-11 | 8 | 2-3 | 3 | 2 | 3 |
| Automotive equipment, tire, tube wholesalers | 2-6 | 3 | 2-3 | 2 | 3-3 | 3 | 3-4 | 3 | 2 | 3 |
| Electrical, electronics, appliance distributors | 2-4 | 3 | 1-2 | 1 | 2-3 | 2 | 2-3 | 3 | 1 | 2 |
| Electrical apparatus, supplies distributors | 2-4 | 3 | 2-3 | 2 | 3-4 | 3 | 2-2 | 2 | 2 | 1 |
| Electrical appliances, TV, radio sets, electronic parts distributors | 3-5 | 4 | 2-3 | 2 | 2-5 | 3 | 3-4 | 4 | 2 | 3 |
| Furniture, home furnishings wholesalers | 2-5 | 3 | 2-5 | 3 | 3-5 | 3 | - | - | 2 | 2 |
| Furniture wholesalers | 4-7 | 6 | 3-5 | 4 | 4-8 | 6 | - | - | 2 | 3 |
| Home furnishings, floor coverings wholesalers | 3-6 | 4 | 3-5 | 4 | 3-5 | 4 | - | - | 2 | 2 |
| Hardware, plumbing, heating goods wholesalers | 2-3 | 2 | 1-2 | 1 | 2-2 | 2 | 1-2 | 2 | 1 | 1 |
| Hardware wholesalers | 2-4 | 3 | 1-2 | 2 | 2-3 | 2 | 2-2 | 2 | 1 | 1 |
| Plumbing, heating equipment, supplies distributors | 3-5 | 4 | 2-3 | 2 | 3-3 | 3 | 3-5 | 3 | 2 | 2 |
| Lumber, construction materials distributors | 2-4 | 2 | 2-4 | 2 | 2-3 | 2 | - | - | 2 | 3 |
| Lumber, millwork wholesalers | 3-6 | 4 | 2-6 | 2 | 3-6 | 4 | - | - | 3 | 3 |
| Construction materials distributors | 3-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 5 |
| Machinery, equipment, supplies distributors | 2-3 | 3 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 1 | 2 |
| Air conditioning, commercial refrigeration equipment, distributors | - | - | 3-9 | 7 | 7-11 | 10 | - | - | 3 | 5 |
| Commercial machines, equipment distributors | - | - | 3-6 | 4 | 5-6 | 6 | - | - | 3 | 3 |
| Industrial machinery, equipment, supplies distributors | 3-6 | 4 | 2-3 | 2 | 4-5 | 4 | 4-5 | 5 | 3 | 3 |
| Professional equipment, supplies distributors | 4-6 | 5 | 2-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Service establishment supply houses | 5-7 | 5 | 2-4 | 3 | 4-7 | 5 | - | - | 3 | 3 |
| Metals, metalwork (except scrap) distributors | 3-5 | 4 | 2-3 | 2 | 3-4 | 3 | 2-5 | 3 | 2 | 2 |
| Iron, steel and products distributors | 4-6 | 6 | 2-4 | 3 | 4-7 | 5 | 3-4 | 4 | 2 | 2 |
| Nonferrous metals distributors | 3-4 | 4 | 1-2 | 2 | 3-6 | 4 | - | - | 2 | 2 |
| Scrap, waste materials dealers | 3-5 | 4 | 2-3 | 2 | 4-4 | 4 | - | - | 4 | 5 |
| Iron, steel scrap dealers | 4-7 | 5 | 4-4 | 4 | 5-6 | 6 | - | - | 2 | 6 |
| Waste materials dealers | 6-10 | 7 | 3-4 | 3 | 4-9 | 6 | - | - | 3 | 2 |
| Jewelry wholesalers | - | - | 4-9 | 6 | 6-8 | 8 | - | - | 2 | 2 |
| NONDURABLE GOODS, TOTAL | 1.2-1.8 | 1.6 | 0.7-1.1 | 0.8 | 1.0-1.3 | 1.2 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 1.0-1.2 | 1.1 | NA | NA | NA | NA | - | - | 0.8 | 1.2 |
| Grocery, confectionery, meat wholesalers | 2-2 | 2 | 1-1 | 1 | 1-2 | 2 | 2-3 | 2 | 1 | 2 |
| General-line grocery wholesalers | 2-3 | 2 | 1-2 | 1 | 1-2 | 2 | 2-5 | 3 | 2 | 2 |
| Specialty-line grocery wholesalers | 5-8 | 7 | 3-3 | 3 | 4-6 | 5 | - | - | 3 | 5 |
| Confectionery wholesalers | 4-8 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 4 | 6 |
| Meat, meat products wholesalers | 4-6 | 5 | 2-4 | 3 | 3-4 | 4 | - | - | 3 | 8 |
| Farm products (edible) distributors | 3-5 | 4 | 1-2 | 2 | 2-4 | 3 | - | - | 4 | 6 |
| Poultry, poultry products distributors | 5-7 | 6 | 2-4 | 3 | 5-5 | 5 | - | - | 3 | 9 |
| Fresh fruit, vegetable wholesalers | 3-7 | 5 | 2-3 | 2 | 3-4 | 4 | - | - | 6 | 7 |
| Beer, wine, distilled spirits wholesalers | 2-4 | 3 | 1-3 | 2 | 2-3 | 2 | 3-5 | 3 | 2 | 3 |
| Beer, ale distributors | 3-6 | 5 | 2-3 | 3 | 2-4 | 3 | - | - | 5 | 5 |
| Wine, distilled spirits wholesalers | 3-4 | 4 | 2-3 | 2 | 3-4 | 3 | 3-5 | 4 | 2 | 4 |
| Drugs, chemicals, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 1-2 | 2 | 1 | 2 |
| Drug wholesalers (general and specialty lines) | 3-5 | 4 | 2-2 | 2 | 2-3 | 3 | 2-3 | 2 | 2 | 2 |
| Industrial chemicals, explosives wholesalers | 3-6 | 5 | 3-3 | 3 | 3-4 | 3 | - | - | 3 | 3 |
| Paint, varnish wholesalers | 4-6 | 5 | 2-4 | 3 | 3-5 | 4 | - | - | 3 | 2 |
| Tobacco distributors | 2-4 | 3 | 2-2 | 2 | 2-2 | 2 | - | - | 3 | 3 |
| Dry goods, apparel wholesalers | 2-4 | 3 | 2-3 | 2 | 3-3 | 3 | - | - | 2 | 2 |
| Clothing, furnishings, footwear wholesalers | 4-8 | 6 | 3-6 | 5 | 5-5 | 5 | - | - | 3 | 3 |
| Dry goods wholesalers (general and specialty lines) | 4-6 | 5 | 2-4 | 4 | 4-6 | 5 | - | - | 6 | 3 |
| Piece goods converters | - | - | 1-2 | 2 | 3-4 | 4 | - | - | 3 | 3 |
| Paper, allied products wholesalers | 2-3 | 3 | 1-2 | 2 | 2-2 | 2 | 2-3 | 3 | 2 | 2 |
| Paper wholesalers | 2-4 | 3 | 2-2 | 2 | 2-3 | 2 | 3-4 | 4 | 2 | 2 |
| Stationery, wallpaper wholesalers | - | - | 3-4 | 3 | 3-5 | 4 | - | - | 4 | 3 |
| Farm products (raw materials) merchants | - | - | 3-6 | 5 | 7-9 | 7 | - | - | 3 | 5 |
| Other nondurable goods wholesalers | - | - | 2-2 | 2 | 2-3 | 3 | - | - | 1 | 3 |
| Amusement, sporting goods distributors | - | - | 3-4 | 4 | 3-4 | 3 | - | - | 4 | 5 |
| Book, magazine, newspaper wholesalers | - | - | 2-3 | 3 | 3-4 | 4 | - | - | 2 | 3 |
| Coal wholesalers | 3-5 | 4 | 1-2 | 2 | 2-4 | 2 | - | - | 3 | 3 |
| Farm supplies wholesalers | 6-8 | 7 | 2-5 | 4 | 5-8 | 6 | - | - | 4 | 3 |

NA Not available.

Note: Only one measurement covering October 1958--is currently available for the sampling error of the ratio of current month to previous month or year-ago inventories. The sampling error of the sales ratios are based on 4 measurements during 1958 and 1959 while the sampling errors of the volume estimates of sales and inventories are based on 12 measurements during 1958 and 1959.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Machinery, Equipment, Supplies (SIC 508)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Lumber, Construction Materials (Part of SIC 509)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines; equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

## DESCRIPTION OF KINDS OF BUSINESS

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

USCOMM--DC

MONTHLY
# WHOLESALE TRADE
REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

JULY 1961

BW-61-7

## SALES AND INVENTORIES

FOR RELEASE
SEPTEMBER 12, 1961[1]

### SALES

July 1961 sales of merchant wholesalers, estimated at $11.0 billion, dropped 8 percent below June sales--a decline due mainly to the fewer number of trading days in July. However, July sales were up 2 percent above sales a year ago. Cumulative sales for the first 7 months of 1961, totaling $78.0 billion, were down 1 percent from sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $4.5 billion in July, were down 11 percent from the June level but were 2 percent above July 1960 sales. Nondurable goods sales, at $6.5 billion, declined 6 percent below June but were up 3 percent over sales a year ago. Over the 7-month period, sales in the nondurable goods trades were up slightly (1%) over the comparable 1960 period but sales in the durable goods trades were down 4 percent.

Declines from June sales were indicated by all but two trades--books, magazines, newspaper wholesalers, who reported a slight (1%) gain--and grain merchants who showed a substantial increase of 20 percent over June sales. Piece goods converters, with sales off 25 percent, reported the sharpest decline from the previous month.

Compared with sales a year ago, most trades reported gains. Iron, steel scrap dealers again registered the principal increase (43%) over year-ago sales. Other large gains were experienced by retailer cooperative groceries wholesalers (13%) and by professional equipment supplies distributors (10%). Furniture wholesalers and lumber, millwork wholesalers, each reporting sales down 7 percent, indicated the largest decline below July 1960 sales.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $12.9 billion at the end of July, dropped slightly (1%) below the June 30 level and were down 3 percent from stocks on hand a year ago. Stocks in the durable goods trades were down slightly (1%) from the previous month and 5 percent below year-ago stocks. Stocks in the nondurable goods trades were also reduced slightly (1%) during the month but were at about the same level as a year ago.

### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, was revised effective with the February 1961 publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report. Approximate measures of the sampling reliability of the revised data are shown on page 13.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

Most trades reported small changes from previous month inventory levels. Coal wholesalers registered the most substantial increase percentagewise (13%) over previous month stocks, but were down 14 percent from last July. Automobile wholesalers, with current inventories 9 percent below the June 30 level, reported the sharpest decline (21%) from their year-ago level.

The July 1961 stock-sales ratio for merchant wholesalers was 127 percent, up 11 points over June 1961 but 7 points below the July 1960 stock-sales ratio. The July stock-sales ratio of durable goods wholesalers was 171 percent compared with the nondurable goods ratio of 90 percent.

For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
[1] An advance release of July 1961 data was issued on September 1, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS--UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

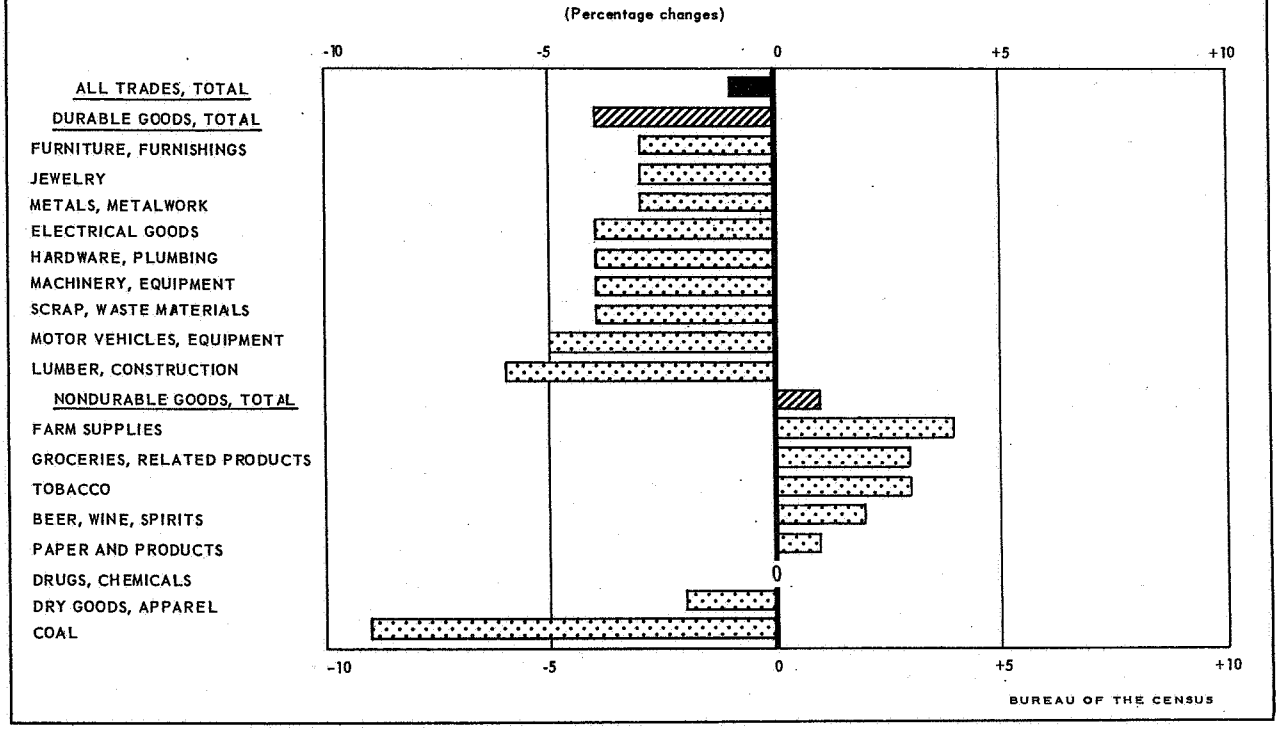
(Millions of dollars)

| Kind of business | 1961 | | | | | | | 1960 | | | | | | | Total 7 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June[1] | July[2] | Jan. | Feb. | Mar. | Apr. | May | June[1] | July[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 11,980 | 10,992 | 10,512 | 10,901 | 11,861 | 11,443 | 11,522 | 11,638 | 10,737 | 77,997 | 78,618 |
| Total (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,204 | 10,163 | 9,634 | 10,005 | 10,913 | 10,584 | 10,629 | 10,869 | 9,933 | 71,788 | 72,570 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,106 | 4,530 | 4,462 | 4,555 | 4,945 | 4,839 | 4,848 | 4,926 | 4,459 | 31,745 | 33,044 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 705 | 650 | 588 | 603 | 749 | 709 | 695 | 724 | 646 | 4,488 | 4,715 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 504 | 464 | 403 | 415 | 453 | 477 | 494 | 508 | 449 | 3,182 | 3,200 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 740 | 670 | 681 | 697 | 721 | 668 | 677 | 749 | 690 | 4,665 | 4,883 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 291 | 286 | 286 | 299 | 293 | 309 | 338 | 287 | 2,021 | 2,099 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 426 | 380 | 396 | 411 | 422 | 375 | 368 | 410 | 402 | 2,644 | 2,785 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 244 | 216 | 214 | 231 | 268 | 236 | 239 | 254 | 219 | 1,606 | 1,661 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 64 | 62 | 72 | 73 | 67 | 68 | 87 | 68 | 465 | 498 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 167 | 152 | 152 | 159 | 195 | 169 | 171 | 166 | 151 | 1,141 | 1,163 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 591 | 517 | 456 | 471 | 514 | 542 | 553 | 607 | 514 | 3,512 | 3,660 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 185 | 175 | 192 | 203 | 213 | 205 | 215 | 188 | 1,352 | 1,392 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 303 | 270 | 229 | 230 | 256 | 258 | 276 | 308 | 261 | 1,744 | 1,818 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 625 | 559 | 488 | 514 | 535 | 575 | 609 | 612 | 579 | 3,696 | 3,913 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 418 | 353 | 342 | 362 | 370 | 398 | 412 | 398 | 379 | 2,487 | 2,662 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 206 | 206 | 146 | 152 | 165 | 177 | 197 | 214 | 200 | 1,209 | 1,251 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,270 | 1,116 | 1,099 | 1,127 | 1,275 | 1,244 | 1,245 | 1,248 | 1,108 | 8,052 | 8,348 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 883 | 766 | 782 | 803 | 889 | 845 | 874 | 854 | 757 | 5,533 | 5,805 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 169 | 150 | 151 | 163 | 198 | 203 | 195 | 163 | 1,159 | 1,223 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 567 | 596 | 512 | 543 | 556 | 629 | 547 | 573 | 557 | 507 | 3,726 | 3,912 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 139 | 137 | 120 | 118 | 127 | 120 | 126 | 140 | 125 | 904 | 876 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 110 | 107 | 95 | 100 | 109 | 113 | 102 | 115 | 102 | 725 | 735 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 543 | 456 | 528 | 487 | 500 | 483 | 479 | 410 | 418 | 3,273 | 3,305 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 375 | 308 | 385 | 346 | 358 | 346 | 335 | 273 | 283 | 2,280 | 2,326 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 148 | 143 | 141 | 142 | 137 | 144 | 136 | 136 | 993 | 980 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 317 | 286 | 339 | 358 | 302 | 309 | 271 | 256 | 228 | 1,973 | 2,063 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 198 | 187 | 202 | 223 | 172 | 187 | 159 | 141 | 131 | 1,198 | 1,216 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 119 | 99 | 137 | 135 | 130 | 122 | 112 | 115 | 97 | 775 | 847 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,874 | 6,462 | 6,050 | 6,346 | 6,916 | 6,604 | 6,674 | 6,711 | 6,278 | 46,252 | 45,574 |
| TOTAL((excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,096 | 5,633 | 5,172 | 5,450 | 5,968 | 5,745 | 5,781 | 5,942 | 5,474 | 40,043 | 39,526 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,509 | 2,377 | 2,133 | 2,153 | 2,370 | 2,277 | 2,354 | 2,476 | 2,291 | 16,508 | 16,057 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 803 | 721 | 731 | 811 | 746 | 772 | 799 | 739 | 5,672 | 5,321 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 743 | 714 | 651 | 665 | 744 | 718 | 708 | 752 | 702 | 5,033 | 4,940 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 74 | 68 | 60 | 69 | 68 | 65 | 69 | 72 | 67 | 486 | 470 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 387 | 370 | 354 | 347 | 359 | 345 | 392 | 398 | 366 | 2,544 | 2,561 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 120 | 110 | 99 | 94 | 122 | 122 | 110 | 133 | 112 | 814 | 793 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 328 | 311 | 248 | 247 | 266 | 281 | 303 | 321 | 305 | 1,960 | 1,971 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 675 | 603 | 454 | 510 | 626 | 604 | 624 | 629 | 591 | 4,109 | 4,038 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 293 | 188 | 204 | 227 | 248 | 271 | 287 | 287 | 1,741 | 1,712 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 369 | 310 | 266 | 306 | 399 | 356 | 353 | 342 | 304 | 2,368 | 2,326 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 468 | 416 | 440 | 442 | 461 | 441 | 455 | 470 | 399 | 3,107 | 3,108 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 242 | 279 | 276 | 286 | 262 | 263 | 276 | 237 | 1,868 | 1,879 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 33 | 29 | 22 | 24 | 27 | 31 | 31 | 34 | 29 | 194 | 198 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 163 | 145 | 139 | 142 | 148 | 148 | 161 | 161 | 133 | 1,045 | 1,032 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 380 | 353 | 307 | 306 | 347 | 331 | 353 | 370 | 345 | 2,413 | 2,349 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 561 | 514 | 531 | 563 | 596 | 575 | 545 | 535 | 514 | 3,783 | 3,859 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 213 | 219 | 193 | 233 | 262 | 242 | 215 | 199 | 215 | 1,536 | 1,559 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 215 | 195 | 199 | 198 | 199 | 191 | 198 | 211 | 193 | 1,381 | 1,389 |
| Paper, paper products, excl. wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 325 | 324 | 326 | 358 | 345 | 335 | 352 | 317 | 2,392 | 2,359 |
| Paper | 270 | 266 | 310 | 277 | 294 | 307 | 269 | 267 | 270 | 303 | 293 | 281 | 293 | 274 | 1,993 | 1,982 |
| Coal | 72 | 69 | 64 | 59 | 59 | 64 | 56 | 82 | 71 | 79 | 66 | 64 | 69 | 55 | 444 | 487 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 182 | 150 | 133 | 168 | 216 | 218 | 192 | 181 | 144 | 1,301 | 1,252 |

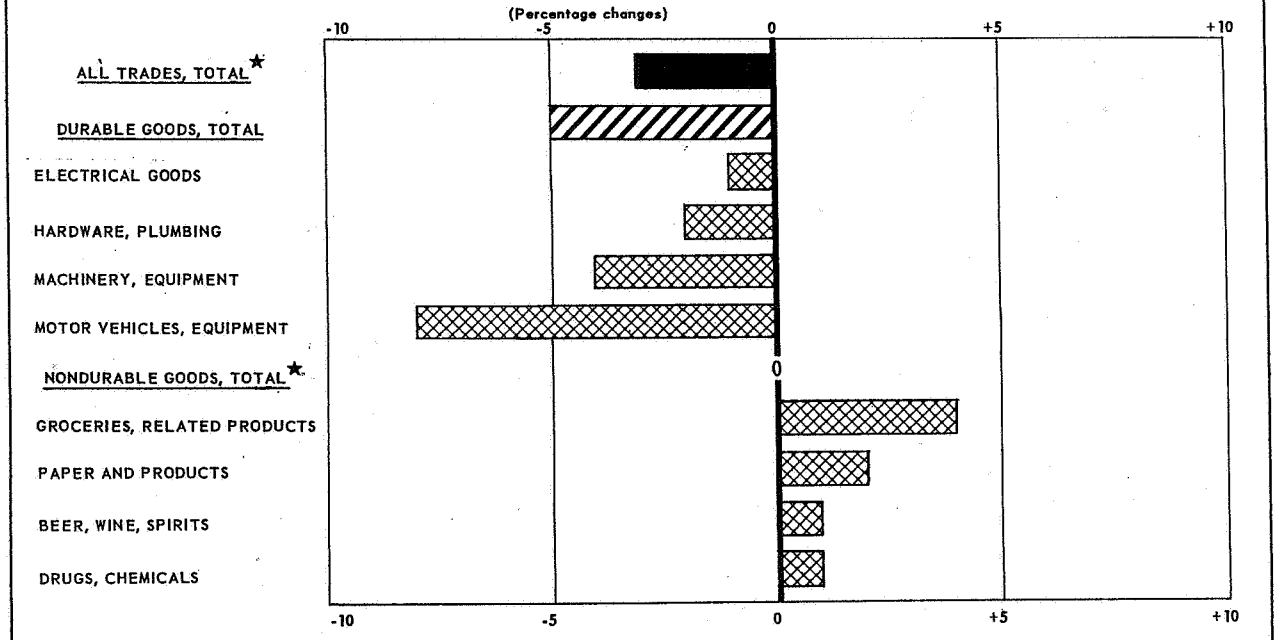
[1] Final estimate.
[2] Preliminary estimate.
See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS– SEVEN MONTHS 1961 COMPARED WITH SEVEN MONTHS 1960




## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS JULY 1961 COMPARED WITH JULY 1960




★ Excludes farm products (raw materials).

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | 1960 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June[1] | July[2] | Jan. | Feb. | Mar. | Apr. | May | June[1] | July[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,996 | 12,995 | 12,869 | 12,705 | 12,826 | 13,358 | 13,198 | 13,256 | 13,286 | 13,316 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,221 | 1,199 | 1,166 | 1,145 | 1,183 | 1,237 | 1,231 | 1,216 | 1,260 | 1,274 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 958 | 929 | 919 | 890 | 906 | 947 | 940 | 911 | 917 | 961 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,203 | 1,182 | 1,176 | 1,188 | 1,215 | 1,251 | 1,285 | 1,276 | 1,199 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 464 | 462 | 491 | 494 | 476 | 473 | 511 | 474 | 464 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 739 | 720 | 685 | 694 | 739 | 778 | 774 | 802 | 735 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,102 | 1,088 | 981 | 1,133 | 1,187 | 1,152 | 1,154 | 1,163 | 1,113 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 443 | 447 | 478 | 491 | 475 | 476 | 492 | 476 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 552 | 544 | 534 | 564 | 593 | 575 | 578 | 575 | 533 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,134 | 2,113 | 2,113 | 2,139 | 2,177 | 2,181 | 2,170 | 2,138 | 2,212 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 859 | 852 | 828 | 858 | 885 | 862 | 883 | 893 | 906 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 816 | 828 | 776 | 840 | 889 | 1,004 | 927 | 896 | 938 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 682 | 684 | 639 | 704 | 720 | 844 | 781 | 754 | 777 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,379 | 1,356 | 1,334 | 1,323 | 1,324 | 1,286 | 1,353 | 1,317 | 1,306 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 668 | 660 | 606 | 628 | 650 | 636 | 660 | 644 | 639 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 710 | 691 | 646 | 617 | 605 | 650 | 718 | 691 | 687 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 545 | 522 | 513 | 476 | 467 | 502 | 552 | 522 | 518 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 605 | 601 | 610 | 576 | 590 | 586 | 593 | 604 | 600 | 606 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 407 | 404 | 412 | 396 | 406 | 415 | 410 | 405 | 404 | 413 |
| Paper, paper products, excluding wallpaper, total | 369 | 364 | 373 | 386 | 375 | 371 | 375 | 383 | 365 | 366 | 395 | 395 | 376 | 366 |
| Paper | 295 | 293 | 302 | 307 | 296 | 297 | 301 | 304 | 290 | 309 | 313 | 307 | 296 | 295 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

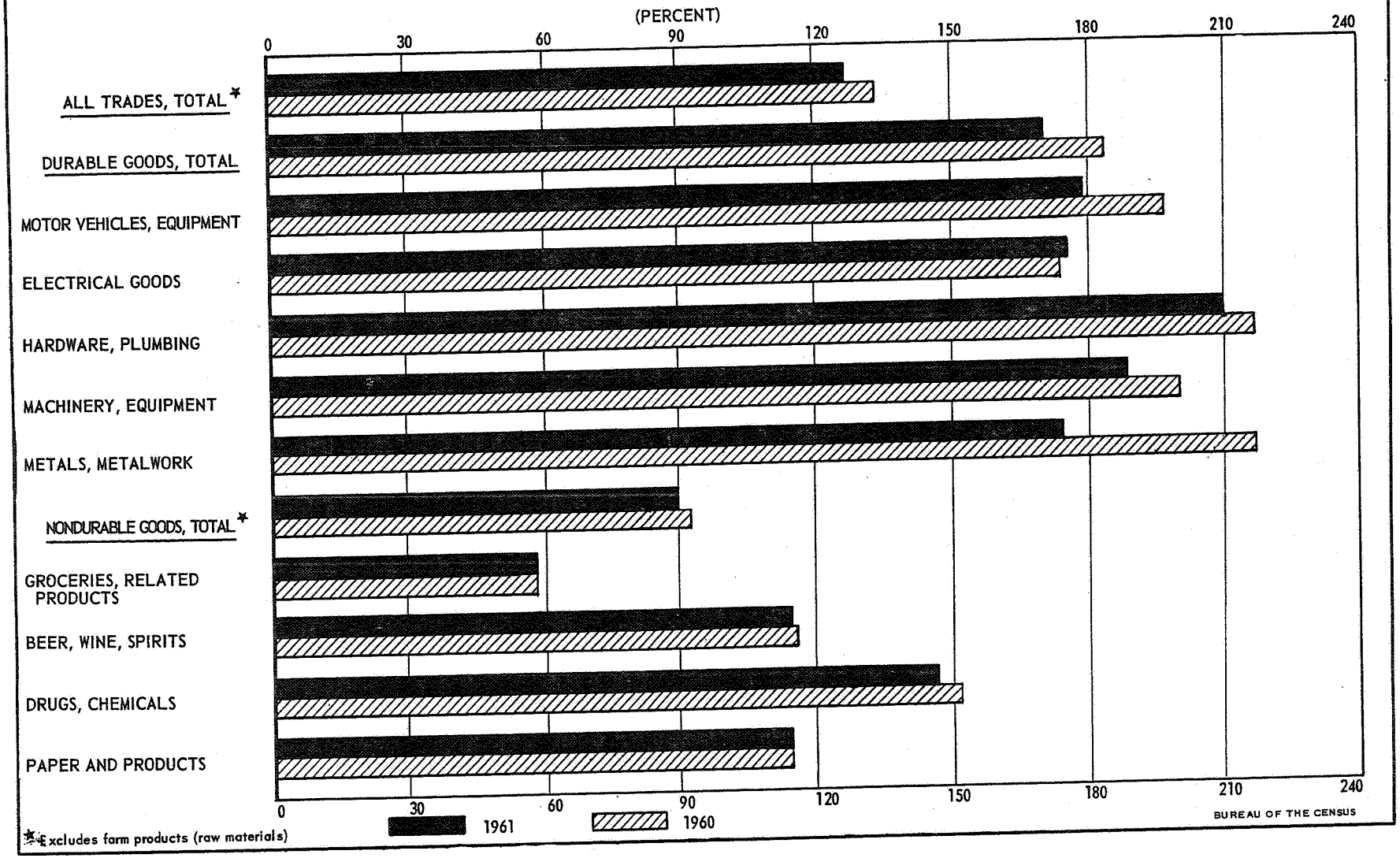
| Kind of business | 1961 | | | | | | | 1960 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June[1] | July[2] | Jan. | Feb. | Mar. | Apr. | May | June[1] | July[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 127 | 132 | 128 | 122 | 125 | 125 | 122 | 134 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 154 | 171 | 173 | 174 | 165 | 171 | 169 | 164 | 184 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 170 | 179 | 195 | 196 | 165 | 174 | 175 | 174 | 197 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 184 | 198 | 221 | 218 | 209 | 197 | 184 | 181 | 214 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 163 | 176 | 173 | 170 | 169 | 187 | 190 | 170 | 174 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 159 | 172 | 173 | 159 | 161 | 165 | 140 | 162 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 173 | 190 | 173 | 169 | 175 | 207 | 210 | 196 | 183 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 204 | 186 | 210 | 215 | 241 | 231 | 213 | 209 | 192 | 217 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 239 | 255 | 249 | 242 | 223 | 232 | 229 | 253 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 182 | 201 | 233 | 245 | 232 | 223 | 209 | 187 | 204 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 168 | 189 | 192 | 190 | 171 | 175 | 174 | 171 | 200 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 144 | 166 | 152 | 154 | 141 | 158 | 154 | 160 | 179 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 152 | 182 | 147 | 172 | 178 | 208 | 194 | 191 | 224 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 186 | 222 | 166 | 203 | 201 | 244 | 233 | 238 | 275 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 90 | 97 | 90 | 87 | 86 | 87 | 86 | 93 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 55 | 57 | 63 | 61 | 56 | 56 | 57 | 53 | 57 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 78 | 82 | 84 | 86 | 80 | 85 | 85 | 81 | 86 |
| Beer, wine, distilled alcholic beverages, total | 136 | 125 | 101 | 118 | 109 | 105 | 115 | 142 | 121 | 97 | 108 | 115 | 110 | 116 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 148 | 168 | 193 | 156 | 117 | 141 | 156 | 153 | 170 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 128 | 147 | 131 | 133 | 127 | 134 | 133 | 128 | 152 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 170 | 142 | 147 | 145 | 155 | 154 | 146 | 174 |
| Paper, paper products, excluding wallpaper, total | 114 | 112 | 101 | 118 | 106 | 102 | 115 | 118 | 112 | 102 | 114 | 118 | 107 | 115 |
| Paper | 109 | 110 | 97 | 111 | 101 | 101 | 117 | 114 | 107 | 102 | 107 | 109 | 101 | 113 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
## JULY 1961 COMPARED WITH JULY 1960




*Excludes farm products (raw materials)

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: JULY 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | July 1961 from-- | | 7 mos. 1961 from 7 mos. 1960 | July 1961 from-- | |
| | July 1960 | June 1961 | | July 1960 | June 1961 |
| MERCHANT WHOLESALERS, TOTAL | +2 | -8 | -1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +2 | -9 | -1 | -3 | -1 |
| DURABLE GOODS, TOTAL | +2 | -11 | -4 | -5 | -1 |
| Motor vehicles, automotive equipment, total | +1 | -8 | -5 | -8 | -3 |
| Automobiles, other motor vehicles | -5 | -7 | -14 | -21 | -9 |
| Automotive equipment, tires, tubes | +3 | -8 | -1 | -4 | -1 |
| Electrical goods, total | -3 | -9 | -4 | -1 | -2 |
| Electrical supplies, apparatus | +1 | -7 | -4 | 0 | 0 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | -6 | -11 | -5 | -2 | -3 |
| Furniture, home furnishings, total | -2 | -12 | -3 | -7 | 0 |
| Furniture-household, office | -7 | -17 | -7 | -9 | 0 |
| Home furnishings, floor coverings | +1 | -9 | -2 | -6 | 0 |
| Hardware, plumbing, heating equipment, supplies, total | +1 | -13 | -4 | -2 | -1 |
| Hardware | -2 | -13 | -3 | -7 | -1 |
| Plumbing and heating equipment, supplies | +3 | -11 | -4 | +2 | -1 |
| Air conditioning, refrigeration equipment, supplies | -4 | (X) | -7 | -3 | -1 |
| Lumber, construction materials, total | -3 | -11 | -6 | -10 | +1 |
| Lumber, millwork | -7 | -16 | -7 | -14 | -1 |
| Construction materials | +3 | 0 | -3 | -3 | +3 |
| Machinery, equipment, supplies, total | +1 | -12 | -4 | -4 | -1 |
| Commercial, industrial machinery, equipment, supplies | +2 | -13 | -5 | -5 | -1 |
| Commercial machines, equipment | -2 | -15 | -3 | +2 | -1 |
| Construction machinery, equipment | +4 | -9 | -5 | -4 | -1 |
| Industrial machinery, equipment, supplies | +1 | -14 | -5 | -6 | -1 |
| Professional equipment, supplies | +10 | -2 | +3 | +1 | -1 |
| Surgical, medical, hospital supplies | +8 | -3 | +6 | +5 | 0 |
| Service-establishment equipment, supplies | +5 | -3 | -1 | -7 | 0 |
| Metals, metalwork (except scrap), total | +9 | r-16 | r-1 | -12 | +1 |
| Iron, steel, and products | +9 | -18 | -2 | -12 | 0 |
| Nonferrous metals | +9 | -12 | +1 | -10 | +8 |
| Scrap, waste materials, total | +25 | -10 | -4 | +6 | -6 |
| Iron, steel scrap | +43 | -6 | -1 | +12 | -9 |
| Waste materials | +2 | -17 | -9 | -5 | -1 |
| Jewelry | +3 | -17 | -3 | +5 | +7 |
| NONDURABLE GOODS, TOTAL | +3 | -6 | +1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +3 | -8 | +1 | 0 | -1 |
| Groceries and related products, total | +4 | -5 | +3 | +4 | r-2 |
| General-line groceries | +9 | -6 | +7 | +3 | -1 |
| Voluntary groups | +7 | -4 | +8 | +3 | -2 |
| Retailer cooperatives | +13 | -9 | +7 | +4 | -1 |
| Nonaffiliated | +7 | -6 | +5 | +3 | -1 |
| Specialty-line groceries | +2 | -4 | +2 | +7 | -2 |
| Confectionery | +1 | -8 | +3 | -7 | 0 |
| Meats, meat products | +1 | -4 | -1 | +5 | -4 |
| Poultry, poultry products | -2 | -8 | +3 | -6 | -3 |
| Fresh fruits, vegetables | +2 | -5 | -1 | -1 | -4 |
| Beer, wine, distilled alcoholic beverages, total | +2 | -11 | +2 | +1 | -3 |
| Beer | +2 | -4 | +2 | +1 | +3 |
| Wine, distilled spirits | +2 | -16 | +2 | +1 | -4 |
| Drugs, chemicals, allied products, total | +4 | -11 | 0 | +1 | +1 |
| Drugs, drug proprietaries, druggists' supplies | +2 | -11 | -1 | 0 | +2 |
| General-line drugs | -1 | -8 | -2 | -2 | +2 |
| Paints, varnishes | -2 | -14 | -2 | +4 | +1 |
| Other chemicals, allied products | +9 | -11 | +1 | +2 | 0 |
| Tobacco, tobacco products | +2 | -7 | +3 | +4 | -1 |
| Dry goods, apparel, total | 0 | -8 | -2 | -4 | -1 |
| Apparel and accessories, hosiery, lingerie, footwear | +2 | +3 | -1 | -9 | 0 |
| Dry goods, notions | +1 | -9 | -1 | -6 | -1 |
| Piece goods converters | -6 | -25 | -5 | +8 | -3 |
| Paper, paper products, excluding wallpaper, total | +2 | -11 | +1 | +2 | +1 |
| Paper | -2 | -12 | +1 | +2 | +1 |
| Stationery, office supplies | (X) | (X) | (X) | (X) | (X) |
| Farm products, raw materials | +3 | +7 | +3 | (X) | (X) |
| Cotton | (X) | -15 | -4 | (X) | (X) |
| Grain | (X) | +20 | +9 | (X) | (X) |
| Other nondurable goods, total | +3 | -8 | 0 | -5 | -1 |
| Amusement, sporting goods | -1 | -6 | -2 | -1 | 0 |
| Books, magazines, newspapers | +5 | +1 | +3 | +9 | -6 |
| Coal | +2 | -13 | -9 | -14 | +13 |
| Farm supplies | +4 | -17 | +4 | 0 | +1 |

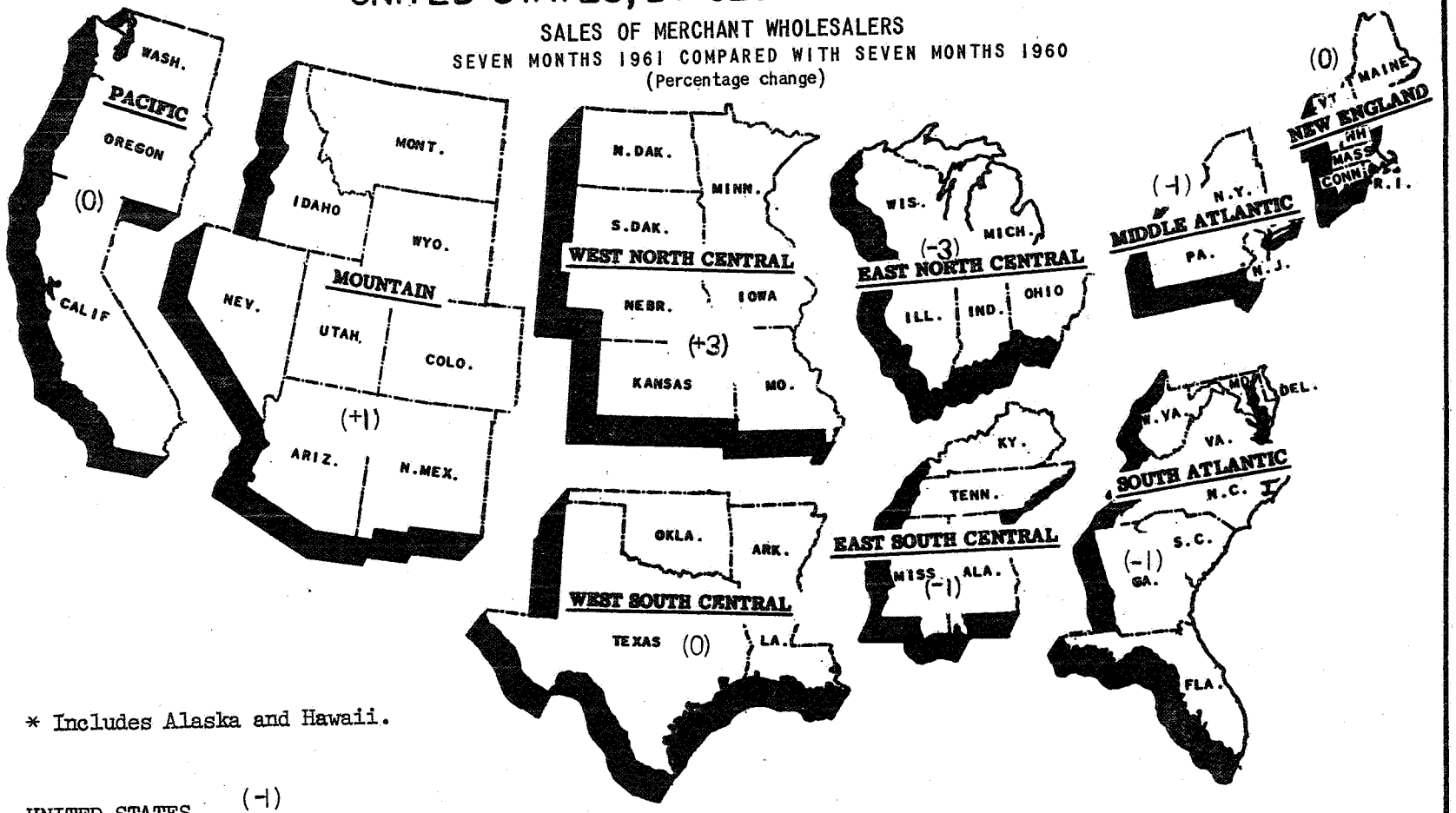
r Revised since Advance Release dated September 1, 1961.
X Withheld due to extreme variability of reported data.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

SEVEN MONTHS 1961 COMPARED WITH SEVEN MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

UNITED STATES (-1)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

JULY 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory end-of-month (at cost) | |
|---|---|---|---|---|---|
| | July 1961 from-- | | 7 mos. 1961 from 7 mos. 1960 | July 1961 from-- | |
| | July 1960 | June 1961 | | July 1960 | June 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +2 | -8 | -1 | -3 | -1 |
| New England | +1 | -9 | 0 | -4 | -1 |
| Middle Atlantic | +4 | -10 | -1 | -4 | -1 |
| East North Central | +1 | -6 | -3 | -3 | 0 |
| West North Central | +5 | -9 | +3 | -2 | +7 |
| South Atlantic | +2 | -7 | -1 | -1 | -2 |
| East South Central | +1 | -7 | -1 | +9 | +1 |
| West South Central | +1 | -6 | 0 | +2 | +1 |
| Mountain | -2 | -5 | +1 | -5 | 0 |
| Pacific | +3 | -8 | 0 | -3 | -2 |
| Automotive equipment, tire, tubes | +3 | -8 | -1 | -4 | -1 |
| New England | -12 | -18 | -1 | -8 | +1 |
| Middle Atlantic | +11 | -19 | +2 | -2 | +1 |
| East North Central | 0 | -1 | -4 | -5 | -1 |
| West North Central | +6 | -2 | -1 | -10 | -4 |
| South Atlantic | +6 | -6 | +4 | 0 | -3 |
| East South Central | -2 | -13 | +2 | +1 | -1 |
| West South Central | -1 | -15 | -2 | -2 | +2 |
| Mountain | +6 | -8 | -3 | (X) | -1 |
| Pacific | +2 | -4 | 0 | -3 | -1 |
| Electrical supplies, apparatus | +1 | -7 | -4 | 0 | 0 |
| New England | -17 | -8 | -9 | -4 | +3 |
| Middle Atlantic | -1 | -13 | -5 | -1 | -1 |
| East North Central | -2 | -10 | -7 | -4 | -2 |
| West North Central | +10 | +1 | 0 | +7 | -1 |
| South Atlantic | (X) | -8 | -5 | -3 | 0 |
| East South Central | -4 | -6 | 0 | +7 | 0 |
| West South Central | +2 | -4 | -8 | +4 | -1 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | +5 | -6 | +2 | 0 | +4 |
| Electrical appliances, TV, radio sets, electronic parts equipment | -6 | -11 | -5 | -2 | -3 |
| New England | -3 | -15 | 0 | +30 | +12 |
| Middle Atlantic | +1 | -8 | -4 | -4 | -5 |
| East North Central | -3 | -2 | -8 | -6 | +2 |
| West North Central | -7 | -4 | -2 | -9 | -5 |
| South Atlantic | -14 | -18 | -10 | (X) | (X) |
| East South Central | -21 | -21 | -3 | +4 | -1 |
| West South Central | -20 | -19 | -4 | -9 | -5 |
| Mountain | (X) | -20 | -12 | -7 | +1 |
| Pacific | -2 | (X) | -2 | -6 | -3 |
| Furniture, home furnishings, total | -2 | -12 | -3 | -7 | 0 |
| New England | 0 | -10 | -6 | -1 | +5 |
| Middle Atlantic | +8 | -6 | -2 | -6 | +1 |
| East North Central | -5 | -10 | -4 | -8 | -2 |
| West North Central | +2 | (X) | 0 | -6 | -3 |
| South Atlantic | -15 | -26 | -1 | -8 | 0 |
| East South Central | +2 | -5 | -4 | (X) | (X) |
| West South Central | -3 | -7 | -1 | -8 | 0 |
| Mountain | (X) | -14 | -1 | (X) | (X) |
| Pacific | -11 | -21 | -8 | -10 | -2 |
| Hardware | -2 | -13 | -3 | -7 | -1 |
| New England | (X) | -22 | -5 | -3 | -3 |
| Middle Atlantic | 0 | -11 | -2 | -7 | -4 |
| East North Central | 0 | -10 | -5 | -14 | -2 |
| West North Central | -1 | -21 | +4 | -3 | 0 |
| South Atlantic | -7 | -8 | -6 | -5 | +1 |
| East South Central | -9 | -11 | -7 | -3 | -1 |
| West South Central | -7 | -16 | -3 | -4 | 0 |
| Mountain | -3 | -7 | -4 | (X) | (X) |
| Pacific | +6 | -13 | +2 | -6 | -1 |
| Plumbing and heating equipment, supplies | +3 | -11 | -4 | +2 | -1 |
| New England | +9 | -6 | 0 | +2 | -2 |
| Middle Atlantic | +2 | -16 | -9 | +1 | +1 |
| East North Central | -3 | -2 | -8 | -2 | -1 |
| West North Central | +8 | -4 | +8 | +5 | -2 |
| South Atlantic | -7 | -10 | -6 | 0 | +1 |
| West South Central | +1 | -8 | -2 | +4 | -9 |
| Mountain | +3 | -6 | -7 | +6 | -2 |
| Pacific | +27 | -21 | +2 | (X) | -1 |
| Lumber, construction materials, total | -3 | -11 | -6 | -10 | +1 |
| New England | +15 | +3 | -4 | +2 | +7 |
| Middle Atlantic | +6 | -4 | -6 | -12 | +4 |
| East North Central | -9 | -13 | -8 | -11 | +1 |
| West North Central | -11 | -18 | +3 | -8 | 0 |
| South Atlantic | +4 | -7 | -4 | -9 | +1 |
| West South Central | -4 | -7 | -1 | -11 | -1 |
| Mountain | (X) | +3 | -4 | (X) | -1 |
| Pacific | -10 | -19 | -10 | -11 | -4 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

JULY 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | July 1961 from-- | | 7 mos. 1961 from 7 mos. 1960 | July 1961 from-- | |
| | July 1960 | June 1961 | | July 1960 | June 1961 |
| Industrial machinery, equipment supplies | +1 | -14 | -5 | -6 | -1 |
| Middle Atlantic | -3 | -22 | -1 | -7 | -2 |
| East North Central | +4 | -13 | -11 | +2 | 0 |
| West North Central | (X) | (X) | -10 | (X) | -3 |
| South Atlantic | +13 | -14 | -2 | -3 | -2 |
| East South Central | -4 | (X) | -9 | (X) | -2 |
| West South Central | +7 | -6 | -3 | -11 | +1 |
| Mountain | -4 | -8 | +5 | (X) | +2 |
| Pacific | -2 | -8 | -2 | (X) | 0 |
| General-line groceries | +9 | -6 | +7 | +3 | -1 |
| New England | +7 | -9 | +9 | (X) | (X) |
| Middle Atlantic | +16 | -6 | +11 | +3 | -5 |
| East North Central | +8 | -6 | +6 | +3 | -1 |
| West North Central | +12 | -3 | +9 | +1 | -2 |
| South Atlantic | +3 | -7 | +5 | +3 | +2 |
| East South Central | +6 | +6 | +5 | -2 | -1 |
| West South Central | +6 | -7 | +5 | +5 | +2 |
| Mountain | +14 | -16 | +15 | +4 | -3 |
| Pacific | +8 | -10 | +2 | +5 | -2 |
| Specialty-line groceries | +2 | -4 | +2 | +7 | -2 |
| Middle Atlantic | -4 | -9 | +1 | +6 | -3 |
| East North Central | +2 | -6 | 0 | +5 | -4 |
| West North Central | +17 | -9 | +2 | +4 | -2 |
| South Atlantic | (X) | -1 | +4 | +16 | +4 |
| West South Central | +4 | (X) | +5 | +9 | -1 |
| Mountain | +5 | -4 | +9 | (X) | 0 |
| Pacific | -3 | -3 | 0 | +8 | -1 |
| Fresh fruits, vegetables | +2 | -5 | -1 | -1 | +27 |
| New England | +5 | 0 | -2 | (X) | +3 |
| Middle Atlantic | +3 | +4 | 0 | (X) | (X) |
| East North Central | +2 | -10 | -1 | +3 | -7 |
| West North Central | +3 | -9 | +2 | +4 | -2 |
| South Atlantic | (X) | -11 | +3 | -3 | +1 |
| East South Central | +1 | -16 | -7 | (X) | (X) |
| West South Central | +1 | 0 | -5 | (X) | -5 |
| Mountain | (X) | -10 | -2 | (X) | -1 |
| Pacific | 0 | -5 | 0 | 0 | -4 |
| Drugs, drug proprietaries, druggists' sundries | +2 | -11 | -1 | 0 | +2 |
| New England | +2 | -13 | +6 | +4 | +3 |
| Middle Atlantic | +7 | -14 | -3 | 0 | +2 |
| East North Central | -1 | -11 | -1 | -1 | +3 |
| West North Central | +1 | -12 | 0 | -9 | +2 |
| South Atlantic | -3 | -10 | -1 | -3 | +2 |
| East South Central | -1 | -6 | -7 | -6 | +4 |
| West South Central | -3 | -8 | -3 | +1 | +2 |
| Mountain | +4 | -8 | +4 | +1 | +1 |
| Pacific | +7 | -7 | +4 | +7 | +2 |
| Tobacco, tobacco products | +2 | -7 | +3 | +4 | -1 |
| New England | +6 | -3 | 0 | (X) | -1 |
| Middle Atlantic | +3 | -6 | +2 | +4 | 0 |
| East North Central | +4 | -6 | +4 | (X) | +1 |
| West North Central | -4 | -13 | +3 | 0 | 0 |
| South Atlantic | -1 | -7 | +1 | -2 | -1 |
| East South Central | +2 | -7 | +3 | +5 | +1 |
| West South Central | +2 | -9 | +3 | +1 | 0 |
| Mountain | -4 | -2 | +1 | +9 | +8 |
| Pacific | +7 | -11 | +8 | (X) | (X) |
| Dry goods, apparel, total | 0 | -8 | -2 | -4 | -1 |
| New England | -4 | (X) | +1 | -6 | -4 |
| Middle Atlantic | -2 | -14 | -3 | -2 | -1 |
| East North Central | +7 | +18 | -8 | (X) | -3 |
| West North Central | +12 | (X) | +3 | (X) | +1 |
| South Atlantic | +11 | -5 | -3 | (X) | +3 |
| West South Central | -1 | (X) | +9 | -11 | -5 |
| Pacific | +3 | +4 | +4 | -7 | +5 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

# DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

## 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

## 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

## 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

## 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures--based on the weighted sales of identical firms prior to July 1961--are now derived from dollar volume estimates.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 901 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA--Continued

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

#### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

#### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about 0.8 percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was also 0.8 percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratio of current month to previous month sales and inventories for selected months during 1961 and are shown in table 8. The sampling errors shown for the monthly dollar estimates are based on the final "composite" estimates, while the sampling errors of the month-to-month ratios are based on the preliminary "composite" estimate of the current month and the final "composite" estimate of the previous month. The sampling error of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimate. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiple the sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in May 1961. The published estimate is $4,915 million while the sampling error shown in this report is 0.7 percent (or .007). Multiplying $4,915 million by .007, we obtain $34 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,881 and $4,949 million. Doubling the given median sampling error gives us the limits, $4,846 to $4,984 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of the sampling error of the ratio, consider the ratio of change from April 1961 to May 1961 for all durable goods. This ratio of change, obtained by dividing $4,915 million by $4,494 million, is 1.09 (it can also be expressed as a 9% increase). The sampling error of this statistic is 0.8 percent (.008). Multiplying 1.09 by .008, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.08 to 1.10 (that is, that the April to May change was between a 8% and 10% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.07 to 1.11.

Table 8.--SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | End-of-month inventories | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | |
| | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 |
| MERCHANT WHOLESALERS, TOTAL | 0.7 | 0.8 | 0.7 | 0.4 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8 | 0.7 | 0.6 | 0.3 | 0.5 | 0.8 | 0.8 | 0.8 | 0.2 | 0.2 |
| DURABLE GOODS, TOTAL | 1.0 | 1.0 | 0.7 | 0.5 | 0.8 | - | - | - | 0.2 | 0.2 |
| Motor vehicles, automotive equipment, total | 2.8 | 3.0 | 2.6 | 1.3 | 1.9 | 3.1 | 3.5 | 3.2 | 0.3 | 0.4 |
| Automobiles, other motor vehicles | - | - | - | 2.9 | 5.9 | - | - | - | 1.0 | 1.5 |
| Automotive equipment, tires, tubes | 3.6 | 3.3 | 3.6 | 1.7 | 1.0 | 3.9 | 4.4 | 4.1 | 0.4 | 0.3 |
| Electrical goods, total | 2.6 | 2.6 | 2.4 | 1.2 | 1.0 | 2.2 | 2.3 | 2.3 | 0.4 | 0.5 |
| Electrical supplies, apparatus | 1.9 | 2.4 | 2.4 | 1.5 | 1.4 | 2.6 | 3.2 | 3.3 | 0.4 | 0.7 |
| Electrical appliances, TV, radio sets, electronic parts | 3.9 | 3.7 | 3.5 | 2.0 | 1.4 | 2.9 | 2.7 | 2.9 | 0.6 | 0.6 |
| Furniture, home furnishings, total | 2.9 | 3.6 | 3.2 | 2.4 | 2.0 | 5.2 | 5.7 | 5.8 | 0.9 | 0.6 |
| Furniture-household, office | 3.4 | 5.3 | 5.2 | 4.7 | 2.4 | - | - | - | 1.0 | 1.3 |
| Home furnishings, floor coverings | 3.7 | 4.2 | 4.3 | 2.1 | 2.5 | - | - | - | 1.2 | 0.6 |
| Hardware, plumbing--heating equipment, supplies, total | 2.4 | 2.4 | 2.6 | 0.9 | 1.1 | 2.3 | 2.3 | 2.3 | 0.6 | 0.5 |
| Hardware | 2.8 | 3.1 | 3.1 | 1.4 | 1.9 | 2.4 | 2.1 | 3.0 | 0.9 | 0.6 |
| Plumbing and heating equipment, supplies | 2.6 | 2.9 | 3.2 | 1.6 | 1.9 | 3.8 | 3.6 | 3.6 | 0.8 | 0.7 |
| Air conditioning, refrigeration equipment, supplies | - | - | - | 8.4 | 4.6 | - | - | - | 1.0 | 1.0 |
| Lumber, construction materials, total | 3.1 | 2.6 | 3.1 | 2.0 | 1.2 | - | - | - | 0.8 | 0.8 |
| Lumber, millwork | 4.4 | 3.9 | 4.1 | 2.0 | 1.5 | - | - | - | 1.1 | 1.2 |
| Construction materials | 3.8 | 3.6 | 4.1 | 4.1 | 3.2 | - | - | - | 0.8 | 0.8 |
| Machinery, equipment, supplies, total | 1.8 | 1.8 | 1.8 | 1.6 | 1.8 | 1.4 | 1.4 | 1.4 | 0.6 | 0.6 |
| Commercial, industrial machinery, equipment, supplies | 2.3 | 2.6 | 2.7 | NA | NA | - | - | - | NA | NA |
| Commercial machines, equipment | - | - | - | 4.4 | 4.6 | - | - | - | 1.3 | 1.2 |
| Construction machinery, equipment | 4.8 | 4.8 | 5.3 | 4.6 | 6.2 | - | - | - | 0.9 | 0.6 |
| Industrial machinery, equipment, supplies | 2.9 | 3.4 | 3.4 | 3.2 | 1.8 | 2.4 | 3.0 | 2.8 | 0.6 | 1.3 |
| Professional equipment, supplies | 3.9 | 3.5 | 4.8 | 2.3 | 2.5 | - | - | - | 0.9 | 0.7 |
| Service establishment equipment, supplies | 3.6 | 4.1 | 6.0 | 1.7 | 2.6 | - | - | - | 0.7 | 0.7 |
| Metals, metalwork (except scrap), total | 3.5 | 3.8 | 2.6 | 2.1 | 2.5 | 2.2 | 3.0 | 2.4 | 0.5 | 0.5 |
| Iron, steel and products | 4.8 | 5.2 | 3.9 | 2.8 | 3.4 | 2.6 | 3.7 | 3.0 | 0.6 | 0.7 |
| Nonferrous metals | 3.2 | 3.3 | 2.1 | 2.1 | 1.6 | - | - | - | 1.2 | 1.3 |
| Scrap, waste materials, total | 3.5 | 3.1 | 3.3 | 2.5 | 2.7 | - | - | - | 1.3 | 1.1 |
| Iron, steel scrap | 4.3 | 5.2 | 4.6 | 3.2 | 3.9 | - | - | - | 1.5 | 1.7 |
| Waste materials | 5.1 | 4.6 | 5.4 | 3.8 | 2.3 | - | - | - | 3.2 | 1.3 |
| Jewelry | - | - | - | 3.9 | 2.1 | - | - | - | 0.4 | 1.0 |
| NONDURABLE GOODS, TOTAL | 1.0 | 1.2 | 1.1 | 0.6 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.9 | 1.0 | 0.9 | 0.5 | 0.5 | - | - | - | 0.3 | 0.4 |
| Groceries and related products, total | 2.0 | 1.9 | 2.0 | 0.6 | 0.6 | 3.0 | 3.2 | 3.9 | 0.5 | 0.6 |
| General-line groceries | 2.9 | 2.9 | 3.2 | 0.8 | 0.4 | 2.9 | 3.3 | 3.1 | 0.4 | 0.6 |
| Specialty-line groceries | 3.4 | 2.9 | 3.3 | 1.4 | 1.6 | - | - | - | 1.1 | 1.1 |
| Confectionery | 3.5 | 4.3 | 5.1 | 1.5 | 1.2 | - | - | - | 1.9 | 0.6 |
| Meat, meat products | 6.2 | 7.1 | 5.1 | 2.0 | 1.9 | - | - | - | 1.8 | 7.9 |
| Poultry, poultry products | 3.8 | 5.8 | 5.1 | 3.5 | 1.0 | - | - | - | 1.9 | 2.1 |
| Fresh fruit, vegetable | 3.0 | 3.7 | 3.8 | 1.7 | 1.5 | - | - | - | 1.5 | 1.6 |
| Beer, wine, distilled alcholic beverages, total | 2.9 | 3.0 | 2.7 | 0.6 | 1.0 | 5.5 | 5.2 | 5.9 | 1.1 | 1.8 |
| Beer | 2.5 | 3.0 | 2.4 | 0.7 | 0.9 | - | - | - | 2.2 | 2.1 |
| Wine, distilled spirits | 5.1 | 5.0 | 5.0 | 1.0 | 1.9 | 6.9 | 6.6 | 7.7 | 0.9 | 2.3 |
| Drugs, chemicals, allied products, total | 2.3 | 2.2 | 2.4 | 0.8 | 1.2 | 2.0 | 2.3 | 2.1 | 0.5 | 0.5 |
| Drugs, drug proprietaries, druggists' sundries | 2.7 | 2.8 | 3.2 | 0.8 | 1.3 | 2.1 | 2.2 | 1.8 | 0.6 | 0.7 |
| Paints, varnishes | 3.8 | 3.4 | 3.7 | 1.3 | 1.3 | - | - | - | 0.9 | 1.8 |
| Other chemicals, allied products | 4.0 | 3.3 | 3.6 | 2.1 | 2.6 | - | - | - | 0.7 | 0.9 |
| Tobacco, tobacco products | 2.1 | 1.9 | 2.8 | 0.6 | 0.9 | - | - | - | 0.7 | 0.7 |
| Dry goods, apparel, total | 1.7 | 2.5 | 2.4 | 1.9 | 2.3 | - | - | - | 0.4 | 0.9 |
| Apparel and accessories, hosiery, lingerie, footwear | 3.4 | 4.5 | 5.5 | 3.4 | 5.0 | - | - | - | 1.1 | 1.8 |
| Dry goods, notions | 3.6 | 4.5 | 4.3 | 3.1 | 2.3 | - | - | - | 0.7 | 1.2 |
| Piece goods converters | - | - | 4.8 | 3.1 | 2.0 | - | - | - | 0.5 | 1.3 |
| Paper, paper products (excluding wallpaper), total | 3.1 | 3.1 | 2.9 | 1.9 | 1.8 | 3.9 | 4.5 | 3.7 | 0.6 | 0.6 |
| Paper | 2.6 | 3.2 | 2.5 | 2.1 | 1.4 | 3.6 | 4.4 | 3.5 | 0.7 | 0.6 |
| Stationery, office supplies | - | - | - | 3.9 | 9.4 | - | - | - | 1.2 | 1.6 |
| Farm products (raw materials), total | - | - | - | 2.5 | 3.1 | - | - | - | - | - |
| Cotton | - | - | - | 3.7 | 6.4 | - | - | - | - | - |
| Grain | - | - | - | 2.9 | 3.9 | - | - | - | - | - |
| Other farm products | - | - | - | - | - | - | - | - | - | - |
| Other nondurable goods, total | - | - | - | 2.7 | 1.5 | - | - | - | 1.1 | 0.8 |
| Amusement, sporting goods | - | - | - | 3.8 | 2.8 | - | - | - | 1.1 | 1.2 |
| Books, magazines, newspapers | - | - | - | 1.4 | 1.9 | - | - | - | 0.2 | 0.6 |
| Coal | 6.0 | 5.1 | 4.4 | 3.4 | 1.0 | - | - | - | 4.2 | 3.6 |
| Farm supplies | 4.2 | 5.1 | 5.2 | 3.4 | 2.6 | - | - | - | 1.5 | 2.4 |

NA Not available.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

### DURABLE GOODS

#### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

#### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

#### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

#### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

#### Machinery, Equipment, Supplies (SIC 508)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

#### Lumber, Construction Materials (Part of SIC 509)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

## DESCRIPTION OF KINDS OF BUSINESS

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

USCOMM--DC

MONTHLY
# WHOLESALE TRADE
REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

AUGUST 1961

BW-61-8

## SALES AND INVENTORIES

FOR RELEASE
OCTOBER 11, 1961[1]

### SALES

August 1961 sales of merchant wholesalers, estimated at $12.5 billion, were up 13 percent above July sales--a gain due mainly to the larger number of trading days in August. August sales were up 5 percent above sales a year ago. Cumulative sales for the first 8 months of 1961, totaling $90.6 billion, were at about the same level as sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $5.2 billion in August, were up 13 percent over the July level and were 4 percent above August 1960 sales. Nondurable goods sales, at $7.3 billion, rose 13 percent above July and were up 6 percent over sales a year ago. Over the 8 month period, sales in the nondurable goods trades were up 2 percent over the comparable 1960 period, but sales in the durable goods trades were down 3 percent.

Increases over July sales were experienced by all but two trades--fresh fruits, vegetables wholesalers, (-8%)--and automobiles, motor vehicles distributors (-16%). Jewelry wholesalers, with sales up 60 percent, reported the largest increase over the previous month. Other substantial gains were indicated by apparel and accessories wholesalers (31%), piece goods converters (31%), furniture wholesalers (29%), and home furnishings wholesalers (27%).

Most trades also reported gains over a year ago. Iron, steel scrap dealers continued to register the principal increase (18%) over year-ago sales. However, large gains were also reported by retailer-cooperative groceries wholesalers (13%), industrial machinery distributors (13%), home furnishings wholesalers (11%) and jewelry wholesalers (10%). Automotive, motor vehicle distributors, reporting sales down 12 percent, indicated the only sizable decline from August 1960 sales.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $13.0 billion at the end of August were unchanged from the July 31 level and were down slightly (1%) from stocks on hand a year ago. Stocks in the durable goods trades showed no change from the previous month but were 2 percent below year-ago stocks. Stocks in the nondurable goods trades were about the same as last month but up slightly (1%) over the level of a year ago.

### SAMPLE OF WHOLESALERS REVISED

The sample, on which these data are based, was revised effective with the February 1961 publication. The new sample was drawn from 1958 Census of Business lists of merchant wholesalers supplemented by BOASI records of business births since 1958. The revised sample is similar in design to the previous sample which was based on the 1954 Census of Business and subsequent BOASI business birth records.

The introduction of a revised sample affects, to some degree, the continuity of the data published in this series. Differences in the series may occur in part due to the sampling error in the monthly estimates, and in part to the changes from the 1954 to 1958 Business Census in the classification of business of the individual firms which have been incorporated into the sample in the course of the present revision. To provide better comparative data for the new series, each month during 1961 estimates for the comparable month of 1960 will be derived from the new sample. A description of the sample design and of the differences between the old and new sample is included on pages 10 to 12 of this report. Approximate measures of the sampling reliability of the revised data are shown on page 13.

Kind-of-business classifications shown in this publication have been slightly revised to conform more closely with the terminology used in the 1958 Census of Business and the Standard Industrial Classification Manual. A description of each kind of business is included on pages 14 to 16.

Most trades reported small changes from previous month inventory levels. Coal wholesalers registered the largest increase percentagewise (23%), over previous month stocks, but were down 10 percent from last August. Automotive distributors, with current inventories unchanged from their July 31 level, reported the sharpest decline (19%) from year-ago stocks.

The August 1961 stock-sales ratio for merchant wholesalers was 114 percent, down 13 points from July 1961 and 5 points below the August 1960 stock-sales ratio. The August stock-sales ratio of durable goods wholesalers was 152 percent compared with the nondurable goods ratio of 81 percent.

For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of August 1961 data was issued on October 3, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

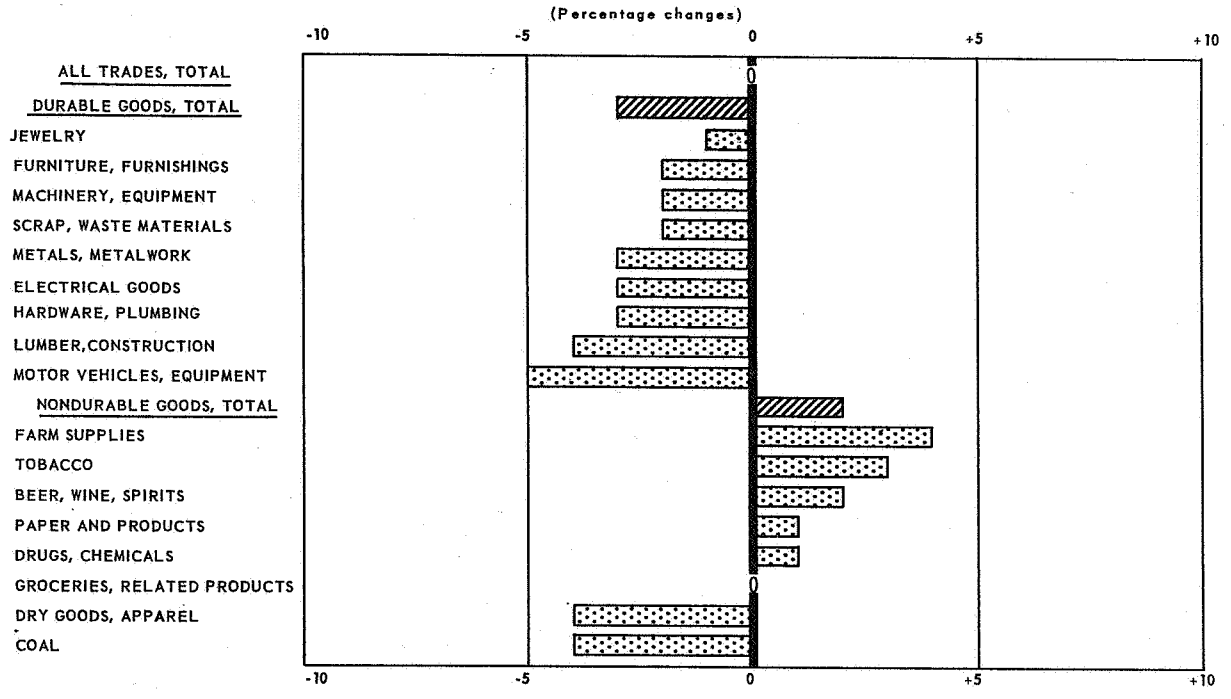
(Millions of dollars)

| Kind of business | 1961 | | | | | | | | 1960 | | Total 8 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July[1] | Aug.[2] | July[1] | Aug.[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 11,980 | 11,061 | 12,507 | 10,787 | 11,918 | 90,591 | 90,645 |
| Total (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,204 | 10,212 | 11,445 | 9,964 | 10,974 | 83,300 | 83,636 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,106 | 4,602 | 5,206 | 4,530 | 5,016 | 37,029 | 38,193 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 705 | 659 | 659 | 655 | 676 | 5,156 | 5,400 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 504 | 462 | 493 | 448 | 488 | 3,674 | 3,686 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 740 | 680 | 775 | 700 | 744 | 5,451 | 5,637 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 299 | 338 | 296 | 331 | 2,367 | 2,438 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 426 | 381 | 437 | 404 | 413 | 3,084 | 3,199 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 244 | 213 | 271 | 216 | 252 | 1,875 | 1,910 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 62 | 81 | 67 | 81 | 545 | 578 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 167 | 150 | 191 | 149 | 171 | 1,330 | 1,333 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 591 | 527 | 603 | 524 | 598 | 4,125 | 4,267 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 188 | 220 | 191 | 211 | 1,575 | 1,607 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 303 | 274 | 314 | 265 | 316 | 2,062 | 2,138 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 625 | 569 | 663 | 590 | 648 | 4,373 | 4,571 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 418 | 364 | 424 | 391 | 419 | 2,925 | 3,092 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 206 | 205 | 239 | 199 | 228 | 1,447 | 1,479 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,270 | 1,148 | 1,308 | 1,141 | 1,212 | 9,392 | 9,593 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 883 | 795 | 920 | 786 | 837 | 6,480 | 6,671 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 167 | 184 | 161 | 180 | 1,340 | 1,401 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 567 | 596 | 539 | 633 | 534 | 560 | 4,386 | 4,499 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 139 | 136 | 155 | 124 | 149 | 1,059 | 1,024 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 110 | 104 | 118 | 99 | 115 | 840 | 847 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 543 | 461 | 525 | 421 | 533 | 3,804 | 3,905 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 375 | 312 | 363 | 284 | 366 | 2,647 | 2,743 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 150 | 163 | 138 | 167 | 1,157 | 1,162 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 317 | 285 | 305 | 225 | 266 | 2,277 | 2,326 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 198 | 183 | 186 | 126 | 157 | 1,380 | 1,367 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 119 | 101 | 119 | 100 | 109 | 897 | 959 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,874 | 6,459 | 7,303 | 6,257 | 6,904 | 53,564 | 52,454 |
| Total (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,096 | 5,610 | 6,241 | 5,434 | 5,960 | 46,273 | 45,445 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,509 | 2,365 | 2,499 | 2,266 | 2,367 | 18,998 | 18,400 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 801 | 861 | 735 | 797 | 6,531 | 6,114 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 743 | 714 | 758 | 702 | 720 | 5,792 | 5,660 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 74 | 67 | 74 | 66 | 71 | 558 | 540 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 387 | 368 | 409 | 351 | 388 | 2,950 | 2,934 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 120 | 109 | 118 | 112 | 123 | 931 | 916 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 328 | 306 | 280 | 300 | 269 | 2,235 | 2,236 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 675 | 601 | 678 | 590 | 640 | 4,787 | 4,676 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 294 | 310 | 287 | 302 | 2,051 | 2,015 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 369 | 308 | 369 | 302 | 337 | 2,736 | 2,661 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 468 | 419 | 482 | 402 | 460 | 3,591 | 3,572 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 247 | 284 | 241 | 272 | 2,157 | 2,155 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 33 | 29 | 32 | 30 | 31 | 226 | 229 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 163 | 143 | 166 | 131 | 158 | 1,209 | 1,188 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 380 | 356 | 378 | 348 | 351 | 2,794 | 2,703 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 561 | 510 | 649 | 504 | 633 | 4,428 | 4,482 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 213 | 227 | 298 | 219 | 294 | 1,842 | 1,857 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 215 | 186 | 224 | 184 | 215 | 1,595 | 1,594 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 324 | 381 | 317 | 384 | 2,772 | 2,743 |
| Paper | 270 | 266 | 310 | 277 | 294 | 307 | 271 | 313 | 276 | 316 | 2,308 | 2,300 |
| Coal | 72 | 69 | 64 | 59 | 59 | 60 | 56 | 64 | 57 | 61 | 501 | 546 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 182 | 143 | 149 | 138 | 138 | 1,443 | 1,384 |

[1] Final estimate.
[2] Preliminary estimate. } See page 12, Estimating Procedure.

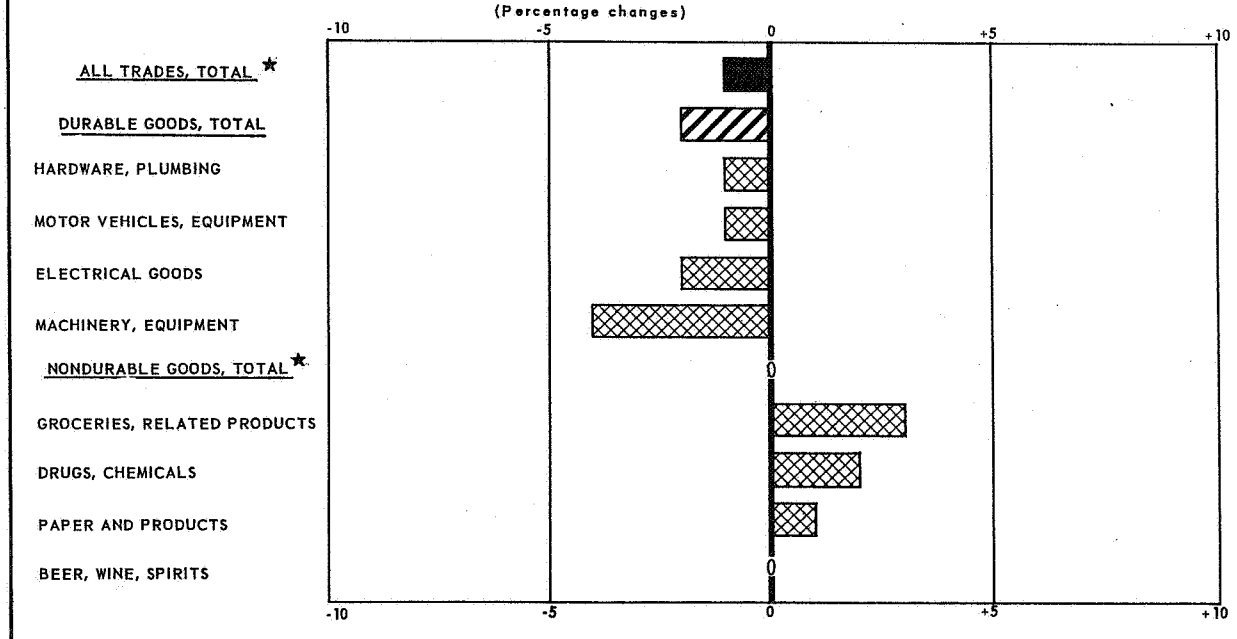
Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series of 1960, based on the revised sample, will be included in the December 1961 publication.

## SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS– EIGHT MONTHS 1961 COMPARED WITH EIGHT MONTHS 1960




BUREAU OF THE CENSUS

## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS AUGUST 1961 COMPARED WITH AUGUST 1960




★Excludes farm products (raw materials).

BUREAU OF THE CENSUS

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July[1] | Aug.[2] | July[1] | Aug.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,996 | 12,995 | 12,968 | 12,972 | 13,428 | 13,059 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,221 | 1,199 | 1,181 | 1,183 | 1,291 | 1,196 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 958 | 929 | 928 | 928 | 970 | 882 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,203 | 1,182 | 1,171 | 1,199 | 1,189 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 464 | 469 | 461 | 471 | 458 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 739 | 713 | 709 | 728 | 732 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,102 | 1,115 | 1,103 | 1,142 | 1,115 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 449 | 443 | 483 | 457 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 552 | 563 | 562 | 552 | 562 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,134 | 2,165 | 2,164 | 2,269 | 2,253 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 859 | 894 | 882 | 951 | 919 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 816 | 837 | 863 | 949 | 929 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 682 | 687 | 709 | 782 | 777 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,379 | 1,321 | 1,326 | 1,272 | 1,288 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 668 | 653 | 647 | 632 | 620 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 710 | 699 | 688 | 695 | 688 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 545 | 528 | 531 | 525 | 526 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 605 | 601 | 610 | 620 | 606 | 609 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 407 | 404 | 418 | 429 | 419 | 416 |
| Paper, paper products, excluding wallpaper, total | 369 | 364 | 373 | 386 | 375 | 371 | 379 | 377 | 370 | 372 |
| Paper | 295 | 293 | 302 | 307 | 296 | 297 | 307 | 303 | 301 | 300 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

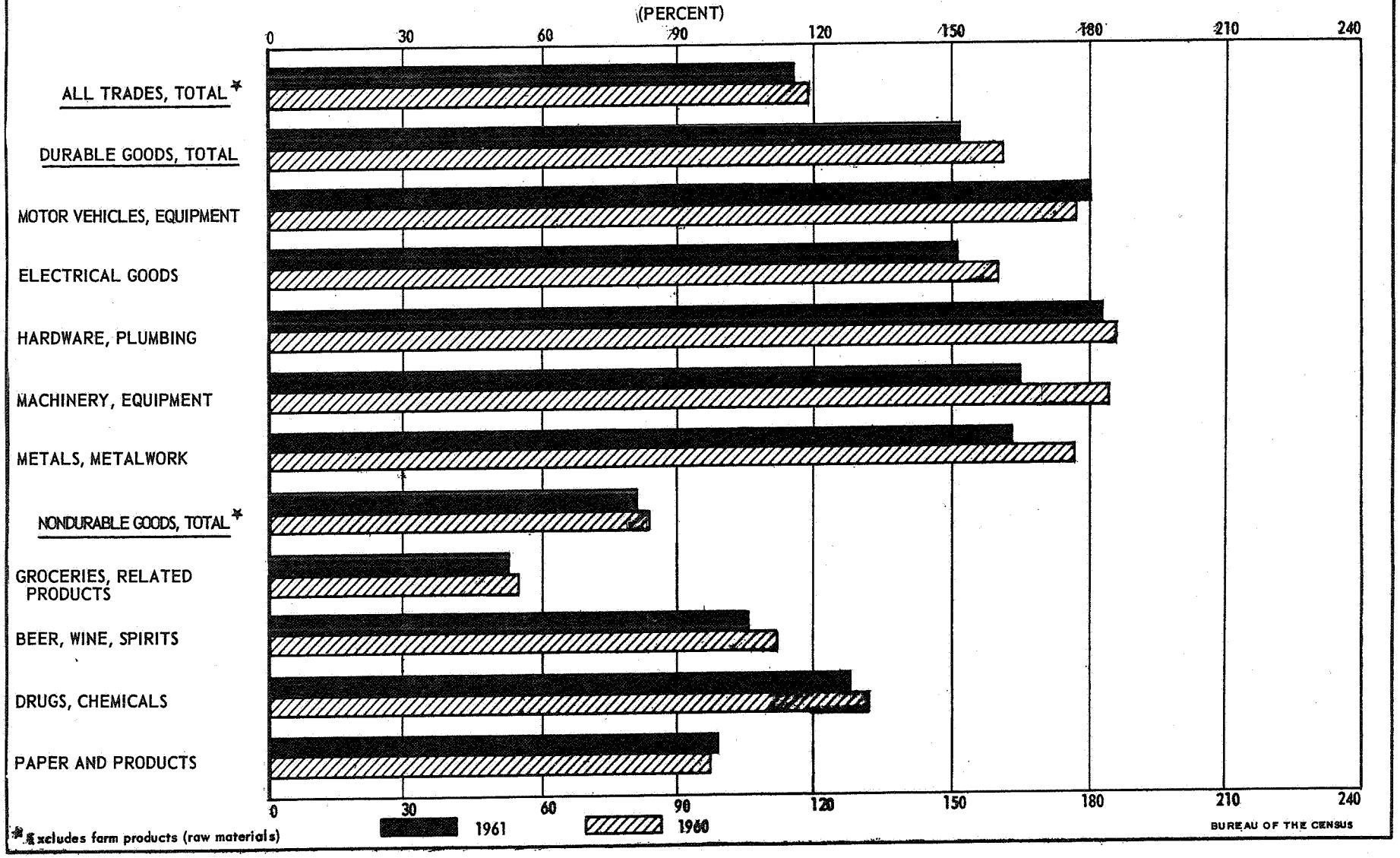
| Kind of business | 1961 | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July[1] | Aug.[2] | July[1] | Aug.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 127 | 114 | 135 | 119 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 154 | 172 | 152 | 184 | 161 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 170 | 179 | 180 | 197 | 177 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 184 | 201 | 188 | 217 | 181 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 163 | 174 | 151 | 171 | 160 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 157 | 137 | 159 | 139 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 173 | 187 | 162 | 180 | 177 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 204 | 186 | 212 | 183 | 218 | 186 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 239 | 201 | 253 | 216 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 182 | 205 | 179 | 208 | 178 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 168 | 189 | 165 | 198 | 185 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 144 | 166 | 139 | 178 | 164 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 152 | 182 | 164 | 225 | 174 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 186 | 220 | 196 | 275 | 213 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 90 | 81 | 93 | 84 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 55 | 56 | 53 | 56 | 55 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 78 | 82 | 75 | 86 | 78 |
| Beer, wine, distilled alcholic beverages, total | 136 | 125 | 101 | 118 | 109 | 105 | 116 | 101 | 118 | 108 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 148 | 172 | 144 | 174 | 156 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 128 | 146 | 128 | 151 | 132 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 170 | 151 | 174 | 153 |
| Paper, paper products, excluding wallpaper, total | 114 | 112 | 101 | 118 | 106 | 102 | 117 | 99 | 117 | 97 |
| Paper | 109 | 110 | 97 | 111 | 101 | 101 | 113 | 97 | 109 | 95 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series of 1960, based on the revised sample, will be included in the December 1961

# STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
## AUGUST 1961 COMPARED WITH AUGUST 1960




*Excludes farm products (raw materials)

C7

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: AUGUST 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | August 1961 from-- | | 8 mos. 1961 from 8 mos. 1960 | August 1961 from-- | |
| | August 1960 | July 1961 | | August 1960 | July 1961 |
| MERCHANT WHOLESALERS, TOTAL | +5 | +13 | 0 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +4 | +12 | 0 | -1 | 0 |
| DURABLE GOODS, TOTAL | +4 | +13 | -3 | -2 | 0 |
| Motor vehicles, automotive equipment, total | -3 | 0 | -5 | -1 | 0 |
| Automobiles, other motor vehicles | -12 | -16 | -14 | -19 | 0 |
| Automotive equipment, tires, tubes | +1 | +7 | 0 | +5 | 0 |
| Electrical goods, total | +4 | +14 | -3 | -2 | -1 |
| Electrical supplies, apparatus | +2 | +12 | -3 | +1 | -2 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | +6 | +15 | -4 | -3 | -1 |
| Furniture, home furnishings, total | +8 | +27 | -2 | +4 | r+3 |
| Furniture-household, office | 0 | +29 | -6 | -11 | 0 |
| Home furnishings, floor coverings | +11 | +27 | 0 | +9 | +4 |
| Hardware, plumbing, heating equipment, supplies, total | +1 | +14 | -3 | -1 | -1 |
| Hardware | +4 | +17 | -2 | -3 | -1 |
| Plumbing and heating equipment, supplies | -1 | +14 | -4 | 0 | 0 |
| Air conditioning, refrigeration equipment, supplies | -2 | +6 | -7 | +2 | -4 |
| Lumber, construction materials, total | +2 | +17 | -4 | -1 | -2 |
| Lumber, millwork | +1 | +16 | -5 | -1 | -1 |
| Construction materials | +5 | +17 | -2 | 0 | -2 |
| Machinery, equipment, supplies, total | r+8 | +14 | -2 | -4 | 0 |
| Commercial, industrial machinery, equipment, supplies | +9 | +16 | -3 | -5 | 0 |
| Commercial machines, equipment | +6 | +16 | -2 | -1 | +5 |
| Construction machinery, equipment | +2 | +10 | -4 | -8 | +2 |
| Industrial machinery, equipment, supplies | +13 | +17 | -3 | -4 | -1 |
| Professional equipment, supplies | +4 | +14 | +3 | +3 | -1 |
| Surgical, medical, hospital supplies | +2 | +6 | +5 | +5 | +1 |
| Service-establishment equipment, supplies | +3 | +13 | -1 | +1 | 0 |
| Metals, metalwork (except scrap), total | -1 | +14 | -3 | r-7 | r+3 |
| Iron, steel, and products | -1 | +16 | -3 | -9 | +3 |
| Nonferrous metals | -3 | +9 | 0 | -1 | +2 |
| Scrap, waste materials, total | +15 | +7 | -2 | +13 | +1 |
| Iron, steel scrap | +18 | +1 | +1 | +12 | +1 |
| Waste materials | +9 | +17 | -6 | +15 | +2 |
| Jewelry | +10 | +60 | -1 | +10 | +1 |
| NONDURABLE GOODS, TOTAL | +6 | +13 | +2 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +5 | +11 | +2 | +1 | r0 |
| Groceries and related products, total | +7 | +6 | r+3 | +3 | 0 |
| General-line groceries | +8 | +9 | +7 | +4 | -1 |
| Voluntary groups | +6 | +2 | +8 | +4 | -1 |
| Retailer cooperatives | +13 | +9 | +10 | +8 | -2 |
| Nonaffiliated | +6 | +12 | +6 | +2 | -1 |
| Specialty-line groceries | +5 | +6 | +2 | -1 | 0 |
| Confectionery | +4 | +10 | +3 | +3 | +6 |
| Meats, meat products | +5 | +11 | +1 | +7 | +5 |
| Poultry, poultry products | -4 | +8 | +2 | (X) | +1 |
| Fresh fruits, vegetables | +4 | -8 | 0 | +8 | +2 |
| Beer, wine, distilled alcoholic beverages, total | +6 | +13 | +2 | 0 | r-2 |
| Beer | +2 | +5 | +2 | -3 | -8 |
| Wine, distilled spirits | +9 | +20 | +3 | +1 | +1 |
| Drugs, chemicals, allied products, total | +5 | r+15 | +1 | +2 | +2 |
| Drugs, drug proprietaries, druggists' supplies | +5 | +15 | 0 | +3 | +2 |
| General-line drugs | +2 | +14 | -2 | +1 | +3 |
| Paints, varnishes | +2 | +10 | -1 | -3 | -2 |
| Other chemicals, allied products | +5 | +16 | +2 | -1 | +1 |
| Tobacco, tobacco products | +8 | +6 | +3 | +5 | +2 |
| Dry goods, apparel, total | +3 | +27 | r-1 | +1 | -2 |
| Apparel and accessories, hosiery, lingerie, footwear | +1 | +31 | -1 | -4 | -5 |
| Dry goods, notions | +4 | +20 | 0 | -3 | -2 |
| Piece goods converters | +2 | +31 | -4 | +15 | +6 |
| Paper, paper products, excluding wallpaper, total | -1 | +17 | +1 | +1 | -1 |
| Paper | -1 | +15 | 0 | +1 | -1 |
| Stationery, office supplies | (X) | (X) | (X) | (X) | (X) |
| Farm products, raw materials | +12 | +25 | +4 | (X) | (X) |
| Cotton | (X) | (X) | +3 | (X) | (X) |
| Grain | +1 | +17 | +7 | (X) | (X) |
| Other nondurable goods, total | +4 | +13 | 0 | -2 | +1 |
| Amusement, sporting goods | +7 | +18 | -1 | +4 | -1 |
| Books, magazines, newspapers | +3 | +6 | +3 | +12 | +1 |
| Coal | +6 | +14 | -7 | -10 | +23 |
| Farm supplies | +8 | +4 | +4 | +6 | +7 |

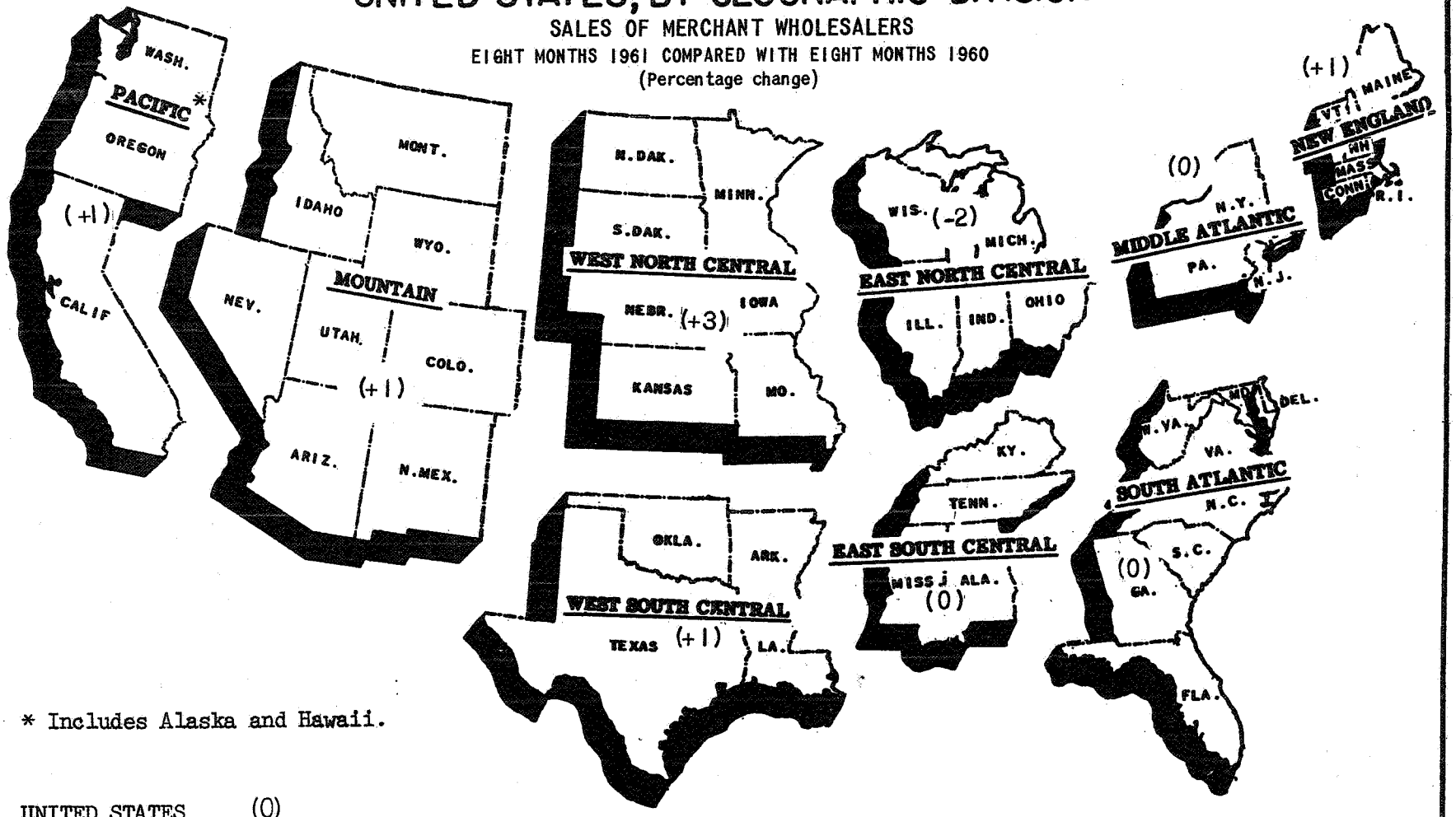
r Revised since Advance Release dated October 3, 1961.
X Withheld due to extreme variability of reported data.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

EIGHT MONTHS 1961 COMPARED WITH EIGHT MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

UNITED STATES (0)

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

AUGUST 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | August 1961 from-- | | 8 mos. 1961 from 8 mos. 1960 | August 1961 from-- | |
| | August 1960 | July 1961 | | August 1960 | July 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +5 | +13 | 0 | -1 | 0 |
| New England | +6 | +15 | +1 | -2 | -1 |
| Middle Atlantic | +3 | +13 | 0 | -1 | 0 |
| East North Central | +5 | +17 | -2 | -2 | 0 |
| West North Central | +5 | +13 | +3 | 0 | 0 |
| South Atlantic | +5 | +12 | 0 | +1 | 0 |
| East South Central | +11 | +26 | 0 | -3 | -6 |
| West South Central | +7 | +13 | +1 | 0 | 0 |
| Mountain | +4 | +8 | +1 | 0 | 0 |
| Pacific | +5 | +12 | +1 | +1 | 0 |
| Automotive equipment, tire, tubes | +1 | +7 | 0 | +5 | 0 |
| New England | -4 | +16 | -1 | -1 | -2 |
| Middle Atlantic | +1 | +3 | +1 | +4 | +2 |
| East North Central | +5 | +9 | -3 | +6 | -1 |
| West North Central | +1 | +7 | -1 | +2 | -6 |
| South Atlantic | -5 | +4 | +3 | +3 | 0 |
| East South Central | +6 | +9 | +2 | +15 | +1 |
| West South Central | +2 | +6 | -1 | +2 | +1 |
| Mountain | -9 | +7 | -3 | +7 | -2 |
| Pacific | +4 | +6 | 0 | +10 | +2 |
| Electrical supplies, apparatus | +2 | +12 | -3 | +1 | -2 |
| New England | +11 | +24 | -7 | -1 | -2 |
| Middle Atlantic | +4 | +13 | -4 | -1 | -1 |
| East North Central | +1 | +15 | -6 | -1 | -2 |
| West North Central | -10 | -7 | -1 | (X) | -2 |
| South Atlantic | -5 | +16 | -5 | -1 | -3 |
| East South Central | +11 | (X) | +1 | +7 | -3 |
| West South Central | -3 | +7 | -8 | +5 | -1 |
| Mountain | -1 | +11 | +9 | +1 | -3 |
| Pacific | +12 | +16 | +3 | 0 | -1 |
| Electrical appliances, TV, radio sets, electronic parts equipment | +6 | +15 | -4 | -3 | -1 |
| New England | +9 | +26 | +1 | (X) | 0 |
| Middle Atlantic | +8 | +12 | -3 | -6 | 0 |
| East North Central | 0 | +15 | -7 | -5 | -2 |
| West North Central | -1 | (X) | -2 | -7 | -1 |
| South Atlantic | +9 | +16 | -7 | -5 | -2 |
| East South Central | (X) | +24 | -1 | 0 | -4 |
| West South Central | 0 | +16 | -4 | -6 | +2 |
| Mountain | (X) | +6 | -9 | +4 | +7 |
| Pacific | +11 | +14 | -1 | (X) | -1 |
| Furniture, home furnishings, total | +8 | +27 | -2 | +4 | +3 |
| New England | +9 | +30 | -5 | -4 | 0 |
| Middle Atlantic | +4 | +32 | -1 | +4 | +3 |
| East North Central | +10 | +32 | -2 | +4 | +4 |
| West North Central | +9 | +16 | +2 | (X) | +9 |
| South Atlantic | +20 | +22 | +1 | (X) | -1 |
| East South Central | +11 | (X) | -2 | (X) | (X) |
| West South Central | (X) | +25 | +2 | (X) | +4 |
| Mountain | +12 | +21 | +1 | (X) | (X) |
| Pacific | +1 | +24 | -6 | -5 | +2 |
| Hardware | +4 | +17 | -2 | -3 | -1 |
| New England | +6 | +12 | -3 | (X) | (X) |
| Middle Atlantic | +9 | +22 | -1 | 0 | -2 |
| East North Central | +3 | +9 | -4 | -9 | -2 |
| West North Central | 0 | +18 | +3 | +4 | +1 |
| South Atlantic | +2 | +25 | -5 | -1 | -1 |
| East South Central | -1 | +21 | -6 | -8 | -4 |
| West South Central | +1 | +17 | -3 | -2 | -1 |
| Mountain | (X) | +30 | +2 | +1 | +1 |
| Pacific | +2 | +14 | +2 | -5 | -2 |
| Plumbing and heating equipment, supplies | -1 | +14 | -4 | 0 | 0 |
| New England | (X) | (X) | (X) | (X) | (X) |
| Middle Atlantic | -6 | +13 | -9 | +1 | -1 |
| East North Central | +4 | +20 | -6 | +1 | +1 |
| West North Central | 0 | +12 | +7 | +1 | -2 |
| South Atlantic | +1 | +14 | -5 | -3 | +1 |
| East South Central | -6 | +11 | +2 | (X) | 0 |
| West South Central | 0 | +24 | -2 | +2 | +1 |
| Mountain | (X) | +3 | -3 | -6 | -1 |
| Pacific | +1 | +13 | +2 | -1 | 0 |
| Lumber, construction materials, total | +2 | +16 | -4 | -1 | -2 |
| New England | +3 | +16 | -3 | +2 | -4 |
| Middle Atlantic | +4 | +17 | -4 | -3 | -5 |
| East North Central | -1 | +13 | -6 | +3 | -1 |
| West North Central | +9 | +19 | +4 | 0 | -2 |
| South Atlantic | -7 | +20 | -5 | -2 | -5 |
| East South Central | -10 | +13 | -6 | -6 | +2 |
| West South Central | +7 | +6 | 0 | -6 | -4 |
| Mountain | +11 | +12 | -3 | (X) | +8 |
| Pacific | +6 | +21 | -8 | -4 | +1 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

AUGUST 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | August 1961 from-- | | 8 mos. 1961 from 8 mos. 1960 | August 1961 from-- | |
| | August 1960 | July 1961 | | August 1960 | July 1961 |
| Industrial machinery, equipment supplies | +13 | +17 | -3 | -4 | -1 |
| New England | +58 | (X) | +4 | -3 | -2 |
| Middle Atlantic | (X) | (X) | +1 | +5 | -2 |
| East North Central | +17 | +16 | -8 | -7 | -1 |
| West North Central | +2 | +13 | -8 | (X) | -3 |
| South Atlantic | (X) | +29 | +1 | -5 | -1 |
| East South Central | -18 | +3 | -10 | -12 | -7 |
| West South Central | +22 | (X) | 0 | -2 | (X) |
| Mountain | -13 | -9 | +3 | -16 | +1 |
| Pacific | 0 | +3 | -2 | +2 | +1 |
| General-line groceries | +8 | +9 | +7 | +4 | -1 |
| New England | +7 | +5 | +9 | +9 | +2 |
| Middle Atlantic | +17 | +6 | +12 | +1 | -5 |
| East North Central | +11 | +3 | +7 | +4 | -1 |
| West North Central | +8 | +13 | +9 | +2 | +3 |
| South Atlantic | +10 | +4 | +5 | +3 | -1 |
| East South Central | -5 | +14 | +4 | +4 | -3 |
| West South Central | +5 | +7 | +5 | +7 | +3 |
| Mountain | +29 | +14 | +17 | +15 | +5 |
| Pacific | +1 | +9 | +2 | +5 | -4 |
| Specialty-line groceries | +5 | +6 | +2 | -1 | 0 |
| New England | +2 | +8 | +7 | (X) | -13 |
| Middle Atlantic | +3 | +11 | +1 | +7 | +2 |
| East North Central | +12 | -2 | +2 | -12 | +1 |
| West North Central | +14 | 0 | +4 | +2 | -1 |
| South Atlantic | -3 | +3 | +3 | -2 | 0 |
| West South Central | -1 | +6 | +4 | (X) | +3 |
| Mountain | +3 | -1 | +8 | +1 | -1 |
| Pacific | +11 | +10 | +2 | +6 | -1 |
| Fresh fruits, vegetables | +4 | -8 | 0 | +12 | +2 |
| New England | (X) | (X) | 0 | (X) | +5 |
| Middle Atlantic | +10 | -2 | +1 | +10 | -5 |
| East North Central | +7 | -18 | 0 | (X) | (X) |
| West North Central | +3 | -5 | +2 | +5 | -1 |
| South Atlantic | +4 | -11 | +3 | (X) | (X) |
| East South Central | -7 | +4 | -7 | (X) | +12 |
| West South Central | +4 | -2 | -5 | +2 | +2 |
| Pacific | -6 | (X) | -1 | +3 | +1 |
| Drugs, drug proprietaries, druggists' sundries | +5 | +15 | 0 | +3 | +2 |
| New England | +3 | +15 | +5 | (X) | (X) |
| Middle Atlantic | +2 | +15 | -3 | +5 | +2 |
| East North Central | +1 | +11 | 0 | -1 | +4 |
| West North Central | +12 | +25 | +2 | +2 | +2 |
| South Atlantic | +8 | +11 | 0 | +1 | +3 |
| East South Central | -2 | +14 | -6 | (X) | +2 |
| West South Central | +7 | +22 | -1 | +3 | +1 |
| Mountain | +6 | +13 | +4 | +5 | +2 |
| Pacific | +8 | +14 | +4 | +8 | +1 |
| Tobacco, tobacco products | +8 | +6 | +3 | +5 | +2 |
| New England | +10 | +8 | +1 | +5 | +1 |
| Middle Atlantic | +8 | +3 | +2 | +2 | (X) |
| East North Central | +1 | +6 | +3 | +7 | +3 |
| West North Central | (X) | +15 | +7 | +4 | +4 |
| South Atlantic | +7 | +5 | +1 | +4 | +6 |
| East South Central | +5 | +4 | +3 | (X) | 0 |
| West South Central | +1 | +4 | +3 | -1 | +2 |
| Mountain | (X) | +4 | +2 | (X) | (X) |
| Pacific | +5 | +11 | +8 | +9 | -4 |
| Dry goods, apparel, total | +3 | +27 | -1 | +1 | -2 |
| New England | -5 | (X) | 0 | -6 | -5 |
| Middle Atlantic | +3 | +27 | -3 | +3 | 0 |
| East North Central | -4 | +24 | -8 | (X) | (X) |
| West North Central | +17 | +42 | +9 | -8 | (X) |
| South Atlantic | +11 | +27 | 0 | -3 | -4 |
| West South Central | -1 | +37 | +8 | (X) | (X) |
| Pacific | 0 | +22 | +4 | +13 | -2 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures--based on the weighted sales of identical firms prior to July 1961--are now derived from dollar volume estimates.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

#### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

#### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about 0.8 percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was also 0.8 percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratio of current month to previous month sales and inventories for selected months during 1961 and are shown in table 8. The sampling errors shown for the monthly dollar estimates are based on the final "composite" estimates, while the sampling errors of the month-to-month ratios are based on the preliminary "composite" estimate of the current month and the final "composite" estimate of the previous month. The sampling error of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimate. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample are different from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. Approximately 10 percent of the total sales and 25 percent of total inventories are imputed for nonresponse. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiple the sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in May 1961. The published estimate is $4,915 million while the sampling error shown in this report is 0.7 percent (or .007). Multiplying $4,915 million by .007, we obtain $34 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,881 and $4,949 million. Doubling the given median sampling error gives us the limits, $4,846 to $4,984 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of the sampling error of the ratio, consider the ratio of change from April 1961 to May 1961 for all durable goods. This ratio of change, obtained by dividing $4,915 million by $4,494 million, is 1.09 (it can also be expressed as a 9% increase). The sampling error of this statistic is 0.8 percent (.008). Multiplying 1.09 by .008, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.08 to 1.10 (that is, that the April to May change was between a 8% and 10% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.07 to 1.11.

Table 8.--SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | End-of-month inventories | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | |
| | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 |
| MERCHANT WHOLESALERS, TOTAL | 0.7 | 0.8 | 0.7 | 0.4 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8 | 0.7 | 0.6 | 0.3 | 0.5 | 0.8 | 0.8 | 0.8 | 0.2 | 0.2 |
| DURABLE GOODS, TOTAL | 1.0 | 1.0 | 0.7 | 0.5 | 0.8 | - | - | - | 0.2 | 0.2 |
| Motor vehicles, automotive equipment, total | 2.8 | 3.0 | 2.6 | 1.3 | 1.9 | 3.1 | 3.5 | 3.2 | 0.3 | 0.4 |
| Automobiles, other motor vehicles | - | - | - | 2.9 | 5.9 | - | - | - | 1.0 | 1.5 |
| Automotive equipment, tires, tubes | 3.6 | 3.3 | 3.6 | 1.7 | 1.0 | 3.9 | 4.4 | 4.1 | 0.4 | 0.3 |
| Electrical goods, total | 2.6 | 2.6 | 2.4 | 1.2 | 1.0 | 2.2 | 2.3 | 2.3 | 0.4 | 0.5 |
| Electrical supplies, apparatus | 1.9 | 2.4 | 2.4 | 1.5 | 1.4 | 2.6 | 3.2 | 3.3 | 0.4 | 0.7 |
| Electrical appliances, TV, radio sets, electronic parts | 3.9 | 3.7 | 3.5 | 2.0 | 1.4 | 2.9 | 2.7 | 2.9 | 0.6 | 0.6 |
| Furniture, home furnishings, total | 2.9 | 3.6 | 3.2 | 2.4 | 2.0 | 5.2 | 5.7 | 5.8 | 0.9 | 0.6 |
| Furniture-household, office | 3.4 | 5.3 | 5.2 | 4.7 | 2.4 | - | - | - | 1.0 | 1.3 |
| Home furnishings, floor coverings | 3.7 | 4.2 | 4.3 | 2.1 | 2.5 | - | - | - | 1.2 | 0.6 |
| Hardware, plumbing--heating equipment, supplies, total | 2.4 | 2.4 | 2.6 | 0.9 | 1.1 | 2.3 | 2.3 | 2.3 | 0.6 | 0.5 |
| Hardware | 2.8 | 3.1 | 3.1 | 1.4 | 1.9 | 2.4 | 2.1 | 3.0 | 0.9 | 0.6 |
| Plumbing and heating equipment, supplies | 2.6 | 2.9 | 3.2 | 1.6 | 1.9 | 3.8 | 3.6 | 3.6 | 0.8 | 0.7 |
| Air conditioning, refrigeration equipment, supplies | - | - | - | 8.4 | 4.6 | - | - | - | 1.0 | 1.0 |
| Lumber, construction materials, total | 3.1 | 2.6 | 3.1 | 2.0 | 1.2 | - | - | - | 0.8 | 0.8 |
| Lumber, millwork | 4.4 | 3.9 | 4.1 | 2.0 | 1.5 | - | - | - | 1.1 | 1.2 |
| Construction materials | 3.8 | 3.6 | 4.1 | 4.1 | 3.2 | - | - | - | 0.8 | 0.8 |
| Machinery, equipment, supplies, total | 1.8 | 1.8 | 1.8 | 1.6 | 1.8 | 1.4 | 1.4 | 1.4 | 0.6 | 0.6 |
| Commercial, industrial machinery, equipment, supplies | 2.3 | 2.6 | 2.7 | NA | NA | - | - | - | NA | NA |
| Commercial machines, equipment | - | - | - | 4.4 | 4.6 | - | - | - | 1.3 | 1.2 |
| Construction machinery, equipment | 4.8 | 4.8 | 5.3 | 4.6 | 6.2 | - | - | - | 0.9 | 0.6 |
| Industrial machinery, equipment, supplies | 2.9 | 3.4 | 3.4 | 3.2 | 1.8 | 2.4 | 3.0 | 2.8 | 0.6 | 1.3 |
| Professional equipment, supplies | 3.9 | 3.5 | 4.8 | 2.3 | 2.5 | - | - | - | 0.9 | 0.7 |
| Service establishment equipment, supplies | 3.6 | 4.1 | 6.0 | 1.7 | 2.6 | - | - | - | 0.7 | 0.7 |
| Metals, metalwork (except scrap), total | 3.5 | 3.8 | 2.6 | 2.1 | 2.5 | 2.2 | 3.0 | 2.4 | 0.5 | 0.5 |
| Iron, steel and products | 4.8 | 5.2 | 3.9 | 2.8 | 3.4 | 2.6 | 3.7 | 3.0 | 0.6 | 0.7 |
| Nonferrous metals | 3.2 | 3.3 | 2.1 | 2.1 | 1.6 | - | - | - | 1.2 | 1.3 |
| Scrap, waste materials, total | 3.5 | 3.1 | 3.3 | 2.5 | 2.7 | - | - | - | 1.3 | 1.1 |
| Iron, steel scrap | 4.3 | 5.2 | 4.6 | 3.2 | 3.9 | - | - | - | 1.5 | 1.7 |
| Waste materials | 5.1 | 4.6 | 5.4 | 3.8 | 2.3 | - | - | - | 3.2 | 1.3 |
| Jewelry | - | - | - | 3.9 | 2.1 | - | - | - | 0.4 | 1.0 |
| NONDURABLE GOODS, TOTAL | 1.0 | 1.2 | 1.1 | 0.6 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.9 | 1.0 | 0.9 | 0.5 | 0.5 | - | - | - | 0.3 | 0.4 |
| Groceries and related products, total | 2.0 | 1.9 | 2.0 | 0.6 | 0.6 | 3.0 | 3.2 | 3.9 | 0.5 | 0.6 |
| General-line groceries | 2.9 | 2.9 | 3.2 | 0.8 | 0.4 | 2.9 | 3.3 | 3.1 | 0.4 | 0.6 |
| Specialty-line groceries | 3.4 | 2.9 | 3.3 | 1.4 | 1.6 | - | - | - | 1.1 | 1.1 |
| Confectionery | 3.5 | 4.3 | 5.1 | 1.5 | 1.2 | - | - | - | 1.9 | 0.6 |
| Meat, meat products | 6.2 | 7.1 | 5.1 | 2.0 | 1.9 | - | - | - | 1.8 | 7.9 |
| Poultry, poultry products | 3.8 | 5.8 | 5.1 | 3.5 | 1.0 | - | - | - | 1.9 | 2.1 |
| Fresh fruit, vegetable | 3.0 | 3.7 | 3.8 | 1.7 | 1.5 | - | - | - | 1.5 | 1.6 |
| Beer, wine, distilled alcholic beverages, total | 2.9 | 3.0 | 2.7 | 0.6 | 1.0 | 5.5 | 5.2 | 5.9 | 1.1 | 1.8 |
| Beer | 2.5 | 3.0 | 2.4 | 0.7 | 0.9 | - | - | - | 2.2 | 2.1 |
| Wine, distilled spirits | 5.1 | 5.0 | 5.0 | 1.0 | 1.9 | 6.9 | 6.6 | 7.7 | 0.9 | 2.3 |
| Drugs, chemicals, allied products, total | 2.3 | 2.2 | 2.4 | 0.8 | 1.2 | 2.0 | 2.3 | 2.1 | 0.5 | 0.5 |
| Drugs, drug proprietaries, druggists' sundries | 2.7 | 2.8 | 3.2 | 0.8 | 1.3 | 2.1 | 2.2 | 1.8 | 0.6 | 0.7 |
| Paints, varnishes | 3.8 | 3.4 | 3.7 | 1.3 | 1.3 | - | - | - | 0.9 | 1.8 |
| Other chemicals, allied products | 4.0 | 3.3 | 3.6 | 2.1 | 2.6 | - | - | - | 0.7 | 0.9 |
| Tobacco, tobacco products | 2.1 | 1.9 | 2.8 | 0.6 | 0.9 | - | - | - | 0.7 | 0.7 |
| Dry goods, apparel, total | 1.7 | 2.5 | 2.4 | 1.9 | 2.3 | - | - | - | 0.4 | 0.9 |
| Apparel and accessories, hosiery, lingerie, footwear | 3.4 | 4.5 | 5.5 | 3.4 | 5.0 | - | - | - | 1.1 | 1.8 |
| Dry goods, notions | 3.6 | 4.5 | 4.3 | 3.1 | 2.3 | - | - | - | 0.7 | 1.2 |
| Piece goods converters | - | - | 4.8 | 3.1 | 2.0 | - | - | - | 0.5 | 1.3 |
| Paper, paper products (excluding wallpaper), total | 3.1 | 3.1 | 2.9 | 1.9 | 1.8 | 3.9 | 4.5 | 3.7 | 0.6 | 0.6 |
| Paper | 2.6 | 3.2 | 2.5 | 2.1 | 1.4 | 3.6 | 4.4 | 3.5 | 0.7 | 0.6 |
| Stationery, office supplies | - | - | - | 3.9 | 9.4 | - | - | - | 1.2 | 1.6 |
| Farm products (raw materials), total | - | - | - | 2.5 | 3.1 | - | - | - | - | - |
| Cotton | - | - | - | 3.7 | 6.4 | - | - | - | - | - |
| Grain | - | - | - | 2.9 | 3.9 | - | - | - | - | - |
| Other farm products | - | - | - | - | - | - | - | - | - | - |
| Other nondurable goods, total | - | - | - | 2.7 | 1.5 | - | - | - | 1.1 | 0.8 |
| Amusement, sporting goods | - | - | - | 3.8 | 2.8 | - | - | - | 1.1 | 1.2 |
| Books, magazines, newspapers | - | - | - | 1.4 | 1.9 | - | - | - | 0.2 | 0.6 |
| Coal | 6.0 | 5.1 | 4.4 | 3.4 | 1.0 | - | - | - | 4.2 | 3.6 |
| Farm supplies | 4.2 | 5.1 | 5.2 | 3.4 | 2.6 | - | - | - | 1.5 | 2.4 |

NA Not available.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Machinery, Equipment, Supplies (SIC 508)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Lumber, Construction Materials (Part of SIC 509)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels; road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products..

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

**MONTHLY**

# WHOLESALE TRADE REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS
Richard M. Scammon, Director

**SEPTEMBER 1961**

BW-61-9

FOR RELEASE
NOVEMBER 8, 1961[1]

## SALES AND INVENTORIES

### SALES

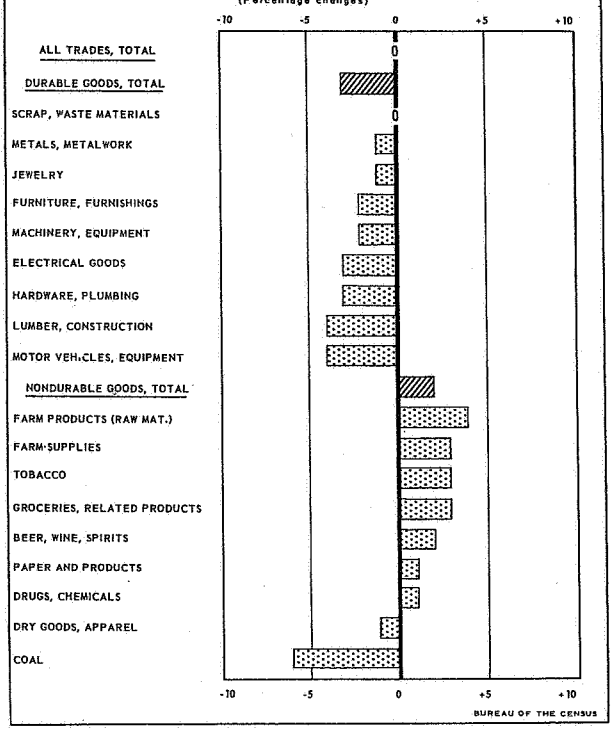
September 1961 sales of merchant wholesalers, estimated at $11.9 billion, dropped 5 percent below August sales--a decline due mainly to the fewer number of trading days in September. However, September sales were up slightly (1%) above sales a year ago. Cumulative sales for the first 9 months of 1961, totaling $102.4 billion, were at about the same level as sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $4.9 billion in September, were down 4 percent from the August level but were 2 percent above September 1960 sales. Nondurable goods sales, at $6.9 billion, declined 5 percent below August but were up slightly (1%) over sales a year ago. Over the 9-month period, sales in the nondurable goods trades were up 2 percent over the comparable 1960 period, but sales in the durable goods trades were down 3 percent.

Most trades reported September sales below August levels. Beer wholesalers, with sales down 14 percent indicated the sharpest decline, while automobile, other motor vehicle distributors, up 10 percent, registered the largest gain over previous month sales. Compared with a year ago, sales trends were mixed. Iron, steel scrap dealers, with sales up 24 percent, and iron, steel products distributors, up 15 percent, reported the principal increases. Poultry, poultry products distributors, with sales down 17 percent from last September, experienced the sharpest decline.

All geographic divisions showed declines from previous month sales, ranging from 3 to 8 percent. Compared with a year ago, small gains (1 to 3 percent) were shown in all geographic divisions, except the West North Central, which indicated a slight (1%) decline, and the South Atlantic, which reported no change.

**SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS—NINE MONTHS 1961 COMPARED WITH NINE MONTHS 1960**




### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $13.0 billion at the end of September were virtually unchanged from stocks on hand a month earlier as well as a year ago. Stocks in the durable goods trades were at the same level as previous month stocks but down slightly (1%) below year-ago stocks. Stocks in the nondurable goods trades were up slightly (1%) over August 31, 1961 as well as September 30, 1960 stocks.

Most trades reported small changes from previous month inventory. Coal wholesalers, registered the largest increase percentagewise (11%) for the fourth successive month but were down 10 percent from their year-ago inventory levels. Automobile distributors, with inventories up slightly (1%) over August reported the sharpest decline (20%) from September a year ago. Iron, steel scrap dealers, with inventories rising 4 percent between August and September, indicated the largest increase (31%) over the year-ago stock level.

The September 1961 stocks-sales ratio for merchant wholesalers was 120 percent, up 6 points over August 1961 but down 2 points from September 1960. The September 1961 stock-sales ratio of durable goods wholesalers was 160 percent compared with the nondurable goods sales of 87 percent.

### GENERAL

Data in this report are based on a probability sample representative of all merchant wholesalers in the country. A description of the sample design and the estimating procedure and approximate measures of the reliability of the data are included on pages 10 to 13. A description of each kind-of-business classification shown in this report included on pages 14 to 16.

[1] For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of September 1961 data was issued on November 1, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | 1960 | | Total 9 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug.[1] | Sept.[2] | Aug.[1] | Sept.[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 11,980 | 11,061 | 12,444 | 11,857 | 11,860 | 11,691 | 102,391 | 102,250 |
| Total (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,204 | 10,212 | 11,390 | 10,873 | 10,928 | 10,751 | 94,124 | 94,330 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,106 | 4,602 | 5,181 | 4,949 | 4,991 | 4,870 | 41,957 | 43,040 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 705 | 659 | 660 | 640 | 679 | 639 | 5,797 | 6,042 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 504 | 462 | 495 | 458 | 489 | 453 | 4,134 | 4,140 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 740 | 680 | 776 | 763 | 743 | 772 | 6,215 | 6,409 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 299 | 340 | 314 | 332 | 324 | 2,684 | 2,763 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 426 | 381 | 436 | 449 | 411 | 448 | 3,531 | 3,645 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 244 | 213 | 273 | 254 | 253 | 263 | 2,131 | 2,174 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 62 | 80 | 73 | 80 | 76 | 617 | 654 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 167 | 150 | 193 | 181 | 173 | 186 | 1,513 | 1,521 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 591 | 527 | 598 | 559 | 591 | 580 | 4,680 | 4,839 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 188 | 217 | 215 | 209 | 213 | 1,788 | 1,817 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 303 | 274 | 312 | 283 | 315 | 304 | 2,344 | 2,442 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 625 | 569 | 640 | 590 | 624 | 586 | 4,942 | 5,133 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 418 | 364 | 406 | 380 | 402 | 372 | 3,291 | 3,447 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 206 | 205 | 233 | 210 | 222 | 214 | 1,652 | 1,686 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,270 | 1,148 | 1,310 | 1,257 | 1,216 | 1,240 | 10,651 | 10,838 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 883 | 795 | 930 | 898 | 847 | 891 | 7,390 | 7,572 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 167 | 192 | (X) | 188 | (X) | 1,548 | 1,588 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 567 | 596 | 539 | 632 | 599 | 559 | 618 | 4,984 | 5,116 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 139 | 136 | 152 | 147 | 147 | 144 | 1,202 | 1,166 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 110 | 104 | 114 | 114 | 111 | 113 | 950 | 956 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 543 | 461 | 527 | 506 | 535 | 451 | 4,311 | 4,358 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 375 | 312 | 364 | 342 | 367 | 298 | 2,291 | 3,043 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 150 | 163 | 163 | 167 | 153 | 1,321 | 1,316 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 317 | 285 | 305 | 291 | 267 | 250 | 2,567 | 2,577 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 198 | 183 | 188 | 180 | 160 | 145 | 1,562 | 1,514 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 119 | 101 | 117 | 111 | 108 | 105 | 1,006 | 1,063 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,874 | 6,459 | 7,263 | 6,908 | 6,869 | 6,821 | 60,434 | 59,210 |
| Total (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,096 | 5,610 | 6,209 | 5,924 | 5,937 | 5,881 | 52,167 | 51,290 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,509 | 2,365 | 2,493 | 2,368 | 2,366 | 2,349 | 21,361 | 20,746 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 801 | 865 | 843 | 801 | 811 | 7,378 | 6,929 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 743 | 714 | 758 | 715 | 722 | 722 | 6,508 | 6,385 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 74 | 67 | 74 | 72 | 71 | 73 | 631 | 613 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 387 | 368 | 404 | 392 | 384 | 360 | 3,338 | 3,290 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 120 | 109 | 114 | 101 | 119 | 122 | 1,028 | 1,033 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 328 | 306 | 278 | 245 | 269 | 261 | 2,479 | 2,497 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 675 | 601 | 676 | 625 | 637 | 614 | 5,411 | 5,288 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 294 | 309 | 265 | 302 | 259 | 2,315 | 2,273 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 369 | 308 | 367 | 360 | 336 | 355 | 3,096 | 3,015 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 468 | 419 | 483 | 474 | 463 | 465 | 4,067 | 4,039 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 247 | 282 | 287 | 270 | 283 | 2,441 | 2,435 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 33 | 29 | 34 | 31 | 33 | 32 | 259 | 263 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 163 | 143 | 168 | 156 | 160 | 150 | 1,367 | 1,340 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 380 | 356 | 382 | 367 | 355 | 370 | 3,164 | 3,077 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 561 | 510 | 638 | 578 | 625 | 569 | 4,997 | 5,033 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 213 | 227 | 291 | 262 | 288 | 259 | 2,098 | 2,099 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 215 | 186 | 221 | 195 | 213 | 189 | 1,787 | 1,781 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 324 | 376 | 364 | 380 | 363 | 3,131 | 3,102 |
| Paper | 270 | 266 | 310 | 277 | 294 | 307 | 271 | 312 | 297 | 315 | 296 | 2,606 | 2,596 |
| Coal | 72 | 69 | 64 | 59 | 59 | 60 | 56 | 64 | 66 | 61 | 63 | 571 | 608 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 182 | 143 | 147 | 145 | 136 | 154 | 1,585 | 1,536 |

[1] Final estimate.
[2] Preliminary estimate.
} See page 12, Estimating Procedure.

(X) Withheld due to extreme variability of reported data.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series of 1960, based on the revised sample, will be included in the December 1961.

# SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS: 1960 AND 1961

1958 MONTHLY AVERAGE =100

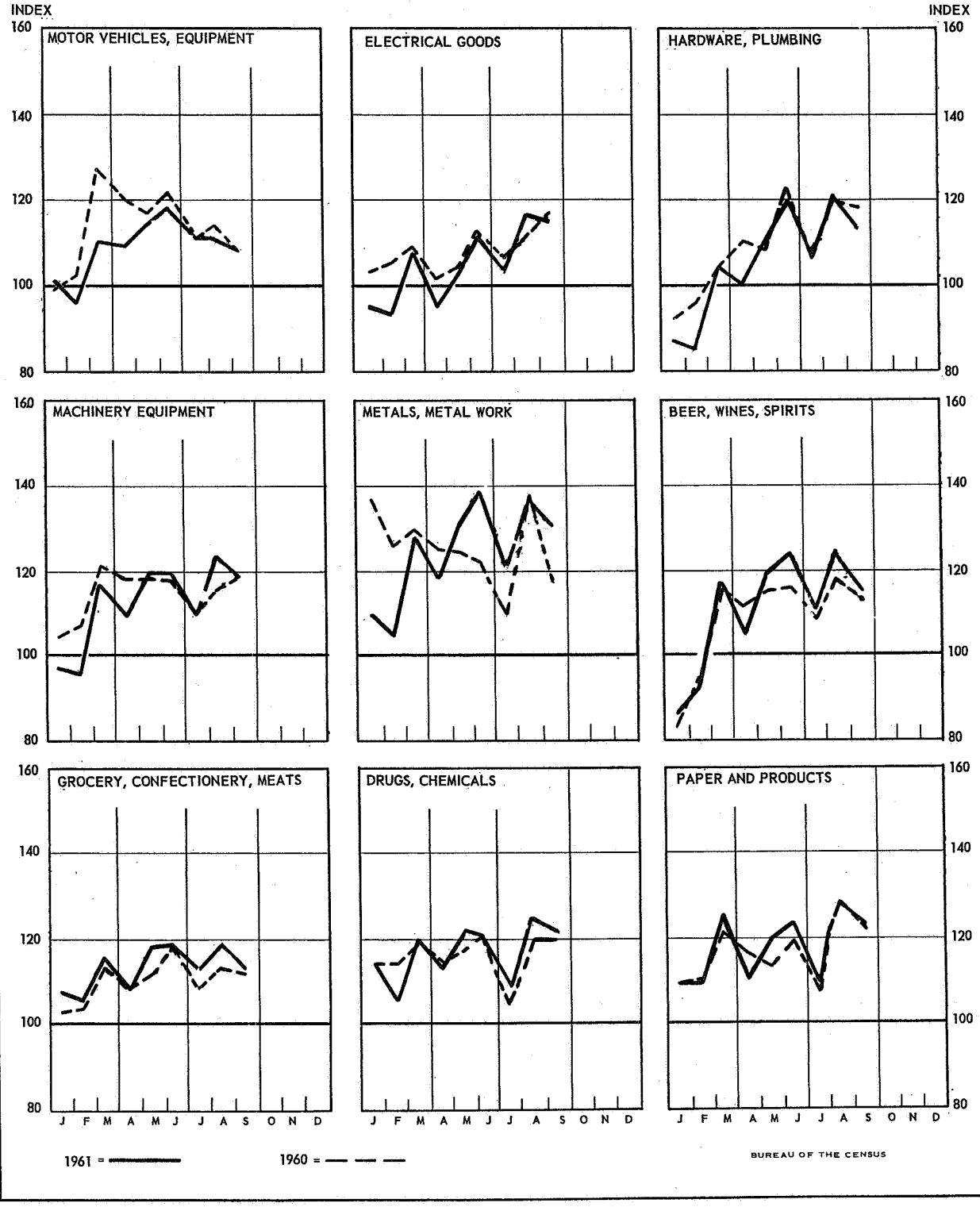


Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug.[1] | Sept.[2] | Aug.[1] | Sept.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,996 | 12,995 | 12,968 | 12,996 | 13,039 | 13,077 | 13,074 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,221 | 1,199 | 1,181 | 1,168 | 1,178 | 1,179 | 1,192 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 958 | 929 | 928 | 920 | 928 | 874 | 881 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,203 | 1,182 | 1,180 | 1,194 | 1,199 | 1,233 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 464 | 469 | 459 | 475 | 455 | 471 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 739 | 713 | 721 | 719 | 744 | 762 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,102 | 1,115 | 1,068 | 1,066 | 1,081 | 1,095 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 449 | 438 | 432 | 452 | 447 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 552 | 563 | 533 | 537 | 533 | 548 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,134 | 2,165 | 2,156 | 2,147 | 2,245 | 2,153 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 859 | 894 | 886 | 873 | 922 | 900 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 816 | 837 | 875 | 872 | 951 | 869 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 682 | 687 | 726 | 724 | 796 | 721 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,379 | 1,321 | 1,336 | 1,340 | 1,299 | 1,303 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 668 | 653 | 647 | 658 | 620 | 634 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 710 | 699 | 705 | 729 | 701 | 699 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 545 | 528 | 550 | 579 | 545 | 557 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 605 | 601 | 610 | 617 | 619 | 606 | 609 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 407 | 404 | 418 | 420 | 424 | 407 | 421 |
| Paper, paper products, excluding wallpaper, total | 369 | 364 | 373 | 386 | 375 | 371 | 379 | 390 | 388 | 383 | 391 |
| Paper | 295 | 293 | 302 | 307 | 296 | 297 | 307 | 305 | 306 | 302 | 305 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

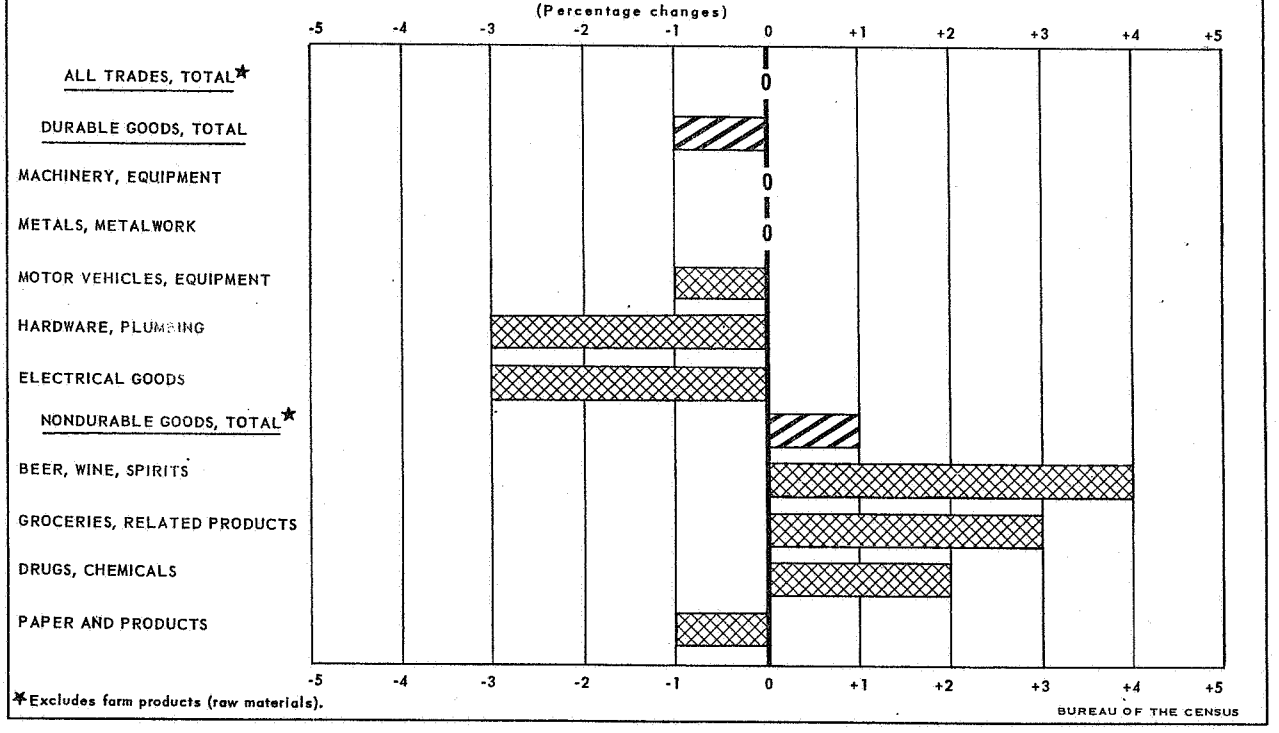
(Percent)

| Kind of business | 1961 | | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug.[1] | Sept.[2] | Aug.[1] | Sept.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 127 | 114 | 120 | 120 | 122 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 154 | 172 | 152 | 160 | 161 | 164 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 170 | 179 | 177 | 184 | 174 | 187 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 184 | 201 | 186 | 203 | 179 | 194 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 163 | 174 | 152 | 156 | 161 | 160 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 157 | 135 | 151 | 137 | 145 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 173 | 187 | 165 | 160 | 181 | 170 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 204 | 186 | 212 | 179 | 191 | 183 | 189 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 239 | 202 | 201 | 216 | 210 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 182 | 205 | 171 | 190 | 169 | 180 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 168 | 189 | 165 | 171 | 185 | 174 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 144 | 166 | 140 | 146 | 165 | 146 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 152 | 182 | 166 | 173 | 178 | 193 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 186 | 220 | 199 | 212 | 217 | 242 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 90 | 82 | 87 | 85 | 86 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 55 | 56 | 54 | 57 | 55 | 55 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 78 | 82 | 75 | 78 | 77 | 78 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 118 | 109 | 105 | 116 | 104 | 117 | 110 | 114 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 148 | 172 | 152 | 161 | 162 | 157 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 128 | 146 | 128 | 131 | 131 | 131 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 170 | 149 | 148 | 151 | 149 |
| Paper, paper products, excluding wallpaper, total | 114 | 112 | 101 | 118 | 106 | 102 | 117 | 104 | 107 | 101 | 108 |
| Paper | 109 | 110 | 97 | 111 | 101 | 101 | 113 | 98 | 103 | 96 | 103 |

[1] Final estimate.
[2] Preliminary estimate.
} See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series of 1960, based on the revised sample, will be included in the December 1961 report.

## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS SEPTEMBER 1961 COMPARED WITH SEPTEMBER 1960




## STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS SEPTEMBER 1961 COMPARED WITH SEPTEMBER 1960

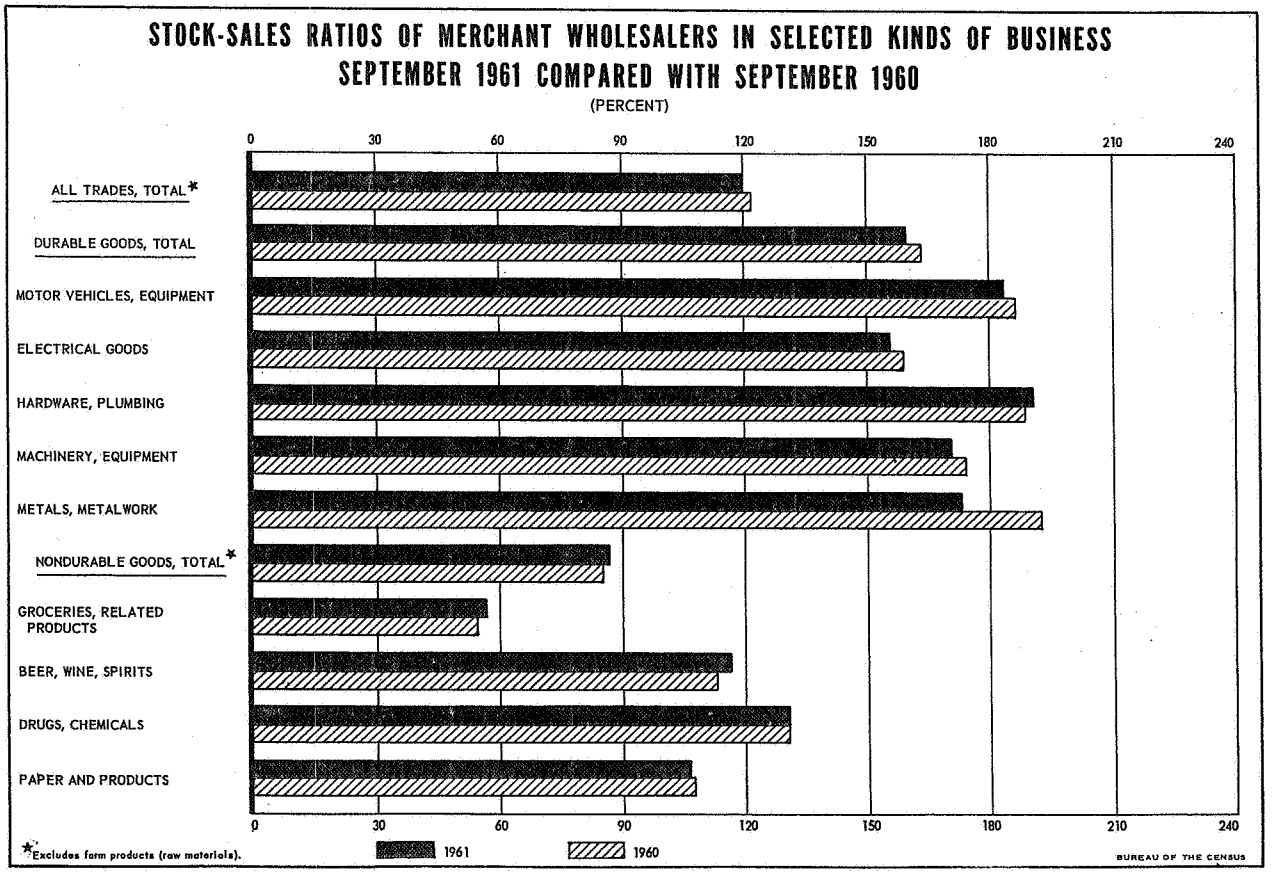


Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | September 1961 from-- | | 9 mos. 1961 from 9 mos. 1960 | September 1961 from-- | |
| | September 1960 | August 1961 | | September 1960 | August 1961 |
| MERCHANT WHOLESALERS, TOTAL | +1 | -5 | 0 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +1 | -5 | 0 | 0 | 0 |
| DURABLE GOODS, TOTAL | +2 | -4 | -3 | -1 | 0 |
| Motor vehicles, automotive equipment, total | 0 | -3 | -4 | -1 | +1 |
| Automobiles, other motor vehicles | -2 | +10 | -13 | -20 | +1 |
| Automotive equipment, tires, tubes | +1 | -7 | 0 | +5 | +1 |
| Electrical goods, total | -1 | -2 | -3 | -3 | +1 |
| Electrical supplies, apparatus | -3 | -8 | -3 | +1 | +4 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 0 | +3 | -3 | -6 | 0 |
| Furniture, home furnishings, total | -3 | -7 | -2 | -9 | +3 |
| Furniture-household, office | -5 | -9 | -6 | (X) | +2 |
| Home furnishings, floor coverings | -3 | -6 | 0 | -9 | +3 |
| Hardware, plumbing, heating equipment, supplies, total | -4 | -7 | -3 | -3 | 0 |
| Hardware | +1 | -1 | -2 | -3 | -1 |
| Plumbing and heating equipment, supplies | -7 | -9 | -4 | -2 | +1 |
| Air conditioning, refrigeration equipment, supplies | -3 | -12 | -6 | -4 | -1 |
| Lumber, construction materials, total | +1 | -8 | -4 | -6 | -6 |
| Lumber, millwork | +2 | -6 | -5 | -9 | -5 |
| Construction materials | -2 | -10 | -2 | -1 | -6 |
| Machinery, equipment, supplies, total | +1 | -4 | -2 | 0 | 0 |
| Commercial, industrial machinery, equipment, supplies | +1 | -3 | -2 | -3 | -1 |
| Commercial machines, equipment | (X) | -6 | -1 | +4 | -1 |
| Construction machinery, equipment | (X) | (X) | -3 | -4 | +1 |
| Industrial machinery, equipment, supplies | -3 | -5 | -3 | -3 | -1 |
| Professional equipment, supplies | +2 | -3 | +3 | +6 | +1 |
| Surgical, medical, hospital supplies | +5 | -3 | +5 | +8 | +3 |
| Service-establishment equipment, supplies | +1 | 0 | -1 | +9 | -1 |
| Metals, metalwork (except scrap), total | +12 | -4 | -1 | 0 | 0 |
| Iron, steel, and products | +15 | -6 | -2 | 0 | 0 |
| Nonferrous metals | +7 | 0 | 0 | 0 | 0 |
| Scrap, waste materials, total | +16 | -5 | 0 | +18 | +4 |
| Iron, steel scrap | +24 | -5 | +3 | +31 | +4 |
| Waste materials | +6 | -5 | -5 | -2 | +4 |
| Jewelry | +1 | -3 | -1 | (X) | +5 |
| NONDURABLE GOODS, TOTAL | +1 | -5 | +2 | (X) | (X) |
| TOTAL (exluding farm products, raw materials) | +1 | -5 | +2 | +1 | +1 |
| Groceries and related products, total | +1 | -5 | +3 | +3 | 0 |
| General-line groceries | +4 | -3 | +6 | +4 | +2 |
| Voluntary groups | +3 | -3 | +8 | +5 | +3 |
| Retailer cooperatives | +4 | -4 | +7 | +3 | 0 |
| Nonaffiliated | +6 | -4 | +5 | +3 | +1 |
| Specialty-line groceries | -1 | -6 | +2 | +2 | -3 |
| Confectionery | -1 | -3 | +3 | (X) | -1 |
| Meats, meat products | (X) | -3 | +1 | +13 | (X) |
| Poultry, poultry products | -17 | -11 | 0 | +5 | +1 |
| Fresh fruits, vegetables | -6 | -12 | -1 | -3 | (X) |
| Beer, wine, distilled alcoholic beverages, total | +2 | -8 | +2 | +4 | +3 |
| Beer | +2 | -14 | +2 | +6 | -3 |
| Wine, distilled spirits | +1 | -2 | +3 | +4 | +5 |
| Drugs, chemicals, allied products, total | +2 | -2 | +1 | +2 | 0 |
| Drugs, drug proprietaries, druggists' supplies | +1 | +2 | 0 | +1 | +1 |
| General-line drugs | -1 | +3 | -1 | +1 | +1 |
| Paints, varnishes | -3 | -9 | -2 | -1 | 0 |
| Other chemicals, allied products | +4 | -7 | +2 | +6 | -1 |
| Tobacco, tobacco products | -1 | -4 | +3 | -1 | +4 |
| Dry goods, apparel, total | +2 | -10 | -1 | 0 | -3 |
| Apparel and accessories, hosiery, lingerie, footwear | +1 | -10 | 0 | -2 | -5 |
| Dry goods, notions | +3 | -12 | 0 | -6 | -2 |
| Piece goods converters | -1 | -4 | -4 | +12 | -2 |
| Paper, paper products, excluding wallpaper, total | 0 | -3 | +1 | -1 | 0 |
| Paper | 0 | -5 | 0 | 0 | 0 |
| Stationery, office supplies | (X) | (X) | +4 | (X) | (X) |
| Farm products, raw materials | +5 | r-7 | +4 | (X) | (X) |
| Cotton | (X) | (X) | +4 | (X) | (X) |
| Grain | +9 | -6 | +8 | (X) | (X) |
| Other nondurable goods, total | 0 | -1 | 0 | 0 | +2 |
| Amusement, sporting goods | +3 | +7 | 0 | +3 | 0 |
| Books, magazines, newspapers | +1 | -4 | +3 | +10 | -2 |
| Coal | +5 | +2 | -6 | -10 | +11 |
| Farm supplies | -6 | -1 | +3 | 0 | +2 |

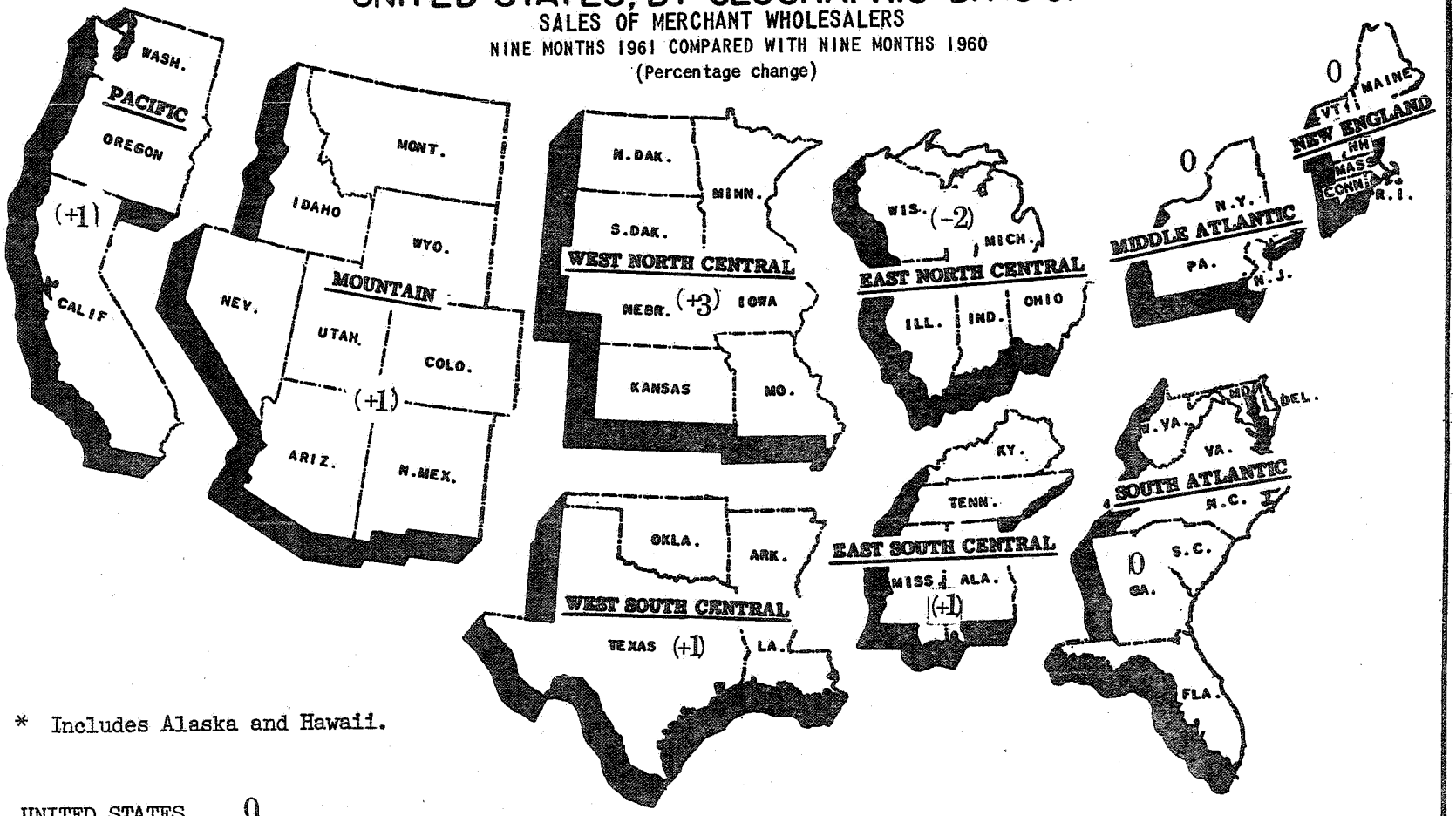
r Revised since Advance Release dated November 1, 1961.
X Withheld due to extreme variability of reported data.

# UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

NINE MONTHS 1961 COMPARED WITH NINE MONTHS 1960

(Percentage change)




* Includes Alaska and Hawaii.

UNITED STATES 0

USCOMM--DC

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

SEPTEMBER 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | September 1961 from-- | | 9 mos. 1961 from 9 mos. 1960 | September 1961 from-- | |
| | September 1960 | August 1961 | | September 1960 | August 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +1 | -5 | 0 | 0 | 0 |
| New England | +1 | -7 | 0 | 0 | 0 |
| Middle Atlantic | +2 | -3 | 0 | -2 | 0 |
| East North Central | +3 | -4 | -2 | +1 | +1 |
| West North Central | -1 | -6 | +3 | -1 | -1 |
| South Atlantic | 0 | -3 | 0 | 0 | +1 |
| East South Central | +3 | -8 | +1 | +3 | +1 |
| West South Central | +1 | -6 | +1 | +1 | 0 |
| Mountain | +2 | -7 | +1 | -3 | 0 |
| Pacific | +2 | -4 | +1 | 0 | +1 |
| Automotive equipment, tire, tubes | +1 | -7 | 0 | +5 | +1 |
| New England | -3 | -8 | -2 | (X) | (X) |
| Middle Atlantic | 0 | (X) | +1 | +2 | 0 |
| East North Central | -1 | -5 | -2 | +8 | +3 |
| West North Central | -5 | -6 | -2 | +1 | 0 |
| South Atlantic | +2 | -4 | +3 | +7 | +1 |
| East South Central | -3 | -8 | +2 | +12 | 0 |
| West South Central | +5 | -9 | -1 | +10 | 0 |
| Mountain | +5 | +5 | -2 | +2 | -2 |
| Pacific | +8 | -4 | +1 | +4 | +2 |
| Electrical supplies, apparatus | -3 | -8 | -3 | +1 | +4 |
| New England | +1 | -1 | -6 | +2 | +2 |
| Middle Atlantic | -2 | -11 | -4 | (X) | +2 |
| East North Central | -10 | -3 | -7 | -1 | +3 |
| West North Central | +8 | -3 | +1 | (X) | +5 |
| South Atlantic | +1 | -8 | -4 | +1 | +1 |
| East South Central | 0 | -14 | +1 | +3 | +6 |
| West South Central | 0 | -9 | -7 | (X) | +9 |
| Mountain | 0 | -7 | +8 | +11 | 0 |
| Pacific | +7 | -10 | +2 | +3 | +4 |
| Electrical appliances, TV, radio sets, electronic parts equipment | 0 | +3 | -3 | -6 | 0 |
| New England | -2 | -1 | +1 | -6 | -4 |
| Middle Atlantic | -2 | +3 | -3 | -4 | 0 |
| East North Central | -5 | +7 | -7 | -8 | -1 |
| West North Central | -1 | +5 | -1 | -13 | (X) |
| South Atlantic | +7 | +2 | -5 | -11 | -1 |
| East South Central | (X) | (X) | (X) | (X) | (X) |
| West South Central | +9 | -3 | -2 | -5 | +4 |
| Mountain | -1 | +9 | -8 | (X) | +10 |
| Pacific | +5 | +4 | 0 | -8 | 0 |
| Furniture, home furnishings, total | -3 | -7 | -2 | -9 | +3 |
| New England | -14 | -24 | -6 | -5 | +7 |
| Middle Atlantic | -2 | -3 | -2 | -9 | +2 |
| East North Central | -2 | -11 | -2 | -12 | +7 |
| West North Central | -3 | 0 | +1 | -12 | 0 |
| South Atlantic | -9 | -10 | 0 | (X) | +5 |
| East South Central | -7 | -10 | -2 | (X) | (X) |
| West South Central | +12 | -7 | +3 | -2 | +6 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | (X) | -4 | -5 | -17 | 0 |
| Hardware | +1 | -1 | -2 | -3 | -1 |
| New England | -9 | (X) | (3 | +3 | +2 |
| Middle Atlantic | (X) | (X) | (X) | (X) | (X) |
| East North Central | -1 | -5 | -4 | -5 | 0 |
| West North Central | +1 | +3 | +3 | -1 | -4 |
| South Atlantic | +3 | +1 | -4 | -5 | -1 |
| East South Central | -5 | -4 | -6 | -3 | -4 |
| West South Central | -5 | -8 | -3 | +1 | -2 |
| Mountain | +2 | 0 | +2 | (X) | (X) |
| Pacific | +8 | -5 | +2 | -1 | -3 |
| Plumbing and heating equipment, supplies | -7 | -9 | -4 | -2 | +1 |
| New England | -1 | -14 | -2 | -5 | +1 |
| Middle Atlantic | -7 | -7 | -9 | -5 | +1 |
| East North Central | -9 | -7 | -7 | -5 | 0 |
| West North Central | -9 | -6 | +5 | -3 | +1 |
| South Atlantic | -3 | -9 | -5 | -6 | +3 |
| East South Central | +9 | -4 | +3 | +13 | +5 |
| West South Central | -7 | -11 | -4 | +4 | -1 |
| Mountain | (X) | -13 | -6 | -14 | (X) |
| Pacific | -9 | -14 | 0 | -14 | -3 |
| Lumber, construction materials, total | +1 | -8 | -4 | -6 | -6 |
| New England | -7 | -12 | -3 | -9 | -6 |
| Middle Atlantic | +1 | -8 | -4 | -6 | -4 |
| East North Central | -6 | -10 | -6 | -8 | -3 |
| West North Central | +5 | 0 | +4 | -2 | -5 |
| South Atlantic | -4 | -8 | -5 | (X) | -8 |
| East South Central | +16 | -6 | -4 | (X) | -3 |
| West South Central | +18 | -6 | +1 | -14 | -5 |
| Mountain | (X) | -11 | -2 | -3 | -9 |
| Pacific | +4 | -8 | -6 | +2 | -8 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued
SEPTEMBER 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | September 1961 from-- | | 9 mos. 1961 from 9 mos. 1960 | September 1961 from-- | |
| | September 1960 | August 1961 | | September 1960 | August 1961 |
| Industrial machinery, equipment supplies | -3 | -5 | -3 | -3 | -1 |
| New England | (X) | (X) | (X) | (X) | (X) |
| Middle Atlantic | -10 | -6 | 0 | (X) | -1 |
| East North Central | -4 | +1 | -9 | +5 | -1 |
| West North Central | +2 | -12 | -7 | -1 | -4 |
| South Atlantic | -5 | -1 | +1 | +1 | +1 |
| East South Central | -2 | (X) | -9 | +1 | -1 |
| West South Central | +3 | -11 | +1 | -4 | -1 |
| Mountain | -4 | -9 | +3 | -6 | -1 |
| Pacific | +2 | -2 | -1 | -2 | -2 |
| General-line groceries | +4 | -3 | +6 | +4 | +2 |
| New England | +2 | -10 | +8 | +2 | +3 |
| Middle Atlantic | +10 | +4 | +11 | +2 | +1 |
| East North Central | +5 | -3 | +6 | 0 | 0 |
| West North Central | +3 | -4 | +8 | +3 | +3 |
| South Atlantic | +4 | -3 | +5 | +5 | -1 |
| East South Central | +1 | -5 | +5 | +4 | +4 |
| West South Central | 0 | -3 | +5 | +6 | +3 |
| Mountain | +10 | -12 | +16 | +5 | -7 |
| Pacific | +3 | +1 | +2 | +8 | +5 |
| Specialty-line groceries | -1 | -6 | +2 | +2 | -3 |
| New England | +15 | -7 | +8 | (X) | -5 |
| Middle Atlantic | -2 | -6 | +1 | -1 | -6 |
| East North Central | +3 | -4 | +2 | +8 | -2 |
| West North Central | -9 | -13 | +2 | +4 | -1 |
| South Atlantic | (X) | -5 | +3 | (X) | -1 |
| West South Central | -2 | -4 | +4 | +4 | -7 |
| Mountain | (X) | -10 | +6 | 0 | -4 |
| Pacific | -2 | -5 | +1 | +4 | +1 |
| Fresh fruits, vegetables | -6 | -12 | -1 | -3 | (X) |
| New England | -17 | (X) | -3 | -14 | -14 |
| Middle Atlantic | 0 | -17 | +1 | -5 | -5 |
| East North Central | -5 | -16 | -1 | (X) | (X) |
| West North Central | -5 | -14 | +1 | -6 | +4 |
| South Atlantic | -3 | +2 | +2 | -2 | +4 |
| West South Central | +2 | +3 | -4 | 0 | +18 |
| Pacific | -15 | -6 | -2 | (X) | -6 |
| Drugs, drug proprietaries, druggists' sundries | +1 | +2 | 0 | +1 | +1 |
| New England | +4 | +4 | +5 | 0 | -4 |
| Middle Atlantic | +6 | +4 | -2 | 0 | +1 |
| East North Central | 0 | +3 | 0 | 0 | +1 |
| West North Central | 0 | +3 | +2 | +1 | +2 |
| South Atlantic | -1 | 0 | 0 | -2 | +2 |
| East South Central | +4 | +8 | -5 | -2 | +3 |
| West South Central | -3 | -3 | -2 | +3 | +1 |
| Mountain | +6 | +2 | +5 | +1 | +6 |
| Pacific | -2 | -2 | +3 | +4 | +1 |
| Tobacco, tobacco products | -1 | -4 | +3 | -1 | +4 |
| New England | +2 | -4 | +1 | -2 | 0 |
| Middle Atlantic | -2 | -6 | +2 | -2 | +1 |
| East North Central | -1 | -6 | +3 | -2 | +6 |
| West North Central | +1 | -3 | +6 | +3 | +6 |
| South Atlantic | -2 | +4 | +1 | +2 | +8 |
| East South Central | +3 | 0 | +3 | -1 | +6 |
| West South Central | 0 | -2 | +3 | 0 | +3 |
| Mountain | -3 | -8 | +1 | -4 | +2 |
| Pacific | 0 | -10 | +7 | -1 | +3 |
| Dry goods, apparel, total | +2 | -10 | -1 | 0 | -3 |
| New England | +17 | -15 | +2 | (X) | (X) |
| Middle Atlantic | +2 | -9 | -2 | -1 | -3 |
| East North Central | +2 | +3 | -7 | 0 | -1 |
| South Atlantic | -7 | -23 | +3 | +9 | -4 |
| West South Central | -9 | -17 | +6 | (X) | (X) |
| Pacific | -8 | -10 | +2 | -13 | -5 |

X Withheld due to extreme variability of reported data.
[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures--based on the weighted sales of identical firms prior to July 1961--are now derived from dollar volume estimates.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about 0.8 percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was also 0.8%.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratio of current month to previous month sales and inventories for selected months during 1961 and are shown in table 8. The sampling errors shown for the monthly dollar estimates are based on the final "composite" estimates, while the sampling errors of the month-to-month ratios are based on the preliminary "composite" estimate of the current month and the final "composite" estimate of the previous month. The sampling error of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimate. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample differ from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, approximately 12 percent of the total sales and 30 percent of total inventories are imputed for nonresponse. In some geographic divisions, the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in May 1961. The published estimate is $4,915 million while the sampling error shown in this report is 0.7 percent (or .007). Multiplying $4,915 million by .007, we obtain $34 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,881 and $4,949 million. Doubling the given median sampling error gives us the limits, $4,846 to $4,984 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of the sampling error of the ratio, consider the ratio of change from April 1961 to May 1961 for all durable goods. This ratio of change, obtained by dividing $4,915 million by $4,494 million, is 1.09 (it can also be expressed as a 9% increase). The sampling error of this statistic is 0.8 percent (.008). Multiplying 1.09 by .008, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.08 to 1.10 (that is, that the April to May change was between a 8% and 10% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.07 to 1.11.

Table 8.--SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | End-of-month inventories | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | |
| | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 |
| MERCHANT WHOLESALERS, TOTAL | 0.7 | 0.8 | 0.7 | 0.4 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8 | 0.7 | 0.6 | 0.3 | 0.5 | 0.8 | 0.8 | 0.8 | 0.2 | 0.2 |
| DURABLE GOODS, TOTAL | 1.0 | 1.0 | 0.7 | 0.5 | 0.8 | - | - | - | 0.2 | 0.2 |
| Motor vehicles, automotive equipment, total | 2.8 | 3.0 | 2.6 | 1.3 | 1.9 | 3.1 | 3.5 | 3.2 | 0.3 | 0.4 |
| Automobiles, other motor vehicles | - | - | - | 2.9 | 5.9 | - | - | - | 1.0 | 1.5 |
| Automotive equipment, tires, tubes | 3.6 | 3.3 | 3.6 | 1.7 | 1.0 | 3.9 | 4.4 | 4.1 | 0.4 | 0.3 |
| Electrical goods, total | 2.6 | 2.6 | 2.4 | 1.2 | 1.0 | 2.2 | 2.3 | 2.3 | 0.4 | 0.5 |
| Electrical supplies, apparatus | 1.9 | 2.4 | 2.4 | 1.5 | 1.4 | 2.6 | 3.2 | 3.3 | 0.4 | 0.7 |
| Electrical appliances, TV, radio sets, electronic parts | 3.9 | 3.7 | 3.5 | 2.0 | 1.4 | 2.9 | 2.7 | 2.9 | 0.6 | 0.6 |
| Furniture, home furnishings, total | 2.9 | 3.6 | 3.2 | 2.4 | 2.0 | 5.2 | 5.7 | 5.8 | 0.9 | 0.6 |
| Furniture-household, office | 3.4 | 5.3 | 5.2 | 4.7 | 2.4 | - | - | - | 1.0 | 1.3 |
| Home furnishings, floor coverings | 3.7 | 4.2 | 4.3 | 2.1 | 2.5 | - | - | - | 1.2 | 0.6 |
| Hardware, plumbing--heating equipment, supplies, total | 2.4 | 2.4 | 2.6 | 0.9 | 1.1 | 2.3 | 2.3 | 2.3 | 0.6 | 0.5 |
| Hardware | 2.8 | 3.1 | 3.1 | 1.4 | 1.9 | 2.4 | 2.1 | 3.0 | 0.9 | 0.6 |
| Plumbing and heating equipment, supplies | 2.6 | 2.9 | 3.2 | 1.6 | 1.9 | 3.8 | 3.6 | 3.6 | 0.8 | 0.7 |
| Air conditioning, refrigeration equipment, supplies | - | - | - | 8.4 | 4.6 | - | - | - | 1.0 | 1.0 |
| Lumber, construction materials, total | 3.1 | 2.6 | 3.1 | 2.0 | 1.2 | - | - | - | 0.8 | 0.8 |
| Lumber, millwork | 4.4 | 3.9 | 4.1 | 2.0 | 1.5 | - | - | - | 1.1 | 1.2 |
| Construction materials | 3.8 | 3.6 | 4.1 | 4.1 | 3.2 | - | - | - | 0.8 | 0.8 |
| Machinery, equipment, supplies, total | 1.8 | 1.8 | 1.8 | 1.6 | 1.8 | 1.4 | 1.4 | 1.4 | 0.6 | 0.6 |
| Commercial, industrial machinery, equipment, supplies | 2.3 | 2.6 | 2.7 | NA | NA | - | - | - | NA | NA |
| Commercial machines, equipment | - | - | - | 4.4 | 4.6 | - | - | - | 1.3 | 1.2 |
| Construction machinery, equipment | 4.8 | 4.8 | 5.3 | 4.6 | 6.2 | - | - | - | 0.9 | 0.6 |
| Industrial machinery, equipment, supplies | 2.9 | 3.4 | 3.4 | 3.2 | 1.8 | 2.4 | 3.0 | 2.8 | 0.6 | 1.3 |
| Professional equipment, supplies | 3.9 | 3.5 | 4.8 | 2.3 | 2.5 | - | - | - | 0.9 | 0.7 |
| Service establishment equipment, supplies | 3.6 | 4.1 | 6.0 | 1.7 | 2.6 | - | - | - | 0.7 | 0.7 |
| Metals, metalwork (except scrap), total | 3.5 | 3.8 | 2.6 | 2.1 | 2.5 | 2.2 | 3.0 | 2.4 | 0.5 | 0.5 |
| Iron, steel and products | 4.8 | 5.2 | 3.9 | 2.8 | 3.4 | 2.6 | 3.7 | 3.0 | 0.6 | 0.7 |
| Nonferrous metals | 3.2 | 3.3 | 2.1 | 2.1 | 1.6 | - | - | - | 1.2 | 1.3 |
| Scrap, waste materials, total | 3.5 | 3.1 | 3.3 | 2.5 | 2.7 | - | - | - | 1.3 | 1.1 |
| Iron, steel scrap | 4.3 | 5.2 | 4.6 | 3.2 | 3.9 | - | - | - | 1.5 | 1.7 |
| Waste materials | 5.1 | 4.6 | 5.4 | 3.8 | 2.3 | - | - | - | 3.2 | 1.3 |
| Jewelry | - | - | - | 3.9 | 2.1 | - | - | - | 0.4 | 1.0 |
| NONDURABLE GOODS, TOTAL | 1.0 | 1.2 | 1.1 | 0.6 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.9 | 1.0 | 0.9 | 0.5 | 0.5 | - | - | - | 0.3 | 0.4 |
| Groceries and related products, total | 2.0 | 1.9 | 2.0 | 0.6 | 0.6 | 3.0 | 3.2 | 3.9 | 0.5 | 0.6 |
| General-line groceries | 2.9 | 2.9 | 3.2 | 0.8 | 0.4 | 2.9 | 3.3 | 3.1 | 0.4 | 0.6 |
| Specialty-line groceries | 3.4 | 2.9 | 3.3 | 1.4 | 1.6 | - | - | - | 1.1 | 1.1 |
| Confectionery | 3.5 | 4.3 | 5.1 | 1.5 | 1.2 | - | - | - | 1.9 | 0.6 |
| Meat, meat products | 6.2 | 7.1 | 5.1 | 2.0 | 1.9 | - | - | - | 1.8 | 7.9 |
| Poultry, poultry products | 3.8 | 5.8 | 5.1 | 3.5 | 1.0 | - | - | - | 1.9 | 2.1 |
| Fresh fruit, vegetable | 3.0 | 3.7 | 3.8 | 1.7 | 1.5 | - | - | - | 1.5 | 1.6 |
| Beer, wine, distilled alcholic beverages, total | 2.9 | 3.0 | 2.7 | 0.6 | 1.0 | 5.5 | 5.2 | 5.9 | 1.1 | 1.8 |
| Beer | 2.5 | 3.0 | 2.4 | 0.7 | 0.9 | - | - | - | 2.2 | 2.1 |
| Wine, distilled spirits | 5.1 | 5.0 | 5.0 | 1.0 | 1.9 | 6.9 | 6.6 | 7.7 | 0.9 | 2.3 |
| Drugs, chemicals, allied products, total | 2.3 | 2.2 | 2.4 | 0.8 | 1.2 | 2.0 | 2.3 | 2.1 | 0.5 | 0.5 |
| Drugs, drug proprietaries, druggists' sundries | 2.7 | 2.8 | 3.2 | 0.8 | 1.3 | 2.1 | 2.2 | 1.8 | 0.6 | 0.7 |
| Paints, varnishes | 3.8 | 3.4 | 3.7 | 1.3 | 1.3 | - | - | - | 0.9 | 1.8 |
| Other chemicals, allied products | 4.0 | 3.3 | 3.6 | 2.1 | 2.6 | - | - | - | 0.7 | 0.9 |
| Tobacco, tobacco products | 2.1 | 1.9 | 2.8 | 0.6 | 0.9 | - | - | - | 0.7 | 0.7 |
| Dry goods, apparel, total | 1.7 | 2.5 | 2.4 | 1.9 | 2.3 | - | - | - | 0.4 | 0.9 |
| Apparel and accessories, hosiery, lingerie, footwear | 3.4 | 4.5 | 5.5 | 3.4 | 5.0 | - | - | - | 1.1 | 1.8 |
| Dry goods, notions | 3.6 | 4.5 | 4.3 | 3.1 | 2.3 | - | - | - | 0.7 | 1.2 |
| Piece goods converters | - | - | 4.8 | 3.1 | 2.0 | - | - | - | 0.5 | 1.3 |
| Paper, paper products (excluding wallpaper), total | 3.1 | 3.1 | 2.9 | 1.9 | 1.8 | 3.9 | 4.5 | 3.7 | 0.6 | 0.6 |
| Paper | 2.6 | 3.2 | 2.5 | 2.1 | 1.4 | 3.6 | 4.4 | 3.5 | 0.7 | 0.6 |
| Stationery, office supplies | - | - | - | 3.9 | 9.4 | - | - | - | 1.2 | 1.6 |
| Farm products (raw materials), total | - | - | - | 2.5 | 3.1 | - | - | - | - | - |
| Cotton | - | - | - | 3.7 | 6.4 | - | - | - | - | - |
| Grain | - | - | - | 2.9 | 3.9 | - | - | - | - | - |
| Other farm products | - | - | - | - | - | - | - | - | - | - |
| Other nondurable goods, total | - | - | - | 2.7 | 1.5 | - | - | - | 1.1 | 0.8 |
| Amusement, sporting goods | - | - | - | 3.8 | 2.8 | - | - | - | 1.1 | 1.2 |
| Books, magazines, newspapers | - | - | - | 1.4 | 1.9 | - | - | - | 0.2 | 0.6 |
| Coal | 6.0 | 5.1 | 4.4 | 3.4 | 1.0 | - | - | - | 4.2 | 3.6 |
| Farm supplies | 4.2 | 5.1 | 5.2 | 3.4 | 2.6 | - | - | - | 1.5 | 2.4 |

NA Not available.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Lumber, Construction Materials (Part of SIC 509)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Machinery, Equipment, Supplies (SIC 508)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels; road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

## DESCRIPTION OF KINDS OF BUSINESS

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

MONTHLY
# WHOLESALE TRADE REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

OCTOBER 1961

BW-61-10

FOR RELEASE
DECEMBER 12, 1961[1]

## SALES AND INVENTORIES

### SALES

October 1961 sales of merchant wholesalers, estimated at $12.8 billion, rose 8 percent over September sales and were also 8 percent above October sales a year ago. In part, these gains were due to the larger number of trading days this month compared to September 1961 and October 1960. Cumulative sales for the first 10 months of 1961, totaling $115.1 billion, were up slightly (1%) over the comparable period of 1960.

Sales in the durable goods trades, totaling $5.3 billion in October, were up 7 percent over the September level and 10 percent above October 1960 sales. Nondurable goods sales, at $7.5 billion, rose 10 percent over previous month sales and were 7 percent higher than sales a year ago. Over the 10-month period, sales in the nondurable goods trades were up 3 percent over the comparable 1960 period, but sales in the durable goods trades were down 1 percent.

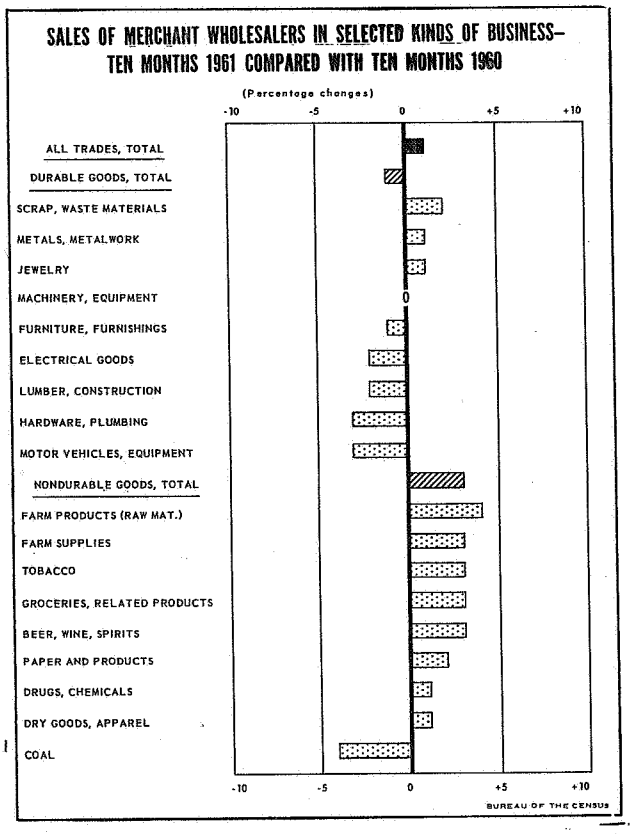
Most trades reported October sales above September levels. Substantial gains were registered by grain merchants (45%), cotton merchants (42%), jewelry wholesalers (25%), piece goods converters (19%), and wine, distilled spirits wholesalers (16%). Air conditioning, refrigeration equipment distributors, indicated the sharpest decline (9%) from the previous month. Compared with sales a year ago, only two trades--poultry products wholesalers and cotton merchants--showed declines. Iron, steel scrap dealers, with October sales up 38 percent over a year ago, and grain merchants with sales up 21 percent, registered the principal gains. For the 10-month period, the largest increase was shown by retailer-cooperative grocery wholesalers (8%), the sharpest decline (10%) by automobile distributors.

All geographic divisions showed gains over the previous month as well as year-ago sales. The East South Central Division, which reported the sharpest increase (13%) over September sales, showed the smallest gain over October sales a year ago. The West North Central Division, with sales up 11 percent, registered the principal increase over October 1960 sales. Over the 10-month period, small gains (1 to 4 percent) were shown in all geographic divisions, except the East North Central, which was down slightly (1%) and the South Atlantic, which was unchanged from the comparable period a year ago.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $13.1 billion at the end of October rose slightly (1%) during the month but were at virtually the same level as stocks on hand a year ago. Stocks in the durable goods trades were unchanged from the previous month but were slightly (1%) below year-ago stocks. Stocks in the nondurable goods trades rose 3 percent during the month and were 2 percent above a year ago.

Most trades reported small changes from previous month inventories. Wine, distilled spirits wholesalers, and fresh fruit, vegetable wholesalers, each with stocks up 12 percent during the month, accounted for the largest increase, percentagewise, over September inventories. Iron, steel scrap dealers registered the principal gain (25%) over stocks on hand a year ago. The sharpest declines from year-ago inventory levels were shown by automobile distributors (16%) and coal wholesalers (15%).




The October 1961 stock-sales ratio for merchant wholesalers was 114 percent, down 6 points from September 1961 and 10 points below the stock-sales ratio for October 1960. The October 1961 stock-sales ratio of durable goods wholesalers was 149 percent compared with the nondurable goods stock-sales ratio of 85 percent.

### GENERAL

Data in this report are based on a probability sample representative of all merchant wholesalers in the country. A description of the sample design and the estimating procedure and approximate measures of the reliability of the data are included on pages 10 to 13. A description of each kind-of-business classification shown in this report is included on pages 14 to 16.

[1]For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of October 1961 data was issued on December 1, 1961.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS
1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | | 1960 | | Total 10 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept.[1] | Oct.[2] | Sept.[1] | Oct.[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 11,980 | 11,061 | 12,444 | 11,767 | 12,761 | 11,615 | 11,791 | 115,060 | 113,971 |
| Total (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,204 | 10,212 | 11,390 | 10,835 | 11,469 | 10,725 | 10,571 | 105,561 | 104,877 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,106 | 4,602 | 5,181 | 4,929 | 5,258 | 4,850 | 4,788 | 47,194 | 47,809 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 705 | 659 | 660 | 638 | 702 | 635 | 652 | 6,496 | 6,690 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 504 | ~~562~~ 462 | 495 | 459 | 497 | 452 | 471 | 4,631 | 4,611 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 740 | 680 | 776 | 760 | 804 | 768 | 756 | 7,015 | 7,161 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 299 | 340 | 311 | 338 | 321 | 328 | 3,019 | 3,088 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 426 | 381 | 436 | 449 | 466 | 447 | 428 | 3,996 | 4,073 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 244 | 213 | 273 | 250 | 284 | 258 | 268 | 2,410 | 2,438 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 62 | 80 | 69 | 79 | 73 | 75 | 693 | 725 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 167 | 150 | 193 | 180 | 205 | 185 | 193 | 1,717 | 1,713 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 591 | 527 | 598 | 567 | 593 | 589 | 575 | 5,274 | 5,424 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 188 | 217 | 215 | 233 | 213 | 214 | 2,022 | 2,031 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 303 | 274 | 312 | 290 | 304 | 312 | 304 | 2,646 | 2,755 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 625 | 569 | 640 | 585 | 628 | 581 | 576 | 5,571 | 5,706 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 418 | 364 | 406 | 380 | 411 | 372 | 358 | 3,708 | 3,805 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 206 | 205 | 233 | 205 | 217 | 209 | 218 | 1,863 | 1,900 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,270 | 1,148 | 1,310 | 1,252 | 1,281 | 1,236 | 1,153 | 11,927 | 11,986 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 883 | 795 | 930 | 888 | 901 | 883 | 818 | 8,278 | 8,382 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 167 | 192 | (X) | (X) | (X) | (X) | 1,714 | 1,735 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 567 | 596 | 539 | 632 | 594 | 620 | 612 | 569 | 5,600 | 5,679 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 139 | 136 | 152 | 153 | 147 | 150 | 135 | 1,356 | 1,307 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 110 | 104 | 114 | 109 | 116 | 108 | 112 | 1,061 | 1,064 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 543 | 461 | 527 | 502 | 532 | 448 | 457 | 4,840 | 4,812 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 375 | 312 | 364 | 364 | 361 | 299 | 309 | 3,352 | 3,352 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 150 | 163 | 160 | 171 | 149 | 147 | 1,488 | 1,459 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 317 | 285 | 305 | 289 | 325 | 248 | 254 | 2,891 | 2,829 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 198 | 183 | 188 | 180 | 205 | 145 | 148 | 1,766 | 1,663 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 119 | 101 | 117 | 109 | 120 | 103 | 106 | 1,124 | 1,167 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,874 | 6,459 | 7,263 | 6,838 | 7,503 | 6,765 | 7,003 | 67,865 | 66,162 |
| Total (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,096 | 5,610 | 6,209 | 5,907 | 6,211 | 5,876 | 5,783 | 58,367 | 57,068 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,509 | 2,365 | 2,493 | 2,356 | 2,437 | 2,328 | 2,301 | 23,787 | 23,027 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 801 | 865 | 838 | 857 | 805 | 794 | 8,229 | 7,718 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 743 | 714 | 758 | 813 | 729 | 720 | 711 | 7,237 | 7,094 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 74 | 67 | 74 | 71 | 77 | 72 | (X) | 706 | 690 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 387 | 368 | 404 | (X) | (X) | (X) | (X) | 3,747 | 3,641 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 120 | 109 | 114 | 97 | 111 | 116 | 119 | 1,134 | 1,146 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 328 | 306 | 278 | 248 | 252 | 258 | 245 | 2,733 | 2,738 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 675 | 601 | 676 | 635 | 674 | 624 | 621 | 6,096 | 5,919 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 294 | 309 | 267 | 247 | 261 | 233 | 2,565 | 2,508 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 369 | 308 | 367 | 368 | 427 | 363 | 388 | 3,532 | 3,411 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 468 | 419 | 483 | 473 | 497 | 464 | 467 | 4,563 | 4,505 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 247 | 282 | 283 | 294 | 279 | 284 | 2,732 | 2,715 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 33 | 29 | 31 | 30 | 32 | 31 | 30 | 290 | 294 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 163 | 168 | 156 | 160 | 170 | 154 | 153 | 1,541 | 1,496 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 380 | 356 | 382 | 365 | 366 | 368 | 349 | 3,529 | 3,424 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 561 | 510 | 638 | 583 | 657 | 594 | 575 | 5,660 | 5,632 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 213 | 227 | 291 | 262 | 295 | 279 | 262 | 2,396 | 2,381 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 215 | 186 | 221 | 199 | 217 | 193 | 191 | 2,008 | 1,976 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 324 | 376 | 365 | 382 | 364 | 356 | 3,515 | 3,459 |
| Paper | 270 | 266 | 310 | 277 | 294 | 307 | 271 | 312 | 300 | 317 | 299 | 294 | 2,926 | 2,893 |
| Coal | 72 | 69 | 64 | 59 | 59 | 60 | 56 | 64 | 65 | 75 | 62 | 67 | 645 | 675 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 182 | 143 | 147 | 141 | 138 | 151 | 135 | 1,720 | 1,668 |

[1] Final estimate.
[2] Preliminary estimate.
} See page 12, Estimating Procedure.

(X) Withheld due to extreme variability of reported data.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS: 1960 AND 1961

1958 MONTHLY AVERAGE =100

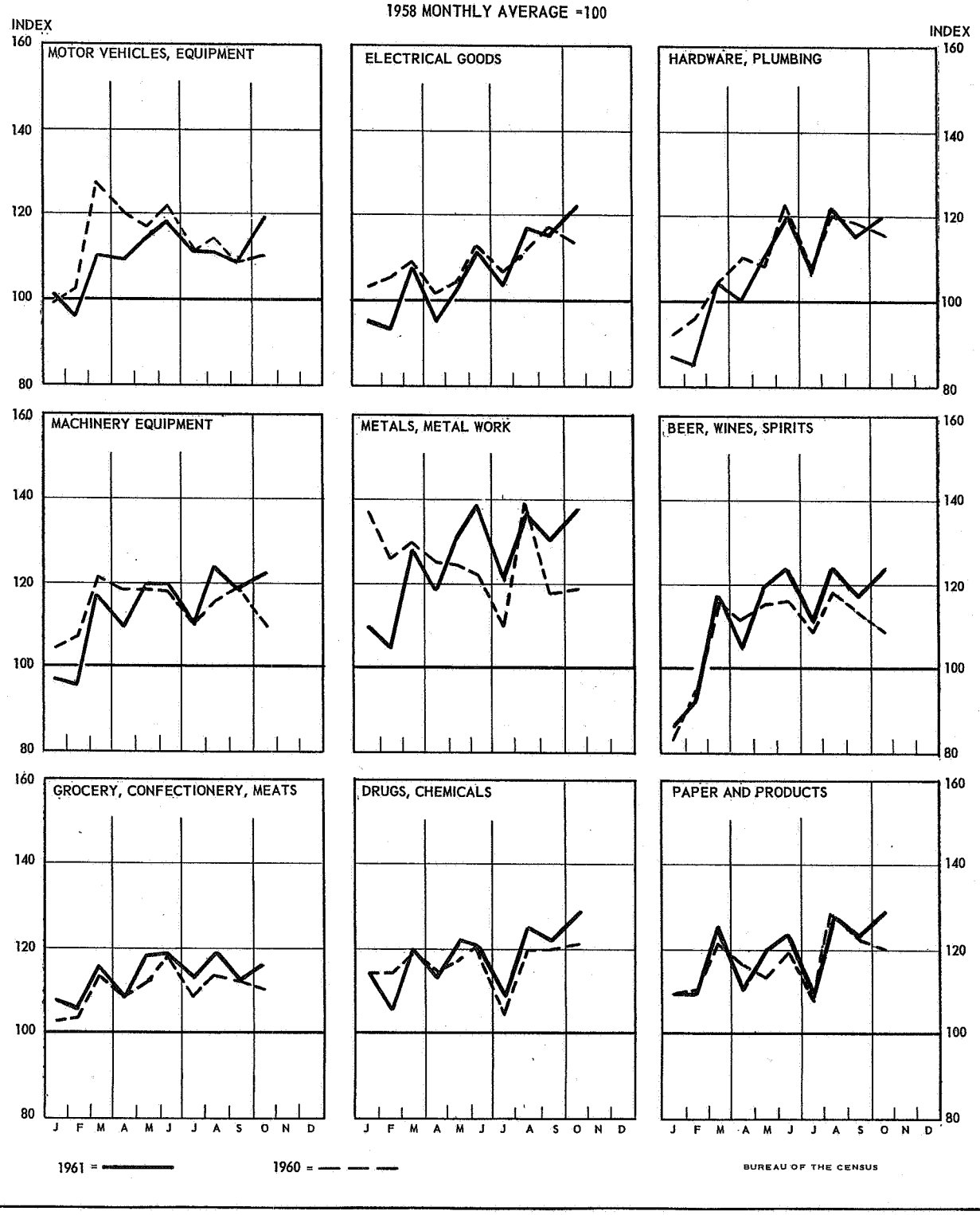


Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept.[1] | Oct.[2] | Sept.[1] | Oct.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,996 | 12,995 | 12,968 | 12,996 | 13,011 | 13,120 | 13,033 | 13,106 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,221 | 1,199 | 1,181 | 1,168 | 1,174 | 1,170 | 1,182 | 1,229 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 958 | 929 | 928 | 920 | 932 | 924 | 880 | 935 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,203 | 1,182 | 1,180 | 1,194 | 1,195 | 1,232 | 1,241 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 464 | 469 | 459 | 478 | 479 | 474 | 474 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 739 | 713 | 721 | 715 | 715 | 759 | 757 |
| Hardware, plumbing, heating equipment, supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,102 | 1,115 | 1,068 | 1,078 | 1,061 | 1,106 | 1,057 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 449 | 438 | 440 | 430 | 455 | 429 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 552 | 563 | 533 | 543 | 536 | 552 | 546 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,134 | 2,165 | 2,156 | 2,143 | 2,168 | 2,149 | 2,168 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 859 | 894 | 886 | 880 | 882 | 908 | 894 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 816 | 837 | 875 | 873 | 877 | 870 | 869 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 682 | 687 | 726 | 727 | 729 | 725 | 739 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,379 | 1,321 | 1,336 | 1,341 | 1,392 | 1,304 | 1,366 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 668 | 653 | 647 | 662 | 698 | 638 | 668 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 710 | 699 | 705 | 733 | 794 | 705 | 764 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 545 | 528 | 550 | 583 | 652 | 564 | 620 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 605 | 601 | 610 | 617 | 607 | 615 | 596 | 605 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 407 | 404 | 418 | 420 | 418 | 428 | 415 | 425 |
| Paper, paper products, excluding wallpaper, total | 369 | 364 | 373 | 386 | 375 | 371 | 379 | 390 | 374 | 376 | 377 | 371 |
| Paper | 295 | 293 | 302 | 307 | 296 | 297 | 307 | 305 | 296 | 297 | 295 | 295 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

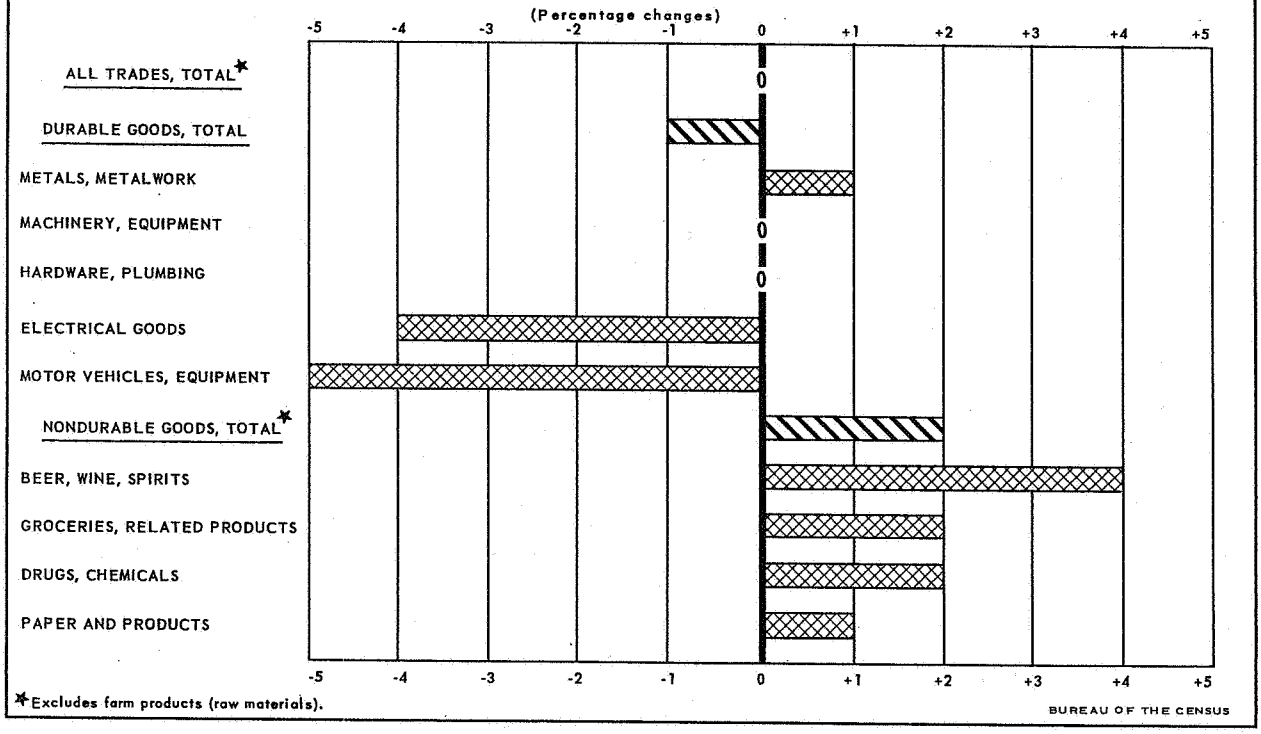
(Percent)

| Kind of business | 1961 | | | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept.[1] | Oct.[2] | Sept.[1] | Oct.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 127 | 114 | 120 | 114 | 122 | 124 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 154 | 172 | 152 | 160 | 149 | 164 | 166 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 170 | 179 | 177 | 184 | 167 | 186 | 189 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 184 | 201 | 186 | 203 | 186 | 195 | 198 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 163 | 174 | 152 | 157 | 149 | 160 | 164 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 157 | 135 | 154 | 142 | 147 | 148 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 173 | 187 | 165 | 159 | 154 | 170 | 177 |
| Hardware, plumbing, heating equipment, supplies, total | 240 | 251 | 213 | 222 | 204 | 186 | 212 | 179 | 190 | 179 | 188 | 183 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 239 | 202 | 204 | 184 | 213 | 200 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 182 | 205 | 171 | 187 | 176 | 177 | 179 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 168 | 189 | 165 | 171 | 169 | 174 | 188 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 144 | 166 | 140 | 148 | 142 | 148 | 157 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 152 | 182 | 166 | 174 | 165 | 194 | 190 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 186 | 220 | 199 | 212 | 202 | 243 | 239 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 90 | 82 | 87 | 85 | 86 | 89 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 55 | 56 | 54 | 57 | 57 | 56 | 59 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 78 | 82 | 75 | 79 | 81 | 79 | 84 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 118 | 109 | 105 | 116 | 104 | 115 | 118 | 114 | 123 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 148 | 172 | 152 | 159 | 153 | 155 | 160 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 128 | 146 | 128 | 128 | 124 | 128 | 130 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 170 | 149 | 148 | 145 | 148 | 150 |
| Paper, paper products, excluding wallpaper, total | 114 | 112 | 101 | 118 | 106 | 102 | 117 | 104 | 102 | 98 | 103 | 104 |
| Paper | 109 | 110 | 97 | 111 | 101 | 101 | 113 | 98 | 98 | 94 | 98 | 100 |

[1] Final estimate.
[2] Preliminary estimate.
} See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series of 1960, based on the revised sample, will be included in the December 1961 report.

## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS OCTOBER 1961 COMPARED WITH OCTOBER 1960

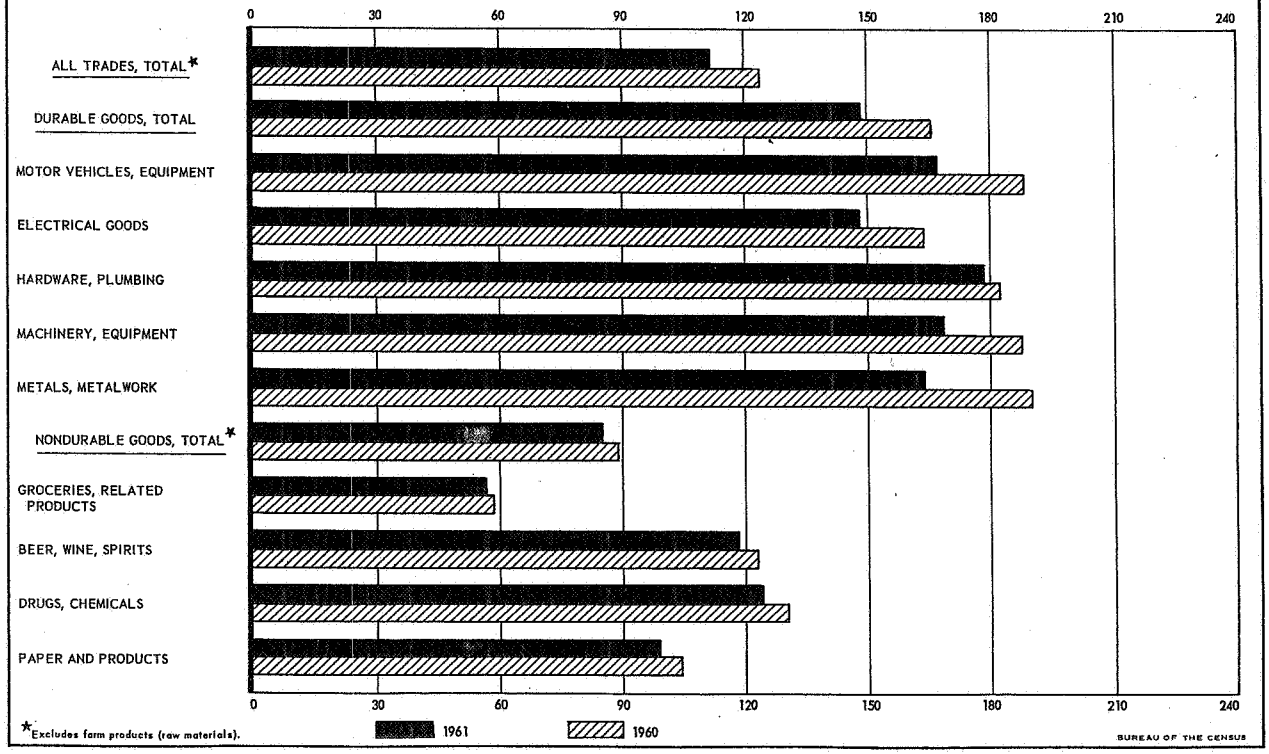



*Excludes farm products (raw materials).

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## STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS OCTOBER 1961 COMPARED WITH OCTOBER 1960

(PERCENT)




*Excludes farm products (raw materials).

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Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | October 1961 from-- | | 10 mos. 1961 from 10 mos. 1960 | October 1961 from-- | |
| | October 1960 | September 1961 | | October 1960 | September 1961 |
| MERCHANT WHOLESALERS, TOTAL | +8 | +8 | +1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +8 | +6 | +1 | 0 | +1 |
| DURABLE GOODS, TOTAL | +10 | +7 | -1 | -1 | 0 |
| Motor vehicles, automotive equipment, total | +8 | +10 | -3 | -5 | -1 |
| Automobiles, other motor vehicles | +13 | +15 | -10 | -16 | +1 |
| Automotive equipment, tires, tubes | +5 | +8 | 0 | -1 | -1 |
| Electrical goods, total | +6 | +6 | -2 | -4 | 0 |
| Electrical supplies, apparatus | +3 | +9 | -2 | -1 | 0 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | +9 | +4 | -2 | -6 | 0 |
| Furniture, home furnishings, total | +6 | +14 | -1 | -5 | -3 |
| Furniture-household, office | +5 | +14 | -4 | -2 | +1 |
| Home furnishings, floor coverings | +6 | +14 | 0 | -5 | -4 |
| Hardware, plumbing, heating equipment, supplies, total | +5 | +5 | -3 | 0 | r-2 |
| Hardware | +9 | +8 | 0 | 0 | -2 |
| Plumbing and heating equipment, supplies | 0 | +5 | -4 | -2 | -1 |
| Air conditioning, refrigeration equipment, supplies | (X) | -9 | -5 | +15 | -1 |
| Lumber, construction materials, total | +9 | r+7 | -2 | -3 | -3 |
| Lumber, millwork | +14 | r+8 | -3 | -3 | -2 |
| Construction materials | 0 | +6 | -2 | -3 | -3 |
| Machinery, equipment, supplies, total | +11 | +2 | 0 | 0 | +1 |
| Commercial, industrial machinery, equipment, supplies | +10 | +1 | -1 | +1 | +2 |
| Commercial machines, equipment | +6 | -1 | 0 | 0 | +6 |
| Construction machinery, equipment | +17 | -7 | -1 | +5 | +3 |
| Industrial machinery, equipment, supplies | +9 | +4 | -1 | -1 | 0 |
| Professional equipment, supplies | +9 | -4 | +4 | +4 | 0 |
| Surgical, medical, hospital supplies | +10 | +11 | +5 | +5 | -2 |
| Service-establishment equipment, supplies | +4 | +6 | 0 | -1 | 0 |
| Metals, metalwork (except scrap), total | +16 | +6 | +1 | +1 | 0 |
| Iron, steel, and products | +17 | +5 | 0 | -1 | +1 |
| Nonferrous metals | +16 | +7 | +2 | +13 | +1 |
| Scrap, waste materials, total | +28 | +13 | +2 | +17 | -2 |
| Iron, steel scrap | +38 | +14 | +6 | +25 | -1 |
| Waste materials | +14 | +10 | -4 | +3 | -4 |
| Jewelry | +12 | +25 | +1 | -2 | -6 |
| NONDURABLE GOODS, TOTAL | +7 | +10 | +3 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +7 | +5 | +2 | +2 | +3 |
| Groceries and related products, total | +6 | +3 | +3 | +2 | +4 |
| General-line groceries | +8 | +2 | r+7 | +5 | +5 |
| Voluntary groups | +7 | +6 | r+7 | +2 | +5 |
| Retailer cooperatives | +7 | +1 | r+8 | +6 | +5 |
| Nonaffiliated | +10 | 0 | r+5 | +5 | +6 |
| Specialty-line groceries | +2 | +2 | +2 | -2 | +1 |
| Confectionery | (X) | +8 | +2 | -1 | +1 |
| Meats, meat products | (X) | +6 | +3 | (X) | (X) |
| Poultry, poultry products | -7 | r+15 | -1 | (X) | +1 |
| Fresh fruits, vegetables | +3 | r+1 | 0 | +2 | r+12 |
| Beer, wine, distilled alcoholic beverages, total | +8 | r+6 | +3 | +4 | +8 |
| Beer | +6 | r-8 | +2 | -1 | -5 |
| Wine, distilled spirits | +10 | r+16 | +4 | +5 | +12 |
| Drugs, chemicals, allied products, total | +6 | +5 | +1 | +2 | +1 |
| Drugs, drug proprietaries, druggists' supplies | +4 | +4 | +1 | +1 | +2 |
| General-line drugs | +3 | +2 | r-1 | +1 | +2 |
| Paints, varnishes | +6 | +9 | -1 | -2 | -1 |
| Other chemicals, allied products | +11 | +6 | +3 | +5 | -1 |
| Tobacco, tobacco products | +5 | 0 | +3 | +5 | +2 |
| Dry goods, apparel, total | +14 | +13 | +1 | -2 | -2 |
| Apparel and accessories, hosiery, lingerie, footwear | +13 | +13 | +1 | -7 | -3 |
| Dry goods, notions | +13 | +9 | +2 | +1 | +1 |
| Piece goods converters | +19 | +19 | -1 | +1 | -4 |
| Paper, paper products, excluding wallpaper, total | +7 | +5 | +2 | +1 | +1 |
| Paper | +8 | +5 | +1 | 0 | 0 |
| Stationery, office supplies | (X) | (X) | +4 | (X) | (X) |
| Farm products, raw materials | +8 | +39 | +4 | (X) | (X) |
| Cotton | -22 | +42 | 0 | (X) | (X) |
| Grain | +21 | +45 | +9 | (X) | (X) |
| Other nondurable goods, total | +8 | +6 | +1 | +4 | +3 |
| Amusement, sporting goods | +8 | +13 | +1 | +4 | -1 |
| Books, magazines, newspapers | +7 | 0 | +3 | +13 | -1 |
| Coal | +12 | +15 | -4 | -15 | +8 |
| Farm supplies | +2 | -3 | +3 | +8 | +9 |

r Revised since Advance Release dated December 1, 1961.
X Withheld due to extreme variability of reported data.

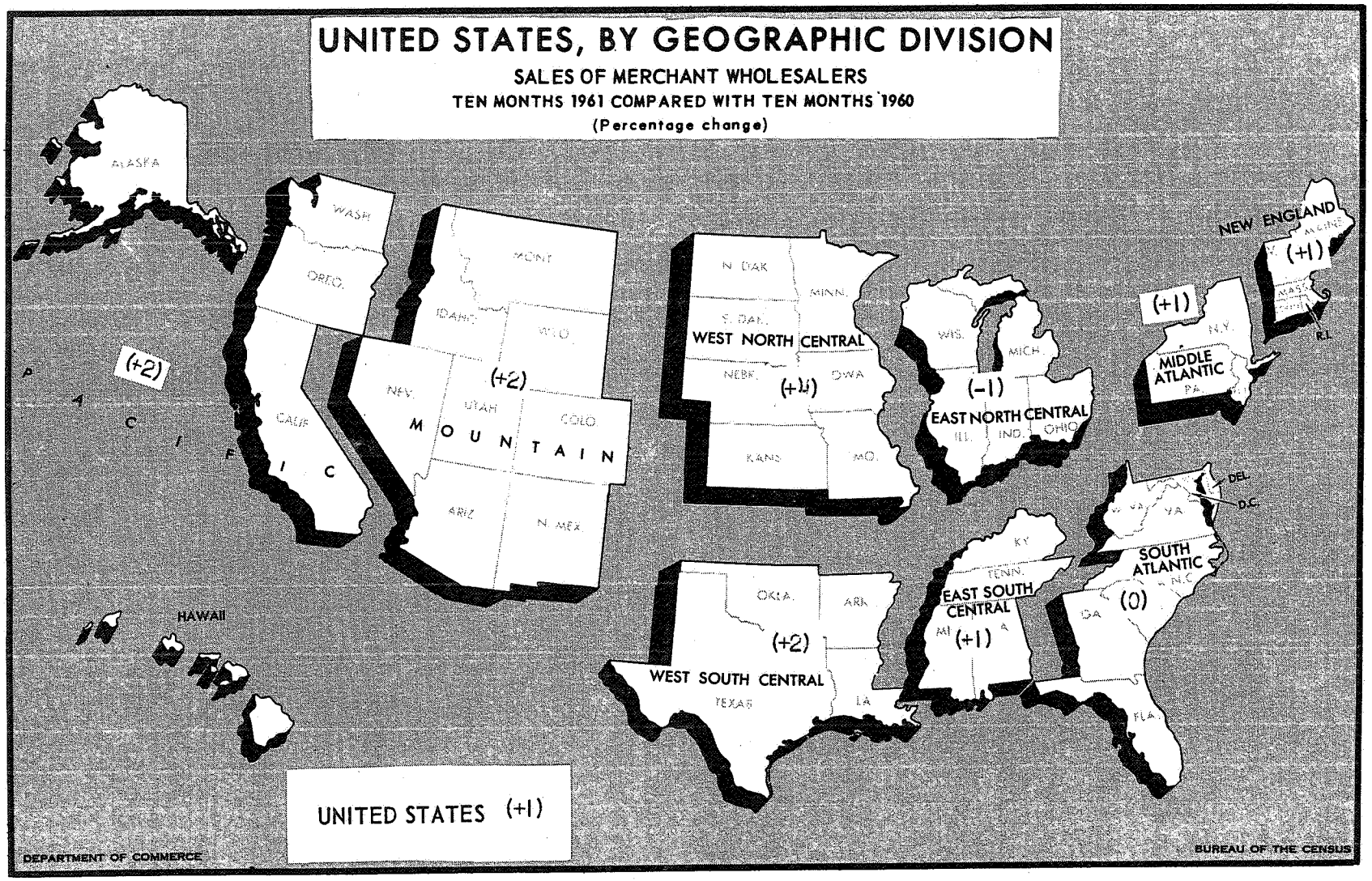

UNITED STATES, BY GEOGRAPHIC DIVISION
SALES OF MERCHANT WHOLESALERS
TEN MONTHS 1961 COMPARED WITH TEN MONTHS 1960
(Percentage change)
ALASKA
(+2)
WASH.
OREG.
CALIF.
MONT.
IDAHO
WYO.
NEV.
UTAH
COLO.
ARIZ.
N. MEX.
MOUNTAIN
(+2)
HAWAII
N. DAK.
MINN.
S. DAK.
NEBR.
IOWA
KANS.
MO.
WEST NORTH CENTRAL
(+4)
WIS.
MICH.
ILL.
IND.
OHIO
EAST NORTH CENTRAL
(-1)
OKLA.
ARK.
TEXAS
LA.
WEST SOUTH CENTRAL
(+2)
KY.
TENN.
MISS.
ALA.
EAST SOUTH CENTRAL
(+1)
W. VA.
VA.
N.C.
S.C.
GA.
FLA.
SOUTH ATLANTIC
(0)
DEL.
D.C.
N.Y.
PA.
MIDDLE ATLANTIC
(+1)
NEW ENGLAND
MAINE
MASS.
R.I.
(+1)
UNITED STATES (+1)
DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS
OCTOBER 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | October 1961 from— | | 10 mos. 1961 from 10 mos. 1960 | October 1961 from— | |
| | October 1960 | September 1961 | | October 1960 | September 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +8 | +8 | +1 | 0 | +1 |
| New England | +9 | +8 | +1 | +2 | +1 |
| Middle Atlantic | +10 | +11 | +1 | -1 | 0 |
| East North Central | +9 | +9 | -1 | -1 | +1 |
| West North Central | +11 | +8 | +4 | +2 | +2 |
| South Atlantic | +5 | +5 | 0 | +1 | +1 |
| East South Central | +1 | +13 | +1 | +2 | -1 |
| West South Central | +7 | +7 | +2 | -2 | +1 |
| Mountain | +10 | +1 | +2 | +3 | 0 |
| Pacific | +9 | +5 | +2 | 0 | +1 |
| Automotive equipment, tire, tubes | +5 | +8 | 0 | -1 | -1 |
| New England | 0 | (X) | -1 | +6 | +3 |
| Middle Atlantic | +3 | (X) | +1 | 0 | 0 |
| East North Central | +5 | +12 | -2 | -3 | -1 |
| West North Central | +1 | -2 | -1 | 0 | +1 |
| South Atlantic | +10 | +7 | +3 | (X) | -4 |
| East South Central | +10 | +3 | +2 | +1 | (X) |
| West South Central | +5 | +4 | 0 | -6 | (X) |
| Mountain | +6 | +4 | -1 | (X) | +1 |
| Pacific | +8 | +2 | +2 | -2 | -2 |
| Electrical supplies, apparatus | +3 | +9 | -2 | -1 | 0 |
| New England | +1 | +10 | -5 | -4 | -1 |
| Middle Atlantic | +7 | +8 | -3 | +2 | +1 |
| East North Central | -1 | +8 | -6 | -5 | -2 |
| West North Central | -5 | +2 | +1 | +1 | +3 |
| South Atlantic | +6 | +6 | -3 | +3 | 0 |
| East South Central | +5 | +4 | +1 | +3 | +2 |
| West South Central | +9 | +17 | -5 | +2 | +3 |
| Mountain | +8 | +12 | +8 | +4 | (X) |
| Pacific | +1 | +10 | +2 | -10 | -3 |
| Electrical appliances, TV, radio sets, electronic parts equipment | +9 | +4 | -2 | -6 | 0 |
| New England | +2 | -1 | +1 | (X) | (X) |
| Middle Atlantic | +17 | +12 | -1 | -8 | 0 |
| East North Central | +7 | -3 | -5 | -1 | 0 |
| West North Central | (X) | (X) | +1 | -14 | +2 |
| South Atlantic | +1 | -8 | -5 | -4 | +3 |
| East South Central | (X) | (X) | -5 | (X) | (X) |
| West South Central | (X) | +4 | -1 | -10 | -3 |
| Mountain | +7 | -12 | -7 | -6 | -2 |
| Pacific | +4 | +6 | 0 | 0 | -1 |
| Furniture, home furnishings, total | +6 | +14 | -1 | -5 | -3 |
| New England | +2 | +13 | -5 | (X) | (X) |
| Middle Atlantic | +7 | +13 | -1 | -7 | -5 |
| East North Central | +3 | +18 | -2 | -5 | -1 |
| West North Central | +6 | +8 | +2 | -2 | -3 |
| South Atlantic | +12 | (X) | +1 | 0 | -1 |
| East South Central | (X) | (X) | (X) | (X) | (X) |
| West South Central | (X) | (X) | +5 | -4 | +1 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | -1 | +19 | -5 | -4 | -3 |
| Hardware | +9 | +8 | 0 | 0 | -2 |
| New England | (X) | (X) | -2 | -7 | (X) |
| Middle Atlantic | (X) | +15 | +1 | -1 | 0 |
| East North Central | +11 | +10 | -2 | +7 | 0 |
| West North Central | +10 | +6 | +4 | +3 | -1 |
| South Atlantic | (X) | (X) | -3 | -1 | -2 |
| East South Central | +2 | +3 | -5 | -5 | -1 |
| West South Central | +8 | -2 | -2 | -4 | (X) |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | +16 | +4 | +4 | +3 | 0 |
| Plumbing and heating equipment, supplies | 0 | +5 | -4 | -2 | -1 |
| New England | (X) | (X) | 0 | +1 | +1 |
| Middle Atlantic | -2 | +12 | -8 | -4 | -2 |
| East North Central | -6 | +2 | -7 | -5 | -1 |
| West North Central | -8 | -2 | +3 | +2 | +2 |
| South Atlantic | +13 | +11 | -3 | 0 | -1 |
| East South Central | +5 | (X) | +3 | (X) | (X) |
| West South Central | +7 | +3 | -2 | -1 | -2 |
| Mountain | -12 | (X) | -6 | (X) | -3 |
| Pacific | +1 | +2 | -2 | 0 | -2 |
| Lumber, construction materials, total | +9 | +7 | -2 | -3 | -3 |
| New England | -6 | (X) | -4 | 0 | +1 |
| Middle Atlantic | +9 | +8 | -3 | -3 | -3 |
| East North Central | +4 | +8 | -5 | -1 | -2 |
| West North Central | 0 | 0 | +3 | -1 | (X) |
| South Atlantic | (X) | +8 | -4 | -3 | -4 |
| East South Central | (X) | (X) | (X) | (X) | (X) |
| West South Central | +23 | (X) | +3 | (X) | (X) |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | +11 | +4 | -5 | -11 | -2 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

OCTOBER 1961

| Kind of business and geographic division (see map page 7) | Sales* | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | October 1961 from-- | | 10 mos. 1961 from 10 mos. 1960 | October 1961 from-- | |
| | October 1960 | September 1961 | | October 1960 | September 1961 |
| Industrial machinery, equipment supplies distributors | +9 | +4 | -1 | -1 | 0 |
| Middle Atlantic | +9 | +4 | +1 | -2 | +1 |
| East North Central | +20 | +8 | -6 | -2 | -2 |
| West North Central | +23 | (X) | -5 | (X) | +3 |
| South Atlantic | (X) | +10 | +1 | (X) | +1 |
| East South Central | (X) | (X) | -7 | -2 | -2 |
| West South Central | +17 | +6 | +3 | -8 | +1 |
| Mountain | (X) | +12 | +4 | -5 | -3 |
| Pacific | (X) | +4 | -2 | -4 | 0 |
| General-line grocery wholesalers | +8 | +2 | +7 | +5 | +5 |
| New England | +4 | 0 | +8 | +2 | +6 |
| Middle Atlantic | +7 | +1 | +11 | -1 | +2 |
| East North Central | +7 | +6 | +6 | +4 | +8 |
| West North Central | +7 | +3 | +8 | +5 | +4 |
| South Atlantic | +10 | +2 | +6 | +7 | +7 |
| East South Central | +9 | +5 | +5 | +8 | +2 |
| West South Central | +5 | +5 | +5 | +6 | +6 |
| Mountain | +14 | +4 | +16 | +9 | +7 |
| Pacific | +12 | -5 | +3 | +6 | +5 |
| Specialty-line grocery wholesalers | +2 | +2 | +2 | -2 | +1 |
| Middle Atlantic | -5 | -2 | 0 | -2 | -3 |
| East North Central | +5 | +3 | +2 | -4 | -1 |
| South Atlantic | -9 | -5 | +2 | (X) | (X) |
| West South Central | +1 | (X) | +4 | (X) | (X) |
| Pacific | +10 | +12 | +2 | -2 | +8 |
| Fresh fruit, vegetable wholesalers | +3 | +1 | 0 | +2 | +12 |
| New England | (X) | (X) | -3 | (X) | (X) |
| Middle Atlantic | (X) | (X) | +2 | (X) | +17 |
| East North Central | -6 | -16 | -1 | 0 | +14 |
| West North Central | -2 | -8 | +1 | +1 | +6 |
| South Atlantic | +2 | -6 | +2 | +11 | +7 |
| West South Central | (X) | (X) | -2 | (X) | (X) |
| Pacific | -7 | -8 | -3 | (X) | (X) |
| Drug wholesalers (general and specialty lines) | +4 | +4 | +1 | +1 | +2 |
| New England | +6 | +6 | +5 | +4 | +3 |
| Middle Atlantic | -2 | +10 | -2 | 0 | +4 |
| East North Central | +6 | -4 | 0 | -3 | 0 |
| West North Central | +1 | (X) | +1 | +1 | +3 |
| South Atlantic | +1 | +3 | 0 | -1 | +4 |
| East South Central | (X) | +1 | -4 | (X) | +4 |
| West South Central | +8 | 0 | -1 | +1 | 0 |
| Mountain | 0 | (X) | +4 | 0 | -2 |
| Pacific | +17 | +16 | +5 | +6 | +3 |
| Tobacco distributors | +5 | 0 | +3 | +5 | +2 |
| New England | +9 | 0 | +2 | +5 | -1 |
| Middle Atlantic | +2 | -1 | +2 | +8 | +5 |
| East North Central | +9 | +5 | +3 | +3 | 0 |
| West North Central | +7 | -1 | +6 | +4 | 0 |
| South Atlantic | -1 | -2 | +1 | +1 | +1 |
| East South Central | +5 | -6 | +3 | +8 | +5 |
| West South Central | 0 | -2 | +2 | +3 | 0 |
| Pacific | +6 | +3 | +7 | +1 | +2 |
| Dry goods, apparel wholesalers | +14 | +13 | +1 | -2 | -2 |
| New England | (X) | (X) | -3 | +1 | -4 |
| Middle Atlantic | +14 | +14 | 0 | -1 | -3 |
| East North Central | +9 | +13 | -5 | -5 | -2 |
| West North Central | (X) | (X) | +8 | (X) | (X) |
| South Atlantic | +20 | +2 | +4 | (X) | -2 |
| Pacific | +32 | +15 | +5 | -6 | +1 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

# DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

## 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

## 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

## 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

## 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures--based on the weighted sales of identical firms prior to July 1961--are now derived from dollar volume estimates.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

#### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

#### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about 0.8 percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was also 0.8%.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratio of current month to previous month sales and inventories for selected months during 1961 and are shown in table 8. The sampling errors shown for the monthly dollar estimates are based on the final "composite" estimates, while the sampling errors of the month-to-month ratios are based on the preliminary "composite" estimate of the current month and the final "composite" estimate of the previous month. The sampling error of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimate. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample differ from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, approximately 12 percent of the total sales and 30 percent of total inventories are imputed for nonresponse. In some geographic divisions, the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in May 1961. The published estimate is $4,915 million while the sampling error shown in this report is 0.7 percent (or .007). Multiplying $4,915 million by .007, we obtain $34 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,881 and $4,949 million. Doubling the given median sampling error gives us the limits, $4,846 to $4,984 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of the sampling error of the ratio, consider the ratio of change from April 1961 to May 1961 for all durable goods. This ratio of change, obtained by dividing $4,915 million by $4,494 million, is 1.09 (it can also be expressed as a 9% increase). The sampling error of this statistic is 0.8 percent (.008). Multiplying 1.09 by .008, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.08 to 1.10 (that is, that the April to May change was between a 8% and 10% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.07 to 1.11.

Table 8.--SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | End-of-month inventories | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | |
| | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 |
| MERCHANT WHOLESALERS, TOTAL | 0.7 | 0.8 | 0.7 | 0.4 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8 | 0.7 | 0.6 | 0.3 | 0.5 | 0.8 | 0.8 | 0.8 | 0.2 | 0.2 |
| DURABLE GOODS, TOTAL | 1.0 | 1.0 | 0.7 | 0.5 | 0.8 | - | - | - | 0.2 | 0.2 |
| Motor vehicles, automotive equipment, total | 2.8 | 3.0 | 2.6 | 1.3 | 1.9 | 3.1 | 3.5 | 3.2 | 0.3 | 0.4 |
| Automobiles, other motor vehicles | - | - | - | 2.9 | 5.9 | - | - | - | 1.0 | 1.5 |
| Automotive equipment, tires, tubes | 3.6 | 3.3 | 3.6 | 1.7 | 1.0 | 3.9 | 4.4 | 4.1 | 0.4 | 0.3 |
| Electrical goods, total | 2.6 | 2.6 | 2.4 | 1.2 | 1.0 | 2.2 | 2.3 | 2.3 | 0.4 | 0.5 |
| Electrical supplies, apparatus | 1.9 | 2.4 | 2.4 | 1.5 | 1.4 | 2.6 | 3.2 | 3.3 | 0.4 | 0.7 |
| Electrical appliances, TV, radio sets, electronic parts | 3.9 | 3.7 | 3.5 | 2.0 | 1.4 | 2.9 | 2.7 | 2.9 | 0.6 | 0.6 |
| Furniture, home furnishings, total | 2.9 | 3.6 | 3.2 | 2.4 | 2.0 | 5.2 | 5.7 | 5.8 | 0.9 | 0.6 |
| Furniture-household, office | 3.4 | 5.3 | 5.2 | 4.7 | 2.4 | - | - | - | 1.0 | 1.3 |
| Home furnishings, floor coverings | 3.7 | 4.2 | 4.3 | 2.1 | 2.5 | - | - | - | 1.2 | 0.6 |
| Hardware, plumbing--heating equipment, supplies, total | 2.4 | 2.4 | 2.6 | 0.9 | 1.1 | 2.3 | 2.3 | 2.3 | 0.6 | 0.5 |
| Hardware | 2.8 | 3.1 | 3.1 | 1.4 | 1.9 | 2.4 | 2.1 | 3.0 | 0.9 | 0.6 |
| Plumbing and heating equipment, supplies | 2.6 | 2.9 | 3.2 | 1.6 | 1.9 | 3.8 | 3.6 | 3.6 | 0.8 | 0.7 |
| Air conditioning, refrigeration equipment, supplies | - | - | - | 8.4 | 4.6 | - | - | - | 1.0 | 1.0 |
| Lumber, construction materials, total | 3.1 | 2.6 | 3.1 | 2.0 | 1.2 | - | - | - | 0.8 | 0.8 |
| Lumber, millwork | 4.4 | 3.9 | 4.1 | 2.0 | 1.5 | - | - | - | 1.1 | 1.2 |
| Construction materials | 3.8 | 3.6 | 4.1 | 4.1 | 3.2 | - | - | - | 0.8 | 0.8 |
| Machinery, equipment, supplies, total | 1.8 | 1.8 | 1.8 | 1.6 | 1.8 | 1.4 | 1.4 | 1.4 | 0.6 | 0.6 |
| Commercial, industrial machinery, equipment, supplies | 2.3 | 2.6 | 2.7 | NA | NA | - | - | - | NA | NA |
| Commercial machines, equipment | - | - | - | 4.4 | 4.6 | - | - | - | 1.3 | 1.2 |
| Construction machinery, equipment | 4.8 | 4.8 | 5.3 | 4.6 | 6.2 | - | - | - | 0.9 | 0.6 |
| Industrial machinery, equipment, supplies | 2.9 | 3.4 | 3.2 | 3.2 | 1.8 | 2.4 | 3.0 | 2.8 | 0.6 | 1.3 |
| Professional equipment, supplies | 3.9 | 3.5 | 4.8 | 2.3 | 2.5 | - | - | - | 0.9 | 0.7 |
| Service establishment equipment, supplies | 3.6 | 4.1 | 6.0 | 1.7 | 2.6 | - | - | - | 0.7 | 0.7 |
| Metals, metalwork (except scrap), total | 3.5 | 3.8 | 2.6 | 2.1 | 2.5 | 2.2 | 3.0 | 2.4 | 0.5 | 0.5 |
| Iron, steel and products | 4.8 | 5.2 | 3.9 | 2.8 | 3.4 | 2.6 | 3.7 | 3.0 | 0.6 | 0.7 |
| Nonferrous metals | 3.2 | 3.3 | 2.1 | 2.1 | 1.6 | - | - | - | 1.2 | 1.3 |
| Scrap, waste materials, total | 3.5 | 3.1 | 3.3 | 2.5 | 2.7 | - | - | - | 1.3 | 1.1 |
| Iron, steel scrap | 4.3 | 5.2 | 4.6 | 3.2 | 3.9 | - | - | - | 1.5 | 1.7 |
| Waste materials | 5.1 | 4.6 | 5.4 | 3.8 | 2.3 | - | - | - | 3.2 | 1.3 |
| Jewelry | - | - | - | 3.9 | 2.1 | - | - | - | 0.4 | 1.0 |
| NONDURABLE GOODS, TOTAL | 1.0 | 1.2 | 1.1 | 0.6 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.9 | 1.0 | 0.9 | 0.5 | 0.5 | - | - | - | 0.3 | 0.4 |
| Groceries and related products, total | 2.0 | 1.9 | 2.0 | 0.6 | 0.6 | 3.0 | 3.2 | 3.9 | 0.5 | 0.6 |
| General-line groceries | 2.9 | 2.9 | 3.2 | 0.8 | 0.4 | 2.9 | 3.3 | 3.1 | 0.4 | 0.6 |
| Specialty-line groceries | 3.4 | 2.9 | 3.3 | 1.4 | 1.6 | - | - | - | 1.1 | 1.1 |
| Confectionery | 3.5 | 4.3 | 5.1 | 1.5 | 1.2 | - | - | - | 1.9 | 0.6 |
| Meat, meat products | 6.2 | 7.1 | 5.1 | 2.0 | 1.9 | - | - | - | 1.8 | 7.9 |
| Poultry, poultry products | 3.8 | 5.8 | 5.1 | 3.5 | 1.0 | - | - | - | 1.9 | 2.1 |
| Fresh fruit, vegetable | 3.0 | 3.7 | 3.8 | 1.7 | 1.5 | - | - | - | 1.5 | 1.6 |
| Beer, wine, distilled alcholic beverages, total | 2.9 | 3.0 | 2.7 | 0.6 | 1.0 | 5.5 | 5.2 | 5.9 | 1.1 | 1.8 |
| Beer | 2.5 | 3.0 | 2.4 | 0.7 | 0.9 | - | - | - | 2.2 | 2.1 |
| Wine, distilled spirits | 5.1 | 5.0 | 5.0 | 1.0 | 1.9 | 6.9 | 6.6 | 7.7 | 0.9 | 2.3 |
| Drugs, chemicals, allied products, total | 2.3 | 2.2 | 2.4 | 0.8 | 1.2 | 2.0 | 2.3 | 2.1 | 0.5 | 0.5 |
| Drugs, drug proprietaries, druggists' sundries | 2.7 | 2.8 | 3.2 | 0.8 | 1.3 | 2.1 | 2.2 | 1.8 | 0.6 | 0.7 |
| Paints, varnishes | 3.8 | 3.4 | 3.7 | 1.3 | 1.3 | - | - | - | 0.9 | 1.8 |
| Other chemicals, allied products | 4.0 | 3.3 | 3.6 | 2.1 | 2.6 | - | - | - | 0.7 | 0.9 |
| Tobacco, tobacco products | 2.1 | 1.9 | 2.8 | 0.6 | 0.9 | - | - | - | 0.7 | 0.7 |
| Dry goods, apparel, total | 1.7 | 2.5 | 2.4 | 1.9 | 2.3 | - | - | - | 0.4 | 0.9 |
| Apparel and accessories, hosiery, lingerie, footwear | 3.4 | 4.5 | 5.5 | 3.4 | 5.0 | - | - | - | 1.1 | 1.8 |
| Dry goods, notions | 3.6 | 4.5 | 4.3 | 3.1 | 2.3 | - | - | - | 0.7 | 1.2 |
| Piece goods converters | - | - | 4.8 | 3.1 | 2.0 | - | - | - | 0.5 | 1.3 |
| Paper, paper products (excluding wallpaper), total | 3.1 | 3.1 | 2.9 | 1.9 | 1.8 | 3.9 | 4.5 | 3.7 | 0.6 | 0.6 |
| Paper | 2.6 | 3.2 | 2.5 | 2.1 | 1.4 | 3.6 | 4.4 | 3.5 | 0.7 | 0.6 |
| Stationery, office supplies | - | - | - | 3.9 | 9.4 | - | - | - | 1.2 | 1.6 |
| Farm products (raw materials), total | - | - | - | 2.5 | 3.1 | - | - | - | - | - |
| Cotton | - | - | - | 3.7 | 6.4 | - | - | - | - | - |
| Grain | - | - | - | 2.9 | 3.9 | - | - | - | - | - |
| Other farm products | - | - | - | - | - | - | - | - | - | - |
| Other nondurable goods, total | - | - | - | 2.7 | 1.5 | - | - | - | 1.1 | 0.8 |
| Amusement, sporting goods | - | - | - | 3.8 | 2.8 | - | - | - | 1.1 | 1.2 |
| Books, magazines, newspapers | - | - | - | 1.4 | 1.9 | - | - | - | 0.2 | 0.6 |
| Coal | 6.0 | 5.1 | 4.4 | 3.4 | 1.0 | - | - | - | 4.2 | 3.6 |
| Farm supplies | 4.2 | 5.1 | 5.2 | 3.4 | 2.6 | - | - | - | 1.5 | 2.4 |

NA Not available.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Lumber, Construction Materials (Part of SIC 509)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Machinery, Equipment, Supplies (SIC 508)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels; road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

MONTHLY
# WHOLESALE TRADE
REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

NOVEMBER 1961

BW-61-11

FOR RELEASE
JANUARY 10, 1962[1]

## SALES AND INVENTORIES

### SALES

November 1961 sales of merchant wholesalers amounted to $12.6 billion, only slightly below the October level but 6 percent above November sales a year ago. Cumulative sales for the first 11 months of 1961, totaling $127.7 billion, were up $1.8 billion (1%) over sales in the comparable period of 1960.

Sales in the durable goods trades, totaling $5.0 billion in November, were down 4 percent from the October level but 10 percent above November 1960 sales. Nondurable goods sales, at $7.6 billion, rose 2 percent over previous month sales and were 4 percent higher than sales a year ago. Over the 11-month period, sales in the nondurable goods trades were up 3 percent over the comparable 1960 period, while sales in the durable goods trades were virtually the same as in 1960.

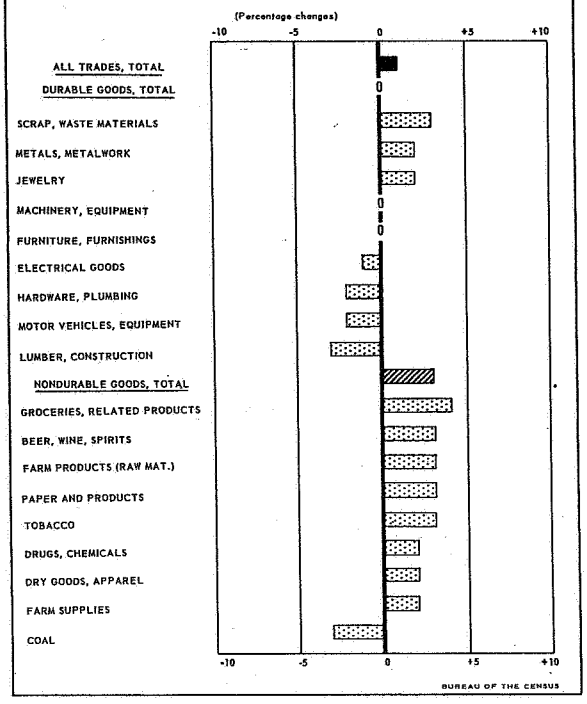
Most trades reported November sales below October levels, with the sharpest declines experienced by iron, steel scrap dealers (12%), furniture wholesalers (10%), paint, varnish wholesalers (10%), and farm supplies wholesalers (10%). Substantial seasonal gains were registered by wine, distilled spirits wholesalers (25%) and poultry distributors (11%). Among the durable goods trades, gains were reported only by electrical appliance distributors (5%) and jewelry wholesalers (2%). Compared with a year ago, almost all trades reported sales gains. Substantial increases were shown by automobile distributors (26%), dry goods, notions wholesalers (22%), waste materials dealers (19%), iron, steel scrap dealers (18%) and iron, steel products distributors (18%). Declines from year-ago sales levels were reported only by poultry products distributors (9%), farm products (raw materials) merchants (7%) and farm supplies wholesalers (6%). For the 11-month period, the largest increase was shown by retailer-cooperative grocery wholesalers (8%), the sharpest decline (7%) by automobile distributors.

Most geographic divisions reported little or no change from October sales level. The South Atlantic Division, with sales up 4 percent, and the Mountain Division, with sales down 6 percent, indicated the largest changes from previous month sales. Compared with a year ago, all geographic divisions experienced sales gains, ranging from 3 percent in the East South Central to 10 percent in the Pacific Division.

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $13.1 billion at the end of November were virtually unchanged from previous month inventories but slightly below stocks on hand a year ago. Stocks in the durable goods trades dropped slightly (1%) below previous month and year-ago inventories, while nondurable goods stocks rose slightly (1%) during the same period.

**SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS—ELEVEN MONTHS 1961 COMPARED WITH ELEVEN MONTHS 1960**




Most trades indicated relatively small changes from their October 31 inventory levels. Compared with November a year ago, individual trades showed more substantial changes. Iron, steel scrap dealers, with inventories down 2 percent from October, registered the principal increase (21%) over year-ago stocks. Automobile distributors, with stocks off 3 percent from the previous month, reported the sharpest drop (27%) from November 1960 inventories.

The November 1961 stock-sales ratio for merchant wholesalers was 115 percent, up 1 point over October 1961 but 10 points below November, 1960. The November 1961 stock-sales ratio of durable goods wholesalers at 154 percent was up 6 points over October, while the nondurable goods stock-sales ratio, at 84 percent was down 1 point from October.

### GENERAL

Data in this report are based on a probability sample representative of all merchant wholesalers in the country. A description of the sample design and the estimating procedure and approximate measures of the reliability of the data are included on pages 10 to 13. A description of each kind-of-business classification shown in this report is included on pages 14 to 16.

[1] For sale by the Bureau of the Census: single copy-10¢, annual subscription-$1.00
An advance release of November 1961 data was issued on January 2, 1962.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | | | 1960 | | Total 11 months | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct.[1] | Nov.[2] | Oct.[1] | Nov.[2] | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 11,980 | 10,061 | 12,444 | 11,767 | 12,717 | 12,637 | 11,730 | 11,907 | 127,670 | 125,898 |
| Total (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,204 | 10,212 | 11,390 | 10,835 | 11,466 | 11,341 | 10,560 | 10,508 | 116,915 | 115,456 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,106 | 4,602 | 5,181 | 4,929 | 5,272 | 5,046 | 4,809 | 4,606 | 52,267 | 52,520 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 705 | 659 | 660 | 638 | 712 | 668 | 661 | 593 | 7,179 | 7,292 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 504 | 462 | 495 | 459 | 495 | 458 | 470 | 426 | 5,087 | 5,036 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 740 | 680 | 776 | 760 | 800 | 818 | 752 | 754 | 7,829 | 7,910 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 299 | 340 | 311 | 302 | 336 | 331 | 313 | 3,358 | 3,405 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 426 | 381 | 436 | 449 | 458 | 483 | 421 | 440 | 4,471 | 4,506 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 244 | 213 | 273 | 250 | 285 | 275 | 269 | 254 | 2,687 | 2,693 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 62 | 80 | 69 | 79 | 72 | 75 | 71 | 765 | 796 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 167 | 150 | 193 | 180 | 206 | 204 | 194 | 183 | 1,922 | 1,897 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 591 | 527 | 598 | 567 | 600 | 547 | 587 | 530 | 5,828 | 5,967 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 188 | 217 | 215 | 234 | 214 | 214 | 199 | 2,237 | 2,231 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 303 | 274 | 312 | 290 | 308 | 280 | 309 | 277 | 2,931 | 3,036 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 625 | 569 | 640 | 585 | 622 | 574 | 573 | 537 | 6,148 | 6,323 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 418 | 364 | 406 | 380 | 404 | 376 | 354 | 347 | 4,086 | 4,232 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 206 | 205 | 233 | 205 | 218 | 198 | 219 | 190 | 2,062 | 2,092 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,270 | 1,148 | 1,310 | 1,252 | 1,286 | 1,236 | 1,157 | 1,129 | 13,167 | 13,119 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 883 | 795 | 930 | 888 | 901 | 886 | 818 | 800 | 9,162 | 9,182 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 167 | 192 | (X) | (X) | (X) | (X) | (X) | 1,879 | 1,876 |
| Industrial machinery, equip. supplies | 481 | 484 | 579 | 508 | 567 | 596 | 539 | 632 | 594 | 624 | 621 | 572 | 570 | 6,224 | 6,253 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 139 | 136 | 152 | 153 | 147 | 142 | 135 | 133 | 1,497 | 1,439 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 110 | 104 | 114 | 109 | 121 | 115 | 117 | 105 | 1,181 | 1,173 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 543 | 461 | 527 | 502 | 531 | 519 | 456 | 457 | 5,357 | 5,268 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 375 | 312 | 364 | 364 | 364 | 355 | 312 | 300 | 3,710 | 3,655 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 150 | 163 | 160 | 167 | 164 | 144 | 157 | 1,648 | 1,613 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 317 | 285 | 305 | 289 | 328 | 297 | 257 | 252 | 3,191 | 3,083 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 198 | 183 | 188 | 180 | 208 | 182 | 151 | 155 | 1,951 | 1,820 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 119 | 101 | 117 | 109 | 120 | 116 | 106 | 97 | 1,239 | 1,264 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,874 | 6,459 | 7,263 | 6,838 | 7,446 | 7,591 | 6,921 | 7,301 | 75,403 | 73,378 |
| Total (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,096 | 5,610 | 6,209 | 5,907 | 6,194 | 6,295 | 5,751 | 5,902 | 64,649 | 62,936 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,509 | 2,365 | 2,493 | 2,356 | 2,432 | 2,481 | 2,272 | 2,345 | 26,262 | 25,342 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 801 | 865 | 838 | 864 | 880 | 800 | 823 | 9,116 | 8,547 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 743 | 714 | 758 | 813 | 716 | 729 | 698 | 670 | 7,953 | 7,751 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 74 | 67 | 74 | 71 | 79 | 74 | 81 | 74 | 783 | 766 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 387 | 368 | 404 | (X) | (X) | (X) | (X) | (X) | 4,173 | 4,020 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 120 | 109 | 114 | 97 | 112 | 124 | 120 | 136 | 1,259 | 1,282 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 328 | 306 | 278 | 248 | 242 | 255 | 230 | 252 | 2,978 | 2,974 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 675 | 601 | 676 | 635 | 661 | 761 | 610 | 735 | 6,846 | 6,643 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 294 | 309 | 267 | 247 | 244 | 233 | 242 | 2,809 | 2,750 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 369 | 308 | 367 | 368 | 414 | 517 | 476 | 493 | 4,037 | 3,893 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 468 | 419 | 483 | 473 | 491 | 478 | 461 | 447 | 5,035 | 4,946 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 247 | 282 | 283 | 292 | 288 | 282 | 276 | 3,018 | 2,989 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 33 | 29 | 31 | 30 | 32 | 29 | 30 | 27 | 319 | 321 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 163 | 168 | 156 | 160 | 167 | 161 | 150 | 144 | 1,698 | 1,636 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 380 | 356 | 382 | 365 | 368 | 368 | 359 | 350 | 3,899 | 3,784 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 561 | 510 | 638 | 583 | 655 | 647 | 574 | 559 | 6,308 | 6,190 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 213 | 227 | 291 | 262 | 287 | 288 | 254 | 251 | 2,678 | 2,624 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 215 | 186 | 221 | 199 | 221 | 209 | 195 | 172 | 2,222 | 2,152 |
| Paper, paper products, excl. wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 324 | 376 | 365 | 385 | 391 | 358 | 344 | 3,910 | 3,805 |
| Paper | 270 | 266 | 310 | 277 | 294 | 307 | 271 | 312 | 300 | 318 | 317 | 295 | 288 | 3,244 | 3,182 |
| Coal | 72 | 69 | 64 | 59 | 59 | 60 | 56 | 64 | 65 | 71 | 67 | 63 | 62 | 708 | 733 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 182 | 143 | 147 | 141 | 142 | 128 | 139 | 136 | 1,852 | 1,808 |

[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

(X) Withheld due to extreme variability of reported data.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series based on the revised sample will be included in the December 1961 report.

# SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS: 1960 AND 1961

1958 MONTHLY AVERAGE =100

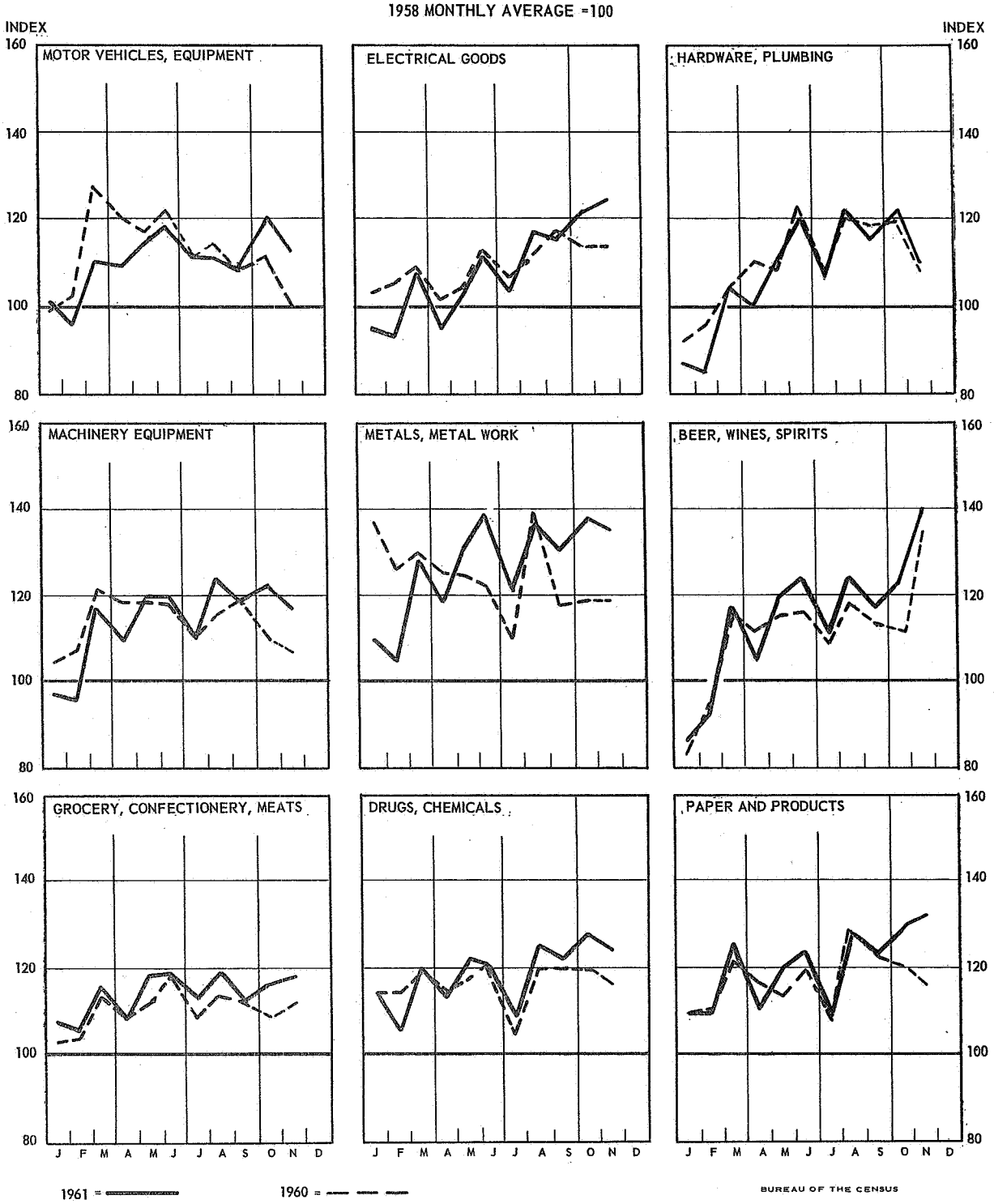


Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct.[1] | Nov.[2] | Oct.[1] | Nov.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,900 | 12,996 | 12,995 | 12,968 | 12,996 | 13,011 | 13,053 | 13,057 | 13,050 | 13,129 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,228 | 1,221 | 1,199 | 1,181 | 1,168 | 1,174 | 1,154 | 1,147 | 1,214 | 1,227 |
| Automotive equipment, tires, tubes | 896 | 922 | 936 | 951 | 958 | 929 | 928 | 920 | 932 | 908 | 909 | 919 | 902 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,203 | 1,182 | 1,180 | 1,194 | 1,200 | 1,193 | 1,248 | 1,203 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 464 | 469 | 459 | 478 | 475 | 479 | 479 | 471 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 739 | 713 | 721 | 715 | 726 | 714 | 769 | 731 |
| Hardware, plumbing, heating equip., supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,102 | 1,115 | 1,068 | 1,078 | 1,057 | 1,033 | 1,050 | 1,026 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 449 | 438 | 440 | 430 | 422 | 429 | 430 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 552 | 563 | 533 | 543 | 533 | 515 | 543 | 507 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,134 | 2,165 | 2,156 | 2,143 | 2,161 | 2,151 | 2,161 | 2,173 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 859 | 894 | 886 | 880 | 879 | 886 | 891 | 932 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 816 | 837 | 875 | 873 | 851 | 855 | 845 | 840 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 682 | 687 | 726 | 727 | 706 | 712 | 715 | 704 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,379 | 1,321 | 1,336 | 1,341 | 1,392 | 1,433 | 1,365 | 1,362 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 668 | 653 | 647 | 662 | 709 | 711 | 678 | 677 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 710 | 699 | 705 | 733 | 780 | 782 | 750 | 775 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 545 | 528 | 550 | 583 | 631 | 640 | 600 | 642 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 607 | 605 | 601 | 610 | 617 | 607 | 623 | 610 | 613 | 583 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 417 | 407 | 404 | 418 | 420 | 418 | 428 | 414 | 425 | 400 |
| Paper, paper products, excluding wallpaper, total | 369 | 364 | 373 | 386 | 375 | 371 | 379 | 390 | 374 | 370 | 369 | 365 | 379 |
| Paper | 295 | 293 | 302 | 307 | 296 | 297 | 307 | 305 | 296 | 297 | 296 | 295 | 296 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

| Kind of business | 1961 | | | | | | | | | | | 1960 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct.[1] | Nov.[2] | Oct.[1] | Nov.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 127 | 114 | 120 | 114 | 115 | 124 | 125 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 154 | 172 | 152 | 160 | 148 | 154 | 164 | 170 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 170 | 179 | 177 | 184 | 162 | 172 | 184 | 207 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 184 | 201 | 186 | 203 | 183 | 198 | 196 | 212 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 163 | 174 | 152 | 157 | 150 | 146 | 166 | 160 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 157 | 135 | 154 | 139 | 143 | 145 | 150 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 173 | 187 | 165 | 159 | 158 | 148 | 183 | 166 |
| Hardware, plumbing, heating equip., supplies, total | 240 | 251 | 213 | 222 | 204 | 186 | 212 | 179 | 190 | 176 | 189 | 179 | 194 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 239 | 202 | 204 | 184 | 197 | 200 | 216 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 182 | 205 | 171 | 187 | 173 | 184 | 176 | 183 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 168 | 189 | 165 | 171 | 168 | 174 | 187 | 192 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 144 | 166 | 140 | 148 | 141 | 143 | 156 | 163 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 152 | 182 | 166 | 174 | 160 | 165 | 185 | 184 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 186 | 220 | 199 | 212 | 194 | 201 | 229 | 235 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 90 | 82 | 87 | 85 | 84 | 89 | 89 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 55 | 56 | 54 | 57 | 57 | 58 | 60 | 58 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 78 | 82 | 75 | 79 | 82 | 81 | 85 | 82 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 118 | 109 | 105 | 116 | 104 | 115 | 118 | 103 | 123 | 105 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 148 | 172 | 152 | 159 | 152 | 124 | 159 | 130 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 128 | 146 | 128 | 128 | 127 | 128 | 133 | 130 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 170 | 149 | 148 | 146 | 144 | 151 | 145 |
| Paper, paper products, excluding wallpaper, total | 114 | 112 | 101 | 118 | 106 | 102 | 117 | 104 | 102 | 96 | 94 | 102 | 110 |
| Paper | 109 | 110 | 97 | 111 | 101 | 101 | 113 | 98 | 98 | 93 | 93 | 100 | 103 |

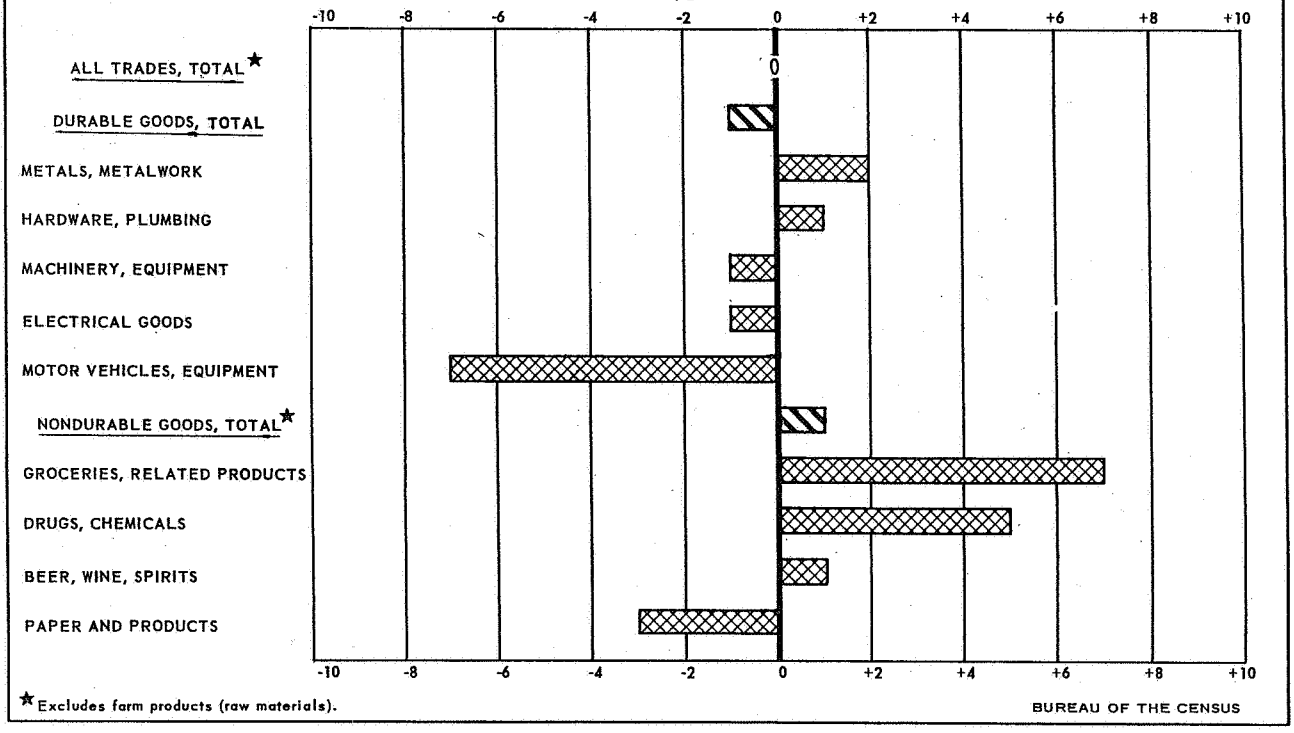
[1] Final estimate.
[2] Preliminary estimate.

See page 12, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding. 1960 data for previous months are available upon request. The entire series of 1960, based on the revised sample, will be included in the December 1961 report.

## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS NOVEMBER 1961 COMPARED WITH NOVEMBER 1960

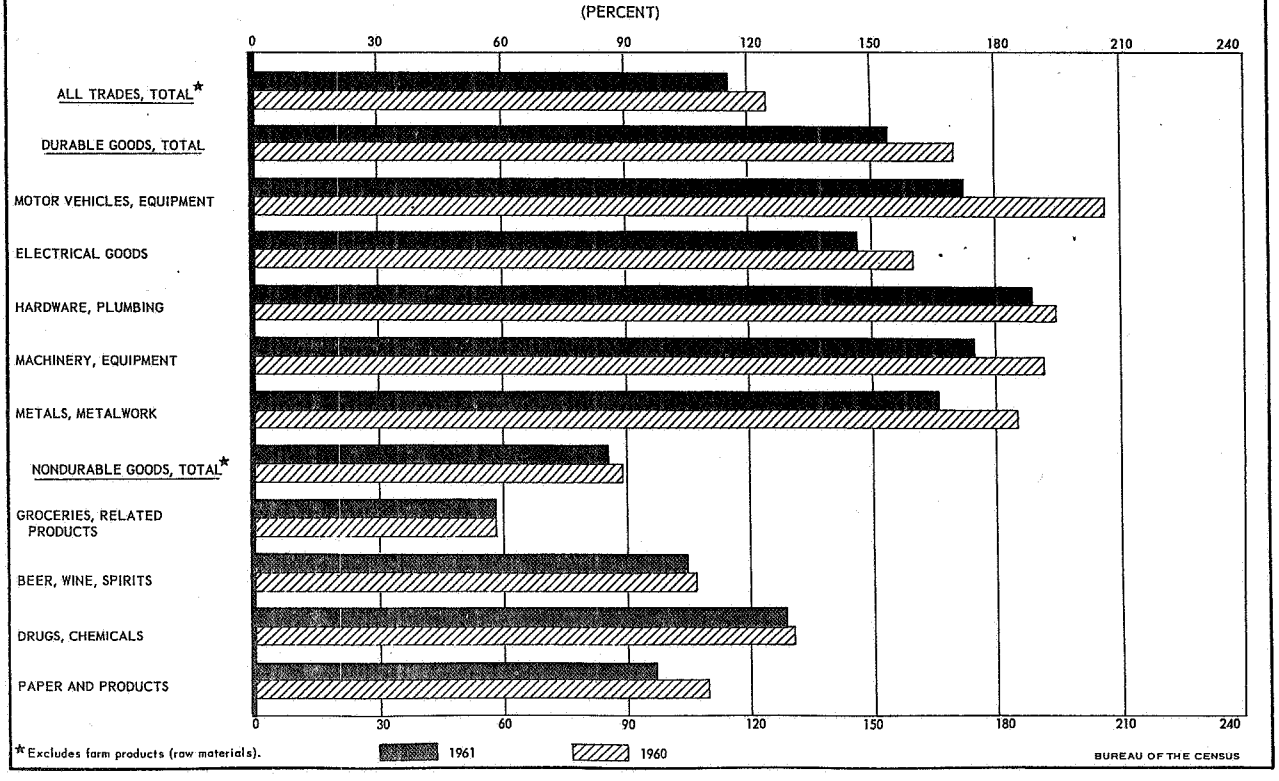
(Percentage changes)




*Excludes farm products (raw materials).

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## STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS NOVEMBER 1961 COMPARED WITH NOVEMBER 1960




*Excludes farm products (raw materials).

BUREAU OF THE CENSUS

Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | November 1961 from-- | | 11 mos. 1961 from 11 mos. 1960 | November 1961 from-- | |
| | November 1960 | October 1961 | | November 1960 | October 1961 |
| MERCHANT WHOLESALERS, TOTAL | +6 | r-1 | +1 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +8 | -1 | +1 | r-1 | 0 |
| DURABLE GOODS, TOTAL | +10 | -4 | 0 | -1 | -1 |
| Motor vehicles, automotive equipment, total | +13 | -6 | -2 | -7 | -1 |
| Automobiles, other motor vehicles | +26 | -3 | -7 | -27 | -3 |
| Automotive equipment, tires, tubes | +8 | -8 | +1 | +1 | 0 |
| Electrical goods, total | +9 | +2 | -1 | 01 | -1 |
| Electrical supplies, apparatus | +7 | -2 | -1 | +2 | +1 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | +10 | +5 | -1 | -2 | -2 |
| Furniture, home furnishings, total | +8 | -4 | 0 | -3 | 0 |
| Furniture-household, office | +1 | -10 | -4 | -7 | -1 |
| Home furnishings, floor coverings | +11 | -1 | +1 | -2 | 0 |
| Hardware, plumbing, heating equipment, supplies, total | +3 | -9 | -2 | +1 | -2 |
| Hardware | +7 | -8 | 0 | -2 | -2 |
| Plumbing and heating equipment, supplies | +1 | r-9 | -3 | +2 | -3 |
| Air conditioning, refrigeration equipment, supplies | 0 | r-9 | -6 | +8 | +1 |
| Lumber, construction materials, total | +7 | -8 | -3 | -5 | -1 |
| Lumber, millwork | +8 | -7 | -3 | -8 | -2 |
| Construction materials | +4 | -9 | -1 | +1 | 0 |
| Machinery, equipment, supplies, total | +10 | r-4 | 0 | -1 | 0 |
| Commercial, industrial machinery, equipment, supplies | +11 | r-2 | 0 | -3 | -1 |
| Commercial machines, equipment | +14 | -6 | +1 | -6 | 0 |
| Construction machinery, equipment | +17 | -3 | 0 | 0 | -3 |
| Industrial machinery, equipment, supplies | +9 | 0 | 0 | -5 | +1 |
| Professional equipment, supplies | +7 | -4 | +4 | +4 | 0 |
| Surgical, medical, hospital supplies | +10 | 0 | +5 | +9 | +1 |
| Service-establishment equipment, supplies | +10 | r-5 | +1 | +1 | -1 |
| Metals, metalwork (except scrap), total | +13 | -2 | +2 | +2 | 0 |
| Iron, steel, and products | +18 | -3 | +2 | +1 | +1 |
| Nonferrous metals | +4 | -2 | +2 | +6 | -2 |
| Scrap, waste materials, total | +18 | -9 | +3 | +12 | -1 |
| Iron, steel scrap | +18 | r-12 | +7 | +21 | -2 |
| Waste materials | +19 | r-4 | -2 | -2 | +1 |
| Jewelry | +10 | +2 | +2 | (X) | (X) |
| NONDURABLE GOODS, TOTAL | +4 | r+2 | +3 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +7 | +2 | +3 | +1 | +1 |
| Groceries and related products, total | +6 | +2 | +4 | r+5 | +3 |
| General-line groceries | +7 | +2 | +7 | +5 | 0 |
| Voluntary groups | +4 | -1 | +7 | +4 | -2 |
| Retailer cooperatives | +10 | +7 | +8 | +7 | 0 |
| Nonaffiliated | +7 | 0 | +6 | r+2 | +2 |
| Specialty-line groceries | +9 | +2 | +3 | r+6 | +6 |
| Confectionery | +1 | -7 | 0 | +4 | +7 |
| Meats, meat products | +7 | 0 | +4 | +13 | +7 |
| Poultry, poultry products | -9 | +11 | -2 | -6 | r-8 |
| Fresh fruits, vegetables | +1 | +5 | 0 | -2 | r+7 |
| Beer, wine, distilled alcoholic beverages, total | +3 | +15 | +3 | +1 | 0 |
| Beer | +1 | -1 | +2 | +6 | -4 |
| Wine, distilled spirits | +5 | +25 | +4 | 0 | +1 |
| Drugs, chemicals, allied products, total | +7 | -3 | +2 | +5 | -2 |
| Drugs, drug proprietaries, druggists' supplies | +4 | -2 | +1 | +4 | -3 |
| General-line drugs | +3 | -3 | -1 | +2 | -3 |
| Paints, varnishes | +5 | -10 | -1 | +2 | +2 |
| Other chemicals, allied products | +12 | -3 | +4 | +8 | 0 |
| Tobacco, tobacco products | +5 | 0 | +3 | +4 | +5 |
| Dry goods, apparel, total | +16 | -1 | +2 | -1 | +1 |
| Apparel and accessories, hosiery, lingerie, footwear | +15 | 0 | +2 | -4 | -2 |
| Dry goods, notions | +22 | r-5 | +3 | +1 | +2 |
| Piece goods converters | +10 | +2 | 0 | (X) | (X) |
| Paper, paper products, excluding wallpaper, total | +14 | +2 | +3 | -3 | 0 |
| Paper | +10 | 0 | +2 | 0 | 0 |
| Stationery, office supplies | (X) | (X) | +7 | (X) | (X) |
| Farm products, raw materials | -7 | +4 | +3 | (X) | (X) |
| Cotton | (X) | r(X) | r0 | (X) | (X) |
| Grain | -5 | r-2 | +7 | (X) | (X) |
| Other nondurable goods, total | +4 | -3 | +1 | -5 | +2 |
| Amusement, sporting goods | +9 | -1 | +2 | 0 | +2 |
| Books, magazines, newspapers | +5 | +1 | +3 | +6 | r-4 |
| Coal | +7 | -6 | -3 | -8 | r+6 |
| Farm supplies | -6 | -10 | +2 | -4 | +4 |

r Revised since Advance Release dated January 2, 1962.
X Withheld due to extreme variability of reported data.

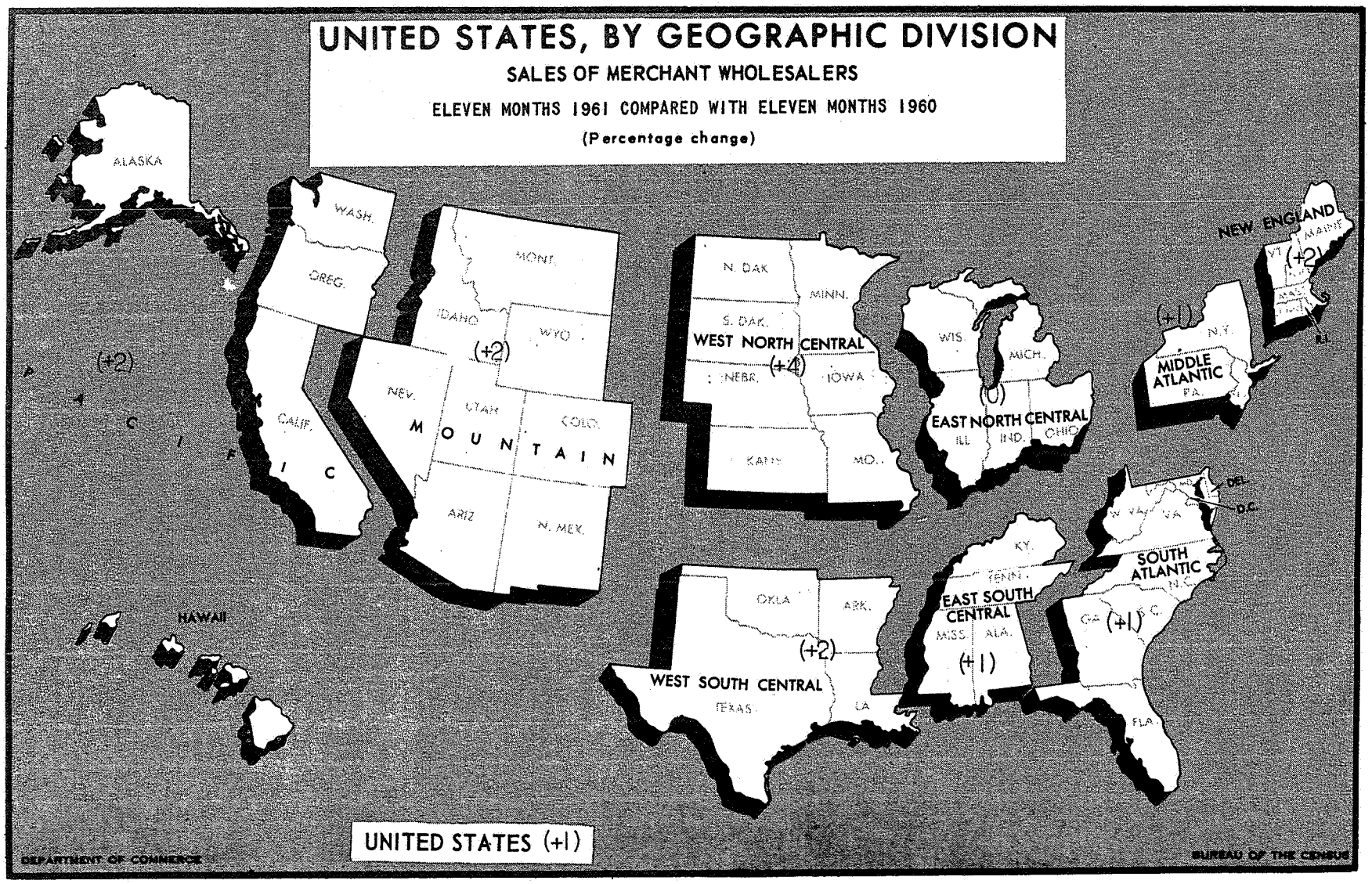

UNITED STATES, BY GEOGRAPHIC DIVISION
SALES OF MERCHANT WHOLESALERS
ELEVEN MONTHS 1961 COMPARED WITH ELEVEN MONTHS 1960
(Percentage change)
ALASKA
(+2)
WASH.
OREG.
CALIF.
PACIFIC
MONT.
IDAHO
WYO.
(+2)
NEV.
UTAH
COLO.
MOUNTAIN
ARIZ
N. MEX.
HAWAII
N. DAK.
MINN.
S. DAK.
WEST NORTH CENTRAL
(+4)
NEBR.
IOWA
KANS.
MO.
WIS.
MICH.
(0)
EAST NORTH CENTRAL
ILL.
IND.
OHIO
NEW ENGLAND
(+2)
VT.
MAINE
MASS.
R.I.
(+1)
N.Y.
MIDDLE ATLANTIC
PA.
DEL.
D.C.
W. VA.
VA.
KY.
TENN.
EAST SOUTH CENTRAL
MISS.
ALA.
(+1)
SOUTH ATLANTIC
N.C.
S.C.
GA.
(+1)
FLA.
OKLA.
ARK.
(+2)
WEST SOUTH CENTRAL
TEXAS
LA.
UNITED STATES (+1)
DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

NOVEMBER 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | November 1961 from-- | | 11 mos. 1961 from 11 mos. 1960 | November 1961 from-- | |
| | November 1960 | October 1961 | | November 1960 | October 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +6 | -1 | +1 | -1 | 0 |
| New England | +9 | 0 | +2 | -1 | -1 |
| Middle Atlantic | +7 | 0 | +1 | 0 | +1 |
| East North Central | +4 | -4 | 0 | 0 | +1 |
| West North Central | +5 | 0 | +4 | 0 | 0 |
| South Atlantic | +4 | +4 | +1 | -2 | 0 |
| East South Central | +3 | -1 | +1 | -2 | -1 |
| West South Central | +4 | +1 | +2 | +2 | -1 |
| Mountain | +5 | -6 | +2 | -1 | -1 |
| Pacific | +10 | 0 | +2 | +2 | -1 |
| Automotive equipment, tire, tubes | +8 | -8 | +1 | +1 | 0 |
| New England | (X) | (X) | (X) | (X) | (X) |
| Middle Atlantic | +6 | -5 | +2 | -2 | -1 |
| East North Central | +6 | -13 | -1 | +3 | +2 |
| West North Central | (X) | (X) | 0 | +2 | +1 |
| South Atlantic | +6 | -9 | +4 | -1 | 0 |
| East South Central | +5 | -7 | +3 | -1 | -1 |
| West South Central | +1 | -12 | 0 | (X) | (X) |
| Mountain | +6 | -7 | -1 | (X) | -1 |
| Pacific | +14 | -1 | +3 | +3 | 0 |
| Electrical supplies, apparatus | +7 | -2 | -1 | +2 | +1 |
| New England | +5 | +10 | -4 | -6 | +2 |
| Middle Atlantic | +8 | -1 | -2 | +2 | +1 |
| East North Central | +4 | -3 | -5 | 0 | +1 |
| West North Central | +6 | -5 | +1 | +3 | 0 |
| South Atlantic | +11 | -4 | -2 | 0 | +1 |
| East South Central | (X) | (X) | +2 | +7 | +3 |
| West South Central | +5 | -3 | -4 | +4 | -1 |
| Mountain | (X) | (X) | +9 | 0 | -3 |
| Pacific | +7 | -2 | +2 | +4 | +3 |
| Electrical appliances, TV, radio sets, electronic parts equipment | +10 | +5 | -1 | -2 | -2 |
| New England | (X) | (X) | +3 | +3 | -1 |
| Middle Atlantic | +6 | +2 | 0 | -3 | -1 |
| East North Central | (X) | (X) | -4 | -1 | -2 |
| West North Central | -2 | +6 | +1 | -8 | -1 |
| South Atlantic | +22 | +3 | -3 | (X) | -2 |
| East South Central | +23 | +11 | -3 | -7 | -6 |
| West South Central | +21 | +12 | +1 | -3 | 0 |
| Mountain | (X) | (X) | -6 | (X) | 0 |
| Pacific | +6 | +1 | +1 | -8 | -2 |
| Furniture, home furnishings, total | +8 | -4 | 0 | -3 | 0 |
| New England | (X) | (X) | -4 | (X) | (X) |
| Middle Atlantic | +11 | -7 | 0 | -3 | -1 |
| East North Central | +7 | -8 | -1 | -6 | -1 |
| West North Central | +11 | +1 | +2 | 0 | +10 |
| South Atlantic | +7 | +10 | +2 | -1 | +2 |
| East South Central | +17 | 0 | +2 | (X) | (X) |
| West South Central | +10 | +7 | +6 | -2 | +2 |
| Mountain | (X) | (X) | (X) | (X) | (X) |
| Pacific | +5 | -7 | -4 | (X) | (X) |
| Hardware | +7 | -8 | 0 | -2 | -2 |
| New England | (X) | (X) | 0 | -2 | -2 |
| Middle Atlantic | +15 | -6 | +3 | 0 | -1 |
| East North Central | +3 | -16 | -2 | -4 | -3 |
| West North Central | +7 | -10 | +4 | +1 | -5 |
| South Atlantic | +1 | -4 | -3 | 0 | +1 |
| East South Central | +2 | -10 | -5 | -8 | -5 |
| West South Central | +15 | +2 | 0 | +1 | -1 |
| Mountain | (X) | (X) | +2 | (X) | -3 |
| Pacific | +9 | -8 | +4 | -1 | -1 |
| Plumbing and heating equipment, supplies | +1 | -9 | -3 | +2 | -3 |
| New England | (X) | -10 | 0 | (X) | (X) |
| Middle Atlantic | 0 | -10 | -7 | (X) | (X) |
| East North Central | -1 | -12 | -6 | -1 | -2 |
| West North Central | -7 | -17 | +2 | +6 | -6 |
| South Atlantic | +4 | -3 | -2 | +3 | -5 |
| East South Central | +19 | -5 | +5 | (X) | (X) |
| West South Central | +11 | -9 | -1 | +4 | -4 |
| Mountain | -3 | -12 | -6 | +5 | -1 |
| Pacific | 0 | -5 | -2 | -1 | -3 |
| Lumber, construction materials, total | +7 | -8 | -3 | -5 | -1 |
| New England | (X) | (X) | -4 | -2 | +2 |
| Middle Atlantic | +10 | -2 | -1 | -7 | -4 |
| East North Central | -4 | -16 | -4 | -3 | +2 |
| West North Central | +15 | -8 | +4 | -6 | 0 |
| South Atlantic | +1 | -7 | -3 | -8 | -3 |
| East South Central | (X) | (X) | +4 | -3 | -2 |
| West South Central | (X) | -11 | +2 | -8 | -3 |
| Mountain | (X) | -11 | -1 | (X) | -6 |
| Pacific | +23 | -6 | -8 | -1 | 0 |

See footnotes at end of table.

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued
NOVEMBER 1961

| Kind of business and geographic division (see map page 7) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | November 1961 from-- | | 11 mos. 1961 from 11 mos. 1960 | November 1961 from-- | |
| | November 1960 | October 1961 | | November 1960 | October 1961 |
| Industrial machinery, equipment supplies | +9 | 0 | 0 | -5 | +1 |
| New England | +5 | (X) | 0 | -4 | +1 |
| Middle Atlantic | (X) | +9 | +2 | -2 | +1 |
| East North Central | +12 | -7 | -5 | -5 | +2 |
| West North Central | (X) | (X) | -6 | +3 | +6 |
| South Atlantic | (X) | -11 | +2 | -5 | +1 |
| East South Central | +7 | -2 | -6 | -1 | -3 |
| West South Central | +9 | -3 | +3 | -3 | +2 |
| Mountain | (X) | (X) | +6 | (X) | (X) |
| Pacific | +9 | +1 | -1 | -14 | -5 |
| General-line groceries | +7 | +2 | +7 | +5 | 0 |
| New England | +2 | -1 | +7 | (X) | (X) |
| Middle Atlantic | +10 | +2 | +11 | +2 | +5 |
| East North Central | +6 | +1 | +6 | +5 | +1 |
| West North Central | +8 | +1 | +8 | +4 | -1 |
| South Atlantic | +9 | +1 | +6 | +1 | 0 |
| East South Central | +5 | +4 | +5 | +5 | +2 |
| West South Central | +4 | +2 | +5 | +13 | -3 |
| Mountain | +13 | +2 | +16 | +7 | -1 |
| Pacific | +7 | +5 | +3 | +7 | -1 |
| Specialty-line groceries | +9 | +3 | +3 | +6 | +6 |
| New England | +13 | +6 | +9 | (X) | (X) |
| Middle Atlantic | +13 | +6 | +1 | +4 | +8 |
| East North Central | +5 | +6 | +3 | +7 | +3 |
| West North Central | +8 | +3 | +5 | +1 | +1 |
| South Atlantic | (X) | (X) | +2 | (X) | (X) |
| West South Central | +14 | -8 | +5 | +12 | +7 |
| Mountain | +12 | -2 | +7 | (X) | (X) |
| Pacific | +4 | +2 | +4 | (X) | (X) |
| Fresh fruits, vegetables | +1 | +5 | 0 | -2 | +7 |
| New England | (X) | (X) | -2 | +3 | +14 |
| Middle Atlantic | (X) | (X) | +3 | (X) | +6 |
| East North Central | -8 | +11 | -2 | +1 | +12 |
| West North Central | +7 | +14 | +1 | +2 | +14 |
| South Atlantic | (X) | (X) | +2 | (X) | (X) |
| West South Central | (X) | (X) | -2 | -4 | +7 |
| Mountain | -1 | +4 | +7 | -4 | +7 |
| Pacific | 0 | -1 | -4 | -6 | +2 |
| Drugs, drug proprietaries, druggists' sundries | +4 | -2 | +1 | +4 | -3 |
| New England | +8 | +3 | +6 | (X) | (X) |
| Middle Atlantic | +5 | -5 | -1 | (X) | (X) |
| East North Central | +4 | -1 | +1 | +1 | 0 |
| West North Central | +4 | 0 | +2 | 0 | -7 |
| South Atlantic | +5 | 0 | 0 | +1 | -1 |
| East South Central | (X) | (X) | -4 | -6 | -2 |
| West South Central | (X) | (X) | -1 | (X) | -7 |
| Mountain | (X) | -5 | +4 | (X) | (X) |
| Pacific | +8 | +1 | +5 | +13 | -3 |
| Tobacco, tobacco products | +5 | 0 | +3 | +4 | +5 |
| New England | (X) | (X) | +2 | (X) | (X) |
| Middle Atlantic | +5 | +3 | +2 | (X) | (X) |
| East North Central | +4 | -3 | +3 | (X) | (X) |
| West North Central | +2 | -2 | +6 | +3 | +3 |
| South Atlantic | +8 | +8 | +2 | +9 | +4 |
| East South Central | +2 | 0 | +3 | +5 | +4 |
| West South Central | +5 | -2 | +3 | +2 | +1 |
| Mountain | -1 | -6 | -4 | (X) | (X) |
| Pacific | +11 | +1 | +7 | -3 | +5 |
| Dry goods, apparel, total | +16 | -1 | +2 | -1 | +1 |
| New England | (X) | (X) | -1 | 0 | -5 |
| Middle Atlantic | +16 | -2 | +1 | (X) | (X) |
| East North Central | +6 | +2 | -4 | -4 | -5 |
| South Atlantic | (X) | (X) | +5 | (X) | (X) |
| West South Central | +7 | +2 | +8 | +3 | +2 |
| Pacific | +26 | -4 | +7 | +10 | -3 |

X Withheld due to extreme variability of reported data.
[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures--based on the weighted sales of identical firms prior to July 1961--are now derived from dollar volume estimates.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 189 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 424 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, (excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

### 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

#### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

#### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

### 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete Census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about 0.8 percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was also 0.8%.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratio of current month to previous month sales and inventories for selected months during 1961 and are shown in table 8. The sampling errors shown for the monthly dollar estimates are based on the final "composite" estimates, while the sampling errors of the month-to-month ratios are based on the preliminary "composite" estimate of the current month and the final "composite" estimate of the previous month. The sampling error of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimate. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample differ from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, approximately 12 percent of the total sales and 30 percent of total inventories are imputed for nonresponse. In some geographic divisions, the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

### 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in May 1961. The published estimate is $4,915 million while the sampling error shown in this report is 0.7 percent (or .007). Multiplying $4,915 million by .007, we obtain $34 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,881 and $4,949 million. Doubling the given median sampling error gives us the limits, $4,846 to $4,984 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of the sampling error of the ratio, consider the ratio of change from April 1961 to May 1961 for all durable goods. This ratio of change, obtained by dividing $4,915 million by $4,494 million, is 1.09 (it can also be expressed as a 9% increase). The sampling error of this statistic is 0.8 percent (.008). Multiplying 1.09 by .008, we obtain .009 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.08 to 1.10 (that is, that the April to May change was between a 8% and 10% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.07 to 1.11.

Table 8.--SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | End-of-month inventories | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | | Sampling error of the monthly dollar estimates | | | Sampling error of the month-to-month ratio | |
| | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 | Mar. 1961 | Apr. 1961 | May 1961 | Apr. 1961 / Mar. 1961 | May 1961 / Apr. 1961 |
| MERCHANT WHOLESALERS, TOTAL | 0.7 | 0.8 | 0.7 | 0.4 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8 | 0.7 | 0.6 | 0.3 | 0.5 | 0.8 | 0.8 | 0.8 | 0.2 | 0.2 |
| DURABLE GOODS, TOTAL | 1.0 | 1.0 | 0.7 | 0.5 | 0.8 | - | - | - | 0.2 | 0.2 |
| Motor vehicles, automotive equipment, total | 2.8 | 3.0 | 2.6 | 1.3 | 1.9 | 3.1 | 3.5 | 3.2 | 0.3 | 0.4 |
| Automobiles, other motor vehicles | - | - | - | 2.9 | 5.9 | - | - | - | 1.0 | 1.5 |
| Automotive equipment, tires, tubes | 3.6 | 3.3 | 3.6 | 1.7 | 1.0 | 3.9 | 4.4 | 4.1 | 0.4 | 0.3 |
| Electrical goods, total | 2.6 | 2.6 | 2.4 | 1.2 | 1.0 | 2.2 | 2.3 | 2.3 | 0.4 | 0.5 |
| Electrical supplies, apparatus | 1.9 | 2.4 | 2.4 | 1.5 | 1.4 | 2.6 | 3.2 | 3.3 | 0.4 | 0.7 |
| Electrical appliances, TV, radio sets, electronic parts | 3.9 | 3.7 | 3.5 | 2.0 | 1.4 | 2.9 | 2.7 | 2.9 | 0.6 | 0.6 |
| Furniture, home furnishings, total | 2.9 | 3.6 | 3.2 | 2.4 | 2.0 | 5.2 | 5.7 | 5.8 | 0.9 | 0.6 |
| Furniture-household, office | 3.4 | 5.3 | 5.2 | 4.7 | 2.4 | - | - | - | 1.0 | 1.3 |
| Home furnishings, floor coverings | 3.7 | 4.2 | 4.3 | 2.1 | 2.5 | - | - | - | 1.2 | 0.6 |
| Hardware, plumbing--heating equipment, supplies, total | 2.4 | 2.4 | 2.6 | 0.9 | 1.1 | 2.3 | 2.3 | 2.3 | 0.6 | 0.5 |
| Hardware | 2.8 | 3.1 | 3.1 | 1.4 | 1.9 | 2.4 | 2.1 | 3.0 | 0.9 | 0.6 |
| Plumbing and heating equipment, supplies | 2.6 | 2.9 | 3.2 | 1.6 | 1.9 | 3.8 | 3.6 | 3.6 | 0.8 | 0.7 |
| Air conditioning, refrigeration equipment, supplies | - | - | - | 8.4 | 4.6 | - | - | - | 1.0 | 1.0 |
| Lumber, construction materials, total | 3.1 | 2.6 | 3.1 | 2.0 | 1.2 | - | - | - | 0.8 | 0.8 |
| Lumber, millwork | 4.4 | 3.9 | 4.1 | 2.0 | 1.5 | - | - | - | 1.1 | 1.2 |
| Construction materials | 3.8 | 3.6 | 4.1 | 4.1 | 3.2 | - | - | - | 0.8 | 0.8 |
| Machinery, equipment, supplies, total | 1.8 | 1.8 | 1.8 | 1.6 | 1.8 | 1.4 | 1.4 | 1.4 | 0.6 | 0.6 |
| Commercial, industrial machinery, equipment, supplies | 2.3 | 2.6 | 2.7 | NA | NA | - | - | - | NA | NA |
| Commercial machines, equipment | - | - | - | 4.4 | 4.6 | - | - | - | 1.3 | 1.2 |
| Construction machinery, equipment | 4.8 | 4.8 | 5.3 | 4.6 | 6.2 | - | - | - | 0.9 | 0.6 |
| Industrial machinery, equipment, supplies | 2.9 | 3.4 | 3.4 | 3.2 | 1.8 | 2.4 | 3.0 | 2.8 | 0.6 | 1.3 |
| Professional equipment, supplies | 3.9 | 3.5 | 4.8 | 2.3 | 2.5 | - | - | - | 0.9 | 0.7 |
| Service establishment equipment, supplies | 3.6 | 4.1 | 6.0 | 1.7 | 2.6 | - | - | - | 0.7 | 0.7 |
| Metals, metalwork (except scrap), total | 3.5 | 3.8 | 2.6 | 2.1 | 2.5 | 2.2 | 3.0 | 2.4 | 0.5 | 0.5 |
| Iron, steel and products | 4.8 | 5.2 | 3.9 | 2.8 | 3.4 | 2.6 | 3.7 | 3.0 | 0.6 | 0.7 |
| Nonferrous metals | 3.2 | 3.3 | 2.1 | 2.1 | 1.6 | - | - | - | 1.2 | 1.3 |
| Scrap, waste materials, total | 3.5 | 3.1 | 3.3 | 2.5 | 2.7 | - | - | - | 1.3 | 1.1 |
| Iron, steel scrap | 4.3 | 5.2 | 4.6 | 3.2 | 3.9 | - | - | - | 1.5 | 1.7 |
| Waste materials | 5.1 | 4.6 | 5.4 | 3.8 | 2.3 | - | - | - | 3.2 | 1.3 |
| Jewelry | - | - | - | 3.9 | 2.1 | - | - | - | 0.4 | 1.0 |
| NONDURABLE GOODS, TOTAL | 1.0 | 1.2 | 1.1 | 0.6 | 0.5 | - | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.9 | 1.0 | 0.9 | 0.5 | 0.5 | - | - | - | 0.3 | 0.4 |
| Groceries and related products, total | 2.0 | 1.9 | 2.0 | 0.6 | 0.6 | 3.0 | 3.2 | 3.9 | 0.5 | 0.6 |
| General-line groceries | 2.9 | 2.9 | 3.2 | 0.8 | 0.4 | 2.9 | 3.3 | 3.1 | 0.4 | 0.6 |
| Specialty-line groceries | 3.4 | 2.9 | 3.3 | 1.4 | 1.6 | - | - | - | 1.1 | 1.1 |
| Confectionery | 3.5 | 4.3 | 5.1 | 1.5 | 1.2 | - | - | - | 1.9 | 0.6 |
| Meat, meat products | 6.2 | 7.1 | 5.1 | 2.0 | 1.9 | - | - | - | 1.8 | 7.9 |
| Poultry, poultry products | 3.8 | 5.8 | 5.1 | 3.5 | 1.0 | - | - | - | 1.9 | 2.1 |
| Fresh fruit, vegetable | 3.0 | 3.7 | 3.8 | 1.7 | 1.5 | - | - | - | 1.5 | 1.6 |
| Beer, wine, distilled alcholic beverages, total | 2.9 | 3.0 | 2.7 | 0.6 | 1.0 | 5.5 | 5.2 | 5.9 | 1.1 | 1.8 |
| Beer | 2.5 | 3.0 | 2.4 | 0.7 | 0.9 | - | - | - | 2.2 | 2.1 |
| Wine, distilled spirits | 5.1 | 5.0 | 5.0 | 1.0 | 1.9 | 6.9 | 6.6 | 7.7 | 0.9 | 2.3 |
| Drugs, chemicals, allied products, total | 2.3 | 2.2 | 2.4 | 0.8 | 1.2 | 2.0 | 2.3 | 2.1 | 0.5 | 0.5 |
| Drugs, drug proprietaries, druggists' sundries | 2.7 | 2.8 | 3.2 | 0.8 | 1.3 | 2.1 | 2.2 | 1.8 | 0.6 | 0.7 |
| Paints, varnishes | 3.8 | 3.4 | 3.7 | 1.3 | 1.3 | - | - | - | 0.9 | 1.8 |
| Other chemicals, allied products | 4.0 | 3.3 | 3.6 | 2.1 | 2.6 | - | - | - | 0.7 | 0.9 |
| Tobacco, tobacco products | 2.1 | 1.9 | 2.8 | 0.6 | 0.9 | - | - | - | 0.7 | 0.7 |
| Dry goods, apparel, total | 1.7 | 2.5 | 2.4 | 1.9 | 2.3 | - | - | - | 0.4 | 0.9 |
| Apparel and accessories, hosiery, lingerie, footwear | 3.4 | 4.5 | 5.5 | 3.4 | 5.0 | - | - | - | 1.1 | 1.8 |
| Dry goods, notions | 3.6 | 4.5 | 4.3 | 3.1 | 2.3 | - | - | - | 0.7 | 1.2 |
| Piece goods converters | - | - | 4.8 | 3.1 | 2.0 | - | - | - | 0.5 | 1.3 |
| Paper, paper products (excluding wallpaper), total | 3.1 | 3.1 | 2.9 | 1.9 | 1.8 | 3.9 | 4.5 | 3.7 | 0.6 | 0.6 |
| Paper | 2.6 | 3.2 | 2.5 | 2.1 | 1.4 | 3.6 | 4.4 | 3.5 | 0.7 | 0.6 |
| Stationery, office supplies | - | - | - | 3.9 | 9.4 | - | - | - | 1.2 | 1.6 |
| Farm products (raw materials), total | - | - | - | 2.5 | 3.1 | - | - | - | - | - |
| Cotton | - | - | - | 3.7 | 6.4 | - | - | - | - | - |
| Grain | - | - | - | 2.9 | 3.9 | - | - | - | - | - |
| Other farm products | - | - | - | - | - | - | - | - | - | - |
| Other nondurable goods, total | - | - | - | 2.7 | 1.5 | - | - | - | 1.1 | 0.8 |
| Amusement, sporting goods | - | - | - | 3.8 | 2.8 | - | - | - | 1.1 | 1.2 |
| Books, magazines, newspapers | - | - | - | 1.4 | 1.9 | - | - | - | 0.2 | 0.6 |
| Coal | 6.0 | 5.1 | 4.4 | 3.4 | 1.0 | - | - | - | 4.2 | 3.6 |
| Farm supplies | 4.2 | 5.1 | 5.2 | 3.4 | 2.6 | - | - | - | 1.5 | 2.4 |

NA Not available.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Lumber, Construction Materials (Part of SIC 509)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Machinery, Equipment, Supplies (SIC 508)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels; road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

## DESCRIPTION OF KINDS OF BUSINESS

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

USCOMM--DC

# MONTHLY WHOLESALE TRADE REPORT

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary
BUREAU OF THE CENSUS
Richard M. Scammon, Director

December 1961

BW-61-12

## SALES AND INVENTORIES

FOR RELEASE
FEBRUARY 13, 1962[1]

### ANNUAL SALES

Twelve-month 1961 sales of merchant wholesalers, estimated at $139.6 billion, were up $2.3 billion (2%) over sales in the comparable period of 1960. Durable goods trades, with 1961 sales totaling $56.9 billion, were at virtually the same level as in 1960. However, sales in the nondurable goods trades, estimated at $82.7 billion, were up 3 percent over 1960. Iron, steel scrap dealers and retailer-cooperative groceries wholesalers, each with sales up 8 percent over last year, registered the largest increases, while motor vehicle distributors and air conditioning, refrigeration equipment distributors, each with sales down 6 percent, reported the sharpest declines.

Among the geographic divisions, only the East North Central failed to show an increase over 1960 sales. All other divisions experienced small sales gains with the largest increase reported by the West North Central Division (4%).

### DECEMBER SALES

December 1961 sales of merchant wholesalers, estimated at $12.0 billion, declined 5 percent from the November 1961 level but were 4 percent above December sales of a year ago. Sales in the durable goods trades, totaling $4.7 billion in December, were down 7 percent from the November level but up 7 percent over year-ago sales. Nondurable goods trades, with sales at $7.2 billion, showed a smaller decline (5%) from last month and a smaller gain (2%) over a year ago than the durable goods trades.

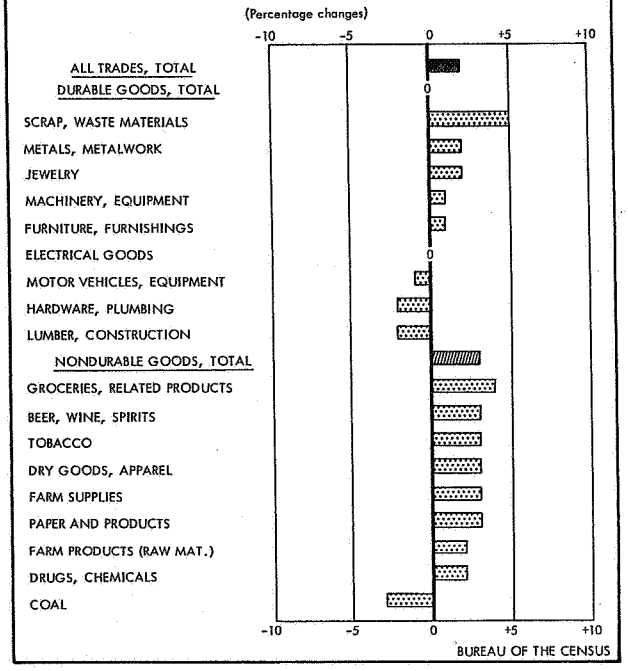
Most trades reported lower sales in December than in November. Substantial declines were recorded by paints, varnishes wholesalers (27%), construction materials wholesalers (23%), grain merchants (18%), dry goods, notions distributors (18%), and iron, steel scrap dealers (17%). The principal gain over November sales was registered by wine, distilled spirits wholesalers (15%). Compared with sales a year ago, almost all trades reported sales gains. The largest increases were indicated by iron, steel scrap dealers (24%) and dry goods, notions wholesalers (23%). Poultry distributors, with sales down 8 percent, showed the sharpest decline from a year ago.

Declines of 2 to 9 percent from November sales were reported in all geographic divisions, except New England, which showed no change. Compared with a year ago, declines were shown in only two divisions--the East South Central (4%) and the West South Central (1%). The largest increase was shown in the Middle Atlantic Division (7%).

### INVENTORIES

Inventories of merchant wholesalers, excluding farm products (raw materials) merchants, estimated at $12.8 billion at the end of December, were off 2 percent from their November 30 level but were 2 percent higher than stocks on hand a year ago. Stocks in the durable goods trades declined slightly (1%) during the month of December, but were up 1 percent over the comparable period of a year ago. In the nondurable goods trades, stocks dropped 4 percent below the November 30 level but were 4 percent higher than stocks on hand a year ago.

**SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS—TWELVE MONTHS 1961 COMPARED WITH TWELVE MONTHS 1960**




Most trades indicated small changes from their previous month as well as year-ago inventory levels. However, substantial decreases from November stocks were reported by wholesalers of wine, distilled spirits (17%), beer (16%), fresh fruit, vegetables (15%), and amusement, sporting goods (13%). Compared with a year ago, motor vehicles distributors accounted for the largest decrease (18%), meat products wholesalers for the largest increase (31%).

The December 1961 stock-sales ratio for merchant wholesalers was 118 percent--up 3 points over November 1961, but 4 points below December 1960. The December 1961 stock-sales ratio of durable goods wholesalers was 164 percent, compared with the nondurable goods ratio of 83 percent.

### GENERAL

Data in this report are based on a probability sample, representative of all merchant wholesalers in the country. A description of the sample design, the estimating procedure, and approximate measures of the reliability of the data are included on pages 14 to 16.

[1]For sale by the Bureau of the Census: single copy--10¢, annual subscription--$1.00
An advance release of December 1961 data was issued on January 31, 1962.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

| Kind of business | 1960 | | | | | | | | | | | | Total 1960 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | |
| MERCHANT WHOLESALERS, TOTAL | 10,512 | 10,901 | 11,870 | 11,443 | 11,522 | 11,687 | 10,781 | 11,860 | 11,615 | 11,730 | 11,904 | 11,501 | 137,326 |
| TOTAL (excluding farm products, raw materials) | 9,634 | 10,005 | 10,913 | 10,584 | 10,629 | 10,918 | 9,958 | 10,928 | 10,726 | 10,560 | 10,494 | 10,279 | 125,634 |
| DURABLE GOODS, TOTAL | 4,462 | 4,555 | 4,945 | 4,839 | 4,848 | 4,980 | 4,524 | 4,991 | 4,850 | 4,809 | 4,619 | 4,406 | 56,828 |
| Motor vehicles, automotive equipment, total | 588 | 603 | 749 | 709 | 695 | 724 | 655 | 679 | 635 | 661 | 598 | 584 | 7,878 |
| Automobiles, other motor vehicles | 185 | 188 | 296 | 232 | 201 | 216 | 207 | 190 | 183 | 191 | 172 | 188 | 2,446 |
| Automotive equipment, tires, tubes | 403 | 415 | 453 | 477 | 494 | 508 | 448 | 489 | 452 | 470 | 426 | 396 | 5,431 |
| Electrical goods, total | 681 | 697 | 721 | 668 | 677 | 740 | 694 | 743 | 768 | 752 | 757 | 768 | 8,667 |
| Electrical supplies, apparatus | 286 | 286 | 299 | 293 | 309 | 338 | 296 | 332 | 321 | 331 | 320 | 327 | 3,738 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 396 | 411 | 422 | 375 | 368 | 401 | 398 | 411 | 447 | 421 | 437 | 441 | 4,929 |
| Furniture, home furnishings, total | 214 | 231 | 268 | 236 | 239 | 254 | 216 | 253 | 258 | 269 | 251 | 221 | 2,911 |
| Furniture-household, office | 62 | 72 | 73 | 67 | 68 | 87 | 67 | 80 | 73 | 75 | 71 | 62 | 857 |
| Home furnishings, floor coverings | 152 | 159 | 195 | 169 | 171 | 166 | 149 | 173 | 185 | 194 | 181 | 160 | 2,054 |
| Hardware, plumbing, heating equipment, supplies, total | 456 | 471 | 514 | 542 | 553 | 607 | 524 | 591 | 589 | 587 | 532 | 459 | 6,428 |
| Hardware | 175 | 192 | 203 | 213 | 205 | 215 | 191 | 209 | 213 | 214 | 198 | 177 | 2,406 |
| Plumbing and heating equipment, supplies | 229 | 230 | 256 | 258 | 276 | 308 | 265 | 315 | 312 | 309 | 282 | 234 | 3,275 |
| Lumber, construction materials, total | 488 | 514 | 535 | 575 | 609 | 612 | 590 | 624 | 581 | 573 | 535 | 459 | 6,695 |
| Lumber, millwork | 342 | 362 | 370 | 398 | 412 | 398 | 391 | 402 | 372 | 354 | 344 | 311 | 4,456 |
| Construction materials | 146 | 152 | 165 | 177 | 197 | 214 | 199 | 222 | 209 | 219 | 191 | 148 | 2,241 |
| Machinery, equipment, supplies, total | 1,099 | 1,127 | 1,275 | 1,244 | 1,245 | 1,248 | 1,141 | 1,216 | 1,236 | 1,157 | 1,140 | 1,162 | 14,291 |
| Commercial, industrial, machinery equipment, supplies | 782 | 803 | 889 | 845 | 874 | 854 | 786 | 847 | 883 | 818 | 810 | 810 | 10,003 |
| Construction machinery, equipment | 150 | 151 | 163 | 198 | 203 | 195 | 161 | 188 | 173 | 150 | 146 | 151 | 2,027 |
| Industrial machinery, equipment, supplies | 543 | 556 | 629 | 547 | 573 | 557 | 534 | 559 | 612 | 572 | 579 | 574 | 6,835 |
| Professional equipment, supplies | 120 | 118 | 127 | 120 | 126 | 140 | 124 | 147 | 150 | 135 | 134 | 134 | 1,575 |
| Service-establishment equipment, supplies | 95 | 100 | 109 | 113 | 102 | 115 | 99 | 111 | 108 | 117 | 105 | 92 | 1,264 |
| Metals, metalwork (except scrap), total | 528 | 487 | 500 | 483 | 479 | 473 | 421 | 535 | 448 | 456 | 457 | 434 | 5,703 |
| Iron, steel, and products | 385 | 346 | 358 | 346 | 335 | 323 | 284 | 367 | 299 | 312 | 300 | 276 | 3,931 |
| Nonferrous metals | 143 | 141 | 142 | 137 | 144 | 150 | 138 | 167 | 149 | 144 | 158 | 158 | 1,772 |
| Scrap, waste materials, total | 339 | 358 | 302 | 309 | 271 | 256 | 225 | 267 | 248 | 256 | 251 | 212 | 3,295 |
| Iron, steel scrap | 202 | 223 | 172 | 187 | 159 | 141 | 126 | 160 | 145 | 151 | 155 | 122 | 1,942 |
| Waste materials | 137 | 135 | 130 | 122 | 112 | 115 | 100 | 108 | 103 | 106 | 96 | 91 | 1,353 |
| NONDURABLE GOODS, TOTAL | 6,050 | 6,346 | 6,925 | 6,604 | 6,674 | 6,707 | 6,257 | 6,869 | 6,765 | 6,921 | 7,285 | 7,095 | 80,498 |
| TOTAL (excluding farm products, raw materials) | 5,172 | 5,450 | 5,968 | 5,745 | 5,781 | 5,938 | 5,434 | 5,937 | 5,876 | 5,751 | 5,875 | 5,874 | 68,801 |
| Groceries and related products, total | 2,133 | 2,153 | 2,370 | 2,277 | 2,354 | 2,476 | 2,266 | 2,366 | 2,328 | 2,272 | 2,330 | 2,354 | 27,674 |
| General-line groceries | 721 | 731 | 811 | 746 | 772 | 799 | 735 | 801 | 805 | 800 | 823 | 816 | 9,363 |
| Specialty-line groceries | 651 | 665 | 744 | 718 | 708 | 752 | 702 | 722 | 720 | 698 | 656 | 697 | 8,434 |
| Confectionery | 60 | 69 | 68 | 65 | 69 | 72 | 66 | 71 | 72 | 81 | 72 | 69 | 834 |
| Meats, meat products | 354 | 347 | 359 | 345 | 392 | 398 | 351 | 384 | 357 | 343 | 388 | 370 | 4,388 |
| Poultry, poultry products | 99 | 94 | 122 | 122 | 110 | 133 | 112 | 119 | 116 | 120 | 138 | 130 | 1,415 |
| Fresh fruits, vegetables | 248 | 247 | 266 | 281 | 303 | 321 | 300 | 269 | 258 | 230 | 253 | 272 | 3,248 |
| Beer, wine, distilled alcoholic beverages, total | 454 | 510 | 626 | 604 | 624 | 629 | 590 | 637 | 624 | 610 | 723 | 805 | 7,435 |
| Beer | 188 | 204 | 227 | 248 | 271 | 287 | 287 | 302 | 261 | 233 | 240 | 239 | 2,986 |
| Wine, distilled spirits | 266 | 306 | 399 | 356 | 353 | 342 | 302 | 336 | 363 | 376 | 483 | 566 | 4,449 |
| Drugs, chemicals, allied products, total | 440 | 442 | 461 | 441 | 455 | 470 | 402 | 463 | 464 | 461 | 456 | 411 | 5,365 |
| Drugs, drug proprietaries, druggists' sundries | 279 | 276 | 286 | 262 | 263 | 276 | 241 | 270 | 279 | 282 | 287 | 248 | 3,249 |
| Paints, varnishes | 22 | 24 | 27 | 31 | 31 | 34 | 30 | 33 | 31 | 30 | 27 | 21 | 341 |
| Other chemicals, allied products | 139 | 142 | 148 | 148 | 161 | 161 | 131 | 160 | 154 | 150 | 142 | 141 | 1,775 |
| Tobacco, tobacco products | 307 | 306 | 347 | 331 | 353 | 370 | 348 | 355 | 368 | 359 | 350 | 368 | 4,162 |
| Dry goods, apparel, total | 531 | 563 | 596 | 575 | 545 | 535 | 504 | 625 | 594 | 574 | 561 | 487 | 6,690 |
| Apparel and accessories, hosiery, lingerie, footwear | 193 | 233 | 262 | 242 | 215 | 199 | 219 | 288 | 279 | 254 | 255 | 230 | 2,869 |
| Dry goods, notions | 199 | 198 | 199 | 191 | 198 | 211 | 184 | 213 | 193 | 195 | 178 | 142 | 2,301 |
| Paper, paper products, excluding wallpaper, total | 324 | 326 | 358 | 345 | 335 | 352 | 317 | 380 | 364 | 358 | 342 | 355 | 4,158 |
| Paper | 267 | 270 | 303 | 293 | 281 | 293 | 276 | 315 | 299 | 295 | 290 | 278 | 3,462 |
| Amusement, sporting goods | 83 | 103 | 117 | 119 | 126 | 131 | 131 | 141 | 149 | 154 | 154 | 145 | 1,553 |
| Books, magazines, newspapers | 73 | 71 | 75 | 73 | 68 | 71 | 74 | 81 | 80 | 78 | 78 | 80 | 901 |
| Coal | 82 | 71 | 79 | 66 | 64 | 65 | 57 | 61 | 62 | 63 | 64 | 68 | 803 |
| Farm supplies | 133 | 168 | 216 | 218 | 192 | 181 | 138 | 136 | 151 | 139 | 140 | 132 | 1,944 |

See footnotes at end of table 1, page 3.

Table 1. ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS

1960 AND 1961

(Millions of dollars)

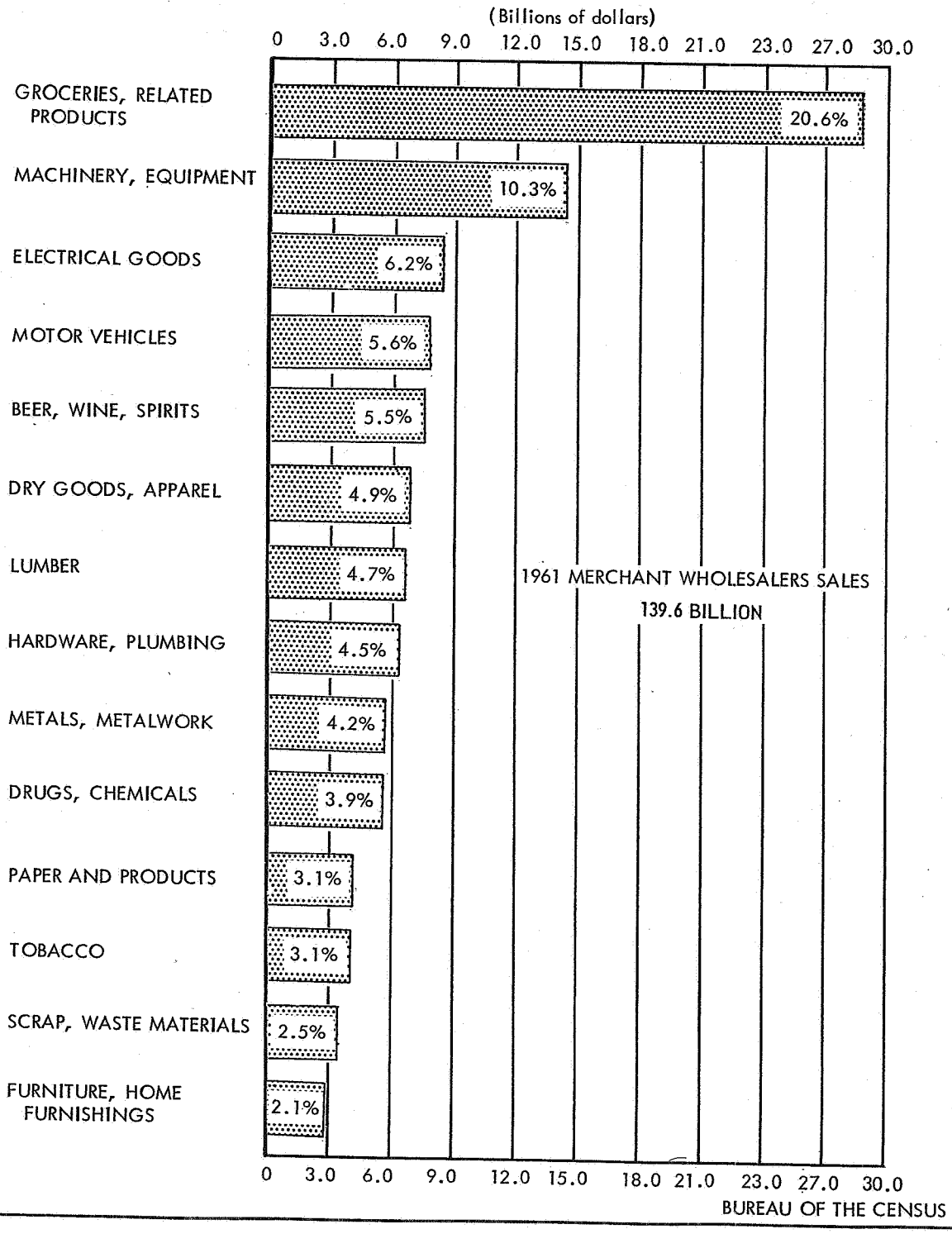
| Kind of business | 1961 | | | | | | | | | | | | Total 12 mos. | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | 1961 | 1960 |
| MERCHANT WHOLESALERS, TOTAL | 10,295 | 10,153 | 11,843 | 10,891 | 11,856 | 11,963 | 11,052 | 12,444 | 11,767 | 12,717 | 12,652 | 11,962 | 139,599 | 137,326 |
| TOTAL (excluding farm products, raw materials) | 9,357 | 9,246 | 10,834 | 10,031 | 10,967 | 11,185 | 10,203 | 11,390 | 10,835 | 11,466 | 11,345 | 10,826 | 127,704 | 125,634 |
| DURABLE GOODS, TOTAL | 4,021 | 3,918 | 4,739 | 4,494 | 4,915 | 5,093 | 4,593 | 5,181 | 4,929 | 5,272 | 5,059 | 4,723 | 56,937 | 56,828 |
| Motor vehicles, automotive equipment, total | 600 | 566 | 649 | 643 | 674 | 705 | 659 | 660 | 638 | 712 | 674 | 618 | 7,805 | 7,878 |
| Automobiles, other motor vehicles | 172 | 166 | 196 | 188 | 197 | 200 | 197 | 166 | 179 | 217 | 216 | 209 | 2,309 | 2,446 |
| Automotive equipment, tires, tubes | 428 | 401 | 453 | 455 | 477 | 504 | 462 | 495 | 459 | 495 | 458 | 409 | 5,496 | 5,431 |
| Electrical goods, total | 628 | 616 | 705 | 629 | 677 | 726 | 671 | 776 | 760 | 800 | 822 | 826 | 8,636 | 8,667 |
| Electrical supplies, apparatus | 263 | 258 | 297 | 285 | 314 | 314 | 299 | 340 | 311 | 342 | 343 | 341 | 3,705 | 3,738 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 365 | 358 | 408 | 344 | 363 | 412 | 372 | 436 | 449 | 458 | 479 | 486 | 4,930 | 4,929 |
| Furniture, home furnishings, total | 203 | 203 | 258 | 232 | 249 | 244 | 213 | 273 | 250 | 285 | 272 | 249 | 2,933 | 2,911 |
| Furniture-household, office | 60 | 58 | 68 | 67 | 72 | 77 | 62 | 80 | 69 | 79 | 71 | 69 | 834 | 857 |
| Home furnishings, floor coverings | 143 | 145 | 190 | 166 | 177 | 167 | 150 | 193 | 180 | 206 | 201 | 180 | 2,099 | 2,054 |
| Hardware, plumbing, heating equipment, supplies, total | 428 | 421 | 514 | 494 | 544 | 591 | 527 | 598 | 567 | 600 | 549 | 474 | 6,306 | 6,428 |
| Hardware | 166 | 169 | 216 | 198 | 206 | 212 | 188 | 217 | 215 | 234 | 212 | 183 | 2,420 | 2,406 |
| Plumbing and heating equipment, supplies | 212 | 207 | 239 | 238 | 273 | 303 | 274 | 312 | 290 | 308 | 285 | 246 | 3,182 | 3,275 |
| Lumber, construction materials, total | 426 | 400 | 527 | 531 | 614 | 625 | 569 | 640 | 585 | 622 | 571 | 467 | 6,577 | 6,695 |
| Lumber, millwork | 290 | 273 | 360 | 364 | 415 | 418 | 364 | 406 | 380 | 404 | 372 | 313 | 4,359 | 4,456 |
| Construction materials | 135 | 128 | 167 | 167 | 199 | 206 | 205 | 233 | 205 | 218 | 199 | 153 | 2,216 | 2,241 |
| Machinery, equipment, supplies, total | 1,020 | 1,015 | 1,228 | 1,145 | 1,258 | 1,270 | 1,148 | 1,310 | 1,252 | 1,286 | 1,249 | 1,236 | 14,416 | 14,291 |
| Commercial, industrial, machinery equipment, supplies | 704 | 700 | 824 | 777 | 878 | 883 | 795 | 930 | 888 | 901 | 897 | 902 | 10,076 | 10,003 |
| Construction machinery, equipment | 138 | 134 | 152 | 172 | 207 | 186 | 167 | 192 | 191 | 175 | 170 | 153 | 2,032 | 2,027 |
| Industrial machinery, equipment, supplies | 481 | 484 | 579 | 508 | 567 | 596 | 539 | 632 | 594 | 624 | 630 | 653 | 6,886 | 6,835 |
| Professional equipment, supplies | 120 | 121 | 135 | 122 | 131 | 139 | 136 | 152 | 153 | 147 | 142 | 143 | 1,641 | 1,575 |
| Service-establishment equipment, supplies | 96 | 92 | 110 | 102 | 107 | 110 | 104 | 114 | 109 | 121 | 115 | 106 | 1,287 | 1,264 |
| Metals, metalwork (except scrap), total | 418 | 401 | 492 | 456 | 507 | 543 | 461 | 527 | 502 | 531 | 519 | 487 | 5,844 | 5,703 |
| Iron, steel, and products | 295 | 275 | 351 | 321 | 355 | 375 | 312 | 364 | 342 | 364 | 354 | 324 | 4,033 | 3,931 |
| Nonferrous metals | 123 | 126 | 141 | 135 | 152 | 168 | 150 | 163 | 160 | 167 | 164 | 164 | 1,812 | 1,772 |
| Scrap, waste materials, total | 237 | 235 | 288 | 292 | 317 | 317 | 285 | 305 | 289 | 328 | 296 | 256 | 3,445 | 3,295 |
| Iron, steel scrap | 127 | 133 | 165 | 185 | 201 | 198 | 183 | 188 | 180 | 208 | 182 | 151 | 2,103 | 1,942 |
| Waste materials | 110 | 102 | 123 | 106 | 116 | 119 | 101 | 117 | 109 | 120 | 114 | 105 | 1,343 | 1,353 |
| NONDURABLE GOODS, TOTAL | 6,274 | 6,235 | 7,104 | 6,397 | 6,941 | 6,870 | 6,459 | 7,263 | 6,838 | 7,446 | 7,593 | 7,239 | 82,662 | 80,498 |
| TOTAL (excluding farm products, raw materials) | 5,336 | 5,328 | 6,095 | 5,537 | 6,052 | 6,092 | 5,610 | 6,209 | 5,907 | 6,194 | 6,286 | 6,103 | 70,753 | 68,801 |
| Groceries and related products, total | 2,253 | 2,197 | 2,420 | 2,266 | 2,488 | 2,509 | 2,365 | 2,493 | 2,356 | 2,432 | 2,485 | 2,440 | 28,709 | 27,674 |
| General-line groceries | 794 | 775 | 829 | 779 | 835 | 857 | 801 | 865 | 838 | 864 | 880 | 844 | 9,959 | 9,363 |
| Specialty-line groceries | 697 | 672 | 754 | 699 | 753 | 743 | 714 | 758 | 713 | 716 | 735 | 730 | 8,686 | 8,434 |
| Confectionery | 63 | 71 | 72 | 66 | 71 | 74 | 67 | 74 | 71 | 79 | 73 | 73 | 855 | 834 |
| Meats, meat products | 345 | 337 | 365 | 349 | 391 | 387 | 368 | 404 | 389 | 419 | 417 | 406 | 4,579 | 4,388 |
| Poultry, poultry products | 116 | 111 | 128 | 111 | 119 | 120 | 109 | 114 | 97 | 112 | 126 | 119 | 1,380 | 1,415 |
| Fresh fruits, vegetables | 238 | 230 | 272 | 262 | 319 | 328 | 306 | 278 | 248 | 242 | 255 | 268 | 3,249 | 3,248 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 501 | 639 | 567 | 653 | 675 | 601 | 676 | 635 | 661 | 748 | 823 | 7,648 | 7,435 |
| Beer | 196 | 201 | 244 | 225 | 275 | 307 | 294 | 309 | 267 | 247 | 241 | 241 | 3,047 | 2,986 |
| Wine, distilled spirits | 274 | 300 | 395 | 342 | 378 | 369 | 308 | 367 | 368 | 414 | 507 | 582 | 4,604 | 4,449 |
| Drugs, chemicals, allied products, total | 440 | 408 | 464 | 436 | 474 | 468 | 419 | 483 | 473 | 491 | 487 | 430 | 5,474 | 5,365 |
| Drugs, drug proprietaries, druggists' sundries | 276 | 256 | 283 | 263 | 275 | 272 | 247 | 282 | 283 | 292 | 300 | 262 | 3,292 | 3,249 |
| Paints, varnishes | 21 | 21 | 29 | 29 | 32 | 33 | 29 | 34 | 30 | 31 | 28 | 20 | 338 | 341 |
| Other chemicals, allied products | 143 | 131 | 152 | 144 | 167 | 163 | 143 | 168 | 160 | 167 | 159 | 147 | 1,844 | 1,775 |
| Tobacco, tobacco products | 317 | 310 | 358 | 328 | 366 | 380 | 356 | 382 | 365 | 368 | 368 | 379 | 4,278 | 4,162 |
| Dry goods, apparel, total | 487 | 525 | 629 | 514 | 549 | 561 | 510 | 638 | 583 | 655 | 649 | 544 | 6,844 | 6,690 |
| Apparel and accessories, hosiery, lingerie, footwear | 189 | 225 | 271 | 198 | 218 | 213 | 227 | 291 | 262 | 287 | 293 | 245 | 2,919 | 2,869 |
| Dry goods, notions | 184 | 177 | 215 | 188 | 205 | 215 | 186 | 221 | 199 | 221 | 215 | 175 | 2,403 | 2,301 |
| Paper, paper products, excluding wallpaper, total | 323 | 324 | 370 | 328 | 355 | 364 | 324 | 376 | 365 | 385 | 388 | 373 | 4,280 | 4,158 |
| Paper | 270 | 266 | 310 | 277 | 294 | 307 | 271 | 312 | 300 | 318 | 319 | 296 | 3,542 | 3,462 |
| Amusement, sporting goods | 86 | 91 | 116 | 112 | 125 | 135 | 130 | 151 | 154 | 167 | 168 | 157 | 1,593 | 1,553 |
| Books, magazines, newspapers | 77 | 70 | 78 | 69 | 72 | 77 | 77 | 83 | 81 | 84 | 82 | 83 | 932 | 901 |
| Coal | 72 | 69 | 64 | 59 | 59 | 60 | 56 | 64 | 65 | 71 | 68 | 68 | 778 | 803 |
| Farm supplies | 147 | 170 | 236 | 214 | 203 | 182 | 143 | 147 | 141 | 142 | 132 | 140 | 1,998 | 1,944 |

[1] Final estimate.
[2] Preliminary estimate.

See page 16, Estimating Procedures.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

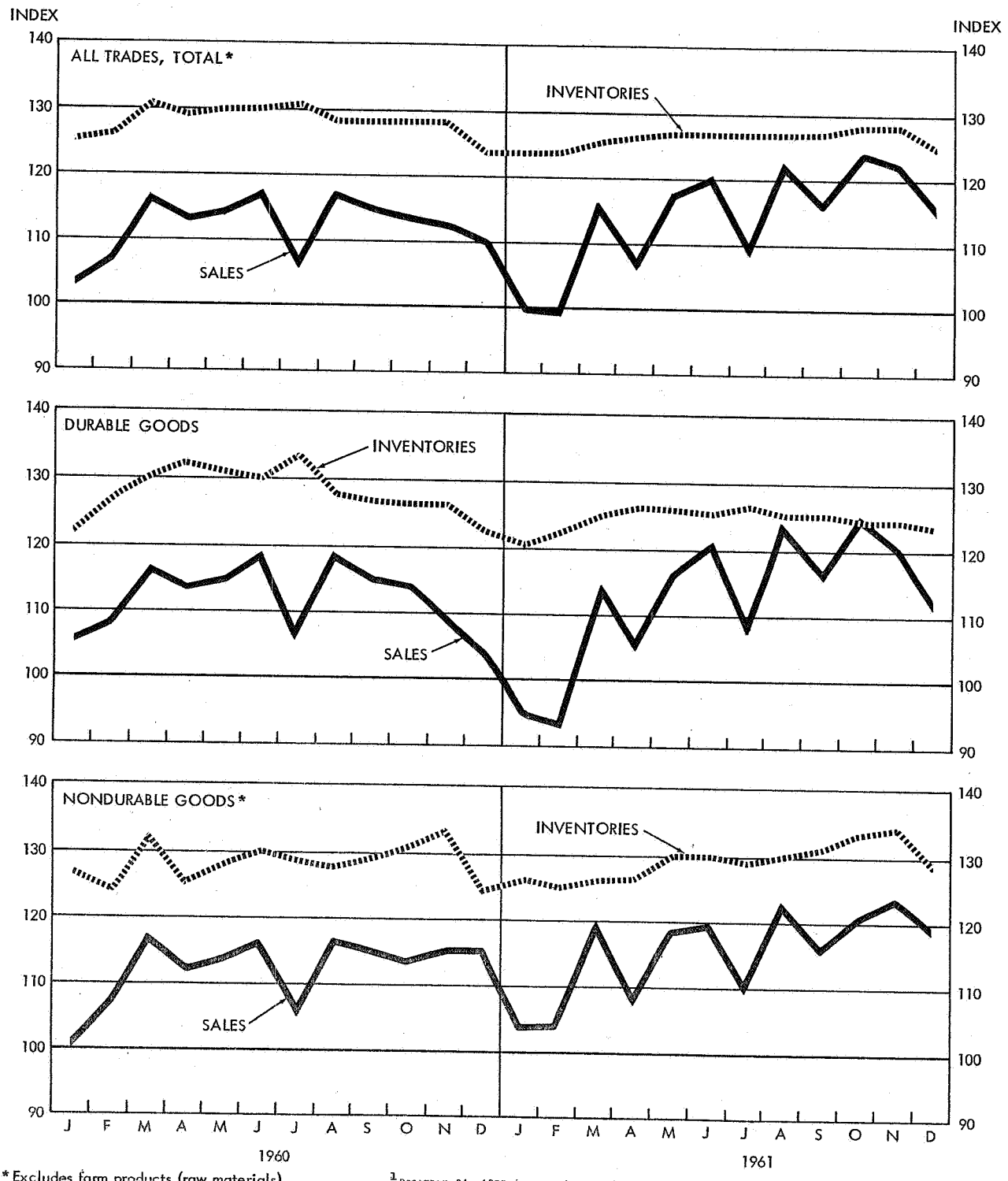
# SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS
## 1961 SALES AND PERCENT OF TOTAL



# SALES AND INVENTORIES OF MERCHANT WHOLESALERS

## 1960 AND 1961

1958 = 100 [1]




*Excludes farm products (raw materials).

[1] December 31, 1958 inventories = 100

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DATA IN THIS REPORT ARE NOT ADJUSTED FOR NUMBER OF DAYS IN THE MONTH NOR FOR SEASONAL OR PRICE FLUCTUATIONS

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1960 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 13,870 | 14,134 | 14,402 | 14,057 | 14,011 | 14,043 | 14,310 | 14,000 | 14,029 | 14,169 | 13,127 | 12,552 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,145 | 1,183 | 1,237 | 1,231 | 1,216 | 1,260 | 1,291 | 1,204 | 1,182 | 1,214 | 1,223 | 1,168 |
| Automotive equipment, tires, tubes | 890 | 906 | 947 | 940 | 911 | 917 | 970 | 874 | 880 | 919 | 887 | 870 |
| Electrical goods, total | 1,176 | 1,188 | 1,215 | 1,251 | 1,285 | 1,276 | 1,199 | 1,199 | 1,232 | 1,248 | 1,195 | 1,105 |
| Electrical supplies, apparatus | 491 | 494 | 476 | 473 | 511 | 474 | 471 | 455 | 474 | 479 | 474 | 441 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 685 | 694 | 739 | 778 | 774 | 802 | 728 | 744 | 759 | 769 | 720 | 664 |
| Hardware, plumbing, heating equip., supplies, total | 1,075 | 1,133 | 1,187 | 1,152 | 1,154 | 1,163 | 1,142 | 1,081 | 1,106 | 1,050 | 1,030 | 994 |
| Hardware | 447 | 478 | 491 | 475 | 476 | 492 | 483 | 452 | 455 | 429 | 427 | 404 |
| Plumbing and heating equipment, supplies | 534 | 564 | 593 | 575 | 578 | 575 | 552 | 533 | 552 | 543 | 516 | 500 |
| Machinery, equipment, supplies, total | 2,113 | 2,139 | 2,177 | 2,188 | 2,170 | 2,138 | 2,269 | 2,245 | 2,149 | 2,161 | 2,204 | 2,189 |
| Industrial machinery, equipment, supplies | 828 | 858 | 885 | 862 | 883 | 893 | 951 | 922 | 908 | 891 | 954 | 923 |
| Metals, metalwork (except scrap), total | 776 | 840 | 889 | 1,004 | 927 | 896 | 949 | 951 | 870 | 845 | 860 | 890 |
| Iron, steel, and products | 639 | 704 | 720 | 844 | 781 | 754 | 782 | 796 | 725 | 715 | 714 | 733 |
| Groceries and related products, total | 1,334 | 1,323 | 1,324 | 1,286 | 1,353 | 1,317 | 1,272 | 1,299 | 1,304 | 1,365 | 1,331 | 1,339 |
| General-line groceries | 606 | 628 | 650 | 636 | 660 | 644 | 632 | 620 | 638 | 678 | 683 | 654 |
| Beer, wine, distilled alcoholic beverages, total | 646 | 617 | 605 | 650 | 718 | 691 | 695 | 701 | 705 | 750 | 777 | 664 |
| Wine, distilled spirits | 513 | 476 | 467 | 502 | 552 | 522 | 525 | 545 | 564 | 600 | 643 | 540 |
| Drugs, chemicals, allied products, total | 576 | 590 | 586 | 589 | 596 | 600 | 606 | 606 | 596 | 613 | 583 | 567 |
| Drugs, drug proprietaries, druggists' sundries | 396 | 406 | 415 | 406 | 405 | 404 | 419 | 407 | 415 | 425 | 405 | 383 |
| Paper, paper products, excluding wallpaper, total | 383 | 365 | 366 | 395 | 395 | 376 | 370 | 383 | 377 | 365 | 391 | 369 |
| Paper | 304 | 290 | 309 | 313 | 307 | 296 | 301 | 302 | 295 | 295 | 306 | 297 |

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

| Kind of business | 1960 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 132 | 128 | 122 | 125 | 125 | 122 | 135 | 120 | 122 | 124 | 125 | 122 |
| DURABLE GOODS, TOTAL | 173 | 174 | 165 | 171 | 169 | 164 | 184 | 161 | 164 | 164 | 171 | 174 |
| Motor vehicles, automotive equipment, total | 195 | 196 | 165 | 174 | 175 | 174 | 197 | 174 | 186 | 184 | 205 | 200 |
| Automotive equipment, tires, tubes | 221 | 218 | 209 | 197 | 184 | 181 | 217 | 179 | 195 | 196 | 208 | 220 |
| Electrical goods, total | 173 | 170 | 169 | 187 | 190 | 170 | 171 | 161 | 160 | 166 | 158 | 144 |
| Electrical supplies, apparatus | 172 | 173 | 159 | 161 | 165 | 140 | 159 | 137 | 147 | 145 | 148 | 135 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 173 | 169 | 175 | 207 | 210 | 196 | 180 | 181 | 170 | 183 | 165 | 151 |
| Hardware, plumbing, heating equip., supplies, total | 236 | 241 | 231 | 213 | 209 | 192 | 218 | 183 | 188 | 179 | 194 | 216 |
| Hardware | 255 | 249 | 242 | 223 | 232 | 229 | 253 | 216 | 213 | 200 | 216 | 228 |
| Plumbing and heating equipment, supplies | 233 | 245 | 232 | 223 | 209 | 187 | 208 | 169 | 177 | 176 | 183 | 214 |
| Machinery, equipment, supplies, total | 192 | 190 | 171 | 175 | 174 | 171 | 198 | 185 | 174 | 187 | 193 | 188 |
| Industrial machinery, equipment, supplies | 152 | 154 | 141 | 158 | 154 | 160 | 178 | 165 | 148 | 156 | 165 | 161 |
| Metals, metalwork (except scrap), total | 147 | 172 | 178 | 208 | 194 | 191 | 225 | 178 | 194 | 185 | 188 | 205 |
| Iron, steel, and products | 166 | 203 | 201 | 244 | 233 | 238 | 275 | 217 | 243 | 229 | 238 | 266 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 97 | 90 | 87 | 86 | 87 | 86 | 93 | 85 | 86 | 89 | 89 | 83 |
| Groceries and related products, total | 63 | 61 | 56 | 56 | 57 | 53 | 56 | 55 | 56 | 60 | 57 | 57 |
| General-line groceries | 84 | 86 | 80 | 85 | 85 | 81 | 86 | 77 | 79 | 85 | 83 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 142 | 121 | 97 | 108 | 115 | 110 | 118 | 110 | 114 | 123 | 107 | 83 |
| Wine, distilled spirits | 193 | 156 | 117 | 141 | 156 | 153 | 174 | 162 | 155 | 159 | 133 | 95 |
| Drugs, chemicals, allied products, total | 131 | 133 | 127 | 134 | 133 | 128 | 151 | 131 | 128 | 133 | 128 | 138 |
| Drugs, drug proprietaries, druggists' sundries | 142 | 147 | 145 | 155 | 154 | 146 | 174 | 151 | 148 | 151 | 141 | 154 |
| Paper, paper products, excluding wallpaper, total | 118 | 112 | 102 | 114 | 118 | 107 | 117 | 101 | 103 | 102 | 114 | 104 |
| Paper | 114 | 107 | 102 | 107 | 109 | 101 | 109 | 96 | 98 | 100 | 106 | 107 |

See footnotes at end of table 3, page 7.

Table 2. ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Millions of dollars)

| Kind of business | 1961 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov.[1] | Dec.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 12,558 | 12,562 | 12,800 | 12,904 | 12,996 | 12,995 | 12,968 | 12,996 | 13,011 | 13,053 | 13,079 | 12,795 |
| SELECTED KINDS OF BUSINESS | | | | | | | | | | | | |
| Motor vehicles, automotive equipment, total | 1,185 | 1,220 | 1,231 | 1,226 | 1,221 | 1,199 | 1,181 | 1,168 | 1,174 | 1,154 | 1,140 | 1,134 |
| Automotive equipment, tires, tubes | 896 | 922 | 956 | 951 | 958 | 929 | 928 | 920 | 932 | 909 | 893 | 889 |
| Electrical goods, total | 1,138 | 1,149 | 1,179 | 1,199 | 1,184 | 1,203 | 1,182 | 1,180 | 1,194 | 1,200 | 1,186 | 1,122 |
| Electrical supplies, apparatus | 444 | 449 | 462 | 469 | 471 | 464 | 469 | 459 | 478 | 475 | 482 | 454 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 694 | 700 | 717 | 730 | 713 | 739 | 713 | 721 | 715 | 726 | 704 | 668 |
| Hardware, plumbing, heating equip., supplies, total | 1,028 | 1,056 | 1,097 | 1,096 | 1,112 | 1,102 | 1,115 | 1,068 | 1,078 | 1,057 | 1,037 | 1,006 |
| Hardware | 423 | 438 | 448 | 448 | 455 | 449 | 449 | 438 | 440 | 430 | 420 | 411 |
| Plumbing and heating equipment, supplies | 503 | 525 | 546 | 544 | 553 | 552 | 563 | 533 | 543 | 533 | 524 | 508 |
| Machinery, equipment, supplies, total | 2,031 | 2,033 | 2,078 | 2,113 | 2,112 | 2,134 | 2,165 | 2,156 | 2,143 | 2,161 | 2,182 | 2,204 |
| Industrial machinery, equipment, supplies | 812 | 806 | 824 | 852 | 847 | 859 | 894 | 886 | 880 | 879 | 907 | 921 |
| Metals, metalwork (except scrap), total | 871 | 826 | 845 | 863 | 847 | 816 | 837 | 875 | 873 | 851 | 876 | 895 |
| Iron, steel, and products | 741 | 694 | 690 | 712 | 704 | 682 | 687 | 726 | 727 | 706 | 722 | 740 |
| Groceries and related products, total | 1,394 | 1,363 | 1,361 | 1,344 | 1,383 | 1,379 | 1,321 | 1,336 | 1,341 | 1,392 | 1,417 | 1,426 |
| General-line groceries | 635 | 659 | 680 | 661 | 666 | 668 | 653 | 647 | 662 | 709 | 717 | 710 |
| Beer, wine, distilled alcoholic beverages, total | 640 | 628 | 644 | 668 | 712 | 710 | 699 | 705 | 733 | 780 | 783 | 650 |
| Wine, distilled spirits | 510 | 496 | 509 | 513 | 550 | 545 | 528 | 550 | 583 | 631 | 641 | 531 |
| Drugs, chemicals, allied products, total | 587 | 604 | 595 | 603 | 605 | 601 | 610 | 617 | 607 | 623 | 610 | 593 |
| Drugs, drug proprietaries, druggists' sundries | 400 | 411 | 410 | 413 | 407 | 404 | 418 | 420 | 418 | 428 | 420 | 404 |
| Paper, paper products, excluding wallpaper, total | 369 | 364 | 373 | 386 | 375 | 371 | 379 | 390 | 374 | 370 | 380 | 377 |
| Paper | 295 | 293 | 302 | 307 | 296 | 297 | 307 | 305 | 296 | 297 | 305 | 306 |

See footnotes below table 3.

Table 3. STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1960 AND 1961

(Percent)

| Kind of business | 1961 | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov.[1] | Dec.[2] |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 134 | 136 | 118 | 129 | 119 | 116 | 127 | 114 | 120 | 114 | 115 | 118 |
| DURABLE GOODS, TOTAL | 189 | 195 | 166 | 177 | 161 | 154 | 172 | 152 | 160 | 148 | 154 | 164 |
| Motor vehicles, automotive equipment, total | 198 | 216 | 190 | 191 | 181 | 170 | 179 | 177 | 184 | 162 | 169 | 184 |
| Automotive equipment, tires, tubes | 209 | 230 | 207 | 209 | 201 | 184 | 201 | 186 | 203 | 183 | 195 | 217 |
| Electrical goods, total | 181 | 187 | 167 | 191 | 175 | 163 | 174 | 152 | 157 | 150 | 144 | 136 |
| Electrical supplies, apparatus | 169 | 174 | 156 | 165 | 150 | 148 | 157 | 135 | 154 | 139 | 141 | 133 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 190 | 196 | 176 | 212 | 196 | 173 | 187 | 165 | 159 | 158 | 147 | 138 |
| Hardware, plumbing, heating equip., supplies, total | 240 | 251 | 213 | 222 | 204 | 186 | 212 | 179 | 190 | 176 | 189 | 212 |
| Hardware | 255 | 259 | 207 | 226 | 221 | 212 | 239 | 202 | 204 | 184 | 198 | 224 |
| Plumbing and heating equipment, supplies | 237 | 254 | 228 | 229 | 203 | 182 | 205 | 171 | 187 | 173 | 184 | 207 |
| Machinery, equipment, supplies, total | 199 | 200 | 169 | 184 | 167 | 168 | 189 | 165 | 171 | 168 | 175 | 178 |
| Industrial machinery, equipment, supplies | 169 | 167 | 142 | 168 | 149 | 144 | 166 | 140 | 148 | 141 | 144 | 141 |
| Metals, metalwork (except scrap), total | 208 | 206 | 172 | 189 | 168 | 152 | 182 | 166 | 174 | 160 | 169 | 143 |
| Iron, steel, and products | 251 | 252 | 197 | 222 | 198 | 186 | 220 | 199 | 212 | 194 | 204 | 229 |
| NONDURABLE GOODS, TOTAL (excluding farm products, raw materials) | 93 | 92 | 81 | 90 | 84 | 84 | 90 | 82 | 87 | 85 | 84 | 83 |
| Groceries and related products, total | 62 | 62 | 56 | 59 | 56 | 55 | 56 | 54 | 57 | 57 | 57 | 58 |
| General-line groceries | 80 | 85 | 82 | 85 | 80 | 78 | 82 | 75 | 79 | 82 | 82 | 84 |
| Beer, wine, distilled alcoholic beverages, total | 136 | 125 | 101 | 118 | 109 | 105 | 116 | 104 | 115 | 118 | 105 | 79 |
| Wine, distilled spirits | 186 | 165 | 129 | 150 | 146 | 148 | 172 | 152 | 159 | 152 | 127 | 91 |
| Drugs, chemicals, allied products, total | 133 | 148 | 128 | 138 | 128 | 128 | 146 | 128 | 128 | 127 | 125 | 138 |
| Drugs, drug proprietaries, druggists' sundries | 145 | 160 | 145 | 157 | 148 | 149 | 170 | 149 | 148 | 146 | 140 | 154 |
| Paper, paper products, excluding wallpaper, total | 114 | 112 | 101 | 118 | 106 | 102 | 117 | 104 | 102 | 96 | 98 | 101 |
| Paper | 109 | 110 | 97 | 111 | 101 | 101 | 113 | 98 | 98 | 93 | 96 | 104 |

[1] Final estimate.
[2] Preliminary estimate.

See page 16, Estimating Procedure.

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding.

# SALES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS: 1960 AND 1961

1958 MONTHLY AVERAGE =100

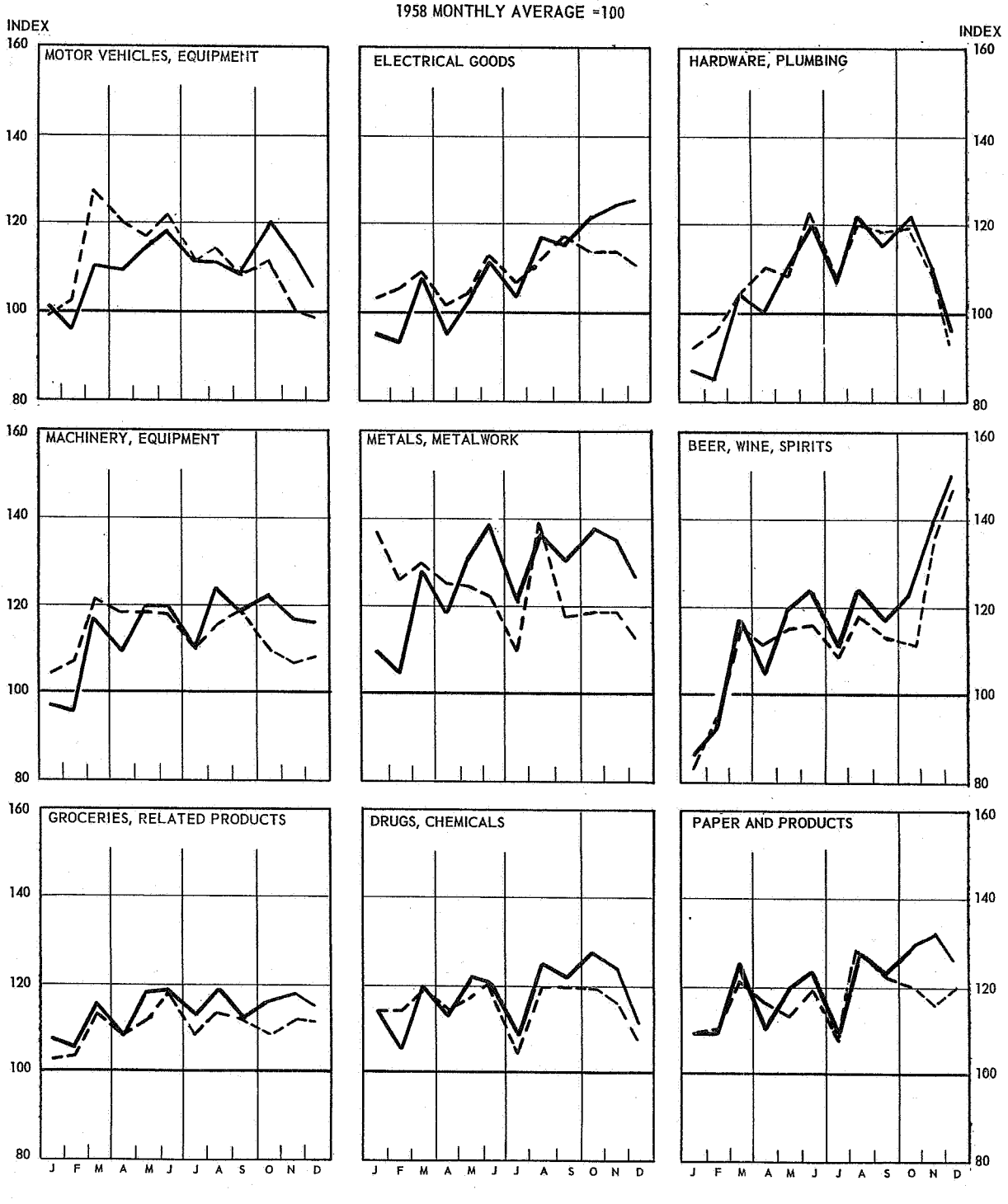
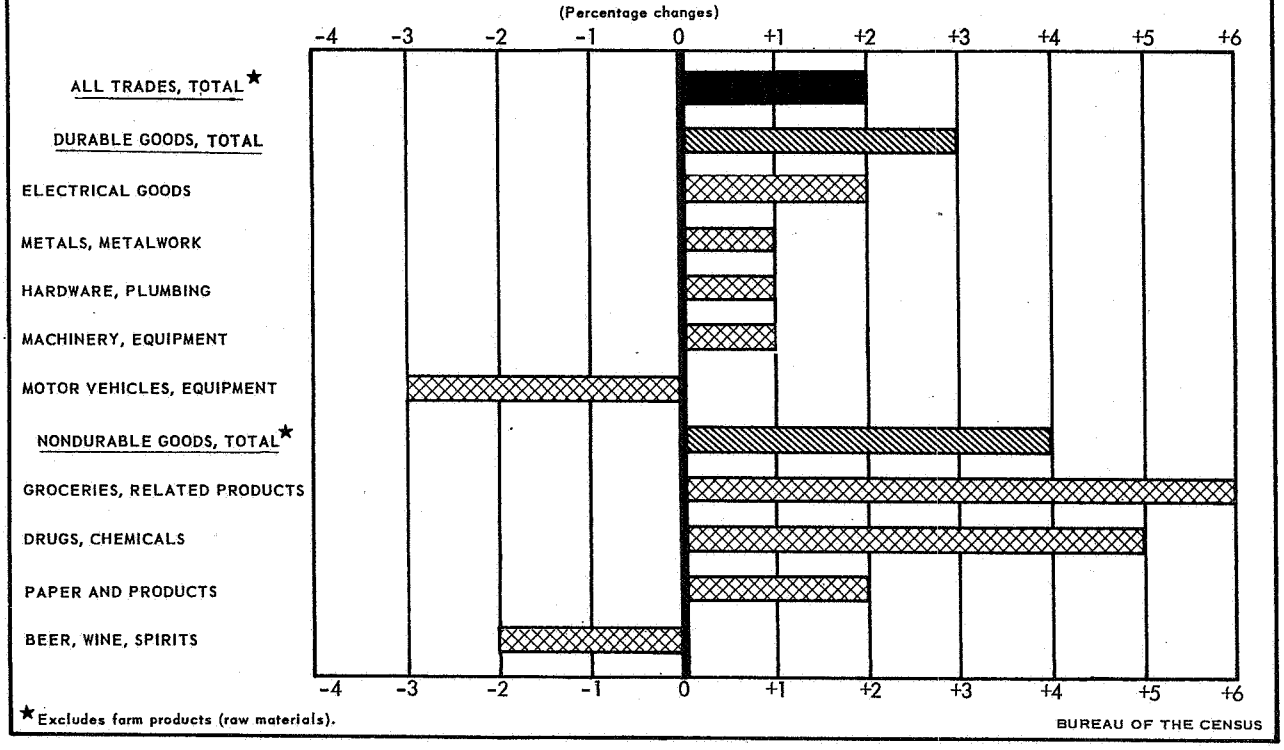


Table 4. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1961

| Kind of business | Sales | | | Inventories end-of-month (at cost) | |
|---|---|---|---|---|---|
| | December 1961 from— | | 12 mos. 1961 from 12 mos. 1960 | December 1961 from— | |
| | December 1960 | November 1961 | | December 1960 | November 1961 |
| MERCHANT WHOLESALERS, TOTAL | +4 | -5 | +2 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +5 | -5 | +2 | +2 | -2 |
| DURABLE GOODS, TOTAL | +7 | -7 | 0 | +1 | -1 |
| Motor vehicles, automotive equipment, total | +6 | -8 | -1 | -3 | 0 |
| Automobiles, other motor vehicles | +11 | -4 | -6 | -18 | 0 |
| Automotive equipment, tires, tubes | +3 | -11 | +1 | +2 | -1 |
| Electrical goods, total | +8 | +1 | 0 | +2 | -5 |
| Electrical supplies, apparatus | +4 | -1 | -1 | +3 | -6 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | +10 | +1 | 0 | +1 | -5 |
| Furniture, home furnishings, total | +13 | -8 | +1 | +6 | -3 |
| Furniture-household, office | +12 | -3 | -3 | -5 | -4 |
| Home furnishings, floor coverings | +13 | -10 | +2 | +9 | -3 |
| Hardware, plumbing, heating equipment, supplies, total | +3 | -14 | -2 | +1 | -3 |
| Hardware | +4 | -13 | +1 | +2 | -2 |
| Plumbing and heating equipment, supplies | +5 | -14 | -3 | +1 | -3 |
| Air conditioning, refrigeration equipment, supplies | (X) | (X) | -6 | -3 | -7 |
| Lumber, construction materials, total | +2 | -18 | -2 | +2 | +2 |
| Lumber, millwork | +1 | -16 | -3 | +1 | +3 |
| Construction materials | +4 | -23 | -1 | +5 | 0 |
| Machinery, equipment, supplies, total | +6 | -1 | +1 | +1 | +1 |
| Commercial, industrial machinery, equipment, supplies | +11 | +1 | +1 | -1 | 0 |
| Commercial machines, equipment | +13 | -1 | +2 | +2 | -1 |
| Construction machinery, equipment | +1 | -10 | 0 | -4 | -3 |
| Industrial machinery, equipment, supplies | +14 | +4 | +1 | 0 | +2 |
| Professional equipment, supplies | +6 | 0 | +4 | 0 | -5 |
| Surgical, medical, hospital supplies | +5 | +2 | +5 | 0 | -4 |
| Service-establishment equipment, supplies | +16 | -8 | +2 | +13 | +4 |
| Metals, metalwork (except scrap), total | +12 | -6 | +2 | +1 | +2 |
| Iron, steel, and products | +17 | -9 | +3 | +1 | +2 |
| Nonferrous metals | +3 | 0 | +2 | -1 | +1 |
| Scrap, waste materials, total | +20 | -14 | +5 | r+5 | +1 |
| Iron, steel scrap | +24 | -17 | +8 | r+3 | -1 |
| Waste materials | +15 | -8 | -1 | r+9 | +5 |
| Jewelry | +4 | +3 | +2 | +4 | -6 |
| NONDURABLE GOODS, TOTAL | +2 | -5 | +3 | (X) | (X) |
| TOTAL (excluding farm products, raw materials) | +4 | -3 | +3 | +4 | -4 |
| Groceries and related products, total | r+4 | -2 | +4 | +6 | +1 |
| General-line groceries | +3 | -4 | +6 | +8 | -1 |
| Voluntary groups | +1 | -3 | +6 | +5 | -4 |
| Retailer cooperatives | +7 | -6 | +8 | +14 | -2 |
| Nonaffiliated | +3 | -4 | +6 | +8 | +2 |
| Specialty-line groceries | r+5 | r-1 | r+6 | +8 | +2 |
| Confectionery | r+6 | r0 | r+3 | +4 | -4 |
| Meats, meat products | +10 | -3 | +4 | +31 | +9 |
| Poultry, poultry products | -8 | -6 | -2 | -5 | -8 |
| Fresh fruits, vegetables | -1 | +5 | 0 | -3 | -15 |
| Beer, wine, distilled alcoholic beverages, total | +2 | +10 | +3 | -2 | -17 |
| Beer | +1 | 0 | +2 | -5 | -16 |
| Wine, distilled spirits | +3 | +15 | +4 | -2 | -17 |
| Drugs, chemicals, allied products, total | +5 | -12 | +2 | +5 | -3 |
| Drugs, drug proprietaries, druggists' supplies | +5 | -13 | +1 | +5 | -4 |
| General-line drugs | +2 | -14 | 0 | +3 | -4 |
| Paints, varnishes | -3 | -27 | -1 | -2 | +2 |
| Other chemicals, allied products | +4 | -7 | +4 | +4 | -1 |
| Tobacco, tobacco products | +3 | +3 | +3 | +3 | -10 |
| Dry goods, apparel, total | +12 | -16 | +3 | +6 | -4 |
| Apparel and accessories, hosiery, lingerie, footwear | +7 | -16 | +3 | +7 | -3 |
| Dry goods, notions | +23 | -18 | +4 | +5 | -6 |
| Piece goods converters | +8 | -13 | 0 | (X) | (X) |
| Paper, paper products, excluding wallpaper, total | +5 | -4 | +3 | +2 | -1 |
| Paper | +6 | -7 | +2 | +3 | 0 |
| Stationery, office supplies | (X) | (X) | +6 | (X) | (X) |
| Farm products, raw materials | -7 | -13 | +2 | (X) | (X) |
| Cotton | (X) | +8 | 0 | (X) | (X) |
| Grain | -5 | -18 | +6 | (X) | (X) |
| Other nondurable goods, total | +2 | -4 | +1 | +1 | -2 |
| Amusement, sporting goods | +9 | -6 | +3 | +1 | -13 |
| Books, magazines, newspapers | +4 | +1 | +3 | (X) | -5 |
| Coal | 0 | +1 | -3 | +2 | -3 |
| Farm supplies | +6 | +6 | +3 | +12 | +5 |

r Revised since Advance Release dated January 31, 1962.
X Withheld due to extreme variability of reported data.

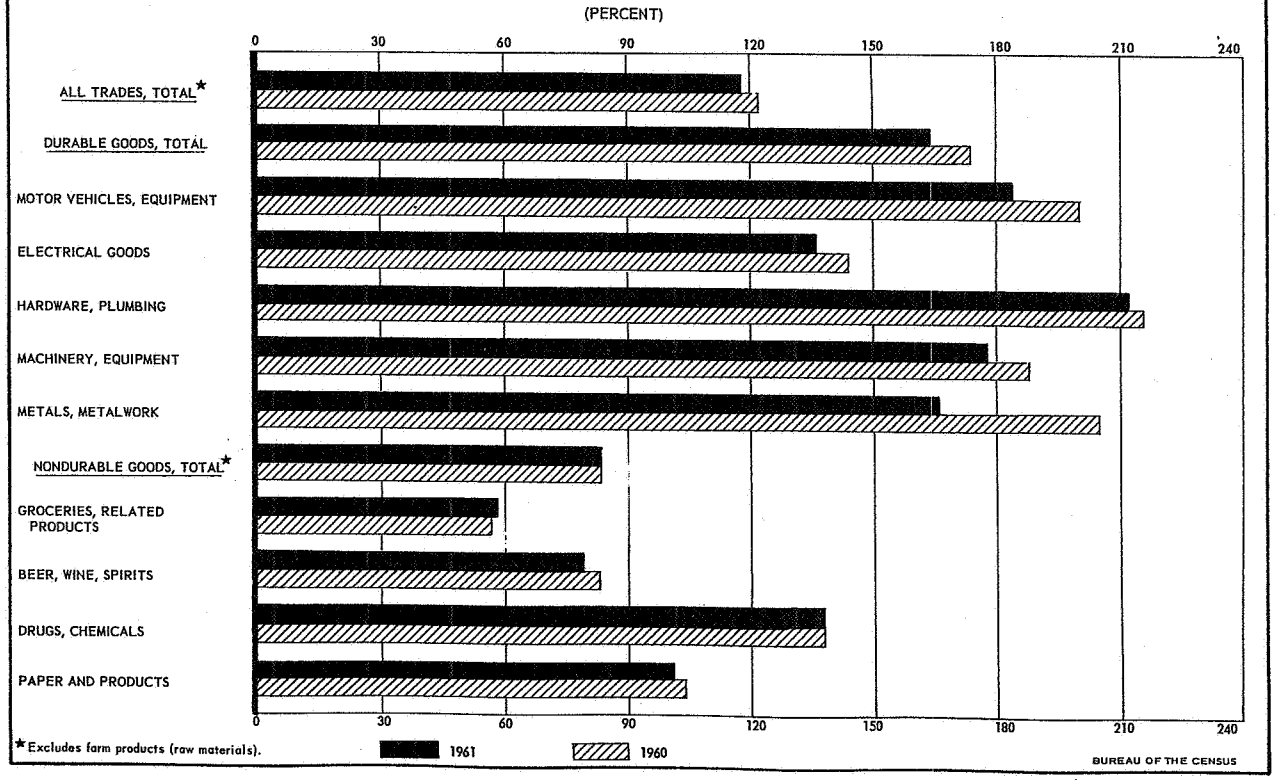
## INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS DECEMBER 1961 COMPARED WITH DECEMBER 1960




★Excludes farm products (raw materials).

BUREAU OF THE CENSUS

## STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS DECEMBER 1961 COMPARED WITH DECEMBER 1960




★Excludes farm products (raw materials).

BUREAU OF THE CENSUS

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS

DECEMBER 1961

| Kind of business and geographic division (see map page12) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | December 1961 from-- | | 12 mos. 1961 from 12 mos. 1960 | December 1961 from-- | |
| | December 1960 | November 1961 | | December 1960 | November 1961 |
| MERCHANT WHOLESALERS, TOTAL[1] | +4 | -5 | +2 | +2 | -2 |
| New England | +5 | 0 | +2 | 0 | -4 |
| Middle Atlantic | +7 | -5 | +2 | +2 | -1 |
| East North Central | +4 | -5 | 0 | +3 | -2 |
| West North Central | +1 | -9 | +4 | +4 | -2 |
| South Atlantic | +4 | -7 | +1 | +2 | -2 |
| East South Central | -4 | -5 | +1 | +3 | -4 |
| West South Central | -1 | -2 | +2 | +3 | -4 |
| Mountain | +3 | -7 | +2 | -1 | -1 |
| Pacific | +6 | -6 | +2 | +1 | -2 |
| Automotive equipment, tire, tubes | +3 | -11 | +1 | +2 | -1 |
| New England | (X) | (X) | -2 | (X) | (X) |
| Middle Atlantic | +7 | -6 | +2 | -2 | -3 |
| East North Central | +8 | -6 | 0 | +5 | +3 |
| West North Central | +10 | (X) | 0 | +4 | 0 |
| South Atlantic | 0 | -15 | +3 | (X) | +1 |
| East South Central | -1 | -19 | +2 | +7 | -3 |
| West South Central | +9 | -7 | +1 | (X) | +2 |
| Mountain | +9 | (X) | 0 | -1 | -3 |
| Pacific | -1 | -18 | +2 | 0 | -2 |
| Electrical supplies, apparatus | +4 | -1 | -1 | +3 | -6 |
| New England | +8 | +3 | -3 | 0 | -9 |
| Middle Atlantic | +5 | 0 | -1 | +4 | -3 |
| East North Central | -2 | 0 | -5 | -1 | -6 |
| West North Central | -10 | -1 | 0 | +3 | -9 |
| South Atlantic | +4 | +1 | -2 | +2 | -8 |
| East South Central | (X) | (X) | +3 | +9 | -8 |
| West South Central | +13 | -6 | -3 | +8 | -5 |
| Mountain | +5 | +2 | +8 | -2 | -7 |
| Pacific | +9 | (X) | +3 | +4 | -5 |
| Electrical appliances, TV, radio sets, electronic parts equipment | +10 | +1 | 0 | +1 | -5 |
| New England | +6 | +3 | +3 | (X) | 0 |
| Middle Atlantic | +12 | +6 | +1 | -2 | -3 |
| East North Central | +3 | -1 | -3 | -5 | -6 |
| West North Central | +7 | +5 | +1 | 0 | -7 |
| South Atlantic | +18 | (X) | -1 | -4 | -15 |
| East South Central | (X) | (X) | -3 | -2 | -3 |
| West South Central | +17 | +14 | +2 | +2 | -2 |
| Mountain | (X) | (X) | -6 | +13 | -6 |
| Pacific | +18 | -6 | +2 | (X) | -3 |
| Furniture, home furnishings, total | +13 | -8 | +1 | +6 | -3 |
| New England | (X) | (X) | -1 | -7 | -4 |
| Middle Atlantic | +12 | -14 | +1 | (X) | -1 |
| East North Central | +9 | +11 | 0 | +3 | -2 |
| West North Central | (X) | (X) | +3 | +4 | -13 |
| South Atlantic | +18 | -7 | +3 | (X) | -7 |
| East South Central | +5 | -1 | +2 | (X) | -4 |
| West South Central | (X) | (X) | +8 | (X) | +5 |
| Mountain | +6 | (X) | -1 | (X) | -3 |
| Pacific | +9 | -1 | -3 | +2 | -4 |
| Hardware | +4 | -13 | +1 | +2 | -2 |
| New England | (X) | -9 | +1 | -3 | -1 |
| Middle Atlantic | (X) | (X) | +3 | 0 | -3 |
| East North Central | +4 | -10 | -2 | +3 | +2 |
| West North Central | -6 | -21 | +3 | +6 | -2 |
| South Atlantic | +3 | -15 | -2 | +3 | -1 |
| East South Central | -2 | -16 | -4 | +1 | -2 |
| West South Central | +1 | -15 | 0 | +4 | -5 |
| Mountain | (X) | (X) | +2 | +3 | -9 |
| Pacific | +10 | -8 | +5 | -1 | -2 |
| Plumbing and heating equipment, supplies | +5 | -14 | -3 | +1 | -3 |
| New England | +7 | -19 | 0 | (X) | -8 |
| Middle Atlantic | +12 | -11 | -6 | +1 | -2 |
| East North Central | +1 | -16 | -6 | -1 | -4 |
| West North Central | -6 | -20 | +2 | +11 | (X) |
| South Atlantic | +9 | -12 | -1 | +2 | -5 |
| East South Central | (X) | (X) | +5 | +1 | -7 |
| West South Central | (X) | -8 | 0 | -1 | -1 |
| Mountain | (X) | (X) | -7 | 0 | -2 |
| Pacific | +9 | -5 | -1 | +4 | -2 |
| Lumber, construction materials, total | +2 | -18 | -2 | +2 | +2 |
| New England | -2 | -18 | -4 | +4 | -2 |
| Middle Atlantic | +10 | -19 | -1 | +1 | +3 |
| East North Central | +1 | -22 | -3 | +1 | -2 |
| West North Central | -12 | (X) | +3 | +10 | +3 |
| South Atlantic | -9 | -18 | -4 | (X) | (X) |
| East South Central | -5 | (X) | +3 | +14 | +3 |
| West South Central | +9 | -17 | +3 | -5 | -3 |
| Mountain | +3 | (X) | -1 | (X) | (X) |
| Pacific | +7 | -15 | -7 | -4 | -4 |

See footnotes at end of table.

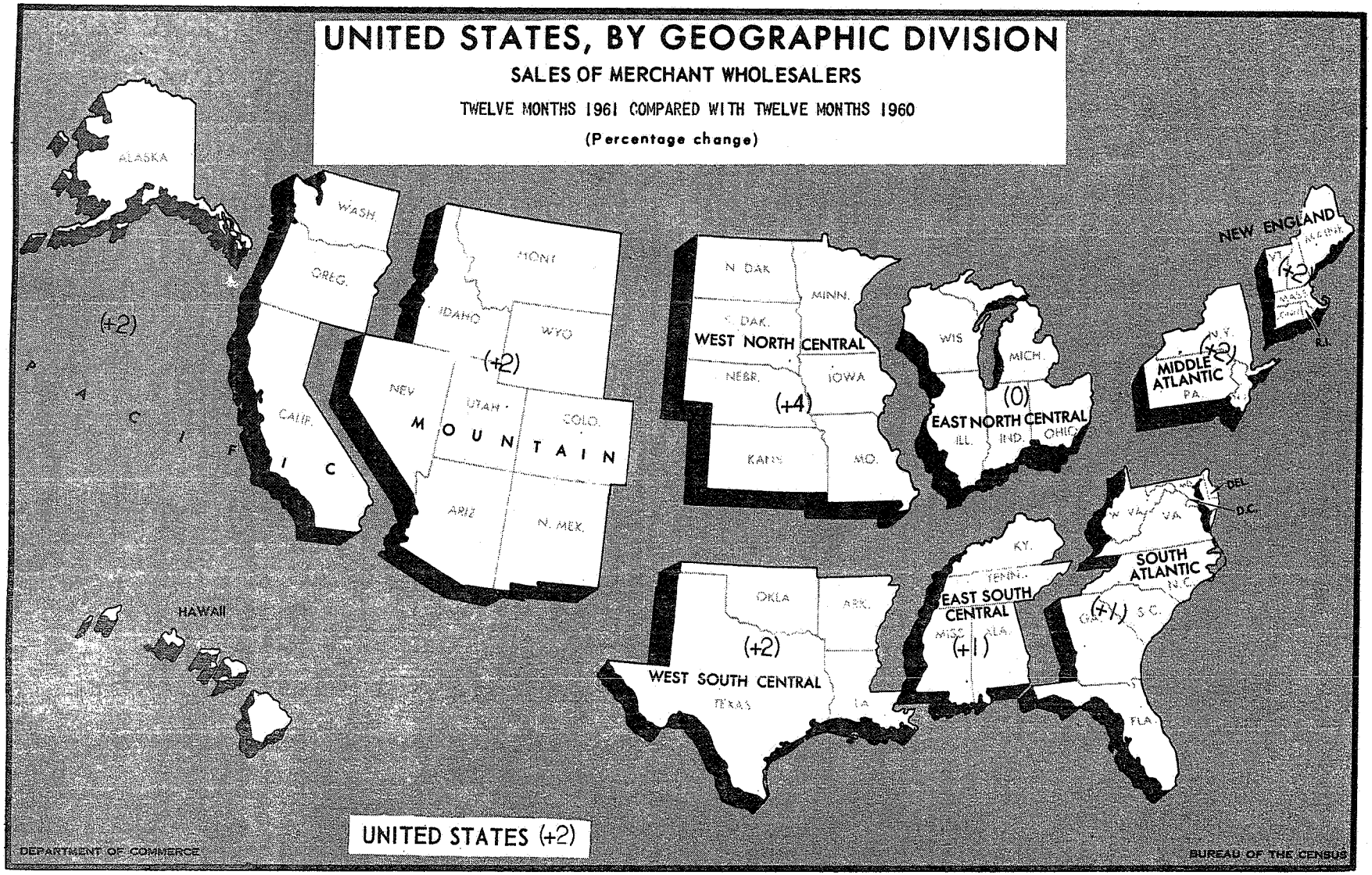

UNITED STATES, BY GEOGRAPHIC DIVISION
SALES OF MERCHANT WHOLESALERS
TWELVE MONTHS 1961 COMPARED WITH TWELVE MONTHS 1960
(Percentage change)
ALASKA
(+2)
WASH.
OREG.
CALIF.
PACIFIC
MONT.
IDAHO
WYO.
NEV.
UTAH
COLO.
ARIZ.
N. MEX.
MOUNTAIN
(+2)
N. DAK.
MINN.
S. DAK.
WEST NORTH CENTRAL
NEBR.
IOWA
(+4)
KANS.
MO.
WIS.
MICH.
(0)
EAST NORTH CENTRAL
ILL.
IND.
OHIO
NEW ENGLAND
VT.
MAINE
(+2)
MASS.
CONN.
R.I.
N.Y.
(+2)
MIDDLE ATLANTIC
PA.
N.J.
DEL.
MD.
D.C.
W. VA.
VA.
KY.
TENN.
EAST SOUTH CENTRAL
MISS.
ALA.
(+1)
SOUTH ATLANTIC
N.C.
(+1)
S.C.
GA.
FLA.
OKLA.
ARK.
(+2)
WEST SOUTH CENTRAL
TEXAS
LA.
HAWAII
UNITED STATES (+2)
DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS--Continued

DECEMBER 1961

| Kind of business and geographic division (see map page12) | Sales | | | Inventory, end-of-month (at cost) | |
|---|---|---|---|---|---|
| | December 1961 from-- | | 12 mos. 1961 from 12 mos. 1960 | December 1961 from-- | |
| | December 1960 | November 1961 | | December 1960 | November 1961 |
| Industrial machinery, equipment supplies | +14 | +4 | +1 | 0 | +2 |
| New England | (X) | (X) | +2 | -11 | +3 |
| Middle Atlantic | +15 | +9 | +3 | +4 | +2 |
| East North Central | +30 | +21 | -2 | 0 | +2 |
| West North Central | (X) | 0 | -6 | -4 | -2 |
| South Atlantic | +5 | +1 | +2 | 0 | +7 |
| East South Central | +5 | -10 | -5 | -5 | (X) |
| West South Central | +10 | -1 | +4 | +2 | 0 |
| Mountain | (X) | -2 | +5 | (X) | -2 |
| Pacific | +11 | -11 | 0 | +1 | +4 |
| General-line groceries | +3 | -4 | +6 | +8 | -1 |
| New England | (X) | (X) | +8 | (X) | (X) |
| Middle Atlantic | +2 | -3 | +10 | +3 | +4 |
| East North Central | +5 | -4 | +6 | +10 | -1 |
| West North Central | -1 | -8 | +7 | +3 | -5 |
| South Atlantic | +1 | -4 | +5 | +7 | -4 |
| East South Central | +2 | -9 | +5 | +13 | -3 |
| West South Central | +2 | -2 | +4 | +7 | -5 |
| Mountain | +8 | -10 | +15 | +7 | -1 |
| Pacific | +5 | -2 | +3 | +16 | +5 |
| Specialty-line groceries | +5 | -1 | +3 | 0 | +4 |
| New England | (X) | (X) | +9 | -6 | +10 |
| Middle Atlantic | +9 | +7 | +2 | 0 | +9 |
| East North Central | -4 | -1 | +2 | +4 | -1 |
| West North Central | +2 | (X) | +5 | +2 | -1 |
| South Atlantic | (X) | (X) | +2 | 0 | +3 |
| West South Central | -3 | -8 | +3 | +1 | (X) |
| Mountain | +5 | +1 | +7 | -1 | +3 |
| Pacific | +7 | (X) | +4 | 0 | +3 |
| Fresh fruits, vegetables | -1 | +5 | 0 | -3 | -15 |
| New England | (X) | (X) | -3 | (X) | (X) |
| Middle Atlantic | +5 | -8 | +4 | +2 | -5 |
| East North Central | -7 | +2 | -2 | -2 | -12 |
| West North Central | (X) | (X) | 0 | (X) | (X) |
| South Atlantic | 0 | (X) | +2 | (X) | (X) |
| West South Central | +7 | (X) | -1 | +1 | (X) |
| Mountain | -4 | 0 | +7 | 0 | -13 |
| Pacific | +2 | (X) | -4 | (X) | (X) |
| Drugs, drug proprietaries, druggists' sundries | +5 | -11 | +1 | +5 | -4 |
| New England | +7 | -9 | +6 | +4 | -7 |
| Middle Atlantic | +2 | -17 | -1 | (X) | (X) |
| East North Central | +14 | -7 | +2 | +2 | -4 |
| West North Central | (X) | (X) | +2 | +4 | -5 |
| South Atlantic | +1 | -12 | 0 | +2 | 0 |
| East South Central | 0 | -4 | -3 | +1 | -3 |
| West South Central | -3 | -6 | -1 | +1 | -7 |
| Mountain | -6 | -23 | +3 | +5 | -6 |
| Pacific | +13 | -20 | +6 | +11 | -5 |
| Tobacco, tobacco products | +3 | +3 | +3 | +3 | -10 |
| New England | +9 | +11 | +3 | (X) | (X) |
| Middle Atlantic | +4 | +2 | +2 | (X) | (X) |
| East North Central | -4 | +6 | +3 | -3 | -14 |
| West North Central | (X) | -8 | +7 | +8 | -7 |
| South Atlantic | 0 | +5 | +1 | (X) | (X) |
| East South Central | +3 | +8 | +3 | (X) | (X) |
| West South Central | -5 | -4 | +2 | +6 | -5 |
| Mountain | +5 | +2 | -3 | +7 | (X) |
| Pacific | +3 | +2 | +7 | +9 | -7 |
| Dry goods, apparel, total | +12 | -16 | +3 | +6 | -4 |
| New England | (X) | (X) | 0 | (X) | (X) |
| Middle Atlantic | +13 | -19 | +2 | +4 | -3 |
| East North Central | +7 | (X) | -3 | +8 | -6 |
| South Atlantic | (X) | (X) | +6 | +7 | +3 |
| West South Central | (X) | +1 | +9 | (X) | (X) |
| Pacific | -3 | -10 | +6 | +15 | -9 |

X Withheld due to extreme variability of reported data.

[1] Inventory trends for "Merchant Wholesalers, Total" for the United States and by geographic division, exclude "Farm products (raw materials) merchants."

## DESCRIPTION OF SAMPLE, ESTIMATING PROCEDURES, AND RELIABILITY OF THE DATA

### 1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Bureau of the Budget, Executive Office of the President, as "Establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional users; or to other wholesalers; 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 shippers, 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 associations engaged in the cooperative marketing of farm products.

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 14 through 16.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments, (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

### 2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample introduced in February 1961 includes over 17,000 firms drawn from two sources: (1) 1958 Census of Business lists representing all wholesalers (with paid employees) in business in 1958 and (2) Bureau of Old Age and Survivors Insurance (BOASI) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented four times a year for new firms on the BOASI lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any one month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates, and as a by-product, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms depending upon the total number of firms in the trade, and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1954 Census of Business lists supplemented by BOASI records of business births. While the number of firms reporting monthly in the new sample is slightly smaller than the old sample, improved procedures in the handling of business births are expected to improve the reliability of the estimates.

### 3. Previously Published Data

Data developed from the new sample may not be comparable with data previously published in this series. This is partly due to changes in coverage between Censuses. In this connection ready-mixed concrete distributors, which in 1954 reported sales of $998 million--27% of the construction materials distributors total and 1% of total merchant wholesalers sales--were included in manufacturing in the 1958 Census. Hawaii and Alaska, included in the revised sample, were not included in the old sample. These States reported sales of $399 million in 1958, about 0.3% of the total merchant wholesale sales.

The differences between results of old and new samples are also attributable, in part, to sampling error in the monthly estimates (see item 7), and, in part, to changes in the kind-of-business classification of individual firms from one Census year to another. There is also evidence that some business births (i.e., those which were not assigned a kind-of-business code immediately upon receipt by BOASI) were missed in the old sample. A study of the reasons for differences between the results of the old sample and the 1958 Census is underway. This should throw considerable light on the reasons for differences in the results from the old and new samples.

To provide comparative data for the new series, each month during 1961, estimates for the comparable month of 1960 will be derived from the new sample.

During January 1961, data were obtained from both the old and new samples. January 1961 estimates from both the old and new sample are included in Tables 6-7 as an approximate measure of the difference in level between the two series. However, the difference shown during this one month are not necessarily the differences that would occur in all months.

### 4. Currently Published Data

Sales.--This report includes monthly dollar volume estimates of sales by kind of business for the United States as a whole (table 1). Sales trends, based on the table 1 dollar volume estimates, are provided in table 4 for the kinds of business carried in table 1. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 1 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates but where the measurements of trend are considered to have acceptable reliability.

Sales trends by geographic division are also shown for selected kinds of business (table 5). These trend figures--based on the weighted sales of identical firms prior to July 1961--are now derived from dollar volume estimates.

Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes, and Federal excise taxes are included.

Inventories.--This report includes monthly dollar volume estimates of inventories for selected kinds of business for the United States. Inventory trends based on table 2 estimates are provided in table 4 for the kinds of business covered in table 2. For certain additional kinds of business, trend figures are derived from dollar volume estimates which are not published in table 2 because these dollar volume estimates are subject to high sampling variability or other causes affecting reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Inventory trends by geographic division are also shown for selected kinds of business (table 5).

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Their inventory data appear to be subject to a very large bias due, in part, to the lack of adequate monthly records on the dollar value of inventories. For this reason, separate inventory data are not published for this trade. Also, because inventory movements for this trade can dominate the total for all merchant wholesalers and thus conceal significant movements of other wholesalers, data for this trade are excluded from the total.

Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include such items as fixtures, equipment and supplies not held for sale.

Stock-sales ratios.--These are presented in table 3 for selected kinds of business. The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the mark-up in sales which varies from trade to trade.

### 5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business not separately shown

Table 6. COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Sales | |
|---|---|---|
| | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL | 9,817 | 10,295 |
| TOTAL (excluding farm products, raw materials) | 8,799 | 9,357 |
| DURABLE GOODS, TOTAL | 3,773 | 4,021 |
| Motor vehicles, automotive equipment, total | 475 | 600 |
| Automotive equipment, tires, tubes | 409 | 428 |
| Electrical goods, total | 602 | 628 |
| Electrical supplies, apparatus | 284 | 263 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 318 | 365 |
| Furniture, home furnishings, total | 169 | 203 |
| Furniture-household, office | 56 | 60 |
| Home furnishings, floor coverings | 113 | 143 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 404 | 428 |
| Hardware | 156 | 166 |
| Plumbing and heating equipment, supplies | 203 | 212 |
| Lumber, construction materials, total | 460 | 426 |
| Lumber, millwork | 261 | 290 |
| Construction materials | [2]199 | 135 |
| Machinery, equipment, supplies, total | 991 | 1,020 |
| Construction machinery, equipment | NA | 138 |
| Industrial machinery, equipment supplies | 447 | [3]481 |
| Professional equipment, supplies | 109 | 120 |
| Service-establishment equipment, supplies | [3]139 | 96 |
| Metals, metalwork (except scrap), total | 382 | 418 |
| Iron, steel, and products | 272 | 295 |
| Nonferrous metals | 110 | 123 |
| Scrap, waste materials, total | 232 | 237 |
| Iron, steel scrap | 120 | 127 |
| Waste materials | 112 | 110 |
| NONDURABLE GOODS, TOTAL | 6,044 | 6,274 |
| TOTAL (excluding farm products, raw materials) | 5,026 | 5,336 |
| Groceries and related products, total | 2,189 | 2,253 |
| General-line groceries | 838 | 794 |
| Specialty-line groceries | 580 | 697 |
| Confectionery | 58 | 63 |
| Meats, meat products | 336 | 345 |
| Poultry, poultry products | 150 | 116 |
| Fresh fruits, vegetables | 228 | 238 |
| Beer, wine, distilled alcoholic beverages, total | 469 | 469 |
| Beer | 183 | 196 |
| Wine, distilled spirits | 286 | 274 |
| Drugs, chemicals, allied products, total | 383 | 440 |
| Drugs, drug proprietaries, druggists' sundries | 245 | 276 |
| Paints, varnishes | 24 | 21 |
| Other chemicals, allied products | 139 | 143 |
| Tobacco, tobacco products | 304 | 317 |
| Dry goods, apparel, total | 459 | 487 |
| Apparel and accessories, hosiery, lingerie, footwear | 155 | [4]189 |
| Dry goods, notions | [4]193 | 184 |
| Paper, paper products, excluding wallpaper, total | [5]347 | 323 |
| Paper | 301 | 270 |
| Coal | 75 | 72 |
| Farm supplies | 133 | 147 |

See footnotes below.

Table 7. COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1961

| Kind of business | Inventories | | Stock-sales ratios | |
|---|---|---|---|---|
| | Old sample | New sample | Old sample | New sample |
| MERCHANT WHOLESALERS, TOTAL (excluding farm products, raw materials) | 11,811 | 12,558 | 134 | 134 |
| Selected Kinds of Business | | | | |
| Motor vehicles, automotive equipment, total | 1,019 | 1,185 | 215 | 198 |
| Automotive equipment, tires, tubes | 898 | 896 | 220 | 209 |
| Electrical goods, total | 1,048 | 1,138 | 174 | 181 |
| Electrical supplies, apparatus | 463 | 444 | 163 | 169 |
| Electrical appliances, TV, radio sets, electronic parts, equipment | 585 | 694 | 184 | 190 |
| Hardware, plumbing, heating equipment, supplies, total[1] | 936 | 1,028 | 232 | 240 |
| Hardware | 402 | 423 | 258 | 255 |
| Plumbing and heating equipment, supplies | 445 | 503 | 219 | 237 |
| Machinery, equipment, supplies, total | 2,044 | 2,031 | 206 | 199 |
| Industrial machinery, equipment supplies | 829 | [3]812 | 185 | [3]169 |
| Metals, metalwork (except scrap), total | 778 | 871 | 204 | 208 |
| Iron, steel and products distributors | 646 | 741 | 238 | 251 |
| Groceries and related products, total | 1,315 | 1,394 | 60 | 62 |
| General-line groceries | 703 | 635 | 84 | 80 |
| Beer, wine, distilled alcoholic beverages, total | 635 | 640 | 135 | 136 |
| Wine, distilled spirits | 525 | 510 | 184 | 186 |
| Drugs, chemicals, allied products, total | 534 | 587 | 139 | 133 |
| Drugs, drug proprietaries, druggists' sundries | 384 | 400 | 157 | 145 |
| Paper, paper products, excluding wallpaper, total | [5]326 | 369 | [5]94 | 114 |
| Paper | 269 | 295 | 89 | 109 |

[1] "Air conditioning, commercial refrigeration equipment supplies," was included in "Machinery equipment supplies" group in the old sample, but now is included in "Hardware, plumbing, heating equipment supplies" group. Dollar volume estimates are not published separately for this trade, but are included in the old and new sample data for the latter group.

[2] Ready mixed concrete distributors, which in 1954 represented 27 percent of the construction material total and about 1 percent of total merchant wholesale sales--are excluded from the revised sample because they were classified in manufacturing in the 1958 Census.

[3] "Welding supplies," included in "Service establishment equipment supplies" in the old sample is now included in "Industrial machinery, equipment."

[4] "Hosiery and lingerie" included in "Dry goods, notions" in the old sample, is now included in "Apparel and accessories."

[5] "Wallpaper" included in "Stationery, office supplies" and the "Paper, paper products group" in the old sample, is now included in "Other nondurable goods" group.

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding. Alaska and Hawaii which represented about 0.3% of the total merchant wholesale sales in 1958, are included in the new sample but were not included in the old sample.

in this report, are produced as a by-product of the regularly published statistics. These additional data have not been included in this publication basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census on request, will release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business and their use would be subject to the same hazards.

## 6. Estimating Procedure

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For most firms reporting, data are available for each of three months (current, previous, and year ago). New firms reporting provide data for at least two months (current and previous). Sales and inventory figures reported for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the dollar volume estimates, percentage changes and stock-sales ratios shown in this report.

### 1961 estimates

The January 1961 "composite" estimate for the new series is a simple average of two January 1961 unbiased estimates--one obtained as the current month in the January 1961 survey and the second obtained as the previous month data in the February 1961 survey. The February 1961 preliminary "composite" estimate is a weighted average of two estimates; (a) the current month unbiased estimate (weight .5) and (b) a ratio estimate (weight .5) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports. For all future months the preliminary composite estimates will be derived in the same manner except that the unbiased estimate will have a weight of .3 and the ratio estimate will have a weight of .7.

The final "composite" estimate (available a month later)) is a weighted average of two estimates: (a) the preliminary "composite" estimate (weight .72) and (b) the unbiased estimate (weight .28) for the same month as obtained from the next month's reporting panel. The "composite" estimates provide a measure of the dollar volume of sales and inventories considerably more reliable than the unbiased estimates and the final "composite" estimate is also generally more reliable than the preliminary "composite" estimate.

### 1960 estimates

The 1960 estimates are derived by dividing the 1961 composite estimates for a given month by the ratio from the same month a year ago obtained from the summation of weighted data from identical firms (i.e., those reporting data for both the current month and the same month a year ago). The 1960 estimates should not be regarded as an unbiased estimate since they do not necessarily reflect the net change due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the current month estimate from the new series and the same month a year ago in the old series.

## 7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the "composite" sales estimates for any individual month, was about 0.8 percent at the one sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The sampling error of the inventory estimates for all trades combined was also 0.8%.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month sales and inventories for selected months during 1961. Table 8 presents the range of the sampling errors and their medians; however, the sampling errors for individual months are available upon request. The sampling errors shown for the monthly dollar estimates are based on the final "composite" estimates, while the sampling errors of the month-to-month ratios are based on the preliminary "composite" estimate of the current month and the final "composite" estimate of the previous month. The sampling error of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimate. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations. Differences may also exist to the extent that the variances of the new sample differ from the variances of the old sample.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, an estimate is included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects, the reliability of the dollar volume estimate. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, approximately 12 percent of the total sales and 30 percent of total inventories are imputed for nonresponse. In some geographic divisions, the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standards of reliability.

## 8. Use of Sampling Errors

The use of sampling errors shown in table 8 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimate made for all durable goods in May 1961. The published estimate is $4,915 million while the median sampling error shown in this report is 1.0 percent (or .01). Multiplying $4,915 million by .01; we obtain $49 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $4,866 and $4,964 million. Doubling the given median sampling error gives us the limits, $4,817 to $5,013 million, which will contain the "expected value" 19 out of 20 times.

As an example of the use of these median sampling error data with ratios, consider the ratio of change from April 1961 to May 1961 for all durable goods. This ratio of change, obtained by dividing $4,915 million by $4,494 million, is 1.094 (it can also be expressed as a 9% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.094 by .006 we obtain .007 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.087 to 1.101 (that is, that the April to May change was between a 9% and 10% increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.080 to 1.108.

Table 8. SAMPLING VARIABILITY--ESTIMATES OF SALES AND INVENTORIES OF MERCHANT WHOLESALERS, BY KIND OF BUSINESS

| Kind of business | Sales | | | | | Inventories | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Sampling error of the monthly dollar estimates | | Sampling error of the month-to-month ratios | | Sampling error of cumulative estimates | Sampling error of the monthly dollar estimates | | Sampling error of the month-to-month ratios | |
| | Range | Median | Range | Median | | Range | Median | Range | Median |
| MERCHANT WHOLESALERS, TOTAL | 0.7-0.9 | 0.8 | 0.4-0.7 | 0.6 | 0.6 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.6-0.8 | 0.7 | 0.3-0.6 | 0.5 | 0.5 | 0.6-0.8 | 0.7 | 0.1-0.8 | 0.2 |
| DURABLE GOODS, TOTAL | 0.7-1.2 | 1.0 | 0.5-0.9 | 0.6 | 0.6 | - | - | 0.2-0.6 | 0.3 |
| Motor vehicles, automotive equipment, total | 2-3 | 3 | 1-2 | 2 | 2 | 3-4 | 3 | 0.3-0.9 | 0.6 |
| Automobiles, other motor vehicles | 4-6 | 5 | 3-6 | 4 | 3 | - | - | 1.0-1.8 | 1.5 |
| Automotive equipment, tires, tubes | 3-4 | 3 | 1-3 | 1 | 3 | 3-4 | 4 | 0.3-1.0 | 0.6 |
| Electrical goods, total | 2-4 | 3 | 1-2 | 1 | 3 | 2-3 | 2 | 0.4-1.2 | 0.5 |
| Electrical supplies, apparatus | 2-3 | 2 | 1-2 | 1 | 2 | 2-3 | 3 | 0.4-0.8 | 0.6 |
| Electrical appliances, TV, radio sets, electronic parts | 3-7 | 4 | 1-3 | 2 | 3 | 3-3 | 3 | 0.6-5.9 | 0.8 |
| Furniture, home furnishings, total | 3-4 | 3 | 1-2 | 2 | 3 | - | - | 0.6-1.3 | 0.8 |
| Furniture-household, office | 3-6 | 5 | 2-5 | 4 | 4 | - | - | 0.8-1.5 | 1.2 |
| Home furnishings, floor coverings | 3-5 | 4 | 2-3 | 2 | 4 | - | - | 0.6-1.6 | 1.2 |
| Hardware, plumbing-heating equipment, supplies, total | 2-3 | 2 | 1-2 | 1 | 2 | 2-2 | 2 | 0.3-0.6 | 0.5 |
| Hardware | 3-4 | 3 | 1-3 | 3 | 2 | 2-3 | 2 | 0.5-1.4 | 0.6 |
| Plumbing and heating equipment, supplies | 3-4 | 3 | 1-3 | 2 | 3 | 4-4 | 4 | 0.3-1.0 | 0.7 |
| Air conditioning, refrigeration equipment, supplies | - | - | 2-9 | 5 | - | - | - | 0.8-1.7 | 1.0 |
| Lumber, construction materials, total | 2-3 | 3 | 1-2 | 1 | 2 | - | - | 0.6-3.0 | 0.8 |
| Lumber, millwork | 3-5 | 4 | 1-2 | 2 | 3 | - | - | 0.7-1.8 | 1.2 |
| Construction materials | 3-4 | 4 | 2-4 | 3 | 4 | - | - | 0.7-6.5 | 0.8 |
| Machinery, equipment, supplies, total | 2-3 | 2 | 1-2 | 2 | 1 | 1-2 | 2 | 0.3-0.9 | 0.6 |
| Commercial, industrial machinery, equipment, supplies | 2-4 | 3 | NA | NA | NA | - | - | NA | NA |
| Commercial machines, equipment | - | - | 3-7 | 4 | - | - | - | 0.6-2.1 | 1.3 |
| Construction machinery, equipment | 5-8 | 7 | 2-6 | 5 | 6 | - | - | 0.8-1.9 | 0.9 |
| Industrial machinery, equipment, supplies | 3-5 | 3 | 2-4 | 3 | 2 | 2-4 | 3 | 0.6-1.9 | 0.7 |
| Professional equipment, supplies | 3-5 | 4 | 2-3 | 2 | 3 | - | - | 0.4-0.9 | 0.7 |
| Surgical, medical, hospital supplies | 3-5 | 5 | 3-5 | 4 | 3 | 4-5 | 4 | 0.6-1.6 | 0.8 |
| Service establishment equipment, supplies | 4-7 | 6 | 2-3 | 3 | 5 | - | - | 0.5-3.3 | 1.0 |
| Metals, metalwork (except scrap), total | 3-4 | 4 | 2-4 | 3 | 3 | 2-4 | 3 | 0.4-3.3 | 0.5 |
| Iron, steel and products | 4-5 | 5 | 2-5 | 3 | 4 | 2-5 | 3 | 0.4-3.9 | 0.6 |
| Nonferrous metals | 2-4 | 3 | 2-4 | 2 | 2 | - | - | 0.7-1.3 | 0.9 |
| Scrap, waste materials, total | 3-4 | 4 | 2-5 | 3 | 2 | - | - | 0.7-3.8 | 1.3 |
| Iron, steel scrap | 4-6 | 5 | 2-6 | 4 | 4 | - | - | 0.9-5.4 | 1.7 |
| Waste materials | 5-6 | 5 | 2-5 | 3 | 5 | - | - | 0.8-3.2 | 1.3 |
| Jewelry | - | - | 2-6 | 3 | - | - | - | 0.4-1.9 | 1.0 |
| NONDURABLE GOODS, TOTAL | 0.9-1.4 | 1.1 | 0.5-0.9 | 0.7 | 0.9 | - | - | - | - |
| TOTAL (excluding farm products, raw materials) | 0.8-1.1 | 0.9 | 0.5-0.7 | 0.5 | 0.8 | - | - | 0.2-0.5 | 0.4 |
| Groceries and related products, total | 2-2 | 2 | 1-1 | 1 | 2 | 2-4 | 3 | 0.4-1.5 | 0.6 |
| General-line groceries | 2-3 | 3 | 1-1 | 1 | 3 | 2-3 | 3 | 0.4-0.8 | 0.6 |
| Voluntary groups | 4-5 | 4 | 1-1 | 1 | 4 | 5-6 | 5 | 0.5-1.3 | 0.7 |
| Retailer-cooperatives | 5-5 | 5 | 1-2 | 1 | 5 | 5-6 | 5 | 1.0-1.2 | 1.0 |
| Nonaffiliated | 5-5 | 5 | 1-2 | 2 | 4 | 6-7 | 6 | 1.1-1.3 | 1.2 |
| Specialty-line groceries | 3-4 | 3 | 1-3 | 2 | 3 | - | - | 0.6-1.4 | 1.1 |
| Confectionery | 4-5 | 4 | 1-3 | 2 | 4 | - | - | 0.6-1.9 | 1.2 |
| Meat, meat products | 5-8 | 6 | 1-3 | 2 | 7 | - | - | 1.8-18.0 | 5.5 |
| Poultry, poultry products | 4-6 | 4 | 1-6 | 2 | 4 | - | - | 1.7-4.9 | 2.1 |
| Fresh fruit, vegetable | 3-5 | 4 | 2-6 | 2 | 3 | - | - | 1.0-4.6 | 1.6 |
| Beer, wine, distilled alcoholic beverages, total | 3-3 | 3 | 1-2 | 1 | 2 | 5-6 | 6 | 0.9-1.8 | 1.1 |
| Beer | 2-3 | 3 | 1-2 | 1 | 3 | - | - | 1.4-3.3 | 2.1 |
| Wine, distilled spirits | 4-5 | 5 | 1-2 | 2 | 4 | 7-8 | 7 | 0.9-2.3 | 1.2 |
| Drugs, chemicals, allied products, total | 2-2 | 2 | 1-1 | 1 | 3 | 2-3 | 2 | 0.4-1.0 | 0.5 |
| Drugs, drug proprietaries, druggists' sundries | 3-3 | 3 | 1-2 | 1 | 3 | 2-3 | 2 | 0.3-0.7 | 0.5 |
| General-line drugs | 2-2 | 2 | 1-1 | 1 | 2 | 2-2 | 2 | 0.1-0.4 | 0.3 |
| Paints, varnishes | 3-7 | 4 | 1-3 | 2 | 3 | - | - | 0.5-1.8 | 0.7 |
| Other chemicals, allied products | 3-4 | 4 | 2-3 | 2 | 4 | - | - | 0.7-3.8 | 1.2 |
| Tobacco, tobacco products | 2-4 | 3 | 1-1 | 1 | 2 | - | - | 0.6-2.7 | 0.7 |
| Dry goods, apparel, total | 2-3 | 2 | 1-2 | 2 | 1 | - | - | 0.4-1.0 | 0.5 |
| Apparel and accessories, hosiery, lingerie, footwear | 3-6 | 4 | 2-5 | 3 | 3 | - | - | 1.0-2.2 | 1.1 |
| Dry goods, notions | 4-5 | 4 | 2-4 | 3 | 3 | - | - | 0.5-1.9 | 0.9 |
| Piece goods converters | - | - | 1-3 | 2 | - | - | - | 0.3-1.3 | 0.7 |
| Paper, paper products (excluding wallpaper), total | 3-3 | 3 | 1-3 | 2 | 2 | 3-5 | 4 | 0.5-1.0 | 0.6 |
| Paper | 3-3 | 3 | 1-2 | 2 | 2 | 3-4 | 4 | 0.6-1.1 | 0.7 |
| Stationery, office supplies | - | - | 4-16 | 6 | - | - | - | 1.0-2.2 | 1.5 |
| Farm products (raw materials), total | - | - | 2-5 | 3 | - | - | - | - | - |
| Cotton | - | - | 4-16 | 6 | - | - | - | - | - |
| Grain | - | - | 2-5 | 4 | - | - | - | - | - |
| Other farm products | - | - | 4-9 | 7 | - | - | - | - | - |
| Other nondurable goods, total | - | - | 1-3 | 2 | - | - | - | 0.4-1.6 | 1.1 |
| Amusement, sporting goods | 3-6 | 4 | 2-4 | 4 | 3 | - | - | 0.8-1.9 | 1.1 |
| Books, magazines, newspapers | 3-4 | 3 | 1-4 | 2 | 3 | - | - | 0.2-1.0 | 0.6 |
| Coal | 3-6 | 4 | 3-6 | 4 | 4 | - | - | 0.9-4.2 | 2.7 |
| Farm supplies | 5-11 | 6 | 4-8 | 5 | 4 | - | - | 1.1-2.9 | 1.9 |

Note: The sampling error of the monthly sales and inventory estimates (final estimates) and of the trend ratios (preliminary current month to final previous month) are based on 7 measurements from March through September 1961. The sampling error of the cumulative sales are based on the final 11 month sales totals.

NA Not available.

## DESCRIPTION OF KINDS OF BUSINESS

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual and used in the 1958 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

## DURABLE GOODS

### Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling station and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

### Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5062 plus 5063).--Establishments primarily engaged in the wholesale distribution of electrical wiring supplies and construction materials; electrical apparatus and equipment. Where such establishments are also engaged in the wholesale distribution of major electrical appliances such as radio sets, television sets, refrigerators, and freezers, they are classified as general-line electrical supplies, apparatus distributors (SIC 5062). If not also engaged in distribution of major electrical appliances, they are classified as specialty-line electrical supplies, apparatus distributors (SIC 5063).

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

### Furniture, Home Furnishings (Part of SIC 509)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in the wholesale distribution of antiques, china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

### Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units--SIC Code 506.

### Lumber, Construction Materials (Part of SIC 509)

Lumber, millwork (part of SIC 5098).--Establishments primarily engaged in the wholesale distribution of rough, dressed and finished lumber; plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in wholesale distribution of such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

### Machinery, Equipment, Supplies (SIC 508)

Commercial, industrial machinery, equipment, supplies (SIC 5082):

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of cranes, excavating machinery and equipment, power shovels; road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the wholesale distribution of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the wholesale distribution of

mechanical devices and other equipment used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the wholesale distribution of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairers, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

### Metals, Metalwork (except scrap) (Part of SIC 509)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals.

### Scrap and Waste Materials (Part of SIC 509)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting and wholesale distribution of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of parts are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in the wholesale distribution of nonferrous scrap (but not smelting, except for pot-melting of lead) a wide variety of scrap materials or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

### Jewelry (Part of SIC 509)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including precious stones and metals, costume jewelry, clocks, silverware, etc.

## NONDURABLE GOODS

### Groceries and Related Products (SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045)--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

### Beer, Wine, Distilled Alcoholic Beverages (Part of SIC 509)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids.

### Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022). Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

### Tobacco
### (Part of SIC 509)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in SIC Industry 5051.

### Dry Goods, Apparel
### (SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

### Paper, Paper Products, Except Wallpaper
### (Part of SIC 509)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc,; social stationery, including envelopes.

### Farm Products--Raw Materials
### (SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in wholesale distribution of raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in wholesale distribution of corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505)(not shown separately) Establishments primarily engaged in wholesale distribution of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

### Other Nondurable Goods
### (Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099)--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099) (not shown separately).--Establishments primarily engaged in wholesale distribution of:

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products except lumber; saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

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